

Wagner College 2024 Nonpartisan Democratic Engagement Action Plan

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Executive Summary:

This nonpartisan democratic engagement action plan was developed by WagnerVotes, a nonpartisan committee at Wagner College in New York for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Wagner College for the 2024 election are:

- Increase voting rate to 75.1% in 2024.
- Increase targeted outreach and attendance of events organized by other campus institutions
- Increase in-class presentations about voter registration and education

The purpose of this action plan is to increase voter registration, participation, education, and voter turnout from our students at primary and general elections in the United States. **Our main goal is to create a steady increase of registered voters as well as ensure a higher turnout in November 2024 for the general elections.** We seek to accomplish this goal through multiple initiatives. All of the initiatives are inclusive of people who cannot vote in the U.S. due to nationality, immigration status, age, etc. Therefore, we provide resources and information for citizens of other nations about how to participate in the elections of their respective countries. This not only ensures that no one feels left out but increases voter engagement across the board as we hope that immigrant and international students will engage in conversations with eligible U.S. citizens and vice versa.

This action plan will be implemented through curricular and co-curricular activities. Another goal of this action plan is to strengthen and further institutionalize voter registration and engagement at Wagner College. Ultimately, we aspire for students to become engaged citizens who vote, encourage others to do so, and will continue to do so after graduation. Educating

students in college about the impact of their vote will inspire them to support candidates and policies they believe in.

The steps outlined in this plan will continue after 2024 with the possibility to strengthen our collaboration with community partners in the geographical proximity of Wagner College. This action plan was developed with a **vision towards long-term sustainability and expansion**. Our actions will start within WagnerVotes, our members and volunteers will work collaboratively to plan dates, publicize our events, and use our social media to promote our planned events and activities. In addition, WagnerVotes will collaborate with the Student Government Association, Wagner Athletics, Student Affairs, and faculty to promote and increase engagement in the initiatives. WagnerVotes will oversee planning, assessment, implementation, and evaluation.

Leadership:

Our leadership team includes the following, campus groups, and organizations:

Bernadette Ludwig, PhD - Associate Professor of Sociology, Director of Civic Engagement
Taviare Hawkins, PhD - Assistant Provost for Research, Development, and Civic Engagement
Jacqueline Guzman - Student President, WagnerVotes
Ainsley Armstrong - Student Vice President, WagnerVotes

WagnerVotes is a nonpartisan organization that facilitates most voter registration and education programming at Wagner College as well as the implementation of Wagner College's nonpartisan democratic engagement efforts.

Athletic coaches at Wagner College have been involved in our nonpartisan democratic engagement efforts by signing the ALL IN Coaches Voter Engagement Pledge in 2020. We will continue this partnership with athletics by encouraging the use of the Coaches Voter Engagement Playbook and a collaboration with WagnerVotes.

Commitment:

President Angelo Araimo is a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation most recently signing in 2023. President Araimo has encouraged students to register to vote via email notifications, in particular on National Voter Registration Day.

Previously, our institution has developed and submitted an action plan to ALL IN for 2016, 2018, and 2020, which can be found on our ALL IN campus page:

<https://allinchallenge.org/campuses/wagner-college/>

WagnerVotes and Dr. Bernadette Ludwig have spearheaded voter registration and education efforts for all first-year students during the first year student orientation since 2020. In addition, this team has held several online and in-person events during National Voter Registration Day and National Voter Education Week.

Like in the past, WagnerVotes will continue to serve as a placement for Bonner Leaders as well as students minoring in Civic Engagement. This ensures that a number of students are always involved with WagnerVotes and supported by Dr. Ludwig, faculty advisor for the Civic Engagement Minor and WagnerVotes.

WagnerVotes will continue to participate in campus fairs for student organizations as well as on Admitted Students' Day. This allows current and prospective students to become familiar with WagnerVotes, register to vote/check their voter registration, etc.

Landscape:

Wagner College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016. Our institution is designated as a Predominantly White Institution.

Wagner College has approximately 2,000 students, of whom the majority are undergraduates. The majority (62%) of students are non-Hispanic White, Hispanics of any race account for 13% of the students, and 8% of students identify as non-Hispanic Black. The remaining students are Asian, Pacific Islander, Native American, multiracial, international students of any race, or their race is unknown.

