

## Manhattan College

### Democratic Engagement Action Plan 2018

October 31, 2018 (Overdue writeup of a plan for 2018!)

#### Goals:

Increase registration rate to 70% in 2018

Increase voting rate to 16%

Increase rate of registered students who vote to 60%

	2014 Participation	Goal for 2018	Percentage goal
Students registered	54.5%	62%	13.8%
Registered students voting	15.2	19%	25%
students voting	8.3%	10%	20.5
18-21 year olds voting	5.8%	7%	20.7

#### General Strategy

We aim to increase voter participation across our student body. Our plan has three parts.

**We intend to register unregistered students.** Last year, we set up registration tables on several occasions, and this fall we are doing it again. We will encourage all resident assistants to include voter registration in a floor program before the registration deadline. We will also use college announcements and social media to inform students of a website through which they can register to vote and request an absentee ballot. In the longer term, we hope to talk with the administration about the best way to make registration easily available to every student.

**We want to encourage students to cast a vote and make it easier for them to do so.** We know that many of our students are already registered to vote, but that only 55% of the registered cast a vote in 2012. Therefore, we want to encourage students to cast a vote. We know that many of our students are far from home on Election Day, and so we will spread the word about casting an absentee ballot.

**We want to motivate students to vote.** We know that many students doubt that voting is worthwhile, and so we will host debate viewings and communicate to students about the importance of voting.

## **EVENTS**

*These are events we hope will encourage student interest in and knowledge about politics. We will provide voter registration forms at all of them until the deadline.*

Tuesday, September 6 – Student Engagement Fair

Friday, September 16 – Constitution Day – we registered voters on the Quad

September 26 -- National Voter Registration Day -- we made announcements, tabled, and encouraged people to do registration in class

We're planning two post-election events -- one with a pollster who will discuss the outcome, and one with campaign professionals talking about elections and careers in politics.

## **MAKING VR forms and info available**

The Student Engagement office is making forms available all fall, and has put out an announcement to that effect.

We've asked Resident Assistants if they will include voter registration forms in an activity they are doing.

We're collecting these forms and mailing them, so that students aren't delayed by the lack of a stamp.

## **Encouraging people to register and vote**

Social media sharing about voter registration and get out the vote on Twitter @ManhattanEdu, @MCStudentEngage and Manhattan College's Facebook and Instagram accounts.

We're also sharing this link, at which people can verify that they are registered:

<https://www.headcount.org/verify-voter-registration/>.

We are sharing the links to [vote.gov](https://www.vote.gov) and [usvotefoundation.org](https://www.usvotefoundation.org)

Where people can register and request an absentee ballot – on announcements and social media.

In late October/early November, we'll list 5-10 reasons to vote on the daily MC Announcements email. We'll also make posters of these reasons.

We'll also make sure that students registered locally know where their polling site is.

We'll pitch a story to the Quadrangle, the college's newspaper, to cover All-In Challenge and voter registration ahead of November elections

## **Longer term plans**

After November's election, we will make a plan for the most efficient way to see that all Manhattan College students are regularly offered the opportunity to register to vote.

When we receive the NSLVE report on our 2018 participation, we'll meet (perhaps with a larger group) to discuss the results and consider next steps.