



Netter Center  
for Community Partnerships  
UNIVERSITY of PENNSYLVANIA

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**Penn OGCA**  
Office of Government & Community Affairs

**Campus Action Plan for Strengthening  
American Democracy:  
University of Pennsylvania  
2023-2024 Designation**



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## **EXECUTIVE SUMMARY**

The University of Pennsylvania is institutionally committed to increasing civic learning and democratic engagement among its community members. Through collaborative efforts between the Office of Government & Community Affairs, the Netter Center for Community Partnerships, and Penn Leads The Vote, which is housed in the Netter Center, Penn has aimed to create beneficial partnerships with the local Philadelphia community and foster civic ideals among the Penn community. The approaches taken to increase access to civic engagement and education across Penn's communities and community partners remains grounded by the belief that democratic civic engagement is a cornerstone of a healthy democracy and that institutions of higher education have a responsibility to cultivate an environment of democratic learning and civic engagement for the entire community, including among students, faculty, staff, and with community partners. For students in particular, studies show that early exposure to democratic civic engagement makes habits like registering to vote and voting life-long practices. Thus, a great deal of focus rests on implementing comprehensive curricular, co-curricular, and community programming initiatives to advance a mission centered on local, active democratic civic engagement as a critical component of community-building and active engagement.

Since submission of our action plan during the 2020-2021 academic year, Penn Leads The Vote (PLTV) has worked tirelessly to engage and empower the university's student body. PLTV's efforts have been fruitful, with the 2020 general election seeing a turnout rate of 76.7% among Penn's student body, roughly 10% higher than the institutional average according to the National Study of Learning, Voting, and Engagement (NSLVE). This also represents a significant increase from the turnout among Penn students in the 2016 general election, which was 67.5%. Still, work remains to be done. According to the 2020 NSLVE report, 86.5% of Penn students are registered and only 88.6% of registered students actually voted, so PLTV has more students to reach. As the 2022 midterm elections rapidly approach, PLTV looks forward to utilizing this plan to set goals, evaluate progress, and provide a foundational structure to collaborate with other institutions of higher education and community organizations. By developing relationships across the University, state, and country, the strengthening of institutional commitments to civic engagement and voter empowerment will be facilitated both at the university-level and across schools.

The purpose of this campus action plan, co-authored by Penn Leads The Vote, the Netter Center for Community Partnerships, and the Office of Government and Community Affairs, is to understand the progress that has been accomplished in regards to civic engagement among members of the Penn community and to formalize strategies to accomplish its goals for the upcoming 2022-2023 academic year.



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## **LEADERSHIP**

### **Penn Leads The Vote**

[Penn Leads the Vote](#) (PLTV) is Penn's student-led, non-partisan organization focused on increasing student, faculty, and staff voter engagement and voter education. PLTV also facilitates student, faculty, and staff engagement in local, state, and national voting policies, particularly the sharing of youth and higher education perspectives on redistricting, voter registration, and voting policies. PLTV is a leader in helping Penn advance the democratic and civic engagement of Penn students.

PLTV is housed in the Netter Center for Community Partnerships and works closely with the Office of Government and Community Affairs.

PLTV also works with Fox Leadership, University Life, and numerous additional organizations named below.

PLTV is university-wide and its leadership comes from both the undergraduate and graduate student bodies of the University of Pennsylvania. Year-round, including every spring and every fall election (not only national elections), PLTV connects the Penn community and its partners with the resources needed to register to vote, check their registration, be informed voters, and vote wherever and however they are eligible. Throughout the year, PLTV encourages students to learn about and engage with current political issues at the local, state, and national level while advocating for long-term institutional change to further empower voters in the future.

