



MANOR
COLLEGE

2020 ALL IN Democratic Challenge Action Plan



**Manor College - Office of Student Engagement
700 Fox Chase Road
Jenkintown, PA 19046**

2020 ALL IN Democratic Challenge Action Plan

Submitted by: Ashley Hillegas, *Director of Student Engagement*

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Executive Summary

This action plan has been developed by Ashley Hillegas, Director of Student Engagement, at Manor College. The goal of this 2020 ALL IN Democratic Challenge Action Plan is to increase voter registration and civic engagement among Manor College students. This action plan serves as a commitment from Manor College to strategically develop programs to meet the needs of our students in order to better educate them on the voting process and civic engagement within their communities. This action plan is effective from the beginning of the Spring 2020 semester until the end of the Fall 2020 semester. This action plan will be implemented by the Office of Student Engagement, with the support of Manor College leadership.

Leadership

The Office of Student Engagement is coordinating and overseeing Manor College's work to increase democratic and civic engagement. With the support of executive leadership on campus, the work outlined within the action plan will be executed by Ashley Hillegas, Director of Student Engagement. Additionally Campus Activities Board, strong group of student leaders, will play a crucial role in the implementation of this action plan at Manor College. Furthermore, Manor College's efforts to engage students with voter registration and civic engagement is supported by the League of Women Voters of Montgomery County.

Below is a list of those supporting and involved in the 2020 ALL IN Democratic Challenge Action Plan:

- Dr. Jon Peri, *President of Manor College*
- Allison Mootz, *Vice President and Dean of Student Affairs*
- Ashley Hillegas - *Director of Student Engagement*
- Campus Activities Board - *Student Leaders on Campus*
- League of Women Voters of Montgomery County - *Community Partner*

Commitment

As evident with our institutions mission and vision statements, Manor College is committed to developing students to think critically and holistically. Through this, we hope to instill within our

students the importance of civic engagement and service to their communities. From a student's first to last day at Manor College, the same message is communicated regarding the importance of participation and leadership within a global society. This commitment is further communicated to the greater community via Manor College's website and social media platforms. Through programming from the institution surrounding civic engagement, Manor College's goal is for the students, faculty, staff, and outside community to understand the importance and overall commitment to the 2020 ALL IN Democratic Challenge Action Plan.

Mission of Manor College

Manor College believes that personalized education in the Judeo-Christian tradition generates a commitment to a peaceful world, which inspires confidence in the present and hope for the future. Manor's Basilian environment enables students to fully develop as individuals and instills an understanding of scientific, humanistic and ethical principles so students form a global vision. Manor also believes that graduation begins a new chapter of lifelong learning.

By maintaining academic excellence through current, innovative programs and encouraging students to develop a sense of inquiry, their critical thinking, effective communication skills, and by providing opportunities to serve the community, Manor graduates are prepared to serve society effectively and compassionately.

Vision of Manor College

Manor College's Catholic Basilian and Ukrainian foundations ignite the fire within our diverse community to participate and lead in a dynamic global society. Transformational education at Manor will embrace the whole student, be experience-driven and career-focused, and facilitate a purpose-filled life that meets the urgent and emerging social justice needs of our world.

Core Values of Manor College

Manor College **CARES** about our students and our community, evidenced by our core values:

- Catholic Basilian Tradition of Community, Hospitality and a Global Vision of Humanity
- Academic Excellence Through Personalized Education, Effective Teaching and a Belief in Lifelong Learning
- Respect for the Dignity of Each Person
- Experiences that Transform Our Students
- Service to the Community

Landscape

The Student Affairs Division at Manor College utilizes the following Student Learning Outcomes to assess the growth and development of our students: Personal Development, Cognitive and Practical Skills, Intrapersonal Development, Interpersonal Competence, Social Responsibility and Diversity. Through these student learning outcomes, our goal is to educate the whole student. Specifically when it comes to civic engagement, we rely on programming that highlights the importance of social responsibility and diversity to educate our students about the importance of voting and involvement within their communities.

