

BROWARD[®] COLLEGE

Democratic Engagement Action Plan 2024



Prepared by The Student Life Department at Broward College

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I. Executive Summary

2023-24 Overview:

It is the intentional goal of Broward College to increase the civic literacy and engagement of all Broward College stakeholders, fondly referred to as Seahawks. Broward College serves over 60,000 students annually through certificate programs, two-year career degrees, two-year university-transfer degrees, and baccalaureate degrees across various disciplines and vocational programs. Through Broward College's mission of providing the highest quality service and programming to a diverse community of students and leaders, both accessible and affordable, we can offer positive political engagement.

Dr. Kevin Walsh, Broward College Senior Professor of History and Political Science, reminds us that "democracy is a participatory sport, not a spectator sport. Citizens should be involved in order to hold our leaders accountable. It sounds cliché, but it is our civic duty to vote." Dr. Walsh points out that voting is perhaps the simplest, yet most important, step of democracy and that an active citizen who participates in fulfilling their civic duty is crucial to the continuity of democracy and freedom.

A report titled *Civic Engagement and the Changing Transition to Adulthood*, released by The Center for Information and Research on Civic Learning and Engagement, finds that "today's young adults are less engaged in civic and political activities than their predecessors were 30 years ago. One reason, we argue, is that other aspects of young adulthood have also changed dramatically...As a result, it is not surprising that voting and other forms of engagement are also being delayed. The delay is nevertheless harmful because young adults lose political and civic influence and opportunities to develop skills and networks."

Our action plan was developed because 'service' is one of the core learning themes that contributes to a holistic student experience. Broward College wants our students to be informed, educated citizens prepared to participate in the civic life of our college community, local region, state, and nation. This plan aims to increase voter engagement and participation on campus and create an informed student body that will continue to be civically engaged beyond their college years.

This action plan will take effect in fall 2024 and continue throughout the academic year. The planned activities outlined here will be carried out over the fall and spring semesters of 2024 and will be consistently evaluated throughout the year. While election years are the pinnacle of this work, empowering students to contribute to public discourse beyond elections is the aim. Our goal is to move away from focusing only on voter registration to year-round civic engagement so that students become stronger agents of democracy.

The primary responsibility for civic engagement falls under the Office of Student Life within the Student Services division. The inception of the Democratic Action Plan was prepared by Dr. Lauren Adamo, Senior Director of Student Engagement. The current action plan was developed by Leo DeAraujo, Director of Campus Life at Judson A. Samuels South Campus, who serves as the primary person leading this effort college-wide. Broward College has representatives on each of our three main campuses who will assist in ensuring that all campuses offer the same experience. Below is a list of our team.

District Office

Dr. Lauren Adamo – Senior Director of Student Engagement
Rachael March – Operations Manager

North Campus

Stefan Dacosta – Director of Campus Life
Sadreena Colonel – Student Life Coordinator
Workstudy team of 6

Central Campus

Josef Tinsley – Director of Campus Life
Sabrina Bell – Student Life Coordinator
Workstudy team of 9

South Campus

Leo DeAraujo – Director of Campus Life
Jessica Minter - Student Life Coordinator
Workstudy team of 9

II. LEADERSHIP

Working Group Members

The Office of Student Life within the Student Services division will facilitate civic learning, voter registration, and voter education programming leading up to the November 2024 elections. Each Student Life Office consists of a director, coordinator, and a Workstudy team.

The Office of Student Life will collaborate with local non-partisan groups, student services departments, some faculty, and Student Government to host the events and activities outlined in this action plan. Here is a list of stakeholders and their connection to the work:

- **Engage Florida, Monica Bustinza** – Committed to organizing on campus voter drive/education opportunities which includes the coordination of our Seahawks Vote Marketplace. (3 voter drives and 1 marketplace for each campus – 12 total visits)
- **Testing & Assessment Department, Marc Webb** – Coordinated 2 fall study sessions and 2 testing opportunities for Florida Civic Literacy Exam (FCLE). (2 study & testing sessions for each campus – 6 study & 6 testing total sessions)
- **Social Sciences, Behavioral Sciences & Human Services Department (SBSHS Pathway), AD Jeremy Krause, AD Todd Bernhardt, and AD Kisha King** – Identified faculty to lead FCLE study session, promote Seahawks Votes to all SBSHS Classes, and SBSHS Clubs and Organizations.
- **Campus Votes Project, D'Bria Bradshaw** – Lead for Democracy Fellows Internship. North will have 1 fellow, South will have 1 fellow, and Central will have 2 that will report to D'Bria for their tasks and assist with Seahawks Vote on their campus.

