



# MANHATTAN COLLEGE

## 2020 Voter Engagement Action Plan



MC\_JASPERSVOTE



### Executive Summary

Manhattan College's mission is to "provide a contemporary, person-centered educational experience that prepares graduates for lives of personal development, professional success, civic engagement, and service to their fellow human beings. and thus it is appropriate that the college encourage eligible students to participate in national elections. By offering both curricular and extracurricular opportunities for students to learn about current issues and the 2020 election, and by facilitating

access to registration, absentee ballots and polling sites, Manhattan College hopes to encourage our students to develop the habit of casting an informed vote. Our overall effort will be non-partisan in nature, but we also welcome the efforts of partisan student organizations.

Supported by the President's Commitment to Full Student Voter Participation, the College community has established a broad-based Voter Engagement Committee to lead our voter engagement efforts. The Committee will work to encourage all segments of the College community to participate in those efforts.

This is a plan for the next five years, or the next three federal elections. In that time period, there will also be an important citywide election in New York City. The plan is necessarily most detailed for the 2020 election cycle, and our evaluation of our work in the 2020 cycle will allow us to make better plans for the following election cycles.

The goals we have established for the 2020 election cycle are:

- Create opportunities for Manhattan College students to learn about the election so that they can make informed decisions about their own participation
- Create easy access to information on registration, applying for an absentee ballot, and voting
- Raise registration rate of Manhattan College students to 82%
- Raise turnout rate of registered students to 70%
- Raise turnout rate of eligible students to 57%
- Evaluate our 2020 election work to inform planning for future election cycles

Over the next five years, there will be three federal elections, in 2020, 2022, and 2024. There will be a competitive New York City election for Mayor and a significant portion of the City Council in 2021, and a gubernatorial election to coincide with the midterm federal elections in 2022. Over that time period, our most significant goal will be to see that, as a part of the College's regular procedures, every student is periodically asked to register to vote, and encouraged to exercise that right. Our ultimate aim, echoing the Commitment signed by the President, is that 100% of the eligible students participate. We will engage in regular evaluation of our efforts, so that we are doing an increasingly effective job at helping students overcome the logistical hurdles, motivating students to participate, and giving them the tools to acquire the information to make an informed choice. In addition, over that time, we will map the existing efforts to embed civic engagement in the curriculum, and develop plans for expanding those efforts, in line with our Mission Statement.

Our plan is informed by our understanding of our particular college environment, our examination of our previous NSLVE reports, our review of NYS voting laws, recent changes and COVID accommodations made by the Board of Elections. We reviewed the **Strengthening American Democracy Guide**, participated in a Student Voting Summit, and had several brainstorming conversations with a broad array of campus stakeholders. We decided that we needed to keep in mind three elements that affect the likelihood of student voter participation:

1. Helping students overcome logistical barriers to voting (registration, absentee ballots, deadlines, finding polling sites)
2. Helping students acquire the information to be confident they can cast a meaningful vote
3. Motivating students to participate

Our specific strategies are all chosen to address one or more of these needs. In addition to reviewing the biennial NSLVE report, we will collect other information from existing student surveys, social media data, and data and surveys we collect on events to help us evaluate the effectiveness of various efforts. We will use these evaluations to plan future efforts.

## Leadership

### Voter Engagement Committee

The Voter Engagement Committee, with the support of the College's Administration, is the working group that leads the college's civic engagement efforts. It began to meet in the fall of 2019. The first agenda item was to identify how to make our committee inclusive of the entire Manhattan College community. Who should we invite to see that all schools of the college, student affairs and administrative divisions of the college, and all student organizations, are represented? We have made an open invitation to the entire campus, and will continue to do so. We've also identified particular people and organizations to invite. The team we have assembled is also diverse in terms of gender, race, ethnicity and religion.

When President O'Donnell signed the Higher Ed Commitment to Full Student Voter Participation, he asked his Senior Advisor for Strategic Partnerships, Rob Walsh, to join the committee.

