



MONTGOMERY

COUNTY COMMUNITY COLLEGE

VOTER REGISTRATION & CIVIC ENGAGEMENT

ACTION PLAN

2020

Executive Summary

Founded in 1964, Montgomery County Community College (Montco) is a public, 501(c)(3) higher education institution that offers associate's degrees, professional certificates and job-training programs. The College is accredited by the Middle States Commission on Higher Education and has three physical locations in Pennsylvania – Central Campus in Blue Bell, West Campus in Pottstown, The Culinary Arts Institute in Lansdale - and a Virtual Campus. In 2019, Montco's enrollment was 19,246 (16,485 credit and 2,761 non-credit). The student body is well diverse with regard to age, residency, and ethnicity. Approximately 70 percent of the student body is enrolled on a part-time basis and over 80 percent of students work while they attend classes.

Montco has received recognition as being one of the most technologically advanced community colleges in the nation as well as for excellence in faculty and staff. An Achieving the Dream Leader College of Distinction, Montco has been included on the list of Best for Vets Colleges in *Military Times*, and has been recognized as one of the Most Promising Places to work by *Diverse: Issues in Higher Education* for the past five years.

Montco is committed to engaging students civically and providing opportunities for all students to become involved in the democratic process. As a 501(c)(3) institution, all efforts must be non-partisan in nature and cannot advocate for or oppose any individual candidate or political party.

Who developed this action plan?

This plan was developed primarily by the Civic Engagement Working Group (Departments of Government & External Relations, Office of Integrated Learning, Office of Student Life, and Academic Affairs) with individual input from students and faculty members. Montco leadership provided overall guidance and support throughout the process of developing the plan. Montco continually seeks to incorporate more student-focused voter registration initiatives that involve the Student Government Association, fellowships from external civically engaged organizations, and various student clubs.

What is this action plan for and what does it seek to accomplish?

This action plan was developed to create a formal, institution-wide awareness and education campaign about the importance of voter registration and voting to develop and foster a greater sense of civic duty among Montco's students, faculty, and administrators. As a primarily taxpayer-funded institution of higher learning, it is important that Montco students and stakeholders understand the impact of their engagement and have the proper tools available to engage civically. Many Montco students are also members of underserved communities, and it is important for these students to have access to resources and opportunities that might otherwise not be available to them.

The intention of this plan is to serve as a framework. Montco's staff continually evaluates initiatives and works to develop new engagement opportunities for students. As such, this plan remains fluid, and new methods of engaging students to register or participate civically may be implemented as new ideas arise or as circumstances may dictate.

Where will this action plan be implemented?

This plan will be implemented through all possible avenues to reach students, faculty and administrators. This includes in the classrooms at Montco's three physical locations, its Virtual Campus, and through digital and mobile mediums like email, text messaging, Blackboard and *Montco Connect*, the College's student portal.

What is the duration of time that the plan is in effect?

This plan is developed for the 2020 election year – specifically December 2019 thru December 2020. However, these initiatives will be implemented throughout the College's operations every year thereafter. Many events will

be repeated each year to maintain a continual, consistent student engagement program after being evaluated for effectiveness by Montco staff.

The COVID-19 pandemic and subsequent closure of Montco's physical campuses presented significant challenges and prevented many of the in-person initiatives that had been planned for spring 2020. However, as students and faculty moved online, so did the efforts to register students and keep them informed. As of the completion of this plan, Montco is hopeful that students are able to return to campus for the fall 2020 semester. However, should they be unable to do so, contingency planning is in place to ensure they have the proper tools and resources available for civic participation.

Certain events or initiatives outlined in this plan were postponed due to the pandemic; however, these items remain in the plan because it is not only intended for spring/fall 2020, but it also will continue to be implemented throughout the academic year after the crisis has passed.

Leadership

The College relies on the expertise of a number of dedicated administrators and staff to incorporate civic participation throughout the student experience. Additionally, members of the external community such as non-profit, civic-engagement organizations, and legislators are all involved in helping with engagement efforts.