- **Student Government, College-wide team** – Serve as lead hosts of Seahawks Vote events, provide information tables, and promote civic engagement opportunities to their peers.
- **Multiple Non-Partisan Community Agencies** – Community groups will participate in campus tour of our Seahawks Vote Marketplace. Groups include ACLU, Pizza to Polls, League of Women Voters of Broward County, and many others.

Leadership Succession Plan

Voter and civic engagement are part of our Student Life holistic programming approach. A copy of this plan will go into a Collegewide One Drive file for Student Life in preparation for inevitable employee changes within our college team. This will help ensure that a general outline and a detailed plan of how this work will continue as well as a link to all partners of the Democratic Action Plan are shared.

III. COMMITMENT

Since the Office of Student Life supports student involvement beyond the classroom, this action plan will focus on Broward College's ongoing commitments to civic learning and engagement. We recognize the opportunity to expand to curricular engagement in the future by building more relationships with other academic areas at the College. However, at this time, we will primarily focus on co-curricular programming through the Office of Student Life, in collaboration with a focused group of academic partners.

Mission

- Transforming students' lives and enriching our diverse community through academic excellence, innovation, and meaningful career opportunities.

Vision

- Broward College will be a destination for academic excellence, serving students from local communities and beyond. The college will embrace diversity – student, faculty, staff, and business partnerships – and foster a welcoming, affirming, and empowering culture of respect and inclusion.

Core Values

- **Academic Excellence and Student Success:** Achieving student success through high-quality, learning-centered programs and services while continuously evaluating and improving student learning outcomes that reflect the highest academic standards. This is accomplished by providing flexible educational opportunities accessible to all students, regardless of time or place.
- **Diversity and Inclusion:** Creating a community that celebrates diversity and cultural awareness while promoting the inclusion of all its members.

- Innovation: Developing and implementing the most emergent technologies and teaching/learning methods and strategies to create learning environments that are flexible and responsive to local, national, and international needs.
- Integrity: Fostering an environment of respect, dignity, and compassion that affirms and empowers all its members while striving for the highest ethical standards and social responsibility.
- Sustainability: Ensuring effective, efficient use of college resources while implementing fiscally sound practices and environmentally sustainable initiatives that can be modeled in collaboration with our community.
- Lifelong Learning: Promoting the educational growth and development of all individuals through a variety of post-secondary professional, technical, and academic programs and services.

The Office of Student Life Commitment

The Office of Student Life committed to and facilitated programs to increase student voting through co-curricular programming and activities, including but not limited to:

- Partner with Engage Florida to host (12) voter drives/education opportunities
- Partner with Testing and Assessment Department to promote FCLE Testing Sessions
- Partner with SBSHS Pathway to promote FCLE Study Sessions
- Partner with Campus Vote Project to identify Democracy Fellows for Internship Program
- Partner with the various nonpartisan groups to host our Seahawks Vote Marketplace
- Promote Seahawks Vote at all Student Life events, social media, and campus offices
- Work with our IT – Web Services to update Seahawks Vote links on Student Life Webpage
- Welcome Week voter registration drives including Ask Me Table marketing
- Constitution Day- Provide students the opportunity to register to vote
- A-Frame posters placed around campus reminding students to participate in Seahawks Vote
- Host Pizza to the Polls events on all 3 main campuses in conjunction with Engage Florida visits
- Partner with various Pathways, Faculty, and Staff to market Seahawks Vote to student body

Commitment to Collaborate with External Groups

Our collaboration with the following community partners further defines our commitment to support student voter education efforts through training, supplies, tool kits, voting guides, registration assistance, and various resources.