Members of the Jasper Votes Leadership Team are invited or volunteer to serve, with the understanding that we strive to persuade key offices and groups to be sure that they are represented. To ensure continued commitment to the project, we will use three strategies to plan for succession, to replace those who are no longer willing or able to be involved:

- We will invite new members every fall and spring
- We will label some participants as ex-officio -- as people in some of these positions change, we will invite the new person (i.e., the Student Government leadership, the Director of the Office of Student Engagement)
- Inclusivity and diversity of the committee is on the agenda at least annually for discussion, to plan targeted invitations

As of Spring 2020, the following people have been part of the Jasper Votes Leadership Team:

Chair: Margaret Groarke, Professor of Political Science,  
Coordinator of Community Engaged Learning

Students:

Rabea Ali '20, School of Business, Newman Civic Fellow  
Kaylyn Atkins '20, School of Liberal Arts, President, Student Government  
Sydney Collins '22, School of Liberal Arts  
Carolyn Allen, '23, School of Liberal Arts  
Megan LaCreta '23, School of Liberal Arts  
Giuliana DeLuca '21, School of Liberal Arts  
Maura Phelan '20 School of Education  
Ireland Twiggs '21, School of Liberal Arts  
Chelsey Leveque '23, School of Science

Doriz Yari '23, School of Science  
Christopher Machol '23, O'Malley School of Business  
Grace Geckeler '23, School of Engineering  
Assiatou Diallo '23, School of Science  
Kimberly Hall '20, School of Liberal Arts  
Thomas Dugan '20, School of Engineering  
Evaniz Orellana '20, School of Liberal Arts

Administration and Student Affairs:

Rob Walsh, Senior Advisor to the President for Strategic Partnerships  
Michael Steele, Assistant Director, Office of Student Engagement  
Jacqueline Martin, Coordinator of Social Action, Campus Ministry Social Action  
Kathleen Von Euw, Assistant Director of Community Engagement and Partnerships  
Marianne Reilly, Director of Athletics  
Will Aloia, Assistant Athletic Director for Compliance & Life Skills  
Representative from the Lasallian Women and Gender Resource Center  
Hayden Greene, Director of Multicultural Affairs  
Erinn Kehoe, Assistant Director Office of Study Away  
Pierre Campbell, Assistant Director of Housing Operations, Office of Residence Life

Faculty:

Jonathan Keller, Assistant Professor of Political Science, Pre-Law Advisor  
Richard Gustavson, School of Science, Department of Mathematics  
Maeve Adams, School of Liberal Arts, English

Community Partners: We've established a relationship with the League of Women Voters, who came to campus in 2019-20 to do two voter registration training workshops and give a talk on the history of women's struggle for the franchise. We've also established a relationship with two people from the Bronx Board of Elections, who have come to campus to register voters and recruit poll workers.

## Commitment



Manhattan College's mission is to "provide a contemporary, person-centered educational experience that prepares graduates for lives of personal development, professional success, civic engagement, and service to their fellow human beings. and thus it is appropriate that the college encourage eligible students to participate in national elections.

In addition, Manhattan College wants to comply with the 1998 Federal Higher Education Act and the 2008 Higher Education Opportunity Act, which requires colleges and universities to make a good faith effort to distribute voter registration forms, or electronic access to voter registration forms, to all students in years of federal or gubernatorial elections, and to make such forms widely available to students.

For these reasons, President Brennan O'Donnell has signed the Higher Education Presidents' Commitment to Full Student Voter Participation, and authorized the College's participation in NSLVE since September 2016. Recognizing the responsibility of colleges and universities to prepare students to be informed and active citizens, and the importance of the student voice in elections, President O'Donnell encourages the college community to consider the ways curricular and extra-curricular experiences can support the development of students to become lifelong voters and engaged participants in their communities.