Providing overall guidance and institutional support for civic engagement initiatives at Montco, individuals include:

Dr. Victoria L. Bastecki-Perez

President

Phil Needles

Vice President of Student Services

Jay Browning

Vice President of Advancement

Dr. Celeste Schwartz

Vice President of Information Technology & Chief Digital Officer

Dr. Aaron Shatzman

Dean of Social Sciences

Jodi Empol-Schwartz

Assistant Professor of Political Science

Marketing & Communications

- **Holly Ann Clayton**, *Executive Director*
- **Molly Hafner**, *Director of Marketing*
- **Diane VanDyke**, *Director of Strategic Communications*
- **Erin Jellesma**, *Senior Marketing Project Manager*
- **Amelia Fox**, *Digital Marketing Manager*

- **Amanda Conlan**, *Digital Marketing Coordinator*
- **Eric Devlin**, *Public Relations and Communications Coordinator*

For the development of this plan and implementation of registration and engagement opportunities the Civic Engagement Working Group was formed:

Michael Bettinger

Director of Government & External Relations

Sean Hutchinson

Coordinator of Integrated Learning

Tyler Steffy

Director of Student Life

Sarah Schenk

Coordinator of Student Life

Kelly Strunk

Assistant Dean of Academic Affairs, Social Sciences Division

Jared Brown

Assistant Dean of Academic Affairs, West Campus

Members of the working group serve as liaisons to stakeholders such as the Student Government Association, relevant student clubs, legislators and external organizations based on the type of engagement or event. A primary focus of each engagement opportunity is student participation. Paid opportunities are particularly attractive, and they are made available to students whenever possible. The leadership team reflects the need to include students from all campus locations and academic disciplines, and assessments are made continually to determine whether additional areas should be included in student engagement planning.

Commitment

Montco is committed to providing initiatives to encourage civic engagement and democratic participation not only for the 2020 election but also for each election thereafter - both “on-year” and “off-year.” As an institution, Montco understands that every election is important and affects the lives of our students, staff, and faculty – whether the election be for the President of the United States or a County Commissioner. In other words, the overall intention of Montco’s efforts are to create an environment where voter registration and participation becomes woven into the fabric of everyday life at the College, not something that is focused on for each major election.

President Dr. Victoria L. Bastecki-Perez has signed on to *ALL-IN’s Higher Education Presidents Commitment to Full Voter Participation*. This action further codifies Montco’s leadership’s commitment and full support to institutionalize civic-engagement throughout the Montco community and strive toward 100% voter participation among its students.

Landscape

Recent National Study of Learning, Voting, and Engagement (NSLVE) reports show that Montco voter registration rates are slightly below average among all institutions participating in the study. However, those who are registering are voting in high numbers. Personnel and institutional support are in place to provide increased focus to voter registration and participation, and the development of this plan represents a deliberate effort to institutionalize the importance of civic participation among the students and staffs. A more in-depth look at the NSLVE data is examined in this section as well.

A challenge to engage Montco students exists because students are commuters. Many students typically come to campus for classes and then leave to go to work, pick up children, etc. Approximately 75% of Montco students are part-time and over 80% are working while they attend. This situation reduces the amount of time when students are on campus and have down time or non-class hours that they can use to attend events or become engaged in activities.

Yet, many students do remain on campus each day and in-person registration and engagement opportunities will continue to be implemented so they have opportunities to participate. To enhance these efforts and reach greater numbers of students, Montco will work to provide opportunities through virtual means such as messages sent directly to students through email, text messaging, and push notifications through a newly developed student portal. Additionally, when possible, efforts will be made to greater incorporate voter registration and civic engagement into the curriculum and classroom experience expanding on some of the civic-focused coursework already in place.

The College has recently joined the National Study of Learning, Voting, and Engagement (NSLVE) and will be using the data from these reports as a baseline to measure goals moving forward.

Voter Registration

Montco's voter registration rates - the percentage of all Montco students registered to vote - remained relatively consistent through the past four election cycles with the exception of a modest decrease in the 2014 midterm elections. This decrease is also comparable to a decrease in state-wide registration rates. With the exception of 2014, the upward trend of registration rates among all Montco students is encouraging.

Election Year	Pennsylvania (Statewide)*	MCCC Student Voter Registration Rate**
2018	68.3%	67.3%
2016	72%	67.4%
2014	64.4%	55.5%
2012	71.9%	63.9%

**US Census Bureau, Reported Voting & Registration of the Citizen Voting Age Population for States*

*** National Study of Learning, Voting, and Engagement (NSLVE)*

Voter Participation Rate

Further analysis shows an above average level of voter participation among Montco students when compared to all institutions participating in the NSLVE study. However, similar to the figures seen in registration, the overall voting participation rate falls below the Pennsylvania state-wide averages. The significant decrease in participation state-wide in 2014 can also be seen among MCCC students and all NSLVE institutions.