When comparing Manor College’s 2014 and 2018 NSLVE voter registration rates, the institution saw significant increases in the number of students who voted and the number of students who registered to vote. The table below indicates the voter registration rates information included on the September 2019 NSLVE Campus Report for Manor College:

Voter Registration Rates - September 2019 NSLVE Campus Report - Manor College

	2014	2018	Change
Total student enrollment	727	638	↓ -89
Age under 18/Unknown	*	*	
IPEDS estimated non-resident aliens	0	*	
FERPA records blocked	*	0	
Total eligible voters	723	632	↓ -91
Number of students who registered	393	356	↓ -37
Number of students who voted	123	188	↑ 65
Registration rate	54.4%	56.3%	↑ 2.0
Voting rate of registered students	31.3%	52.8%	↑ 21.5
Voting rate	17.0%	29.8%	↑ 12.7
Difference from all institutions	-2.7	-9.4	

Manor College faces internal and external barriers when it comes to educating our students about voter registration and civic engagement. Internally, the largest barriers faced by Manor College include limited finances and lack of staffing. As it stands right now, there is no separate budget for civic engagement programs. All funds for these programs are allocated at the discretion of the Director of Student Engagement from the entire campus activities budget line. Additionally, the Director of Student Engagement is the only staff member creating and executing voter registration and civic engagement programs. This is only one aspect of the Director of Student

Engagement's role, so it easily gets overlooked if not intentional about programming efforts. External barriers include our institutions large commuter student population and proximity to polling locations. Due to the high volume of our students not residing on campus, it is nearly impossible to offer students transportation to their specific polling locations.

In order to help assist our campus with being successful when it comes to educating our students about voter registration and civic engagement, especially when it comes to overcoming internal and external barriers, we look to the following resources:

- League of Women Voters of Montgomery County
- Alliance for Youth Organizing Campus Takeover Minigrant
- Information on Online Voter Registration Applications and Absentee Ballots - <https://www.pavoterservices.pa.gov/Pages/VoterRegistrationApplication.aspx>

Goals

Voter Registration and Civic Engagement Goals for Manor College

- Continue to increase student voting rates
- Register to vote a total of 50 students who are not registered to vote during 2020
- Through creative programming, create opportunities for students to become better informed about voting
- Identify key leaders on campus to assist with educating our students on voting and civic engagement
- Encourage students to vote in all upcoming elections
- Educate students about the voter registration process, as well as how to vote on election days

Strategy

The following programs and initiatives will be executed by Manor College over the course of the Spring 2020 and Fall 2020 semesters:

- Partnership with League of Women Voters of Montgomery County
 - The League of Women Voters of Montgomery County is a partner of Manor College when it comes to educating our students about voter registration and civic engagement. The League of Women Voters of Montgomery County volunteers their time to hold voter registration drives on campus. They also provide us with resources about upcoming elections, voter registration, and absentee ballots.

- New Student Orientation
 - At our Fall 2020 New Student Orientation, we will invite the League of Women Voters of Montgomery County to set up a voter registration table during our Campus Resource Fair. At the Fall 2019 New Student Orientation, 11 students registered to vote. For this upcoming year, we hope to double that number.
- Online Orientation
 - Within the past year, Manor College has created an online orientation component through our campus Learning Management System, Canvas. Included in online orientation is a module on voter registration. Within this module, students are encouraged to register to vote and are given the appropriate resources on how to register to vote online.
- National Voter Registration Day
 - Manor College plans to take part in National Voter Registration Day. During this event, which we call “Register to Vote with Root Beer Floats”, students will be given root beer floats when they engage with the table and learn about how to register to vote. Laptops will be available for students to register to vote on the spot, as well as paper voter registration forms. Students will be informed about important dates, like when the last day to register to vote is and the date of election day. When this event was done on September 24, 2019, over 75 students engaged with the table. Although not many of them registered to vote, this was still a great way to raise awareness about civic engagement on campus.
- Manor Bus to Polls
 - Manor College currently has 2 large buses that can be utilized for campus events. We plan to continue to offer rides to the local polling station for students who are unable to get their own transportation.
- Marketing Campaign
 - Our students receive all of their communication from the college through emails, posters, and social media posts. Manor College plans on continuing our marketing campaign of hanging up posters leading up to elections, sending email reminders to students that detail important information, and posting on the institutions multiple social media platforms.

Reporting

The 2020 ALL IN Democratic Challenge Action Plan will be shared internally with Manor College’s Executive Leadership team, as well as other key leaders on campus. In order to disseminate this information to the external community, this plan and the NSLVE report will be shared on manor.edu/voting.

Evaluation

The evaluation of the 2020 ALL IN Democratic Challenge Action Plan will be assessed by utilizing the Student Affairs Divisions Student Learning Outcomes assessment. Attendance, program goals, and impact of the events outlined within this plan will be evaluated. Student Learning Outcome data is shared with Manor College's Executive Leadership Team.

Additionally, the Director of Student Engagement will review the plan at the end of the Fall 2020 semester to evaluate the effectiveness of all goals and programs outlined within this plan.