Manhattan College earned a Bronze seal for its participation rate in the 2018 election, and we aim to earn a higher award for higher participation in the 2020 election. Both the President's signing of the Commitment to Full Student Voter Participation and the All-In Bronze seal were announced in the College's daily Announcements (emailed to everyone in the campus community and available on the College website), and included in public-facing News items on the website.

Phase II of the College's Strategic Plan, which is just coming to a close, included significant initiatives to encourage local and global civic engagement, through teaching, research and service, and in particular to promote collaboration with professional and community-based organizations, service-learning, and volunteer work. Phase III, which is currently being drafted, proposes to enhance

our intentional engagement with local, national and global partners. Under both the current strategic plan and the one we are about to begin, we believe the strategic initiatives support a strong effort around voter registration and participation.

The college's commitment to local and global civic engagement has led to course-embedded projects that encourage students to be civically involved. The college's commitment to community engaged learning is represented by employing an Assistant Director of Community Partnerships, who spends more than 25% of her time on community engaged learning, and a faculty Coordinator of Community Engaged Learning (25% appointment). Classes that have recently focused on civic engagement include English 262, Gender and Literature with Dr. Maeve Adams, and Communication 419, Advanced TV Production with Dr. Michael Grabowski, and Political Science 153, "Participation and Power" with Dr. Margaret Groarke.

## Landscape

### Demographics of Manhattan College

Manhattan College has 3,894 undergraduates and 578 graduate students, studying on a single campus in the Bronx. The campus is relatively small; it has 23 acres of land, and two areas of campus that are connected by a student commons building.

Manhattan College is more male than female, with about 55.9% of its students being men and 44.1% women. The majority of students on campus are white, more specifically 52.1%. Outside of the majority, 23.4% of the students on campus are Hispanic, 5.3% are Black or African American, 4.3% are Asian, 2.1% are two or more races, 0.1% are American Indian or Alaska Native and the rest are unknown. The college has students from 44 U.S. states and territories. The vast majority are from the tristate area: 72.9% are from NY, 10.2% are from NJ and 3.2% are from Connecticut. International students hail from 60 countries outside of the United States, comprising 4.1% of the student body. Manhattan College gives financial aid to 94% of its students. Furthermore, 33% of the student body are first generation students.

There are 109 student clubs on campus, and 20.12% of students are involved with student clubs. Sixteen of the clubs on campus fall under the category "Community Service and Social Justice." There is also a Government and Politics Club, which includes students of all political parties, and has often promoted student political involvement. Campus Ministry and the Social Action (CMSA) is located in the student commons building, connecting students to volunteer opportunities and providing easier access to different social justice events happening in Manhattan. 36.04% of the students that filled out a survey replied that they were involved in at least one of the activities offered by the CMSA during their time attending the school. The Multicultural Center is also located in the student commons building, creating programs for students that help build community on campus. CMSA, the Multicultural Center, and the Government and Politics Club are already involved in our efforts, and we intend to invite all the other organizations to be involved.

Currently 43.1% of students are residents on campus and 56.9% are commuters, and we need to plan to meet the needs of both groups. While we have a polling site on campus, very few resident students register at their campus address. Students may not know about or even know how to request an absentee ballot so that they can vote in upcoming elections. As described in the previous paragraph, almost a quarter of the students that attend Manhattan College are residents of other states than New

York. Updates on New York State elections are irrelevant to students registered in their home state. Furthermore, even for students living in New York, all students living outside of the Bronx and are not registered with Manhattan College as their address are not able to vote in the local elections which are also important. Keeping students well informed about their upcoming election dates and about the politicians running in their areas is therefore a very difficult task.