- Engage Florida
- ALL IN-Campus Democracy Challenge
- Campus Vote Project
- League of Women Voters of Broward County
- American Civil Liberties Union
- National Voter Registration Day (NVRD)

- Pizza to the Polls
- Vote411
- Vote.Org

IV. LANDSCAPE

Educational programming is extremely important in improving voter engagement because it helps students see beyond partisan politics and make connections between the issues that are critical to them and their vote. Civic learning and democratic engagement initiatives have been fully supported by all levels of administration, including leadership, faculty, staff, and students. Broward College currently participates in several activities and events related to civic learning and democratic engagement, coordinated through Student Life. These activities include, but are not limited to, the following:

Constitution Day 2024

As part of the Constitution Day celebration, Student Government will lead various events collegewide that will include opportunities for students to register to vote, learn about the democratic process through a gamified approach, and share civic engagement events.

National Voter Registration and Vote Early Days

The National Voter Registration Day at BC focuses on ensuring that all eligible students have an opportunity to complete the application to cast a ballot in an election. We will not only register students to vote but also check voter registration status, discuss voter ID requirements, Florida voting rules, and how to request an absentee ballot. Finally, we ask students to sign a pledge that they will go to the polls and vote.

Seahawks Vote Marketplace

The Seahawks Vote Marketplace is designed as a fair-style event that allows local non-partisan groups to meet with students and share important issues they may not have been aware of before. The educational event will be set up in a way that students can learn and have fun with their peers through different trivia, spin-the-wheel, and other fun activities at each agency table.

Florida Civic Literacy Exam – Study and Test Sessions

The Florida Civic Literacy Exam (FCLE) is a State of Florida-developed assessment that measures a student's civic literacy competency based on the four (4) competencies listed below. The exam became available on November 9, 2021, at Broward College.

An understanding of the basic principles of American democracy and how they are applied in our republican form of government.

- An understanding of the U.S. Constitution: Knowledge of the founding documents and how they have shaped the nature and functions of our institutions of self-governance.
- An understanding of landmark Supreme Court cases and their impact on law and society.

Our mission is to partner with the Testing and Assessment Department to promote various study and testing sessions. We want to help as many students as possible complete their Civic Literacy requirements.

V. GOALS

Long-Term Goals: Ultimately, the long-term vision is to graduate civically informed and democratically active students with the knowledge, skills, and values to serve as agents of positive change. We want our students to feel empowered to make the changes needed in the society they live in and understand that to have a strong and truly representative democracy, they need to participate.

- By 2026, identify a longstanding club to serve as a lead student organization that helps coordinate, execute, and promote Seahawks Vote in partnership with Student Life.
- By 2026, be designated as an All-In Established Campus on the Action Plan Scoring Scale.
- By 2025, increase our presence with College Academy students at Broward College.

Short-Term Goals (This Academic Year):

- Increase civic literacy events on campus by:
 1. Providing information on the various ways to vote.
 2. Hosting opportunities for BC students to become better-informed voters.
 3. Assisting voters in coming up with a “plan” to vote in person or by mail.
- Host voter registration drives on campus, both alone and in conjunction with other events.
- Increase Florida Civic Literacy Exam prep opportunities and testing on campus.
- Increase peer-to-peer connections, specifically encouraging club and organization students to participate directly in civic engagement events.

VI. STRATEGIES

We intend to build a culture and infrastructure that supports nonpartisan civic learning, political engagement, and voter participation. Here is an outline of the strategic plan for this work.

Engage Florida

- Voter Information Drives – Collegewide 11a-2p
 - Dates: 9/3-9/5, 9/17-9/19, 10/7-10/10, and 10/21-10/23
 - Provide Engage with Setup 1 table with 2 chairs for LOW (high traffic area)
 - Set-up a student life info table, music, and SL swag (optional)
- Testing & Assessment Department and Social Sciences, Behavioral Sciences & Human Services
- Florida Civic Literacy Exam Prep (SBSHS) – Collegewide Testing and Review
- October 11th and December 11th
 - Review 9-10a – Testing 10a-12:30pm / Review 11:30a-12:30p – Testing 1-3:30p (locations on flyer)
 - SL to provide snacks (popcorn or other house items), purchase door prizes (4-5 prizes), & submit facility request and graphic/marketing (Pathway logo provided)

