



Penn State Brandywine 2020 Action Plan

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Executive Summary:

Penn State Brandywine Election 2020 Action Plan Overview

Penn State Brandywine is a commonwealth campus of the Penn State University system. The Center for Ethics and Civic Engagement at Penn State Brandywine seeks to develop pathways for students to become socially responsible leaders and citizens who are prepared to create positive change in the world. In the Fall of 2019, the Center developed an Election 2020 action plan that included a new campus-wide Presidential Mock Nominating Convention (@PSUMOCKON) and various curricular and co-curricular campaigns/activities to support voter registration and education. The Center partnered with Student Affairs, Academic Affairs, Vairo Library, student clubs, and key staff and faculty on campus to implement the action plan from the Fall of 2019 through the general election in 2020.

The key goal of the action plan is to increase the civic capacity and participation of our students by creating a culture of civic engagement through campus-wide curricular and co-curricular initiatives.

New Campus Tradition – Mock Convention

The Mock Convention (@PSUMOCKCON), is a non-partisan, simulated presidential nominating convention and research project. The purpose of the Mock Convention is to successfully predict who the party not currently in the White House will nominate to run for President. This new tradition will occur every four years and is designed to provide students with leadership and social opportunities, create a fun new campus tradition, increase the civic capacity of students, and increase our campus visibility in our local communities.

During our inaugural project in the Fall of 2019 and early Spring of 2020, all members of the campus community, including students, faculty and staff, joined a delegation that represented a geographic region of the country. Students in courses helped develop the Mock Convention website, candidate guides, marketing plans, and research for the party platform. Businesses in the community were also invited to partner with the campus by financially supporting and joining state delegations.

For the 2020 Mock Convention:

- We held delegate voting January 20-24th, 2020, to simulate the state primaries.
- We hosted a State Delegation Parade & Celebration featuring student-made floats on January 28, 2020.
- Our inaugural convention was held on February 6, 2020, which featured a campus performance, local elected officials as speakers, and the delegate nominating convention.
- Our convention concluded with the prediction that Joe Biden would be the 2020 Democratic Presidential Nominee — a prediction that proved to be correct!
- We held a celebration luncheon for the student leaders of the Mock Convention that featured guest speaker Congresswoman Mary Gay Scanlon.

Curricular and Co-Curricular Initiatives

At Penn State Brandywine, we have also implemented a number of different campaigns and activities in relation to voter registration and education. Some of these include working with marketing students to create a 2020 voter registration campaign; helping students and faculty form a “Young Democrats Club” on campus; recording voter PSAs with Brandywine students and staff that were digitally distributed on campus; hosting 12 voter registration drives in partnership with Vairo Library, Orchard Hall, and Student Affairs; hosting a Voting Rights Election Quiz Night with Vairo Library; creating an Election Bulletin Board in the Student Union Building; and creating a social media and campus communication plan around the

general election. The Center also hosted Presidential Debate Watch parties, Get Out The Vote tabling events, and an Election Night Results Watch Party.

Leadership:

Our leadership team includes the following:

Vippy Yee (Rosenberg Director, Center for Ethics and Civic Engagement), Dr. Marinda Harrell-Levy (Mock Convention Co-Chair); Teresa Slobuski (Head Librarian of Vairo Library); Gary Miller (Interim Director of Student Affairs), Civic and Community Engagement Club, College Democrats, College Republicans, Marketing and Communications Club

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, In person tabling events, flyers, digital screens across campus

Landscape:

Our campus demographic and voting data:

We do not have NSLVE data for our specific campus. We have between 1200 and 1300 full-time equivalent students at our campus. The campus has one residential dorm that houses up to 250 students. In 2017, the enrolled student population at Penn State Brandywine was 55.2% White, 16.1% Black or African American, 12.4% Asian, 6.12% Hispanic or Latino, 3.13% Two or More Races, 0.278% American Indian or Alaska Native, and 0.0695% Native Hawaiian or Other Pacific Islanders. This includes both full-time and part-time students. In 2017, 79% of undergraduate students received federal grants, while 56% of undergraduate students received federal loans. The campus has a gender breakdown of 60% men to 40% women. This semester students are living on campus and all students have the option to take classes asynchronously online, synchronously online, in person or a hybrid of in-person and synchronous.

Goals:

Our campus democratic engagement goals are:

Our short term 2020 goal is to increase student civic participation by increasing voter registrations and voter turnout. Our longer goal is to create a campus culture of civic engagement that will support students as they become active, self-aware citizens that are capable of creating positive changes in their communities and society.

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film

screening, debates, lectures series, etc.), Debate watch parties, Mock Convention, Election Night Results Party

Voter Registration Drives, Voter Education Tabling, Voter Kahoot Online Games, Debate Watch Parties, Student created voter PSAs on social media and across digital campus screens, weekly emails about election information, Mock Convention events

NSLVE:

Penn State Brandywine has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:
We are planning to survey our students about their voting behavior.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Yes, but we can only see aggregate data for the whole university.