Commuters face different challenges. With extracurricular activities and a heavy workload, commuter students have a lot of work to get done when they are not in their classes and less time to do them than other college students due to the time they spend commuting. Commuters may not feel they have time to keep themselves well informed on political issues and upcoming elections. Additionally, commuters may not feel that they have the time to stay on campus once their classes are over. This may make it harder to reach out to this group through events, especially if they are later in the evening. For these reasons, it is probably best to make voter information easily accessible, such as through Instagram, so that commuters can use the Voter Engagement Committee as a resource on their own schedule.

Roughly a third of students at Manhattan College are low income. For these students, finding time to vote between school and work, and paying any additional travel costs that might be involved, might discourage voter participation. Students in general don't seem to keep postage stamps on hand, which may be needed to mail registration forms and absentee ballots. These are issues we need to consider in our plans.

### Our NSLVE reports and what we learned from them

	2012	2014	2016	2018
Registration rate	65.4%	54.5%	72.8%	53.9
Turnout of registered students	53.0	15.2	61.7	41.9
<b>Turnout rate of eligible students</b>	<b>34.7</b>	<b>8.3</b>	<b>44.9</b>	<b>22.5</b>
Turnout rate at all institutions	46.9	18.8	50.4	39.1

The voter registration and turnout rates, in the table above, reflect the percentage of Manhattan College students who were eligible to vote and have voted in the 2012, 2014, 2016, and 2018 elections.

If we compare the two presidential elections -- 2012 and 2016 -- we see a 10 point increase in turnout. Between the two midterm elections -- 2014 and 2018 -- turnout jumped from 8.3% to 22.5%. Although we raised the registration rate considerably in 2016 (when we did a lot of registration work), we did not increase registration in 2018, although we did get a much higher rate of registered students to vote. In all four of these elections, our turnout rate was lower than the average rate at all the NSLVE institutions.

To improve registration and turnout, it is essential that we target underrepresented student groups. Throughout all 4 elections, the data shows that the voting rates of students between the ages of 18-21 were much lower than students older than 22, and graduate students were more likely to vote than undergrads. The voting rate of first-year students, especially, has repeatedly been lower than that

of sophomores and other upperclassmen. Thus, we want to especially focus on freshmen, and one aim would be to give freshmen students the opportunity to register to vote during orientation.

We do not have much data on gender and race, unfortunately. Women were more likely to vote than men in 2012 and 2016, but we don't have any information on racial groups.

In reference to the different fields of study, in 2012, we found that the lowest voting rate percentages corresponded with students studying either business, management, and marketing, liberal arts and sciences, humanities, as well as social sciences. However, as per the data from 2014, students from the business, management, and marketing fields of study soon represented one of the largest portions of Manhattan College's voting rate, followed by students who are education majors and those who are undecided. The voting rates of students within these fields of study have been substantially increasing (as shown in the data obtained in 2018). Despite this, the most underrepresented students are concluded to be of the following subject areas: foreign language/literature, history, mathematics, natural resources/conservation, philosophy/religious studies, physical sciences, multi/interdisciplinary studies, and visual/performing arts. We will work to reach out to the corresponding departments with the lowest voting rates, in order to increase student participation within these fields. From another standpoint, students of these fields of study were shown to hold the most promise in increasing Manhattan College's overall voting rate through the course of the next few years: biological/biomedical sciences, computer/information sciences, health professions (highest rate of change — 25%), recreation/fitness studies, psychology, and social sciences. Students within these fields had a significant increase in their voting rates as indicated by the 2018 statistics. Further targeting these groups would be an ideal way to promote voter engagement overall. We remain optimistic as we explore outreach options via email, JasperVotes, and MC at a Glance.





# Don't Let COVID-19 Stop You From Voting!

1.

With a New York State license, you can register on [www.dmv.ny.gov](http://www.dmv.ny.gov)

2.

You can call 1-800-FOR-VOTE to request a voter registration form to mail in

3.

