

DSCI 310: Data In Action

Bryn Mawr College Voter Engagement Project

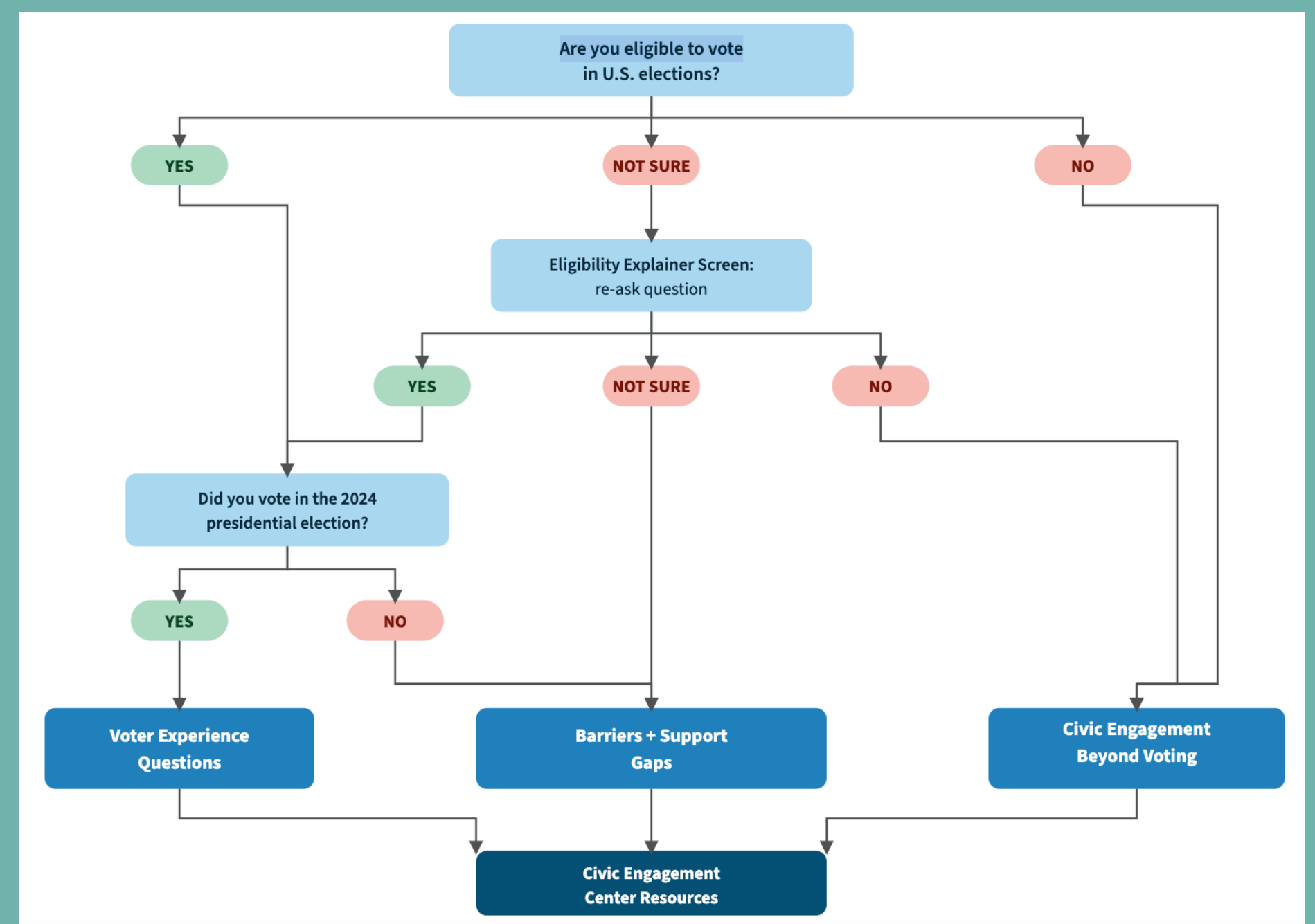
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Background and Scope

- Since 2016, Bryn Mawr has voluntarily shared its deidentified enrollment data with NSLVE (National Study of Learning, Voting, and Engagement) which is matched to publicly available voter files to understand voting patterns on college campuses.
- **This project is non-partisan.** Our main goal in this project is to see if an in-house report replicating NSELVE is feasible, not to monitor how students are voting.
- We used available data and designed a survey to understand voting behavior and preferences on campus.
- The survey will help identify areas of support for students, the data analysis will help make the case for Bryn Mawr College having their own polling station.

Survey Design



Voting Behavior by Age Group

| Age group | Registered | Voted since 2020 | Rate | Never voted |
|--------------|--------------|------------------|--------------|-------------|
| 18-21 | 850 | 805 | 94.7% | 45 |
| 22-24 | 294 | 257 | 87.4% | 37 |
| 25-29 | 57 | 44 | 77.2% | 13 |
| 30-39 | 5 | 4 | — | 1 |
| Total | 1,206 | 1,110 | 92.0% | 96 |

Based on DateLastVoted — captures students whose most recent vote was 2020 or later.

Election Engagement Since 2020



*these numbers are based on the 2026 MontCo Data, might have undercount due to students voting at home

Limitations

- Unable to isolate voter rates for each election cycle
- Variables used in NSELVE: race, education level, voting method etc. missing from data
- Undercount in data due to students voting at home

Takeaways

- We can replicate an in-house report!
- Plans Change! Transparency and communication is key
- Data Action principles: purpose, policy, biases, ground-truthing and participatory ethics!
- Find creative ways to work with data!
- Gaps in data can be used to infer insights!

Next steps

- Deploy the survey - April 30
- Use the results to guide The Center's voter outreach, education, and mobilization strategies to be more effective
- Write a report to be shared publicly following data privacy guidelines