The leadership team (as of the 2021-2022 academic year) of Penn Leads the Vote includes:

- Harrison Feinman (C'22, SP2'22) - Director
- Eva Gonzalez (C'22) - Director
- Nicholas Williams (C'23) - Deputy Director & Institutional Partnerships Coordinator
- Shriya Madhavaram (C'25) - Field Organizer
- Sarah Alkhafaji (C'24) - Undergraduate Partnerships Coordinator
- Amy Miller (GSE'22) - Research Coordinator
- Natalayna Purnell (C'24) - Events Coordinator
- Elizabeth Ford (C'23) - Digital Coordinator
- Sherry Li (E'24) - Design Coordinator
- Peter Labbe (C'22) - Analytics Coordinator

PLTV leadership positions are paid, and often supported by our national partners, listed below. The strong support and engagement system within the team ensures that experienced leaders gain the knowledge and ability to lead as others graduate.



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### **Netter Center for Community Partnerships**

Founded in 1992, the [Barbara and Edward Netter Center for Community Partnerships](#) is the University's primary vehicle for advancing civic and community engagement at Penn. It brings together the resources and assets of both the University and the wider community to help solve universal problems such as poverty, health inequities, environmental sustainability, and inadequate, unequal education as they are manifested in the University's local geographic area of West Philadelphia and Philadelphia at large. The Netter Center develops and helps implement democratic, mutually transformative, place-based partnerships between Penn and West Philadelphia that advance research, teaching, learning, practice, and service and improve the quality of life on campus and in the community.

The leadership team of the Netter Center that works with PLTV includes:

- Ira Harkavy, PhD - Associate Vice President and Founding Director
- Cory Bowman - Associate Director
- Faustine Sun - Assistant Director

### **Office of Government and Community Affairs**

The Office of Government and Community Affairs (OGCA) advances Penn's mission by managing relationships with government and community leaders, advocating for policies and legislation consistent with the University's goals, and shaping local engagement initiatives. During elections, Penn OGCA works with the City of Philadelphia to establish polling places in campus locations that better serve students and ensure that voting is easy, fair, and accessible for the University community.

In addition to those listed above, several additional University and community partners are essential to PLTV's long-term success. These include the Office of the President, Office of the Provost, University Life, New Student Orientation and Academic Initiatives (NSOAI), Weekly Paid Professional Staff Assembly (WPPSA), the Paid Professional Staff Assembly (PPSA), the Athletics Department, the Program on Opinion Research and Election Studies (PORES), and the Faculty Senate Executive Committee (FSEC).

In addition, PLTV actively works with the Undergraduate Assembly (UA), Graduate and Professional Student Assembly (GAPSA), Student Activities Council (SAC), Social Planning and Events Committee (SPEC), Class Boards, Greek Life, and 7B (the student minority coalition).



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PLTV also works with several local and national partners, who are a source of learning and support. These include the ALL IN Democracy Challenge, Andrew Goodman Foundation (AGF), AGF Election Day Holiday Working Group, Civic Influencers, Campus Vote Project (CVP), Students Lead Students Vote Coalition (SLSV), the South East Asian Mutual Assistance Association Coalition (SEAMAAC), the Philadelphia Higher Education Network for Neighborhood Development (PHENND), and High School Voter Project (HSVP, a Penn student group also housed in the Netter Center).

We also communicate with both the Pennsylvania Department of State and the Philadelphia Office of City Commissioners.



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## **COMMITMENT**

Inspired by what Benjamin Franklin called "an inclination...to serve mankind," Penn weaves civic awareness and action into campus life. High-level administrators acknowledge the importance of curricular and co-curricular democratic civic engagement, which is demonstrated through active support for the Netter Center and Penn Leads The Vote. Thus, former President Gutmann and former Provost Pritchell authorized an all-campus email ("University Notification") dedicated to voting every semester. Similarly, the University allowed Penn Leads the Vote to host their website on the Penn domain, creating the website [vote.upenn.edu](http://vote.upenn.edu), which serves as a one-stop-shop for campus' voters.