You can print out a form from [www.elections.ny.gov](http://www.elections.ny.gov) to mail in



To vote in the June 23rd Primary:

Register by May 29th, 2020

To vote in the November 3rd General Election:

Register by October 9th, 2020



## How changes in NYS Election Law and COVID-19 Social Distancing affect our efforts

New York State made some positive changes in its Election Law in 2019 which should help our efforts. New York introduced early voting for the first time, consolidated primaries (so voters don't have to go to the polls as often), allowed pre-registration of 16 and 17 year olds, and made it easier to change one's party registration. We have a polling place on campus, which is an asset, although few students are registered to vote there. We will consider whether it would be wise to encourage resident students to vote on campus.

The COVID-19 pandemic has already begun to affect our elections. (The image here was created by Alison McCormack, Molly Baldwin and James DeRonda as part of their class, ENGL 262: Gender and Literature with Dr. Maeve Adams) Primary dates have been changed in many states,

including New York, New Jersey and Connecticut, where more than 75% of our students reside. Policy makers are determining which strategies to use to allow people to vote while maintaining social distancing measures and keeping everyone safe. Some of the tactics for keeping elections accessible during this time include: encouraging absentee voting, expanding reasoning for absentee voting & consolidating polling places to larger venues.

Our efforts for voter engagement at Manhattan College could be affected during this time in a few ways. Although we had already planned to encourage students to request absentee ballots, that becomes even more important due to COVID-19. Early voting can also reduce crowding at the polls, and so we can encourage students to take advantage of early voting opportunities. Consolidation of polling sites might mean that people who have been accustomed to voting at local nursing homes

could be reassigned to the larger site on our campus. Perhaps most importantly, the constantly changing rules and information can be a disincentive to vote. The best example is that litigation is still underway to decide whether or not NY voters will vote in a Presidential primary on June 23.

We will need to pay attention to additional changes in the law or the policy set by the Board of Elections, and be prepared to alert the Manhattan College community to changes that affect them. The following proposals are being considered by the New York State legislature during COVID-19:

- NY SB 8015: Authorizes voters to vote absentee due to concern for public health risk.
- NY AB 10169: Permits absentee voting in the event of a threat resulting from a disease outbreak.
- NY AB 10271: Expands definition of "illness" to qualify for absentee voting to include spread or potential spread of communicable disease.
- NY SB 8106: Extends absentee voting to all residents for all primaries or special elections occurring before June 24, 2020.
- NY SB 8120: Directs the state board of elections to create a plan to permit voting by mail.
- NY SB 8130: Permits electronic application for absentee ballots and removes the requirement that such application be signed by the voter.

## Goals

### Goals for the 2020 Election Cycle:

- Create opportunities for Manhattan College students to learn about the election so that they can make informed decisions about their own participation
- Create easy access to information on registration, applying for an absentee ballot, and voting
- Raise registration rate of Manhattan College students to 82%
- Raise turnout rate of registered students to 70%
- Raise turnout rate of eligible students to 57%
- Evaluate our 2020 election work to inform planning for future election cycles

### Longer Term Goals:

Over the next 5 years, there will be three federal elections (2020, 2022, and 2024). In addition, there will be a very competitive New York City election for Mayor and a significant portion of the City Council in 2021. The next gubernatorial election will coincide with the midterm federal elections in 2022.

Over that time period, our most significant goal will be to see that, as a part of the College's regular procedures, every student is periodically asked to register to vote, and encouraged to exercise that right. Our ultimate aim, echoing the Commitment signed by the President, is that 100% of the eligible students participate.

While civic engagement is prominently mentioned in our Mission Statement and in our Strategic Plan, we have not examined what efforts are being made to include democratic engagement among the

learning outcomes of our curriculum. Over the next five years, we will map the existing efforts, and develop plans for expanding those efforts, in line with our Mission Statement.

