

Executive Summary

Pennsylvania College of Technology strives to educate its student population on the importance of voting each year. We annually celebrate Constitution Week, routinely work with faculty on hosting roundtables, and seek opportunities to partner across campus and with local government when possible. The Office of Student Engagement is the primary leader in campus education and event planning around this topic, with the director and assistant director co-chairing the voter engagement committee. Other members of the committee include the president of the Student Government Association, two faculty members, a local election official, and representatives from other college divisions and departments as deemed necessary.

This plan was developed in conjunction with members of this committee and supported by the Student-Focused Programming Team. The engagement plan will serve as a guide and timeline for the Voter Engagement Committee, and this document will help the committee stay true to its goals and learning outcomes regarding voter engagement across campus. This will also serve as a resource to increase and integrate civic engagement work throughout the college to create a campus-wide mindset for civic engagement work.

Leadership

- Allison Bressler Grove, Director of Student Engagement (co-chair)
- Meghan Delsite Coleman, Assistant Director of Student Engagement (co-chair)
- Two faculty members
- Student Government Association President or designee
- Local election official
- Residence Life

The committee includes people from a variety of functional areas across campus to develop buy-in, avoid competition, and create comprehensive coverage of this topic.

Goals

Goals include:

- Increase percentage of students who are registered to vote to 80 percent;
- Increase the student voting rate to 65 percent;
- Increase in institutional civic engagement programming through introduction of at least two new programs;
- Advertise and promote the Pennsylvania College of Technology Voter Registration Portal through Civic Nation through static displays and social media posts;
- Identify a Democracy Fellow;
- Develop and implement voter awareness week.

Strategy

To increase the percentage of registered to vote students, the Office of Student Engagement will begin offering at least two signature programs each academic year – one in the fall and one in the spring. Additionally, OSE will offer continue to offer programs throughout the year such as Constitution Week,

voter registration week, and faculty roundtables. OSE will also develop a portal page with information about voter registration, including information about absentee voting, links to nonpartisan candidate reports, and more. We have also recently worked with Civic Nation to develop a custom registration portal; we will heavily advertise and promote this option to our students.

Assessment

Assessment is critical to the work we do. In the last year, Penn College has implemented Anthology Engage, an online platform for event tracking, student organization management, and more. Built into all programs recorded on Engage are assessment questions. Although we are early in the process, we are finding that students are more responsive than anticipated, and we have begun to collect data about how to increase and improve events.