

Lehigh University ALL IN Campus Democracy Challenge Election Year 2018

Student Leaders: Musa Jamshed, Ellen Everett McCormick, Thomas Vanier (Lehigh University Global Citizenship Program)

Faculty Lead: Sarah Stanlick (Lehigh University Center for Community Engagement, Lehigh University Department of Sociology)

Mission Statement:

We—Musa Jamshed, Everett McCormick, Thomas Vanier—firstly would like to say we feel that it is overdue for Lehigh University to be a part of national conglomerate group to focus on civic and political engagement.

The three of us comprise Party Responsibly—the student capstone project through Lehigh University's Global Citizenship Program—aims to create a more civically minded Lehigh population through political engagement of the community. This year, our capstone team is honing in on the midterm election in November and creating the foundation for greater political engagement in the coming years, including increasing voter turnout among students.

Main Objectives for 2018-2019 Academic Year:

1. Facilitate the creation of a Lehigh branch of the All In Project to increase voter participation on Lehigh's campus for the 2018 midterm election, specifically.
2. Create a needs assessment of Lehigh University's voting culture, attitudes, and practices.
3. Create long term, sustainable initiatives to improve voting culture and practices with the help of our Board of Advisors.

A disclaimer on our short-term vs. long-term goals through ALL IN:

With the 2018 midterm elections rapidly approaching, our focus has largely been on short-term impact initiatives. We focused on voter registration, educational tabling, and incentives/excitement for Lehigh students to make it to the polls on Nov. 6th. Simultaneously — through ALL IN, NSLVE, #VoteTogether, and coordination among Lehigh campus groups — we've tried to lay the foundation for long-term strategic plans. We recognize that in our initial push, strategic planning has been less of a priority due to time constraints, but we've mapped out a plan to push it to the forefront of our efforts once Nov. 6th passes.

SLSV Checklist (www.studentslearnstudentsvote.org/the-checklist)

1. Lead: Ensure a person is appointed by a respected campus leader to lead your student democratic engagement programs.

Sarah Stanlick, Director, Center for Community Engagement

2. Assess: Measure your campus voting rate.

Signed on the NSLVE survey in August

3. Engage: Convene a meeting of relevant administrators from student affairs, academic affairs, and government relations, as well as faculty and student leadership to discuss a campus-wide effort to increase civic learning and democratic participation.

Met in early October

4. Plan: Draft and submit a written action plan for increasing your campus-wide democratic engagement that will be evaluated post-election.

In process!

Advocacy Board

- Musa Jamshed, Everett McCormick, Tommy Vanier
- Sarah Stanlick (Provost/Academic Affairs Stem/Faculty/CCE/CEC)
- Aarsenio Perry & Carolina Hernandez (Student Affairs)
 - Carolina: Civic engagement, active citizenship, servant leadership
 - Aarsenio: Student affairs, coordination between groups
- Erik Walker (Senior Leadership/ Military Service/ Strong Active Citizen)
- Holona Ochs (Political Science Faculty/ Active Citizenship / Community Policing)
- Jeremy Littau (Journalism Faculty/ Democracy and Journalism / Free Press)
- Ric Hall (VP Student Affairs, CEC)

Calendar for AY 2018-2019

September 2018

- Reach out to potential team members for advocacy board
 - This is the group that will be governance along with you.
 - Email drafted on 9/21
- Reach out to all the groups that could be hosting leadership/political events
 - Get the word out
 - Buy-in and sharing
- Creation of a website:
 - Wireframe and plan to add a full dedicated top-level page for: <https://cce.lehigh.edu/>
 - Meet w/ Tom Donahue, Lehigh Web Services
- Create unified flyer for all political events happening at Lehigh

October 2018

- Week of 10/1
 -
- Week of 10/8
 - Create Party Responsibly Instagram Account?
 - I pledge to vote.... Poster
 - Tabling on the front lawn/UC
 - Work with Erik to ask about President Simon sending out an email to campus
 - First lunch meeting 10/11
- Reach out to Jenna Papaz about including blurb on voting on the campus InSTALLments
- Reach out to local businesses about providing discounts on food ordering
- Create "I'm ALL IN" video to be released the Sunday before election day as part of the social media campaign
 - Include students from various walks of campus saying that they're "ALL IN to vote November 6th" and why they are excited to vote this election cycle
- Reach out to other political organizations on campus to coordinate events leading up to election day and ensure that there is no unnecessary duplication of efforts

