



# Manor College 2022 Democratic Engagement Action Plan

Manor College - Office of Student Engagement

700 Fox Chase Road

Jenkintown, PA 19046

Developed by: Tarra Quigley

## Executive Summary

This nonpartisan democratic engagement action plan was developed by Manor College in Pennsylvania for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. 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 Tarra Quigley, Director of Student Engagement. The Student Senate, a strong group of student leaders, will play a crucial role in the implementation of this action plan at Manor College. In addition, Manor College's efforts to engage students with voter registration and civic engagement are supported by the League of Women Voters of Montgomery County.

Below is a list of those supporting and involved in the 2022 ALL IN Democratic Challenge Action Plan:

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

## Commitment:

As evident with our institution's 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, social media platforms, and weekly Newsletter (ManorNow). Through programming from the institution surrounding civic engagement, Manor College's goal is for the students, faculty, staff, and the outside community to understand the importance and overall commitment to the 2022 ALL IN Democratic Challenge Action Plan.

Manor College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020.

### **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:

- **C**atholic Basilian Tradition of Community, Hospitality and a Global Vision of Humanity
- **A**cademic Excellence Through Personalized Education, Effective Teaching and a Belief in Lifelong Learning
- **R**espect for the Dignity of Each Person
- **E**xperiences that Transform Our Students
- **S**ervice 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 and support 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, 2018, and 2020 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 2022 NSLVE Campus Report for Manor College:

|   | 2014  | 2018  | 2020 | 2014-2018 Change |
|---|-------|-------|------|------------------|
| <b>Total student enrollment per NSC</b>     | 727   | 638   | 613  | -89              |
| (Age under 18/Unknown)                      | -     | -     | -    | -                |
| (Non-resident aliens)                       | -     | -     | 20   | -                |
| <b>Non-resident aliens data source</b>      | IPEDS | IPEDS | NSC  |                  |
| (FERPA records blocked)                     | -     | -     | -    | -                |
| (Non-degree seeking students)               | 13    | -     | -    | -                |
| <b>Total eligible voters</b>                | 710   | 635   | 591  | -75              |
| <b>Number of students who registered</b>    | 364   | 335   | 428  | -29              |
| <b>Number of students who voted</b>         | 109   | 178   | 352  | 69               |
| <b>Registration Rate %</b>                  | 51    | 53    | 72   | 1                |
| <b>Voting Rate of Registered Students %</b> | 30    | 53    | 82   | 23               |
| <b>Voting Rate %</b>                        | 15    | 28    | 60   | 13               |

Manor College has faced 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 a lack of staffing. Additionally, external barriers include our institution's 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. All funds for programs are allocated at the discretion of the Director of Student Engagement from the entire campus activities budget line because there is no separate budget for programming focused on civic engagement. Additionally, the Director of Student Engagement is the only staff member creating and executing voter registration and civic engagement programs. Within this role, it has been

essential to creating emails and on-campus flyers that encourage students to vote and to understand that their voice matters and can make a difference.

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 Mini Grant
- Information on Online Voter Registration Applications and Absentee Ballots - <https://www.pavoterservices.pa.gov/Pages/VoterRegistrationApplication.aspx>
- Presidential Ambassadors and Student Leaders on campus

Manor College has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Silver, 2020 Silver

## Goals

### **Voter Registration and Civic Engagement Goals for Manor College**

- Continue to increase student voting rates
- Survey student population about their preferred method of receiving messages about voter education and civic engagement programming.
- Encourage and increase registration of at least 45 students during the 2022/2023 academic year.
- Through creative programming, create opportunities for students to become better informed and excited about voting
- Continue to identify key leaders on campus to assist with educating our students on voting and civic engagement
- Educate students about the voter registration process, as well as how to vote on election days
- Educate students on the importance of voting in all elections

## Strategy

Manor College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- 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 2022 New Student Orientation, we invited the League of Women Voters of Montgomery County to set up a voter registration table during our Campus Resource Fair. We will host the League of Women Voters of Montgomery County again in the Spring Semester.
  
- Online Orientation
  - In 2020, Manor College 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 took part in National Voter Registration Day by utilizing social media posts and table events across campus that encouraged students to engage with the table and learn about how to register to vote. Links were shared via email to register to vote and paper voter registration forms were readily available. 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 20, 2022, over 30 students engaged with the tables and took the paperwork to register to vote. At least 1 student spoke with the Director of Student Engagement to help submit voter registration paperwork.
  
- 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 institution's multiple social media platforms.

Below are examples of the graphics/flyers created by the Director of Student Engagement to share leading up to the election(s) to support students.

# Self-Care for Election Day



Take a social media break



Talk with family, friends, and classmates



Refocus and recharge with meditation or yoga



Journal or pray



Watch your favorite shows/movies



Listen to music or soothing sounds



Join the programs offered by the Counseling Center



Find enjoyable crafts



Take a warm bath



## ARE YOU READY TO VOTE?

### IMPORTANT DATES

#### OCTOBER 24

Last day to REGISTER before the November election.

#### NOVEMBER 1

Last day to apply for a mail-in or absentee ballot

#### NOVEMBER 8TH

##### Deadline to return voted mail-in or absentee ballot.

By mail: Your mail-in ballot must be postmarked by 8 p.m. on election day and received by your county election office by 8pm.

#### NOVEMBER 8TH GENERAL ELECTION

Mail-in ballots (postmarked by 8 p.m. on election day) must be received by the county election office by 8 p.m.

## Evaluation

The evaluation of the 2022 ALL IN Democratic Challenge Action Plan will be assessed by utilizing the Student Affairs Divisions Student Learning Outcomes assessment. Attendance, program goals, and the 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 2022 semester to evaluate the effectiveness of all goals and programs outlined within this plan.

## Reporting

The 2022 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 [www.manor.edu/voting](http://www.manor.edu/voting).

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/manor-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.