Election Year	Pennsylvania	MCCC Student Voting Rate	All NSLVE Institutions
2018	54.6%	44.9%	39.1
2016	62.6%	59.5%	50.6
2014	40%	20.8%	19.7%
2012	61.6%	50.9%	57.6%

This presents an opportunity to increase these numbers to fall in line with voters throughout the Commonwealth.

Encouraging Trends

Further analysis of the NSLVE data does show encouraging trends. When comparing each mid-term election and each presidential year Montco student voter participation rates also grew dramatically over the past four cycles, particularly in mid-term elections. The reasons for this increase could be institutional efforts combined with a greater civic participation among students given the increasingly politicized national conversation.

<u>2014</u>	<u>2018</u>	MCCC Participation Rate Change
20.8%	44.9%	+24.2%
<u>2012</u>	<u>2016</u>	MCCC Participation Rate Change
50.0%	59.5%	+8.6%

Additionally, when looking only at voting rates of Montco students who are registered to vote, as opposed to all Montco students generally, an increasing number of them are turning out to the polls. Similar to the overall data, the greatest participation can be seen during presidential elections with a significant increase in the 2018 midterms compared to 2014.

Election Year	Voting Rate of Registered Students (MCCC)
2018	66.7%
2016	88.3%
2014	37.4%
2012	79.7%

Method of Voting

In both 2016 and 2018, 98.8% of Montco students chose to vote in-person as opposed to absentee ballot. This was a somewhat surprising data point considering the relative convenience of voting absentee. From an engagement perspective, it demonstrates that these voters do not just want to cast their ballot, but they may want the experience of doing so as well. For 2020, students and staff are being encouraged to vote by mail as a safety precaution due to the COVID-19 outbreak.

Other areas of the NSLVE reports were less surprising. As overall enrollment fell between the years, so did the number of eligible voters. Additionally, the highest levels of participation were seen in the Social Sciences and Communications & Journalism areas (60.5% and 66%). These students would potentially have a greater interest in the civic conversation, and the data does show discipline areas where outreach could be increased, such as Mathematics or Biomedical Science (38.5% and 37.5%).

In terms of percentages, rates among age groups also follow national trends. While traditional-age college students (18-21) at Montco voted in 2018 at a rate of 41.7%, the rate increased steadily as age increased peaking at 73.6% for students 50 years or older. In terms of gender, more female students are voting than males; however, the reason for this is higher enrollment for females. Percentages are relatively even with 43% females and 45% males voting.

Goals

- 1) Achieve an over 60% voter participation rate among students for the 2020 general election, over 65% for the 2024 election, with the ultimate long-term goal of achieving full voter participation among Montco students.
- 2) Increase the voter registration rate among Montco students to over 70% for the 2020 general election and over 75% for the 2024 election.
- 3) Transition towards a fully modernized voter-registration program through online platforms and the use of tablets and laptops; Ensure students in typically under-served communities have full access to resources; and provide a consistent program of registration and engagement opportunities throughout the academic year in order to institutionalize the efforts and emphasize to students the importance of being registered and engaging civically.

Strategy

Montco intends to implement this plan through a variety of methods, including digital platforms and in-person experiences to provide a wide-range of engagement.

As stated in the Executive Summary, this plan remains fluid and other ways of engaging student may be implemented as new ideas arise and situations dictate.

Voter Registration

TurboVote

The College has entered into a partnership with TurboVote, an online platform which allows users to register to vote, request absentee ballots, and sign-up to receive important election information such as deadlines, polling locations, etc. This platform allows students to use a unique URL – mc3.turbovote.org - to access the platform. From there, students enter basic identifying information and answer a few short questions in order to register in as little as 10 minutes.

Consequently, large quantities of paper registration forms are no longer needed and, eliminates the logistical burden of obtaining these forms and absentee ballot applications while reducing the potential for human error or missed deadlines.

Due its efficacy, Montco will utilize this through a number of mediums:

- Embed the link onto the Montco Connects student portal
- Send college-wide emails to students, faculty & staff
- Send text messages directly to students with the TurboVote link
- Embed the TurboVote link on Blackboard
- Include TurboVote link on the syllabus template for faculty

- Provide voter registration forms with information and the link to Enrollment Services

TurboVote is and will continue to be the College’s primary tool for voter registration efforts. A primary objective in utilizing the platform is to present the link to every student throughout the semester through multiple mediums. The versatility of TurboVote also allows voter registration opportunities to reach all students regardless of enrollment status (part-time, full-time, online, etc.) or campus location.