Penn Leads the Vote (PLTV) was established in 2004 and operated by Fox Leadership until 2014. PLTV was re-established in 2018 in the Netter Center for Community Partnerships. PLTV also works in collaboration with the Office of Government and Community Affairs, which oversees Penn's institutional compliance with voter engagement requirements and on-campus polling location engagement. PLTV also receives support, like funding and advising, from Fox Leadership and the Vice Provost for University Life.

Penn Leads the Vote's mission is based on a combination of experience and academic literature:

1. Protecting and advancing students' constitutional right to vote
2. Encouraging local, active democratic civic and voter engagement, which has positive impacts on the individual participants, Penn as a University, and our local communities
3. Strengthening and protecting the future health of our democracy by helping students develop habits regarding voting engagement and education, which has been proven to impact students after they finish their education

Penn Leads The Vote is based on the following propositions:

- Civic engagement is vital to fully realizing the potential of democratic society.
- Students, regardless of where they are, have a constitutional right to vote that ought to be protected and advanced.
- Colleges and universities have both an opportunity and a responsibility to support students' democratic development and civic participation, including but not limited to voting.
- PLTV can advance student learning and civic engagement not only by working with Penn students but also by supporting voter engagement across Penn (including staff and faculty) and with Penn's local community, including K-12 civic education. PLTV



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will encourage students, faculty, and staff to engage with, learn from, and support the Philadelphia community on issues related to voter and civic engagement.

- PLTV will catalyze and work with academic research partnerships, such as ABCS courses, that can help develop, implement, and evaluate PLTV strategies and programs.
- Forming voting habits as a student remains critical to the future health and strength of our democracy, as such habits have been shown to continue and positively impact students after their educational careers.
- The achievement of full participation in democratic elections requires long-term, institutional change at the local, state, and national levels, necessitating policy and legislative advocacy on PLTV's behalf.

The Netter Center for Community Partnerships, which houses Penn Leads The Vote, implements the following strategies to advance its mission:

- Academically Based Community Service (ABCS), involving collaborative real-world problem solving that is rooted in and connected to research, teaching, learning, practice, and service.
- University-Assisted Community Schools (UACS), a comprehensive, collaborative approach to neighborhood and school improvement that educates, engages, empowers, and serves not only public students, but also all other members of the community.
- Anchor Institution Approach, in which universities engage and integrate their extraordinary intellectual and institutional resources in significant and sustained community-development partnerships.
- Inclusive participatory governance involving students, faculty, staff, alumni, and community members.
- Regional, national, and global adaptation of the aforementioned strategies.
- Evaluation of impact at Penn, in West Philadelphia, and beyond.

[Academically Based Community Service \(ABCS\)](#) is at the core of the Netter Center's work. ABCS students and faculty work with West Philadelphia public schools, communities of faith, and community organizations to help solve critical campus and community problems in a variety of areas such as the environment, health, arts, and education. Approximately 200 courses from a wide range of disciplines and Penn schools have been developed to link Penn students to work in the community, with over 70 ABCS courses offered each year. The program will continue to include courses focused on developing voting engagement and education as their primary focus. [University-Assisted Community Schools](#) (UACS) educate,





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engage, empower, and serve not only students, but also all other members of the community, providing an organizing framework for bringing their programs, including ABCS courses, to West Philadelphia schools. Through UACS, K-12 students are engaged with the democratic process. Third, ABCS and UACS are seen as core to a comprehensive anchor institution strategy in which universities engage in sustained, mutually beneficial partnerships with their communities. These strategies are shared with others across the country and around the world, serving as a model for democratic university-community engagement.



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## LANDSCAPE

Since the founding of the modern iteration of Penn Leads the Vote in 2018, voter turnout and registration has been increasing steadily. In fact, the campus continues to break voter registration and voter turnout records. This suggests that there was a lack of voter information and engagement efforts at the University prior to 2018, and that PLTV's mainstream interventions have had a sizable impact.

