



Penn State Brandywine 2022 Democratic Engagement Action Plan

Developed by: Vippy Yee

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Penn State Brandywine 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. The goals for Penn State Brandywine for the 2022 election are:

1. Increase voter registration, education efforts and turnout of the Penn State Brandywine community (students, staff and faculty)
2. Develop relationships with community organizations to support voter engagement at the campus
3. Create ongoing resources and support for political engagement efforts at the campus

Leadership:

Our leadership team includes the following:

Vippy Yee - Director, Center for Social Impact
Dr. Christine Brown - Interim Director of the Center for Social Impact
Katy Carpenter, Program and Marketing Coordinator of the Center for Social Impact
Penn State Brandywine Student Government Association
Community Engagement Club
Sustainability Club

Our campus works with these following nonprofit partners: Partners for Campus-Community Engagement (formerly Campus Compact NYPA), NAACP Media Branch, Philadelphia Higher Education Network for Neighborhood Development (PHENND)

Commitment:

The Center for Social Impact is a central feature of the Penn State Brandywine community and supports curricular and co-curricular political engagement efforts.

Landscape:

Penn State Brandywine is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020.

Our campus demographic and voting data:

Penn State Brandywine opened in 1967 and is one of 19 Penn State Commonwealth Campuses (and 24 total locations) across the state. The campus is located on 112 acres in Media, PA, just 20 miles west of Center City, Philadelphia. The campus enrolls 1,227 students, who are served by 126 faculty members. Orchard Hall provides on-campus housing for 250 students and opened in August 2017.

The campus is the third-most diverse in the Penn State Commonwealth Campus System, with approximately 45 percent coming from racially diverse backgrounds. We also serve one of the highest proportions of first-generation students (38 percent) among Penn State campuses, and 12 percent of our students are adult learners.

Penn State Brandywine has not yet authorized the National Study of Learning, Voting, and Engagement (NSLVE) so does not yet have campus voter registration and voter turnout data. However, the campus's data is reflected within the Penn State University NSLVE data, but campus level data is not yet available.

Goals:

Our campus democratic engagement goals are:

Increase student voter turnout rate to 70% in 2022 and 75% in 2024.

Increase student voter registration rate to 80% in 2022 and 85% in 2024.

Strategy:

Penn State Brandywine will implement these strategies to increase nonpartisan democratic engagement and student voter participation:

The campus will hold multiple voter registration drives with campus and community partners throughout the year leading up to the general election in 2022.

The Center for Social Impact will lead voter education efforts through campus programming in courses like CIVCOM211: Foundations in Civic and Community Engagement, campus-wide co-curricular voter education Kahoots, film screenings of documentaries related to the history of voting rights, and Get out the Vote information sessions in the weeks leading up to the general election.

The campus will also provide transportation to the local polling place on election day for voters registered at the campus residence hall.

Evaluation:

We will evaluate our action plan in the following ways:

The Center for Social Impact tracks attendance at all voter engagement events, programs and voter registration drives. For now, we will also use the overall Penn State University NSLVE data to measure our progress. In the future, we hope to have campus level data to more accurately evaluate our action plan.

Reporting:

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

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

The campus action plan will be housed on the Center for Social Impact's website: www.socialimpact.bw.psu.edu