



## Reed College 2022 Democratic Engagement Action Plan

Developed by: SEEDS

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by Reed College in Oregon 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 Reed College for the 2022 election are: 1) Initiate, structure, and integrate voter engagement initiatives, 2) Collaborate with Institutional Research to organize student voting data and to obtain NSLVE reports, 3) Increase student interest in voter engagement initiatives, 4) Convene voter engagement coalition with student, faculty and staff.

### **Leadership:**

Our leadership team includes the following:

Shishei Tsang - Program Director for SEEDS (Students for Education, Equity & Direct Service)

### **Commitment:**

With the goals in mind, SEEDS will begin a marketing effort that will increase exposure of our voter engagement initiatives to integrate voter engagement into institution culture. By collaborating with Institutional Research, we can obtain NSLVE reports to better evaluate and plan voter engagement efforts. Since voter engagement has not been an official institutional effort, SEEDS will restart conversations for senior leadership to integrate voter and civic engagement as part of the university's formal efforts, thus making it more sound to convene a voter engagement coalition led by SEEDS. With these efforts, SEEDS will be able to slowly increase student interest in voter engagement initiatives and increase voting participation.

Reed College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

## **Landscape:**

Reed College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018.

Our campus demographic and voting data:

Reed College has 1,385 students.

- Women: 886, men: 648
- Asian: 218, Black: 65, Hispanic: 143, Native American: 37, Pacific Islander: 2, White: 921, Unknown: 18, International: 130

Reed College does not have the 2020 NSLVE report.

## **Goals:**

Our campus democratic engagement goals are:

- 1) Initiate, structure, and integrate voter engagement initiatives.
- 2) Collaborate with Institutional Research to organize student voting data and to obtain NSLVE reports.
- 3) Increase student interest in voter engagement initiatives.
- 4) Convene voter engagement coalition with student, faculty and staff.

## **Strategy:**

Reed College currently participates in National Voter Registration Day and Vote Early Day by utilizing the partner's marketing templates and graphics to share voter engagement updates and resources with the campus community via newsletters and social media. As SEEDS establish structured voter engagement effort at Reed, SEEDS will also establish enhanced voter engagement strategies.

## **Evaluation:**

We will evaluate our action plan in the following ways:

SEEDS will be planning with senior leadership to identify institutional goals for voter and civic engagement, then we will refine our voter engagement plan and develop evaluation metrics for future evaluation.

## **Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/reed-college/>. However, Reed will not be making the campus action plan or the NSLVE report public this year.