<https://www.pavoterservices.pa.gov/Pages/VoterRegistrationApplication.aspx>

November 2018

- Sunday, November 4th
 - Release “I’m ALL IN” video on Global Citizenship facebook page, and utilize human capital to spread it as much as possible on Social Media
- Monday, November 5th
 - Facilitate educational tabling at various locations on campus to ensure students know where to vote, how to vote, when to vote, etc. Provide infographics on which polling placing students vote on depending on where they live and on information on each contested candidate
 - Provide information on Party at the Polls events for election day, and highlight the free swag that will be available
- Day of Efforts (Purpose = to make it as easy and accessible as possible for students to vote, through aiding in transportation, increasing incentives, and minimizing obstacles), make it look attractive and fun and popular
 - Bus routes
 - Free food from local vendors
 - The Goosemen
 - NYC Village Pizza
 - Dunkin Donuts
 - Playa Bowls
 - El Jefe’s
 - Pujols
 - Subway
 - Tulum
 - Donuts from Vallos Bakery? <http://vallosbakery.com/>
 - “My reason why…” whiteboards and pictures (chance to be featured)
 - White board “I will vote because…” (5 from Sarah’s Office)
 - Giveaways (every hour)
 - Tabling by polling place and on UC front lawn/steps lawn
 - Facebook live
 - Lehigh Snapchat Takeover
 - “I voted because…” Instagram frame / white board paint
 - Instagram story
 - Contact Lindsay Lebresco (ls1213@lehigh.edu)

December 2018

- Debrief with stakeholders and begin planning for next election cycle based on successes and failures

January 2019

- Webinar series → FAQ
- Identify peer institutions to digress with about strategies
 - Northampton Community College
 - “Finding other Lehighs”
 - Though we can learn from larger themes on college campuses, we recognize that Lehigh fits into a category with the following attributes:
 - Medium size
 - Focus on Engineering/Business

- High Greek involvement
- Relatively apolitical
- To learn the most about what strategies may work/not work for us at Lehigh, we'd like to identify and get in contact with schools that match Lehigh's profile
 - Bucknell
 - Colgate
 - Villanova
 - Others to be identified

February 2019

- Reach out to political student organizations to create a board of student stakeholders
- Beginning planning phases of Lehigh Votes website
- Discussion with Northampton Community College
 - Has a really impressive action plan, has been a part of the NSLVE study since 2012 - great experience we'd love to learn from
 - Because it is regional, in fact it's the nearest institution to Lehigh, we can discuss local challenges/strategies in Bethlehem, PA

March 2019

- All-In Summit - Virtual Classroom (work with Ilena?)
- Discussion with "other Lehighs"
 - Bucknell
 - Colgate
 - Villanova
 - Others to be identified
- Stakeholder check-in meeting, including next cohort of Party Responsibly individuals
 - Discuss logistics of creating voter registration component of orientation
 - Discuss logistics of creating a polling place on campus
 - Go over NSLVE data (if available)
 - Use demographics to create strategies of better engagement for the upcoming years
 - Utilize information on student majors to better target which colleges and programs need greater levels of engagement and which departments to reach out to for subsequent years

April 2019

- Create a needs assessment for Lehigh University's practices on voting and student political engagement based on NSLVE data findings and general successes and failures of our events
- Create a "what we've learned" guide for the incoming student leaders
 - Include information on our needs assessment for important areas to focus on in the upcoming years
 - Include breakdown of NSLVE data and how that data fits into our needs assessment
 - Provide general thoughts on what we believe to be our projects greatest strengths and weaknesses and provide general advice on how we believe this project can be best utilized by the incoming student leaders

May 2019

Future Goals for Lehigh ALL IN:

- Discuss how stakeholders will be maintained and continue to have students at the core of our mission
- Outline a framework in which we think about the ways we can reach students from beginning to end of their 4 year experience
 - Think strategically about cohorts of students that come in with relative different amounts of enthusiasm. How can we move students up a level no matter how much interest they have at the start?