Since the last ALL IN Action Plan, the University of Pennsylvania received a Platinum Seal from the ALL IN Democracy Challenge for its voter turnout in 2018, and a Gold Seal in the 2020 election. Former Penn President Amy Gutmann also signed ALL IN's Presidential Commitment ahead of the 2020 general election. Additionally, PLTV helped create the "Ivy League Votes Challenge" and the Pennsylvania Student Voter Coalition (PASVC), the latter of which we continue to lead and expand.

Notable institutional developments since the last Action Plan include a semesterly all-campus email ("University Notification") encouraging students to vote and providing them with PLTV resources to assist them in doing so. These emails routinely get 1000s of clicks and increase the visibility of PLTV's voting resources among the Penn community. Penn also created [vote.upenn.edu](http://vote.upenn.edu), a one-stop shop for campus voters on the Penn domain. Penn Leads the Vote has expanded the size of its core student leadership team as well as volunteer base. Lastly, there is now a dedicated module in the mandatory, pre-orientation "Thriving at Penn" canvas module for incoming undergraduate students encouraging them to register to vote and become civically engaged once coming to campus.

Since the last Action Plan, Penn students have registered and turned out to vote in exponentially high numbers. In 2020, 76.7% of Penn students turned out to vote, well above the national college average. This represents a 9.2% increase from the 2016 election, and about a 25% jump from the 2018 midterm. The campus registration rate increased slightly to 86.5%. The voter yield in the 2020 presidential election was 88.6%, up from 79.3% in 2016 and 63.9% in 2018. These record-breaking metrics demonstrate the effectiveness of Penn Leads the Vote's efforts over the past four years.

In the 2020 presidential election, a majority of student voters voted by mail. Penn Leads the Vote will continue supporting mail-in voters, especially during spring primary elections, in addition to providing in-person support at campus polling places on election day.

Voter engagement is not uniform across the student body. First years voted at the highest rate (71%) in 2020. This could be attributed to the inclusion of voting information in mandatory orientation programming for the first time during the 2020-21 school year. Graduate students continue to vote much less frequently than undergraduates (56% vs. 69%), confirming the need for Penn Leads the Vote to redirect additional resources to support the former group. We are looking forward to having sex and race data included in



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our 2022 NSLVE report for the first time so that we can use these statistics to further inform our outreach strategy.

PLTV and the University of Pennsylvania are looking forward to working on achieving even higher voter engagement by stepping up interventions specifically targeted towards populations on campus which lag behind the general study body in terms of voter registration and turnout.



## GOALS

Building on PLTV's progress since our last Action Plan, the University of Pennsylvania aims to accomplish the following goals for the 2022-2023 academic year.

### Long-term Goals (2023 and beyond)

- Achieve 100% registration for eligible voters at Penn by 2024 (the registration rate was 86.5% as of the 2020 election)
- Increase student voter turnout to 85% by 2024 (the turnout rate was 76.7% in the 2020 election)
- Make university notifications from the Penn President and Provost permanent for each semester
- Make peer-to-peer voter engagement and registration a permanent part of New Student Orientation and the mandatory "Thrive at Penn" module.
- Integrate voter registration into the course registration website, Path@Penn
- Make civic engagement and voter turnout part of the goals and infrastructure for student-led organizations, achieved in partnership with University Life and Student Activities Council
- Increase PLTV's visibility around campus in non-midterm and non-presidential election years
- Reach all eligible voters and support them voting in Pennsylvania or their home states
- Increase educational awareness around special elections and ballot initiatives
- Advocate for fair, non-gerrymandered legislative maps

### Short-term Goals (2022-2023 AY)

- Achieve 90% registration for eligible voters at Penn by the 2022 midterm general elections (the registration rate was 86.5% as of the 2020 election)
- Increase voter turnout by 5 percentage points from 2018 to 2022 midterm general elections (the turnout rate was 54.7% in the 2018 election)
- Strengthen local and statewide university partnerships through coalitions such as the Pennsylvania Student Voting Coalition
- Expand PLTV's academic engagement with courses and professors working on democratic development
- Develop a detailed volunteer strategy to expand PLTV's reach to the student body and maintain continuity among volunteers