### Development of a Plan:

The Voter Engagement Committee held three meetings to make our Voter Engagement Plan. We reviewed our registration and turnout data for the past three federal elections, summarized below. While we were pleased that, in the two election cycles where we engaged in some deliberate efforts to increase participation, the 2016 presidential election, and the 2018 midterm election, we observed significant improvement in our students' rates of participation, we aim to get closer to the turnout rate for all institutions participating in the NSLVE study. It was noted by committee members that a significant number of Manhattan College students are not registered to vote, and that therefore we should focus some of our efforts on voter registration, but also that a significant number are registered but did not vote -- and therefore we want to also consider ways to encourage registered students to cast a vote. As a largely residential campus, we recognize the need to help students who are registered at their home address to get an absentee ballot.

We sent a team to the Student Vote Summit held in Philadelphia in February 2020, where we used Votes and Ballots to do strategy planning. We brought our draft plan back to campus, and incorporated our new ideas. The plan was revised by a small working group (Assiatou Diallo, Grace Geckeler, Margaret Groarke, Chelsey Leveque, Jacqueline Martin, Kathleen Von Euw, and Doriz Yari) circulated to the entire Voter Engagement Committee for comments and approval.

We've decided we need to focus on three elements, and we'll mark each activity with the number of the goal it helps us achieve:

4. Helping students overcome logistical barriers to voting (registration, absentee ballots, deadlines, finding polling sites)
5. Helping students acquire the information to be confident they can cast a meaningful vote
6. Motivating students to participate

The Voter Engagement Committee will encourage various schools, departments, divisions and clubs in the Manhattan College community to plan ways that they can encourage civic engagement in 2020, and will coordinate those efforts and provide advice/tools where necessary. The Committee will plan a series of campus-wide announcements and flyers alerting students to voter registration deadlines, absentee application deadlines, debates and primary election dates. The committee has created a website with comprehensive information about elections and links to vote.org, so that students can register and request an absentee ballot. We will put the QR code for it on all our materials. Assuming we return to campus, we will make a large scale wall hanging, copies of which will be hung in several high profile places. We will make available to students, and to all participating organizations on campus, personalized information about their state's rules and deadlines.

Our voter engagement strategies will need to adapt to COVID-19 conditions. We are highlighting strategies that can be implemented virtually, but also making plans for in-person activities to employ when students are back on campus.

## What we've already done

During the 2019-20 school year, Campus Ministry Social Action student workers tabled weekly to register voters.

Jacqueline Martin established an informative website at <https://inside.manhattan.edu/student-life/cmsa/voter-registration-info.php> which we will update as necessary, and share in various ways, including a QR code (1, 2)

Maeve Adams of the English Department used voter registration (of students and in the community) as the service-learning project in a spring 2020 class. She hosted the League of Women Voters to do two on-campus trainings for volunteers doing voter registration in February (1).

Zena Kaufman from the League of Women Voters made a presentation about the history of women's voting rights and where we are with the Equal Rights Amendment, on March 4, 2020 (2, 3).

Three seniors in their capstone Advanced TV Production course created a one-minute PSA that we have pushed out on social media and will continue to use to mobilize students to participate (3).

Five students were hired by Campus Ministry Social Action (CMSA) to work on voter engagement through June 30 (1-3).

Those five students developed a ten minute presentation on voting, and presented it in a small number of classes, to invite students to register and vote (1, 3).

The Lasallian Women and Gender Resource Center is sponsoring a series during Spring and Fall 2020 on Women and the Vote in honor of the 100th anniversary of the 19th Amendment, and is using those events to register students and encourage voting (3).

## Summer 2020

The CMSA voter engagement team will offer their ten minute presentation to summer classes (1,3).

The CMSA voter engagement team will reach out to the student clubs and organizations to invite them to invite their members to register and vote, either now or in the fall (1-3).

We'll make a fall calendar of dates to alert students to deadlines for registering, getting absentee ballots and voting (1).

