

2022 Aims Community College Action Plan

Summary

For the upcoming academic year, Aims Community College is committed to increase voter registration and student civic engagement. Aims will continue to coordinate events across campus for both even and odd years, preparing and informing students to vote as well as providing resources to increase voter registration. We will work to foster a campus culture around voting and civic participation.

Aims will continue to use previous learnings and data from past years in guiding planning efforts in finding the most effective ways to engage students in voting as well as civic engagements. Aims will work to engage students through a variety of means and activities in order to meet students where they are at in a friendly and inclusive manner.

Our upcoming goal is to increase voter registration campus wide as well as increase civic engagement. We will partner with community resources, resources from the All In Challenge as well as New Era Colorado in helping to meet our goal. We will continue to use the data provided from the National Study of Learning, Voting and Engagement as one way to help track our progress.

The following document is an overview of how we will approach civic engagement during the upcoming year.

Point of Contact

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Coalition description

Aims has committed to purchasing a customized version of Issue Voters which is a free public resource (web platform) where the individual can choose issues they care about and then information is provided with updates to how the issue is revolving or has been decided on. This is a non-partisan

platform where both sides of federal issues are provided. We will use this customized version to collect aggregated data such as what issues are important to our constituents that sign up. The data collected could also be one piece in helping us determine if we were able to increase voter/civic engagement on campus.

Aims is working with New Era Colorado which is a nonprofit, nonpartisan organization dedicated to engaging young people in democracy and helps in registering students to vote as well as educating students about changes to Colorado's new election law. Working together, we will create opportunity for students to register to vote.

Voter Registration

At the beginning of the academic year, we provide opportunities for students to register to vote or update their addresses. During these events, we will also work to inform students about the 2021 Colorado Votes Act (SB21-250) which is now in effect. First-time registrants have the ability to use the last 4 digits of their Social Security Number for online voter registration. We will communicate these updates to students and hopefully capture more who might not have time or the proper ID to register as now they can simply register online. We will encourage students to register at the event, in person, in order to provide support as needed.

Working with New Era, we will send out email blasts to our students with election information and student-gearred messaging drafted by New Era Colorado. Emails will hopefully help keep students informed as well as civic minded as they are reminded of their right to vote and ability to make a difference.

In order to meet the new requirement that higher education institutions "provide by email," to each enrolled student, information on voter eligibility and how to register to vote or update their voter registration in the statewide voter registration database, we will send the required twice per year email. The email will be sent within the first few weeks of fall semester and towards the end of the spring semester. The email will contain information about voter registration options, information about same-day voter registration laws, and other relevant election information.

We are working with All In Challenge as well the League of Women Voters of Greeley-Weld County to provide tabling opportunities where students can register to vote as well as some informative sessions regarding different issues being discussed. All In Challenge was launched in 2016 at Civic Nation, a national nonpartisan nonprofit, and has existed for three election

cycles. The ALL IN Challenge provides support, structure, and recognition to more than 850 campuses to institutionalize nonpartisan democratic engagement. League of Women Voters of Greeley-Weld County is a nonpartisan political organization in our community. Representatives of the group sit on our Civic Learning and Democratic Engagement Committee and help to plan and execute events and opportunities for our students around registering to vote and being an informed voter.

Voter Turnout Efforts

Voter turnout efforts will include:

- Emails and fliers sent out/posted to all current student informing them of voter issues, how to register, what to do with ballots when they receive them.
- Tabling on campus to inform students of how to register.
- Campus education via emails and tabling events to inform students about Issue Voters software program and how to sign up/access the program.
- Work with New Era Colorado and All In Challenge personnel to provide our students with the information and resources they offer to colleges.
- Provide a tabling event on Tuesday, September 20th which is National Voter Registration Day in order to hopefully register students to vote.
- Collaborate with applicable departments and academic disciplines across campus in helping to spread the word and increasing voter registration as well as civic engagement.

Timeline and Evaluation

With our goal being to increase voter registration and civic engagement, we need to evaluate our success.

Data from our 2018 NSLVE report shows our voting rate to be 46.3% which was up from 2014 (31.5%). Registration rate of our voters also increased in 2018 at 73.2% from 67.4% in 2014.

We will also use the NSLVE report to further analyze who is voting and how we might be able to increase different ethnicity groups, age groups, sex groups as well as educational levels reported.

As 2022 is midterm elections, our Civic Learning and Democratic Engagement Committee will work to make this a priority for students, faculty and staff in increasing our numbers of participants in both voting and civic

engagement activities. Our goal will continue to increase the rates provided above. We will continue to build on the groundwork we have already and adapt to changing needs and growth areas in our programming as needed. Our committee will evaluate and debrief this vote plan after the 2022 election and compare the 2022 NSLVE data as well as any aggregated data we get from our Issue Voters software program to continue to guide us in the future of our civic engagement work.