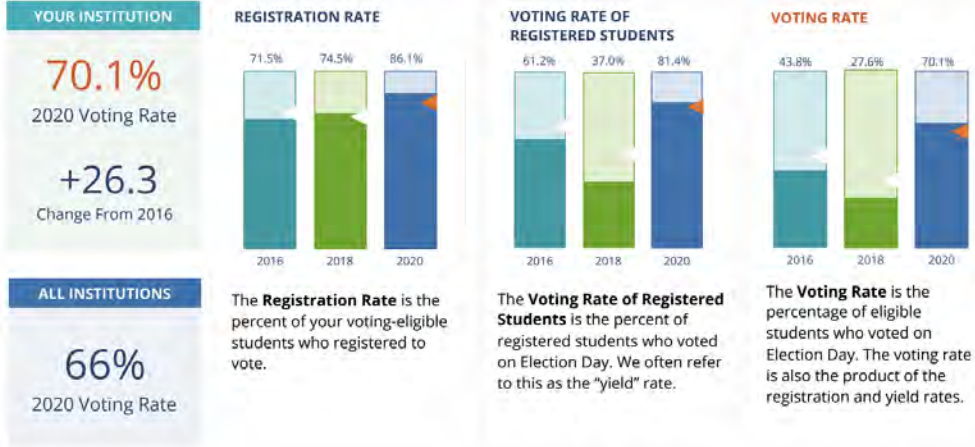
Wagner College encourages eligible students to register to vote in their home states and request absentee ballots as applicable. Similarly, all eligible students are encouraged to use TurboVote to check their voter registration/register to vote/request absentee ballots and election reminders.

WagnerVotes posts reminders on Social Media about upcoming registration deadlines and elections.

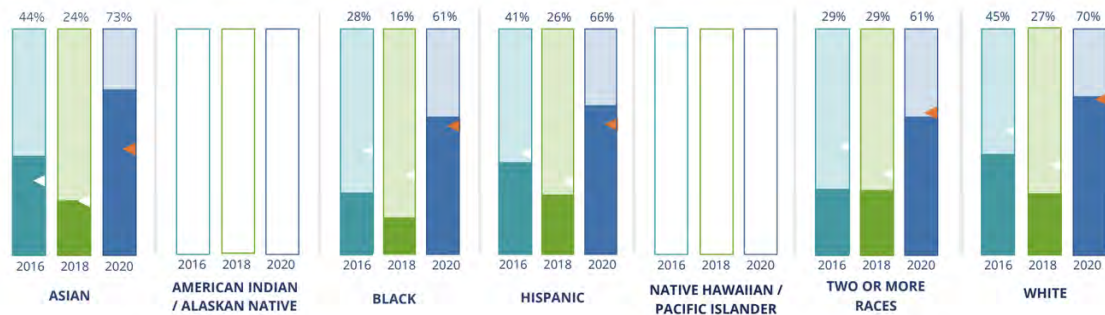
Our campus demographic and voting data (according to the National Study of Learning, Voting, and Engagement (NSLVE)):

In 2020, Wagner College's registration rate of eligible students was higher than that in 2016, as well as the national average. Similarly, Wagner College's turnout rate among registered voters was higher in 2020 than in 2016 and that of other institutions in 2020.

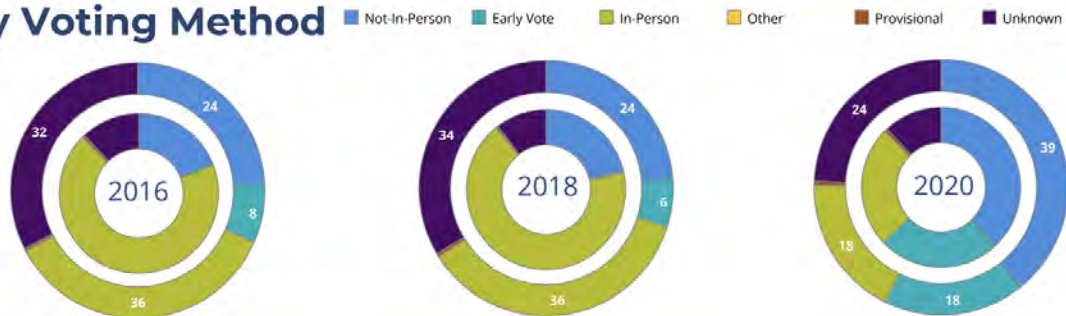
Voting, Registration and Yield Rates



By Race / Ethnicity



By Voting Method



Note: NSLVE data for 2022 was not available at the time of writing this report.

In 2020, more than 25% of all undergraduate Wagner College students engaged with Turbo Vote, which put Wagner College in the Top 20 of campus partners of Turbo Vote nationwide.