Margaret Groarke will set up college-wide announcements for summer primaries and November election deadlines. The Voter Engagement Committee will publicize deadlines for registration and absentee ballots for the primaries in the states where we have the most students. NY is June 23 and CT is 8/11, and NJ is 6/2. MA, CA, and VA are all on 7/7. (These announcements are posted on the website and emailed to everyone daily) (1).

The Voter Engagement Committee will coordinate with ITS to plan an email to every registered student inviting them to register.

We will hold an info google meet during Orientation Sessions for incoming sessions (1-3).

The Voter Engagement Team will launch a "I vote because I care about . . ." campaign on our Instagram feed (3)

Apply to become a Voter Friendly Campus

## Fall 2020

The Voter Engagement Committee will do 7-10 minute voting presentations in at least 20 classes, targeting departments whose students are least likely to vote (1, 3).

Ask the Commuter Student Services Office to include voting info in its newsletter (1, 2).

The Quadrangle, the student newspaper, will for the third federal election cycle in a row, do a regular column about the election. Voter Engagement will communicate with them to propose topics/info to include (1-3).

Plan an event/activity in cooperation with Athletics to promote voting (3)

Work with motivated faculty and/or identity-based groups to host Lunch and Learns about issues affecting your community (2)

The Government and Politics Club will, as it has done in the past, host debate watch parties and do voter registration. If necessary, watch parties will be virtual. (September 29, October 15, October 22, VP October 7. All at 9 p.m., 90 min) (2).

Our pre-planned announcements will go live at appropriate points in the fall. Highlight National Voter Registration Day, Request your Ballot Day, Submit Your Ballot Day, Election Day (1).

Do a student takeover of campus social media accounts with voting content on the four highlighted days on our election calendar (3).

Launch a “I vote because I care about . . .” campaign on our Instagram feed (3)

Work with Residential Life to incorporate voter engagement into at least one residence hall/dorm meeting each semester (or year?) (1-3)

With the help of our local election clerk, recruit students to be poll workers on Election Day.

We will send a cohort of students to the Ignatian Family Teach-In in Washington DC, November 14-16th (<https://ignatiansolidarity.net/iftj/>). This is a great opportunity for learning about issues and engaging in advocacy with elected officials. CMSA takes the lead on coordinating this (2, 3).

*Other strategies, if we have capacity and COVID restrictions allow:*

Host an absentee voting party, complete with stamps and envelopes for ballots (1).

Create and distribute nonpartisan voter guide featuring FAQs tailored to student voters  
Find a variety across the political spectrum to distribute. (2)

Create, print, and post flyers promoting the upcoming election (3)

Decorate all dining halls for Election Day (3)

## Spring 2021

Do the first evaluation of our 2020 election cycle work in February (further analysis will only be possible when NSLVE data is available, which will probably not be until July).

February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges. The Opportunity Programs Office and the General Counsel takes the lead on this, and the Voter Engagement Committee will support their efforts to recruit and prepare students to participate.

Organize or participate in a Lobby Day or Advocacy Day to support student-friendly voting laws (NY State legislative session is in the spring, so this is a good time to do this).

Make plans for the June NYC Primary, and November NYC election.

Consider hosting a debate for the City Council primary in the district where the college is.

## Fall 2021

Host debate watch party for mayoral election.

Post college announcements for deadlines for applying for absentee ballots, submitting absentee ballots, and voting on election day.

Send a cohort of students to the Ignatian Family Teach-In in Washington DC, November (<https://ignatiansolidarity.net/iftj/>). This is a great opportunity for learning about issues and engaging in advocacy with elected officials. CMSA takes the lead on coordinating this.

**Begin planning for the 2022 election cycle.**

## Spring 2022

Finalize plans for 2022 midterm election cycle.

February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges. The Opportunity Programs Office and the General Counsel takes the lead on this, and the Voter Engagement Committee will support their efforts to recruit and prepare students to participate.

Invite NYS students to participate in the June primary in New York State.

## Fall 2022 (Midterm Election)

Follow through on plans for 2022 election.