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- Advance PLTV's engagement with a diverse set of organizations on campus by partnering with cultural houses on campus to hold events
- Advocate for pro-voting policies at the university, local, commonwealth, and federal level. Educate students on these efforts and policy changes.
- Increase voter education in terms of filling out ballots, including who is on the ballot and how to find out who is on the ballot, as well as using Pennsylvania's new voting machines
- Using data to target schools within Penn that habitually turn out to vote at rates below the campus-wide average
- Develop and strengthen partnerships with on-campus institutions including Athletics, College Houses and Academic Services, New Student Orientation, the Office of Fraternity and Sorority Life, Onboarding@Penn, and University Life



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## STRATEGY

**Penn Leads the Vote** plans to build on successful strategies of the 2021-2022 year. PLTV has reevaluated its strategy and intends to combine past practices with innovative new strategies. These strategies fall into four broad categories: institutional change, direct outreach, reverse door knocking, and policy advocacy.

### Institutional Change

- **Institutional Collaborations:** PLTV has been exploring new ways to connect with student groups and institutional partners over the past year. PLTV has established a partnership with University Life, which supports many student groups and organizations, including Greek life organizations and cultural centers. PLTV has also partnered with Athletics, New Student Orientation & Academic Initiatives, the Graduate Student Center, and Penn's Cultural Centers. One of the most significant institutional partnerships has been with the President's Office, which has authorized semesterly "University Notification" messages that go out to the entire student body and provide them with critical voting information. PLTV also continues to work with Netter Center staff and OGCA to develop proposals around institutional changes to support democratic engagement for the University community.
- **Inter-University Coalitions:** PLTV seeks to promote and improve democratic engagement and student voting through collaboration with student, faculty, or staff leadership of other institutions of higher education. In the upcoming year, we plan to build upon the network of Pennsylvania higher education institutions through the Pennsylvania Student Voting Coalition (PASVC) that we spearheaded first during 2020. With more than 20 institutions currently in the coalition, we hope to continue to increase our partnerships across the state and increase participation from student leaders in this collaborative effort. These partnerships will continue to serve as opportunities for sharing best practices and concerns, while also collaborating to drive meaningful policy changes at the state level.
- **National Partnerships:** PLTV has been fortunate to work collaboratively with a host of national partner organizations on resource and material development, organizing strategies, policy communications, and university coalition communications. These organizations include the ALL-IN Democracy Challenge, Andrew Goodman Foundation (AGF), Civic Influencers, Campus Vote Project (CVP), and the Students Lead Students Vote Coalition (SLSV). With these networks and collaborative



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relationships, PLTV looks forward to continuing to implement innovative and collaborative strategies that will help improve voter engagement and education both at Penn and across the country.