Multiple Non-Partisan Community Organizations (Engage Florida lead)

- Seahawks Vote Marketplace 11a-2p 10/7 South, 10/8 Central, and 10/10 North
- Submit facility request and ample tables/chairs (covered area preferred)
- Purchase lunch for table guest (Publix or Subway box lunches)
- Set-up a student life info table, music, and SL swag (optional)

Campus Votes Project – Democracy Fellows

- Democracy Fellows talk to their peers about registering to vote, educate them on election laws and what’s on the ballot, and make sure students at their campus are ready to engage with democracy. A paid service scholarship, fellows can assist with Seahawk Votes.

Democracy Fellows – 1 North, 1 South, and 2 Central

- Select students that are motivated leaders who want to make an impact
- Campus Votes will provide the following
- Orientation (Date TBD)
- Voting Law Training (Date TBD)
- DF can serve as student lead for Seahawks Vote campus events
- (Identify student early and delegate tasks before the start of Fall)

Communication Plan: Social Media

- National Voter Registration graphic 9/17 – Send a week before the event
- One Voter Drive graphic – Collegewide graphic for Welcome Back Faculty Event
- Civic Literacy Exam Prep graphic - Collegewide graphic created by Testing
- National Voter Registration Week (Follow NVR Week Website 1 per day) 10/2-10/6

Tactical Marketing Approach:

- Seahawks Vote, Civically Engaged Seahawks & Seahawks Soar to the Poles
- Our marketing tactics rolled out over three (3) phases:
- Phase 1: Seahawks Vote – Voter Registration
- Phase 2: Civically Engaged Seahawks – Voter Education
- Phase 3: Seahawks Soar to the Poles – Voter Turnout

Phase 1, Seahawks Vote: BC promotes the month of September as “National Voter Registration Month.” We collaborate with the League of Women Voters and VoteRiders to assist with voter registration drives and tabling events, highlighting www.RegisterToVoteFlorida.gov, as well as Voter Pledge opportunities. Participants can sign their pledge to register to vote, get ready to vote, and vote

Phase 2, Civically Engaged Seahawks: Through our partnership with Engage Florida, we educate students on ballot information, early voting sites, and general voter awareness. With the Campus Vote Project, we team up with two Democracy Fellows who provide election rules and ballot information workshops, as well as Voting Laws Training workshops. Other voter education sessions include: a BC

Listening Tour the week of September 18th, an All About the Ballot discussion workshop the first week of October, and Pre-election Projections forums in November based on the VoteRiders letter-writing campaign.

Phase 3, Seahawks Soar to the Polls: Broward College Student Life and Student Government celebrate the national dates that highlight registration and voting: the Presidential Primary, National Voter Registration Day in September, National Voter Education Week in October, the Early Voting Period in late October into November, and Election Day on November 5th. We send out campus-wide email reminders about mail-in options, early voting, resources about physical election poll sites, and encourage election season planning to avoid any Election Day issues.

VII. REPORTING

This Action Plan will be shared internally with all the stakeholders identified in the Leadership section of this plan, including the Office of Student Life, Student Government Association, faculty across disciplines, and the Student Service Leadership Team.

We plan to post this Action Plan on our department webpage, within the Seahawks Votes section. We will also share the Action Plan externally by allowing the All In Campus Democracy Challenge and Voter Friendly Campus to publish it and share it with other community partners.

VIII. EVALUATION

The purpose of this evaluation is to help us determine if our democratic engagement efforts are effective in increasing student participation in voter registration, education, and participation. It will also help us assess whether we are achieving our short-term and long-term goals.

The audience for this evaluation includes all the stakeholders listed in the Leadership section who are involved in this work. The evaluation efforts are limited to one area of our campus; the Office of Student Life will carry out the evaluation. The work described in this plan will be evaluated periodically. If the evaluation determines we are falling short of meeting the identified goals, adjustments to strategies will be made.

We plan to track how many students attend the voter and civic engagement events and activities outlined in this Action Plan. The data will be collected by our student tracking system and compared to last year's numbers as a marker of improvement.