Send a cohort of students to the Ignatian Family Teach-In in Washington DC, November (<https://ignatiansolidarity.net/iftj/>). This is a great opportunity for learning about issues and engaging in advocacy with elected officials. CMSA takes the lead on coordinating this.

## Spring 2023



February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges. The Opportunity Programs Office and the General Counsel takes the lead on this, and the Voter Engagement Committee will support their efforts to recruit and prepare students to participate.

## Fall 2023

Evaluate NSLVE report on 2022 election with Voter Engagement Committee

### **Establish plans for the 2024 election cycle.**

Send a cohort of students to the Ignatian Family Teach-In in Washington DC, November (<https://ignatiansolidarity.net/iftj/>). This is a great opportunity for learning about issues and engaging in advocacy with elected officials. CMSA takes the lead on coordinating this.

## Spring 2024 (Primary season)

Follow through on plans developed for the 2024 election cycle.

February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges. The Opportunity Programs Office and the General Counsel takes the lead on this, and the Voter Engagement Committee will support their efforts to recruit and prepare students to participate.

## Fall 2024 (Presidential Election)

Follow through on plans developed for the 2024 election cycle.

Send a cohort of students to the Ignatian Family Teach-In in Washington DC, November (<https://ignatiansolidarity.net/iftj/>). This is a great opportunity for learning about issues and engaging in advocacy with elected officials. CMSA takes the lead on coordinating this.

## Reporting

The College's NSLVE results are reported biennially to the entire College community. The full reports are discussed by the full Voter Engagement Committee, and available to anyone who asks for them. The Marketing and Communication team produces a press release announcing the results, and they have been covered by the campus newspaper, *The Quadrangle*, and the local newspaper, the *Riverdale Press*.

The College's Action Plans are posted on the All In Challenge website. The 2020 plan will be made available to the entire College community on our website, with a request for feedback. The committee will discuss the feedback received and use it to refine and improve the plan.

## Evaluation

We plan to engage in periodic evaluation of the work we are doing to engage students in elections. We will share our biennial NSLVE report widely on campus, and use it in the Voter Engagement Committee to evaluate our efforts and plan for the future.

We will also pay attention to other measures of the effectiveness of our work, using many of the measures that we frequently use on campus for assessment of our work. For example, if we are able to do voter registration tabling on campus, we will keep track of the number of students registered each hour. Last year, we registered 5-10 people each week, tabling an average of 3 hours a week. This is slightly above average for field voter registration. We'll keep track of this number, and adjust sites or practices to see that we are making effective use of this time.

We regularly keep track of attendance at events, and sometimes survey participants about their reaction to the event. In spring 2020, we did an Instagram takeover. For social media actions like that, we can pay attention to the number of likes, shared stories, and views for the voter registration posts we push out.

Manhattan College also participates in the National Survey of Student Engagement (NSSE). We will use this survey, and other available surveys of students, to see if our work contributes to an increase in student civic engagement values and actions.

## **ELECTION CALENDAR**

2020

(for each election year, set these four Days of Action: National Voter Registration Day, Request your Ballot Day, Submit Your Ballot Day, Election Day.)

<https://www.nytimes.com/interactive/2019/us/elections/2020-presidential-election-calendar.html>.

Tuesday, June 23 Primary election in NY

Tuesday, July 7 Primary in New Jersey

Tuesday, September 22 National Voter Registration Day

Presidential Debates: September 29, October 15, October 22. All at 9 p.m., 90 min

Vice Presidential Debate: October 7

Tuesday, November 3 Election Day

2021

February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges.

Tuesday, June TBD -- New York City Primary Election

Tuesday, November 2 --New York City General Election

2022

February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges.

November -- Federal Election

2023

February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges.

2024

February TBD, CICU Advocacy Day -- an opportunity for our students to participate in lobbying the state legislature about financial aid and support for private colleges.

November -- Presidential Election