### Direct Outreach

- **Building greater relationships among our volunteer network:** In the past academic year, PLTV has dedicated resources to help support an active student volunteer network in order to accomplish its ambitious goals. By investing time into building relationships with student volunteers, PLTV has created a reliable and engaged base that allows for its civic engagement events to be successful. PLTV has focused on retention of volunteers by creating long-term opportunities, including the potential to engage with members of the West Philadelphia community beyond Penn. It has also created a fellowship program for dedicated volunteers to work directly with PLTV staff members on important projects, such as translating voter information into various languages and conducting research studies. We hope to continue to provide a variety of ways that volunteers can engage with PLTV to keep our volunteer base engaged throughout the year, not only in the months leading up to an election. Volunteer engagement is important both for planning voting-related events and building a culture of civic engagement.
- **Digital Engagement:** PLTV recognizes the importance of leveraging the online information age to disseminate information and resources that increase access to voting and civic empowerment. During the 2020-2021 academic year, PLTV's website was so critical that the University authorized PLTV to have a website under the University's domain, [vote.upenn.edu](http://vote.upenn.edu). In addition, resources and materials have been distributed through PLTV's social media channels and email listservs. PLTV understands that after two years of the pandemic, online and virtual engagement and distribution of information will remain critical methods of student outreach. That is why PLTV maintains connections with Penn's school newspaper, *The Daily Pennsylvanian*, which posts PLTV ads on Instagram and in their newsletter and publishes digital opinion pieces written by PLTV staff members. We hope to continue expanding our online footprint and reach an even broader section of the University community by sharing our digital resources.
- **Education Events:** PLTV has increased outreach to increase student knowledge of and participation in the democratic process outside of voting. One example of this is our work about the redistricting process, which included a meeting with the



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Committee of 70 and speaking to *The Daily Pennsylvanian* about redistricting to inform student readers. PLTV also resumed traditional in-person voter education and registration events during the 2021-2022 academic year, including on National Voter Registration Day. At these events, we have provided students with the resources to be educated voters, such as how to find their polling location and sample ballot. We have also educated students about Pennsylvania-specific voting issues, such as ensuring that voters use the required secrecy envelope when sending in their mail-in ballots. PLTV will continue to make voter education a priority to ensure that members of the Penn community have the knowledge to make informed choices about their ballot in all upcoming elections. We will continue to leverage our relationships both within and outside of the Penn community so that we can provide voters with the most accurate and up-to-date information.

- **Data-driven research:** PLTV plans to continue to analyze NSLVE data and its own internal data to drive insights on the best strategies for its goals. Analyzing this data has allowed us to understand patterns among which groups of students are most and least likely to vote, with one important finding being that graduate students vote at a lower rate than undergraduates. We have also begun gathering weekly analytics on our web page views to identify which resources are most utilized, and how we can increase traffic to our website. In addition, PLTV is currently engaged in a research project that will analyze features among distinct populations and cultures on-campus that may lead them to be more likely to vote. With a particular focus on historically underrepresented demographics among students, including educational concentration or location of residence, PLTV is well-positioned for continued growth of impact across the entire Penn community. In the upcoming year, we hope to implement the knowledge we have gained from these various research projects to increase the number of Penn community members we are able to reach and turn out.

### Reverse Door Knocking

- **Community Partnerships:** PLTV aims to create more mutually beneficial partnerships with local community organizations dedicated to civic engagement and voter registration. PLTV works closely with community organizations like the South East Asian Mutual Assistance Association Coalition (SEAMAAC) and the Philadelphia Higher Education Network for Neighborhood Development (PHENND). In the upcoming year, PLTV hopes to expand its partnership development within the community to create an environment of mutual growth and resource sharing,





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particularly with community organizations supporting historically underrepresented communities. We hope that this will be made possible by instituting our West Philadelphia engagement plan to provide volunteers with an opportunity to expand our community partnerships in the city.

- **Working with Student Organizations:** PLTV is also working with the Student Activities Council (SAC) to reach out to student groups. PLTV is hoping to make presentations by PLTV staff at SAC meetings and voter education a permanent component of student groups. PLTV hopes that by providing information to student leaders, those student leaders can in turn share voting information with organizations' members with a higher rate of engagement. Another key partnership is the Undergraduate Assembly, which provides messaging and institutional support. PLTV continues to engage with leaders of student-led organizations across the Penn community in order to distribute voting resources and information.

### Policy Advocacy

- **State and local advocacy:** PLTV has worked in coordination with OGCA to develop relationships with the Pennsylvania Department of State and the Philadelphia Office of City Commissioners. PLTV is glad that the city of Philadelphia has placed early voting locations around the city in advance of elections, and we hope to work with local officials to include one in University City. PLTV also intends to continue advocacy at the state level, such as this past year when we submitted a written testimony surrounding the importance of including student voices in the redistricting process. In the upcoming year, PLTV plans to continue advocating for the inclusion of student voters in discussions about voting in the Commonwealth to ensure that students' concerns are appropriately addressed.

