

Amarillo College

Democratic Engagement Action Plan

1. Executive Summary

Aaron Faver and Amber Hamilton developed this action plan. The plan seeks to improve voter turnout on the Amarillo College campus by 5-7% in 2020. The plan will be implemented on all Amarillo College campuses. The plan was developed because in prior years, we have not had a comprehensive plan to tackle this issue, and want to see an increase in civic engagement in our student community. The action plan begins in February and ends in November of 2020. The plan will be implemented through continued meetings, engagement opportunities, and voter registration drives.

2. Leadership

Aaron Faver, Amber Hamilton, and Jenna Welch will be coordinating and overseeing the institutions work to increase civic learning and democratic engagement. Mr. Faver, Mrs. Hamilton, and Ms. Welch are co-chairing the group. The working group is currently being enrolled and added to. Members will be selected based on their abilities and opportunity to engage with students. Responsibilities of the working group are to meet monthly, plan, and help execute the vision.

3. Commitment

Aaron Faver, Amber Hamilton, and Jenna Welch have meetings setup with our institutional leadership about integrating our plans into the newly drawn strategic vision of the college. This is as much as can be said on this topic at the moment.

4. Landscape

See above. Our 2018 Midterm data was demonstrative of an increase in student voter turnout. We received a bronze seal for our turnout, but we are still well below the national average. Sorting through this is a complex issue, and we are attempting to understand the cultural, economic, and political dynamics of the issue.

5. Goals

a. Long Term:

- i. The impact desired is higher voter turnout. Our long-term goal is to attain a platinum seal, but that is going to take a while to work up to.
- ii. We are not sure what knowledge and skills need to be incorporated into our FYS course, if any. We are discussing it.
- iii. The institution is wanting to accomplish a dramatic number of things within 10 years. Student success, retention, and overall engagement is something our institution holds incredibly close to the chest.

b. Short Term:

- i. When we receive our numbers in 2021, we would like to have moved from bronze to silver.

6. Strategy

- a. We already have some voter registration drives, but we want to organize them and target our voter data from the NSLVE report. We have meetings set up with our institutional researcher to help us work and gather the best action plan suited to this targeting. We have a Constitution Day and a Resource Fair that we think will be promising.
- b. We have a number of ideas as to who will do the work. We are in the process of starting a political science club that will hopefully have student membership and leadership capable of tackling a great deal in helping us execute our vision.
- c. Constitution Day 2020 is campus wide, and so is the Resource Fair. It's possible we will have a Primary push, just prior to March. We want to expand the overall knowledge base of our students on a range of issues pertinent to our country.
- d. We want to increase faculty buy-in, and are looking at strategies for that.

7. Reporting

- a. We will share via email and within meetings. The plan and the data may be made public, it depends on our meeting with our administration in a few weeks.

8. Evaluation

- a. Evaluation will be done as we assess successes and shortfalls of our planned events. In addition, a major component of this will be looking at our data sets that we get back in 2021, and re-evaluating what was successful and what was not. This will be done by our institutional researcher, as well as our core group of faculty and staff leadership.