Although the COVID-19 outbreak caused disruption to in-person voter registration efforts that were scheduled for the spring semester, transitioning to an all-digital voter registration initiative with TurboVote allows the College to continue providing students with the tools to register, request ballots, and sign up for election reminders even while the physical campus locations are closed.

Ask Every Student

Montco has joined the Ask Every Student initiative as a Commitment Campus. This is a part of the Students Learn, Students Vote Coalition and provides expertise and guidance to participating campuses on ways to register every eligible student to vote. As a Commitment Campus, Montco will work to incorporate Ask Every Student into their existing work and check-in with national and state partners for guidance.

Weeks of Welcome

As part of our work with Ask Every Student, Montco intends to incorporate voter registration into our Weeks of Welcome (WoW). WoW is a series of events and programming scheduled throughout the first month of the fall and spring semesters. Voter registration will be incorporated into campus-wide BBQs, welcome tables providing information to new students, new student welcome events, and club fairs.

Montco Connect Student Portal

Currently – the TurboVote link is incorporated in the online student portal as a drop-down box for new students. Those students accessing the portal for the first time are greeted with a dialogue box asking them if they are registered to vote or if they would like to sign up for absentee ballots or election alerts and includes a link to the TurboVote site. It is the first information a new student encounters when accessing the portal.

In fall 2020, a new student portal will be brought online, and work is currently in progress to integrate TurboVote. This new platform will have an entirely new user experience than the one currently in place. There is potential for greater engagement among student body by embedding links and information directly to the portal site on a continual bases, posting engagement information in real time and allowing sign-up for events, and direct “push” messaging to a student’s cell phone.

The portal has a social media-type interface and messages can be posted to students’ “news-feed” and incorporated into various pages depending on interest such as the Student Government Association and student clubs.

Montco Votes

The College is currently in the process of developing a landing page on its website dedicated specifically to voter registration, voter education, and civic engagement. The page will include:

- Information on voter registration requirements
- The TurboVote link to register or request absentee or mail-in ballots
- Links to find a user’s legislator and polling place
- Information on upcoming civic engagement opportunities

- Photos and information on previous civic events

The page will be continually updated to reflect up-to-date information, changes to election law, and event schedules.

In-Person Voter Registration

Although the TurboVote platform creates an entirely digitally based process, tabling events and in-person voter registration drives will continue. Past efforts have shown that students respond more positively to initiatives that are conducted by other students or familiar faculty. In-person registration drives also produce a sense of community, fellowship, and shared purpose among the student body.

Tabling events have been, and will continue to be, scheduled throughout the semester placing an emphasis before registration deadlines and elections. Montco's IT Department provides laptops and iPads for these tables so students can register directly, request absentee ballots, or sign up for alerts.

Faculty engagement is also a priority without disrupting class schedules. To accomplish this, a simple spreadsheet is developed listing the dates and times of the tabling in one-hour shifts. This spreadsheet is then circulated by the Office of Integrated Learning so faculty members can sign-up to participate according to their availability.

Newman Civic Fellow

For 2020-2021 academic year, a Montco student was been named a Newman Civic Fellow by Campus Compact. The Fellowship is a yearlong program for students from Campus Compact member institutions who are leaders on their campuses who demonstrate a commitment to finding solutions for challenges facing communities locally, nationally, and internationally. The student will focus on completing the required work for the fellowship, and his/her input will be a valuable asset to the group developing the College's civic engagement efforts.

External Non-Profit Organizations

The College also works with volunteers from a diverse group of external non-profit organizations that focus on voter registration and civic engagement initiatives. These partnerships will continue throughout each year and will become particularly more active as the 2020 General Election approaches. These organizations include:

- League of Women Voters
- NextGen America
- Accion Comunal Latinoamericana de Montgomery County (ACLAMO)
 - Latin American Community Action of Montgomery County
- Korean Americans for Civic Participation
- Pennsylvania First

Civic Engagement

Issues-Focused programming

Throughout the year, Montco staff works with student clubs to facilitate & promote events relative to their interest. The College will continue to produce programming focused around significant civic issues facing college students today. Past examples of these types of programming include:

- The Long Road to LGBTQ+ Equality in Pennsylvania traveling art exhibition
- Safe Zone training for Montco faculty and staff

