



Southern New Hampshire University 2022 Democratic Engagement Action Plan

Developed by: Elizabeth Richards

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Southern New Hampshire University in New Hampshire 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 Southern New Hampshire University for the 2022 election are:

- Provide updated information on voter registration processes
- Provide rides to and from both polling locations on 11/8/22
- Engage student leaders in efforts to engage student population in election

Leadership:

Our leadership team includes the following:

Elizabeth Richards - Director, The Chandler Center
Shannon Brown- Director, Office of Residence Life
Jay Tifone- Director, Office of Student Involvement
Todd Ranier- Town Clerk, Town of Hooksett
Matthew Normand, City Clerk, City of Manchester

Our campus works with these following nonprofit partners:
Campus Compact

Commitment:

Southern New Hampshire University has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

Landscape:

Southern New Hampshire University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020.

Our campus demographic and voting data:

Southern New Hampshire University has 134,345 students. The on-campus population is approximately 3,000 students. Approximately 50% of these students come from New Hampshire, while the rest come mostly from other New England states. A small minority of students come to campus from outside New England.

The other 131,000 students enrolled at SNHU are online learners who come from all over the world.

Southern New Hampshire University has authorized NSLVE.

Our institution had a 2020 student voting rate of 56.1%.
Our institution had a 2020 voter registration rate of 74.7%.

Our institution had a 2018 voter turnout rate of 38.8%.
Our institution had a 2018 voter registration rate of 70.7%.

Our institution has been recognized by ALL IN with the following seals: 2018 Silver, 2020 Bronze

Goals:

Our campus democratic engagement goals are:

Increase student voter turnout rate to 40% in 2022 and 58% in 2024.
Expand voter engagement efforts beyond campus to include online learners

Strategy:

Southern New Hampshire University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- National Voter Registration Day tabling
- Residence-hall specific voting information for distribution to resident students
- Speak at club meetings
- Host large Get out the Vote event
- Host Constitution Day event (required for all first year students)
- Provide rides to and from the polls on election day
- Post election information on SNHU Votes Brightspace page

Evaluation:

We will evaluate our action plan in the following ways:

We will primarily use NSLVE data to evaluate our efforts.
We'll also track the number of students who take our shuttles to the polls.

Reporting:

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