Wagner College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: National Voter Registration Day (2019, 2020, 2021, 2022, 2023); National Voter Education Week (2020, 2021, 2022, 2023); Vote Early Day (2022).

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Increase the voting rate to 75.1% in 2024.
- Increase targeted outreach and attendance of events organized by other campus institutions (e.g., theatre, Students Government Association, Wagner Athletics) by 200% - this means tabling and providing information before and after the event in 2024.
- Increase in-class presentations about voter registration and education by 50% in 2024.

Strategy:

Wagner College will implement these strategies to increase nonpartisan democratic engagement and student voter participation via the following events and strategies.

Major events:

First year and transfer students

Admitted student folder

- Information about voter registration will be included in folder that all admitted students will receive

Orientation - August 2024:

- Conduct voter registration and education workshop for each learning community
 - materials are adopted from Project Pericles' Voting Modules
- Facilitate a friendly competition among learning communities via unique referral voter registration Turbo Vote links. The learning community with the highest voter registration rate will be recognized and receive a prize.

September 17 - National Voter Registration Day:

- On-campus voter registration tables, email campaign to encourage students to check their registration status/register to vote/request an absentee ballot (support from senior administration)
- Display table tents in the dining hall with QR code to TurboVote link

October 7-11 - National Voter Education Week:

- Members of WagnerVotes will visit first year each learning community to assist with absentee ballot requests
- On campus voter registration tables, email campaign reminders to request absentee ballots

- Online event and social media posting - how to complete a ballot
- ★ All planned activities and initiatives related to voter registration, voter education, voter mobilization, need to be clearly defined. This involves outlining specific events, campaigns, and educational programs aimed at each of these components.
- ★ Clearly identify the locations for each activity, whether they take place in public campus spaces, classrooms, or virtually. Understanding the venue is crucial for planning logistics, outreach strategies, and ensuring maximum student participation. Determining responsibility for each planned strategy and tactic involves assigning specific individuals to execute these initiatives. Clearly defining roles and responsibilities ensures effective implementation.
- ★ **Identifying the audience for each strategy and tactic is equally important. For example:**
- Voter registration initiatives may target eligible students who are not yet registered.
 - Voter education programs might aim at informing all students about political processes, candidates, and issues.
 - Voter turnout and mobilization efforts could focus on encouraging registered students to actually vote.
 - Voter access initiatives may target underrepresented groups or those facing barriers to voting.

Understanding the target audience helps tailor messaging, outreach, and engagement strategies to be more effective and inclusive.

All strategies and tactics need to be accessible to diverse populations. This could include creating materials with clear visuals, utilizing digital and traditional platforms, and ensuring that information is available in spaces where a diverse range of students can easily access it.

★ **Identify locations for voter registration, education, and engagement**

On Campus:

- common areas (e.g., Union Building, Spiro Sports Center, the Oval)
- residence halls - collaboration with RA's regarding programming
- partner with student organization, sororities, and fraternities
- classrooms - collaboration with faculty

Online and off campus:

- Collaborate with local community centers or organizations for voter registration events
- Virtual platforms for activities that can be accessed by students (e.g. via Zoom, social media)

★ Training for individuals:

- Implement regular training sessions for new students, interns, faculty, staff, etc. to become involved.
 - Training should thoroughly cover the voter registration process to minimize errors using Turbo Vote.
 - Provide resources and updates on any changes in election laws or procedures.

Evaluation:

We will evaluate our action plan in the following ways:

- NSLVE voting data (overall registration and voter turnout rates; given the size of the student population data on race, ethnicity, gender, and majors is not reliable)
- Turbo Vote engagement data - including unique referral codes (e.g. for learning communities, athletic teams)
- Quality of engagement:
 - Ask students in voter engagement workshops to complete a [survey](#) from Project Pericles that Dr. Ludwig developed with Arielle del Rosario

The evaluation of the action plan and its implementation will focus on immediate and long term goals. Feedback will assist in continuous improvement, adjusting strategies and tactics based on lessons learned and emerging trends to create a greater increase in voter education on campus.

Another aspect of the evaluation will focus on how voter registration and education activities are aligned with and supported by the broader institutional goals, including those related to diversity, equity, inclusion, accessibility and belonging as well as to the extent to which they contribute to the college's mission.

In addition to the student feedback generated through surveys, feedback from Student Affairs staff, faculty and staff involved in civic engagement, alumni who now work in politics or were part of Wagner Votes and civic engagement during their time on campus will also be solicited.

Reporting:

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

Action Plan and NSLVE will be shared with Dr. Tarshia Stanley (Provost), President, and WagnerVotes members