- Supporting LGBTQ Students: How to Build Inclusive and Affirming Environments
- Building Gender Inclusive Environments in Health and Educational Settings
- 1981-Until It's Over...A walk through timeline of the past 30 years of the HIV/AIDS epidemic
- The HIV/AIDS Epidemic Effects on the LGBTQ Community
- LGBTQ 101 Lecture
- The Stories We Tell: Race, Gender, and Sexuality in Film and Television
- Film Screening of Garden of Eden w/ Director Discussion
- The Annual Presidential Symposium on Diversity
- Dean's Lecture Series – First Generation College Student Experience
- Environmental Club – Sustainability Week, Earth Day
- International Club – Trips to Ellis Island

Legislator in Residence

Montco invites approximately 8-9 legislators throughout each semester for guest lectures on a number of individual topics involving government and political science. The majority of these legislators are state representatives and senators; however, the county commissioners also have been involved. The discussion is non-political and focuses on their individual backgrounds, legislation they might be working on, and their experiences in elected office. At the discretion of the professor, they might be asked to focus on a specific area (i.e. state budget process, committee structure). The program is incorporated into the course syllabus, and the students do research on each legislator before the visit and have prepared questions for Q & A.

Trustee Scholarly Series

To increase engagement between students and college leadership, Montco has produced a lecture series featuring members of the Board of Trustees. These lectures also are incorporated into the classrooms and feature discussions focused on each of the trustees' background and areas of expertise. Topics for these lectures have included:

- Gen Z and Social Media; The End of Local News
- Do you vote? The Importance of Being Civically Engaged
- Leading a Local Political Party; Inside Information on Local Politics
- LGBTQ+ Student Group Discussion

Constitution Day

Each year, the College joins colleges and universities across the country in celebrating Constitution Day on September 17. The day includes a voter registration drive and free pocket-sized constitutions give-away for students. The Dean of Social Sciences also presents a lecture relating to the Constitution. In September 2019, the lecture was titled, "What was Revolutionary about the Revolutionary War and Constitution." The event is open to all students, faculty and staff as well as members of the external community.

Legislator Events Held on Campus

Given the quality and availability of Montco's facilities, the College is able to host legislators on campus for their own events or include them as an important voice in college-planned programming. Examples have included:

- Congressional Town Hall on Student Debt
- Montgomery County Delegation Legislative Breakfast
- County Commissioners Candidate Forum
- Public Policy Hearings on pending legislation
- *Cabinet in your Community Town Hall* featuring members of the PA Governor's cabinet

- Legislators' Veteran Expos, Senior Expos, and Community Wellness Expo events

PACCC Community College Day

Each spring, Montco participates in the annual Community College Day in Harrisburg hosted by the Pennsylvania Commission for Community Colleges (PACCC). For this event, students visit the State Capitol and participate in face-to-face meetings with state legislators and their staff. Also involved in these visits are the President, Trustees, and relevant leadership depending on availability. Student participation includes Political Science students, Montco Student Ambassadors, and members of the Student Government Association. Although space is limited, the College intends to expand involvement to other student groups or academic departments.

The students take the lead in facilitating the discussions with the legislators. They speak about Montgomery County Community College and their experiences, as well as some of the challenges they might face and how the College has helped them accomplish their goals. The day provides students the experience of “lobbying” their legislators on a particular issue. While the general focus is support for Montgomery County Community College, other areas ultimately are addressed, including mental health resources and student debt.

Between legislative visits, the students participate in a press conference emphasizing the importance of community colleges. In addition to visiting the State Capitol Building – an opportunity many students would not have had otherwise - the daylong event allows students to learn more about the legislative process and provide a chance to interact directly with elected officials.

Legislative Shadowing Day

Each spring semester, students participate in the Montco Legislative Shadowing Program. This daylong event is organized and hosted by a state representative and participation is specifically intended for female Montgomery County Community College students.

Students visit the state capitol during a House session day and “shadow” the representative as she goes about her daily session routine. They first meet with her in her capitol office and the conversation is focused on current legislative issues as well as the experience of being a female in a leadership position working in a typically male-dominated field. Students will then attend committee hearings and will be recognized on the House floor during legislative session. Afterwards, they accompany the representative for a working lunch with other female legislators and female senior staff from different government agencies or departments. Similar to the Community College Day, this event provides students with an opportunity to interact with their elected officials that might not have had otherwise.

Dine & Dialogue Series

Each semester, Montco holds a series of information sessions on various topics. In March 2020, one of these sessions was titled, “Voting and the Census: Why they matter to you.” Pizza is provided for attendees, and the session began with a trivia game with questions on previous election results, NSLVE data, and the 2020 Census and concluded with a more in-depth discussion on elections and areas that the U.S. Census affects.

