



## Saint Peter's University 2022 Democratic Engagement Action Plan

Developed by: Ginger Schnitzer

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by Saint Peter's University in New Jersey 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 Saint Peter's University for the 2022 election are:

- To begin a conversation about or buzz around campus about voting
- To give students an easy online opportunity to register through a portal unique to the university
- To give faculty tools to embed civic participation into their classes

### **Leadership:**

Our leadership team includes the following:

Ginger Schnitzer - Executive Director, Guarini Institute for Government and Leadership  
Dr. Fred Bonato, Provost and Executive Vice President for Academic Affairs  
Noemie Lacroix-Moreau—Director of Student-Athlete Academic Support  
Dr. Anna Brown— Professor and Department Chair, Political Science

### **Commitment:**

Civic engagement and civic participation are essential to the Jesuit ideal of being “men and women of others.” Further, according to our mission, Saint Peter’s University is committed to educating a diverse community of learners to excel intellectually, lead ethically, serve compassionately and promote justice in our ever-changing urban and global environment. Saint Peter’s University, therefore, has a terrific opportunity to use voting as a teachable moment to further our mission.

### **Landscape:**

Saint Peter's University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2022. Our institution is the following: Minority Serving Institution, Hispanic-Serving Institution.

Our campus demographic and voting data:

Saint Peter's University:

- has 3,197 students.
- Our remarkably diverse undergraduate and graduate student body originates from 32 states and from more than 60 countries around the world.

- Geographic Origin: 88% of full-time undergraduates are from New Jersey, 9% are from other states, and 4% are from foreign countries.
- Diversity of Undergraduates: 18% Black, 47% Hispanic, Asian 8%

Saint Peter's University 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.

### **Goals:**

Our campus democratic engagement goals are:

- Get Saint Peter's University to authorize NSLVE so that we can get a benchmark on which to build and track progress.
- FOR 2022:
  - Register 10 new voters
  - Get 5% of the campus to pledge to vote
  - Work with NSLVE post election to get our turnout numbers
- FOR 2023 (NJ has state elections)
  - Register 20 new voters
  - Get 5% of the campus to pledge to vote (With the state legislature topping the ticket it will be harder to motivate voters)
  - Get baseline numbers for voter turnout in a state election where the Governor is not on the ticket
- FOR 2024
  - Register 25 new voters
  - Get 10% of the campus to pledge to vote
  - Increase participation by 5% over 2022

### **Strategy:**

Saint Peter's University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- Email all students link to register through Saint Peter's University's Voter Registration Portal at least three times.
- Post voter registration link on opening Blackboard page
- Encourage faculty to put voter registration link on their fall semester blackboard sites
- Set up a voter registration table at our Constitution Day keynote speaker event
- Create a QR code and put posters linking to the portal in residence halls, and academic buildings
- Meet with Resident Advisors and give them a voter registration tool kit to use in their residence halls.
- Partner with the Student Governing Association on a registration event and social media campaign
- Partner with Athletics on a social media campaign
- Hold a train the trainers event for students interested in going to student organizations and classes to talk about voter registration.
- Celebrate the following Civic Holidays with on campus tables and social media contests:
  - National Voter Registration Day
  - National Voter Education Week
  - Vote Early Day

- Election Hero Day
- Conduct a pledge to vote/make a plan drive using same ideas as voter reg above

**Evaluation:**

We will evaluate our action plan in the following ways:

- Ginger Schnitzer, Executive Director of the Guarini Institute for Government and Leadership will lead the evaluation effort.
- We will authorize NSLVE to search and provide us with our data.
- We will send a google form to campus partners asking for their assessment of the effort and asking for their feedback. (ie. RAs, Res life, student trainers, athletics, SGA, faculty who participate in the effort)

**Reporting:**

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

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

We will share our campus plan on the Guarini Institute for Government and Leadership's webpage.