

**Moravian College
All-In Democracy Challenge
Action Plan DRAFT**

2/17/2020

Mission Statement

Who developed this action plan?

The action plan was drafted by the All-In Campus Democracy Challenge Working Group.

Members include:

Stacey B. Zaremba, (Co-Chair, Professor of Psychology)

Viviana Samite (Co-Chair, Assistant Director of Student Engagement)

Jane Berger (Interim Dean of Diversity, Equity and Inclusion)

Dietlinde Heilmayr (Assistant Professor of Psychology)

Eric Sanders (Assistant Professor of Speech-Language Pathology)

Susan Mcnamara, (Community Representative - AAUW and League of Women Voters)

Alyssa Flannery (student)

Joselyn Salazar (student)

Nathaly Benitez Gonzalez (student)

What is the Action Plan for? What do we hope to accomplish?

The Moravian College Action Plan is focused on equipping students with the capacities necessary for effective engagement in our democracy. Our plan is designed to increase civic engagement. It's not only about voting; it's about the health of our democratic institutions, difficult dialogues, and active participation in the process.

Goals: (What do we want to accomplish in the next two years?)

Increasing interest in voter registration

What are my political views? What do I care about? What is the value of my vote? What difference does my vote and engagement make?

Make sure to accentuate that this is non-partisan.

Voter Education

Host candidate visits, student political activists-

Distribute campaign materials

Attend the Voting Summit at the University of Pennsylvania Feb. 22, 2020

Absentee voting

Know the laws (voter ID, etc.)

Debate watch events

Social media campaign - myth and fact video

Voter Registration

Event on National Registration Day

Train students as voter ambassadors –

Can answer questions and registrar students to vote.

Off campus - specific locations

I registered stickers

Voter Turnout

Election Day Celebration

Creative reminders (text mess?)

Getting students to the polls – increasing the number of students that vote

Increase political engagement

Strategies to meet the goals:

We will need to incentivize students to attend. Students that are already engaged will self-select to go. Those that are not engaged or are not thinking about voting will not go. What will get them in the door? Class credit? Club meetings? USG Budget points? What will get them in the door?

Are there ways to partner with residence life staff to have events take place in residence halls?

Watch events in a lounge and then discuss?

Partner with residence life staff to have some of the events take place in residence halls. For example, hold a debate watch event in a lounge followed by a discussion.

Work with marketing & communications to encourage engagement on college social media accounts.

Hold events dedicated to voter registration. They include a PSA re: voter registration. For example: voter info at coffee house? Commercial shown by MAC at events that pertain to voter registration. For example-can MC make a video that's 1 minute that walks students through registering? Students are so visual...

Go to events already taking place on campus and give out materials. Sporting events? WinterFest? MAC events? An event where lots of people are in attendance? Going beyond an info table in the HUB.

Take over the HUB for a day once a week. Lots of decorations. If students register they get a special Mo Paw? laptop sticker? Laptops set up to register? Student volunteers helping and putting all over their social media?

Campus allies:

Office of Civic Engagement

Seminary

Carol Reese

MAC and USG

Political Science Department

Athletics

Greek Life

In Focus

Diversity House
Diversity Groups

Community allies:

AAUW
Olga Negrón
League of Women Voters
Cee Cee Gerlach

Institutional commitment to improving civic learning and democratic engagement:

Barriers to our work:

Apathy
My vote doesn't count

Assessment of our work:

Survey pre and post