2020 Census

Joining our fellow community colleges throughout the state and the nation, a coordinated effort has been made to increase awareness and participation in the 2020 U.S. Census. Campus-wide emails were sent to all students showing the kinds of programs affected by the Census with a link included to the online census form. Census information also was distributed to faculty to incorporate into their courses and lectures. Additionally, the College is a member of the MontCo Counts Subcommittee on Education, which is a part of the greater countywide MontCo Counts 2020 Committee. This group is tasked with coordinating census efforts across the County through a number of different avenues and to different constituencies placing an emphasis on

traditionally “hard to count” populations in underserved communities. Montco’s Career Services posted U.S. Census job opportunities on the campus portal, and the Bureau participated in Montco Career Fairs. Messages also were posted on Montco’s official social media pages explaining the importance of completing the Census and included a link to the online form.

Marketing & Communications

The College has a robust and centralized marketing a communications (MarCom) operation. This team has been utilized to increase awareness among both the internal college community as well as the external population regarding important deadlines and information regarding voter registration, polling places, Election Day reminders, etc. The MarCom team has played an integral role in the development of graphics for display throughout campus; creating content to distribute to students, staff, and faculty; and general promotion of civic engagement events throughout the year.

Community Polling Places

Each year, Montgomery County Community College serves as a polling place for the surrounding precincts. Both Central and West campuses are utilized, and this provides a well-known, centralized location for local residents - many of them Montco students - to cast their votes in person. Due to the COVID-19 outbreak in the spring, vote by mail was highly encouraged, and our West Campus served as a drive thru drop-off location for the week prior to Election Day where voters could safely deliver their ballots.

Reporting

While NSLVE reports are used as a benchmark for measuring progress, the data is also beneficial to help announce our efforts and celebrate our successes. With our first NSLVE report, Montco was awarded ALL-IN’s Gold Seal, and a press release was written to publicize the achievement. This release was shared on social media, and it was distributed to a number of news organizations. The President recognized the accomplishment and the development team at the Board of Trustees meeting. The press release also was included in the President’s Report, which is created monthly for the Board of Trustees and shared with the internal college community and with external stakeholders, including alumni and legislators. The press coverage was included in Montco’s monthly News Brief, a compilation of college news that is circulated among the community. Depending on the publication, the articles have a potential viewership of several million readers.

Specific NSLVE data points also are incorporated in messaging throughout the year. For example, past voter registration rates are included in voter registration messaging to provide context in encouraging the College to improve on past numbers.

Additionally, upon signing the Higher Education Presidents Commitment to Full Voter Participation, the information was shared on the College’s social media accounts and included in the President’s Report.

Montgomery County Community College has given permission and encourages groups such as ALL-IN to share action plans and NSLVE reports whenever possible. Past and future NSLVE reports will also be shared on the Montco Votes page and on social media as they become available.

Evaluation

This action plan will be evaluated on a continual basis using a number of methods including general post-event analysis on the attendance or effectiveness of individual events. This event analysis will include points such as

cost-benefit analysis, potential surveys of those attending, and a decision on whether a particular event should or should not be held in the future, or if changes could be made to make them more engaging.

Data also will be utilized continually throughout the year. The TurboVote platform allows administrators to see back-end data on the number of students who are using it to register and request ballots. It also shows who is signing up for alerts and what platform they would prefer. For example, should the data show that students prefer to sign up for email alerts (rather than texts); it will show that this medium is perhaps a more effective method for future messaging.

Additionally, an individualized code can be used for each embedded TurboVote link. This allows administrators to see how students are accessing the platform. For example, should a text message be sent to all students and a student accesses the site through the link, this will be shown on the back-end data. If there is a surge in TurboVote usage with this text link, it will show that this is an effective medium to reach students.

Individual NSLVE reports will be used as a tool for more broad analysis of the plan. Simple data points such as voter registration and participation rates will be used as benchmarks to set goals and measure progress. However, more specific NSLVE information will be utilized as well. For example, recent NSLVE reports show that very few Montco students utilize absentee ballots, choosing instead to vote in person. Using this information, messaging may be focused more on ensuring that students know where their polling place locations as opposed to requesting absentee ballots, although this information will be included, too. Furthermore, NSLVE data will show which majors or departments are less engaged, and that information would allow additional resources and effort to be placed among those areas.

#MontcoMomentum

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