West Chester University
West Chester, Pennsylvania

Intuitional Leadership:
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COALITION
Who are the other team members who will be involved with the project? Example members include student leaders, deans, staffers and faculty. If not yet known, what are the academic institution’s offices that will be involved? Who else in your coalition will carry leadership responsibilities in implementing the field plan? Who are your community partners?

Academic Affairs: Department of English, Department of Political Science, Women and Gender Studies, Department of Social Work and Graduate Social Work, Department of Communication Studies, Honors College, Youth Empowerment and Urban Studies, Library, Department of Nutrition, Department of Marketing

Community Partners: League of Women Voters and Your Vote is Your Voice

Student Affairs: Residential Life, Fraternity and Sorority Life, Student Activities Council, Women’s Center, Office of Service-Learning and Volunteer Programs, New Student Programs, Student Government Association, Athletics, Office of Multicultural Affairs, Office of Wellness Promotions, registered student organizations

During the second week of August Dr. Chris Stangl and Mrs. Jodi Roth-Saks will be hosting a Voter Engagement Committee meeting for faculty and staff interested in getting involved in mobilizing the student body. Individuals from the above departments have signed on to support voter engagement efforts. Additional departments throughout campus will be joining the
coalition at that time. This document serves as a draft. Additional programming will be brainstormed at the meeting.

Student leader, Aileen Assumma, will regularly check in with faculty, staff, and students who commit to participating in voter engagement activities. She will share voter education resources and track the progress of the plan. Roth-Saks has committed to overseeing Aileen. An additional student leader will be hired the first week of classes. Campus Election Engagement Project (CEEP) has committed $1,000 to WCU to hire a campus election fellow. This student leader will also assist with implementing the campus plan.

Stangl and Roth-Saks have also reached out to the President and Provost to ask for resources to assist with voter engagement efforts.

The Voter Engagement Coalition will meet in August, mid-September, and in the spring semester after WCU receives the results from the National Study of Learning, Voting, and Engagement. Stangl and Roth-Saks will regularly check in with faculty and administrators to provide support.

**CHECKLIST**

What best practice are you going to implement for each of the following? If you are already implementing any additional best practices please list those as well.

**Voter registration:**
1. In July over 900 students registered to vote using TurboVote during Summer Orientation Part 1
2. During Summer Orientation Part 2 in August a text message with a link to TurboVote will be sent to all incoming first year and transfer students
3. During Summer Orientation Part 2 Aileen will give a 5 minute presentation to all 2,500 incoming students about the importance of voter registration, how to register, and how to find their polling location
4. The Vice President of Student Affairs will send out 2 emails to the “all students” listserv including voter registration information
5. The first week of school a student leader will host several tables in front of the cafeteria with voter registration information and iPads so that students can register on the spot
6. The Off Campus Commuter Students Association will canvas student neighborhoods handing out welcome bags, which will include voter registration information, for both community members and students
7. The Ram’s Eye View (student handbook) will be updated in August to include voter registration information and a link to TurboVote
8. Voter registration information will be added to the Stall Street Journal, which hangs in bathrooms throughout campus
9. WCU will host tables throughout campus on National Voter Registration Day, which will include local politicians running for office, voter registration information, and lawn games
10. Voter registration will be added to the Service-Learning and Volunteer Programs website
11. Information will be given out at the Annual Volunteer Fair and Involvement Fair
12. Faculty will be asked to email students the link to TurboVote
13. The IT department will be contacted about adding a link to TurboVote on the university homepage and D2L

2. Voter education:
   1. Voter registration posters will be hung up throughout campus and circulating on the digital televisions around campus
   2. A video about why WCU students vote and how to register will be circulated on the campus televisions
   3. Your Vote: Know Before You Go will be sponsored by the Women’s Center, Office of Service-Learning and Volunteer Programs, Departments of Political Science, Women and Gender Studies, Graduate Social Work, and English department will take place September 26
   4. Candidates will be invited to campus for National Voter Registration Day. West Chester hosted a debate between Ryan Costello and Manan Trivedi in the fall of 2014 and Aileen has received congratulatory responses from Representative Dan Truitt, Mayor Carolyn Comitta, Senator Pat Toomey campaign, and former Representative Curt Weldon for her efforts. Therefore, we think we still be successful with our outreach efforts to local politicians.
   5. Hosting a debate watch party and an election day watch party
   6. The library blog and Office of Service-Learning and Volunteer Programs website will be utilized for voter education
   7. A display will be set up in the Sykes Student Union
   8. The twitter and facebook pages created specifically for voter engagement and voter education at WCU will regularly be utilized. The campus social media staff have committed to retweeting and sharing our posts.

3. Ballot access:
   1. Student leaders will be at the polling location on campus to assist students who are at the wrong polling location. They will give out directions and transportation information to the appropriate polling location.
   2. Stangl and Roth-Saks have requested funding to assist with organizing transportation to the off campus polling locations
   3. Student leaders, with the assistance of student organizations, will be hosting voter engagement/education tables in the Sykes Student Union, Science Center, cafeteria, library, and other heavily trafficked areas of campus throughout the fall semester. At the tables students can register, learn about candidates, find their polling location, make a plan for election day, gain information about transportation to the polls, etc.
   4. After the October deadline these tables will push students to fill out “I pledge to vote” cards. Aileen and the CEEP Fellow will text the students who fill out the cards with reminders to vote and a link for them to look up their polling location.

Get out the vote:

1. See #4 above.
2. The University will send out a reminder email to students on Election Day
3. Posters will be hung and campus TVs will be utilized to publicize upcoming elections and how to cast a ballot
4. Students will be encouraged to plan in advance where and when they will vote. Student leaders will push good time management.
5. An ad will be placed in the campus newspaper with voter education and registration information and transportation details (if available)

**Timeline:**
Departments and administrators have committed to most of the action items listed above. Large voter engagement team buttons have been ordered for student leaders who will be stationed at the voter engagement tables throughout campus during fall semester. Palm fliers have been designed, a video has been made, and emails have been drafted. The League of Women Voters and Your Vote is Your Voice staff have met with Aileen and Roth-Saks. Tables have been reserved throughout campus for National Voter Registration Day. The room has been reserved for Your Vote: Know Before You Go and many of the faculty and staff speaking at the event have confirmed.

A tabling schedule for Aileen and the CEEP Fellow will be created the first week of school, once class schedules have been confirmed. They will be asking student organizations to staff tables with them. They will lead trainings for students who host tables. Each table will have directions/Q&A information, a banner, buttons, stickers, voter registration and education materials. The goal is to host tables in highly trafficked areas as frequently as possible. At minimum, they will be hosting a table twice a week. Aileen and the CEEP Fellow will also be attending several events the first two weeks of the semester through October 11 to give out palm fliers with voter registration information.

During spring semester Aileen and the CEEP Fellow will continue registering students and posting on twitter and facebook. Stangl and Roth-Saks will contact the Mayor and other local politicians asking for student opportunities, such as internships. If the results from the National Study of Learning, Voting, and Engagement are good, a press release about WCU’s voter engagement will be sent out to the media.

**Success:**
As mentioned above, WCU has registered for the National Study of Learning, Voting, and Engagement. The results of this survey, as well as a comparison with the results from the previous election survey will assist WCU in measuring the success of the campus voter engagement plan. The results of the outreach efforts listed above will also be measured by reviewing the number of students who register with TurboVote. Aileen and the CEEP Fellow will continually assess if the plan is successful by checking in with faculty and staff.