

Executive Summary:

Berkshire Community College, in Massachusetts, has put together this plan to boost democratic engagement for the 2024 elections. This nonpartisan democratic engagement action plan has been created by Berkshire Community College for the 2024 election cycle. The goal of this plan is to enhance nonpartisan democratic participation, including increasing student voter registration, education, and turnout for the 2024 elections. The objectives for Berkshire Community College in 2024 include boosting both voter registration and participation rates among students.

Leadership:

Our leadership team includes the following:

- Tina Schettini
- Abby Powers
- Supported by: BCC's TRIO team, Erica Barreto, Shea Callahan, Matt Mueller, Renee Huyghue

Our campus works with the following nonprofit partners: MASSPIRG

Commitment:

Berkshire Community College provides each student with enriching opportunities for growth and learning, we strive to offer equitable, accessible, and transformative learning experiences that address the current and evolving needs of our diverse community. Our mission is to deliver exceptional education and a broad range of opportunities that cater to the diverse needs of our community, through college transfer, workforce and career pathways, partnerships, and lifelong learning.

Our values shape our commitment:

- **Student-Centered:** We work to provide access and opportunity for our students, supporting them in exploring and attaining their academic and career goals.
- **Diversity and Inclusion:** We value diverse perspectives, identities, and experiences, ensuring that everyone is welcomed, acknowledged, and celebrated for their authentic selves.
- **Purpose-Driven:** We engage in meaningful work that enhances the well-being of our community.
- **Responsiveness:** We adapt to the changing needs of our community through innovative and inclusive teaching practices, community partnerships, and personalized student experiences.
- **Sustainability:** We foster conscientious social, civic, economic, and environmental sustainability.

We focus on promoting critical thinking, academic development, and cultural engagement for the benefit of our students and society. Our approach integrates these themes throughout the curriculum to help students develop valuable skills for their future. This commitment reflects our values and our efforts to center equity through action and accountability.

Berkshire Community College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation for many years, demonstrating our dedication to this important cause.

Landscape:

- 1607 students
- 78.2% are part-time
- 33.2% are Male, 64.8% Female
- 12% of students are Latino
- 7.5% of students are Black
- 0.5% of students are Native American
- 1.7% of students are Asian
- 0.1% of students are Hawaiian/PI
- 67.4% of students are white
- 5.1% of students are of two or more races
- 4.1% of students are unknown
- The average full-time student is 23
- The average part-time student is 26
- 79.7% of students are 18 or older
- 51.8% of matriculated students are in certificate / AS programs
- 20% % of matriculated students are in AA Programs
- 28.1% of students are not matriculated
- Berkshire Community College has authorized NSLVE.

CAMPUS REPORT: Berkshire Community College

Looking Closer

Voting and Registration Rates

	2014	2018	2020	2022	2018-2022 Change
Total Student Enrollment	2,124	1,541	1,369	1,244	↓ -296
Age under 18/Unknown	99	87	213	176	↑ 89
IPEDS estimated non-resident aliens	-	-	-	-	-
Datasource	IPEDS	IPEDS	IPEDS	IPEDS	-
FERPA records blocked	-	-	-	-	-
Non-Degree Seeking Students	-	-	-	-	-
Total eligible voters	2,016	1,447	1,153	1,064	↓ -382
Number of students who registered	1,294	1,064	894	789	↓ -275
Number of students who voted	380	592	638	258	↓ -334
Registration Rate %	64	73	77	74	⬆ 0
Voting Rate of Registered Students %	29	55	71	32	↓ -22
Voting Rate %	18	40	55	24	↓ -16

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Goals:

Our campus democratic engagement goals are:

- Increase student voter turnout rate to 35%
- Increase student voter registration rate by 2-3% over
- Engage 5% of BCC students in voter registration, education or civic engagement conversations.

Strategy:

The goal of the voter registration and engagement campaign is to increase student participation in the electoral process by providing accessible and informative resources, facilitating voter registration, and promoting active civic engagement.

Campaign Components and Timeline. All dates and events subject to change based on the needs of the institution.

1. Voter Registration Tables

- **Dates & Times:**
 - Tuesday, October 8, 11 AM – 2 PM
- **Location:** SBA Lounge
- **Activities:** Get registered to vote on the spot and learn about local polling locations and how to find where you can cast your ballot. Stop by for all the information you need to make your voice heard!

2. Falcon Fest Voter Registration Information

- **Date:** September 17th
- **Location:** Falcon Fest event area
- **Activities:** Pick up voter registration forms, educational materials, and promotional items at Falcon Fest. Community College Collaborative Speaker virtual presentation Stay informed and get ready to make an impact!

3. Constitution Day

- **Date:** September 17th
- **Location:** Virtual
- **Activities:** Community College Collaborative Speaker

4. TRIO Talk plus Call and Answer Activity

- **Date:** October 16th
- **Location:** TRIO
- **Activities:** An individual from the Voter Registration Team will give a talk to TRIO students. Erica Barreto will be introducing an interactive activity for TRIO students.

4. National Voter Registration Day Tabling

- **Dates:** October 16, 17, 18, 19, 20
- **Times:** Various times throughout the day
- **Locations:** Multiple campus locations
- **Activities:** Get registered to vote on the spot and learn about local polling locations and how to find where you can cast your ballot. Stop by for all the information you need to make your voice heard!

6. Deadline to Register to Vote

- **Date:** October 26th
- **Location:** TBD

- **Activities:** TBD

7. National Vote Early Day Tabling

- **Date:** October 29th
- **Time:** All-day event
- **Location:** SBA lounge
- **Activities:** Encouraging early voting, providing information on early voting locations and procedures

8. Availability of Voter Registration Forms

- **Forms for:** Massachusetts, Vermont, New York and access to Studentvote.org for all states
- **Locations:** Student Engagement Center Lounge and Library

9. All Campus Communication

- **Date:** Weekly September, October, November
- **Location:** Weekly Buzz email, possibly all student email
- **Activities:** Share information about studentvote.org

10. Election Day

stop by to get a treat and a sticker for voting today, or receive a sweet reminder to cast your vote! Enjoy a baked good or other treat as a thank-you for participating in the voting process.

11. Post-Election Community Conversations

- **Date:** November 7th
- **Location:** SBA Lounge or another central campus location
- **Activities:** Open discussions about the election results, the importance of continued civic engagement, and planning for future participation

Evaluation: Berkshire Community College will use our 2024 NSLVE voting data.

Reporting: Our campus action plan will be posted on our campus page on ALL IN's website {[dd link here](#)}. Our institution has given ALL IN permission to publish our NSLVE reports, which are posted on our campus page on ALL IN's website. The Campus Action Plan, NSLVE report will be shared with the Berkshire Community College All in Leadership Team, President's Cabinet, Faculty and Staff, and Students via weekly newsletters. The Action Plan and NSLVE reports will also be posted on the following Berkshire Community College Website: WWW.BERKSHIRECC.EDU.