**The Netter Center for Community Partnerships** employs numerous key strategies that underpin community engagement and partnership work:

- **Development of academically based community service (ABCS):** ABCS students and faculty work with West Philadelphia public schools, communities of faith, and community organizations to help solve critical campus and community problems in a variety of areas such as the environment, health, arts, and education. PLTV will work to develop ABCS courses involving voter engagement.
- **Development of university-assisted community schools (UACS):** A major



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component of the Netter Center's work is mobilizing the vast resources of the University to help traditional public schools become innovative UACS that educate, engage, empower, and serve students, families, and community members. UACS focus on schools as core institutions for community engagement and democratic development, as well as link school day and after school curricula to solve locally identified, real-world, community problems.

- **Strengthening Anchor Institution Strategy:** Partnerships between anchor institutions and communities has gained increased impetus over the last decade, particularly through the work of the Anchor Institutions Task Force (AITF). The Netter Center works in close partnership with the Office of Executive Vice President on issues of community economic development that help advance Penn's role as an anchor institution.
- **Institutional Support:** The Netter Center for Community Partnerships currently hosts a full-time Emerson Fellow dedicated to helping advance democratic civic engagement of Penn students, faculty and staff, including university-school and community partnerships. In addition, Penn Leads The Vote is housed in and supported by the Netter Center.



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### **REPORTING**

The 2023-2024 Campus Action Plan for the University of Pennsylvania will be publicly available online at [vote.upenn.edu](http://vote.upenn.edu). In addition, PLTV intends on authoring post-election reports to evaluate success and growth metrics, which help guide the development of new strategies and build upon previously successful work. These reports will be published on the PLTV website and remain available to the public. Using the Campus Action Plan as a guide and post-election reports as an additional evaluation tool, PLTV, the Netter Center, and OGCA can effectively determine whether the approaches taken and proposals made have resulted in the desired impacts across strategies related to students, faculty, staff, and partners.

We look forward to receiving the University's NSLVE data and will continue to make all past, present, and future data publicly available at [vote.upenn.edu/data](http://vote.upenn.edu/data).

In addition, PLTV leaders will continue to publish opinion pieces and receive local or student and University news coverage throughout the year, at which points the past successes and future goals of the organization will be laid out as necessary. Through local media, PLTV believes it has the opportunity to communicate with a broad base of public readers, provide informative materials, and signal its future goals while utilizing its previous success to encourage engagement.



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### **EVALUATION**

Penn Leads the Vote will continue to dedicate time and resources towards the thorough evaluation of its efforts in increasing student civic engagement on campus. As part of PLTV's evaluation process, University-specific measurements, like the turnout in 2021 and 2022 amongst the seven college house Wards of Division 27, will be examined in an annual comprehensive analysis, separate from the already thorough campus-wide and NSLVE data. These analyses will form the foundation for developing new metrics of evaluation and provide guidance on the strategies and methods that PLTV will employ in order to achieve those metrics in the future. By setting specific, realistic, data-driven metrics by which we can evaluate impact, PLTV, assisted by the Netter Center and OGCA, will be able to determine how record turnout in all types of elections can continue to be obtained.

Additionally, the Penn Leads the Vote team participates in weekly meetings to discuss each student employee's current progress and long term goals of PLTV. Members are in constant communication with partners on-campus including both Penn administrators and student organization leaders. Through communication of evaluation metrics and reports across faculty, student, staff, and community partners, PLTV will ensure that each coalition has the information and resources necessary to address voting disparities and variance in engagement across different communities throughout the year, aiding PLTV's foundational mission and advancing democratic civic engagement across University and university-partnered communities.