

## **Overview:**

Broward College is committed to increasing civic literacy and engagement of all our constituents. Serving approximately 60,000 students annually, Broward College provides residents with certificate programs, two-year university-transfer degrees, two-year career degrees, and baccalaureate degrees in selected programs. The mission of the College is to provide high-quality educational programs and services that are affordable and accessible to a diverse community of learners. "It sounds like a cliché, but it is our civic duty to vote," says Kevin Walsh, senior professor, History and Political Science at Broward College. "Democracy is a participatory sport, not a spectator sport. Citizens have to be involved in order to hold our leaders accountable." Voting is perhaps the simplest, yet most important, step in democracy. Being an active citizen that participates and fulfills their civic duty is crucial in the continuity of democracy and freedom.

The Center for Information and Research on Civic Learning and Engagement finds in their report, [Civic Engagement and the Changing Transition to Adulthood](#): "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."

## **Goals for the 2022 Mid Term election:**

- Host Voter Registration drives on campus, alone and in conjunction with other events
- Increase civic literacy events on campus
  - Host sessions for BC to be able to decode the ballot to become informed voters
  - Provide information about the various ways to vote
  - Help voters come up with a 'plan' to vote via mail or in person
- Increase the number of students, faculty and staff registered to vote
- Increase the number of students, faculty and staff who cast votes

## **Tactics/Marketing Approach: Seahawks Vote; Civically Engaged Seahawks; Seahawks Soar to the Poles**

Our tactics and marketing will come in 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- Voter Registration**

Promote the month of September as the "National Voter Registration Month" by hosting several Voter Registration Drives and encouraging organizations to have a constant presence on campus to aid in registering students to register to vote.

We will launch a Voter Pledge asking all participate to make a pledge to Register to vote, Research the issues, and get Ready to vote. By signing the pledge, we will also be able to provide them with more educational resources should they wish to receive them.

## **Phase 2: Civically Engaged Seahawks-Voter Education**

Joined forces with All-In Campus Democracy and Campus Vote for the Voter Friendly Campus Program. We will also be working with Campus Vote to acquire two Democracy Fellows to help with educational efforts on campus.

In addition, Broward College will be teaming up with the Young Professionals Network (BC Urban League Division). In addition to assisting with Voter Registration, they will be providing the following educational sessions.

- BC Listening Tour
  - Onsite voter registration/guide
  - Week of Sept 26<sup>th</sup>
- All About the Ballet (workshop, discussion & forums)
  - Week of Oct. 24<sup>th</sup>
- Post-Election Reflection/Next Steps Convo.
  - Week of Nov. 14<sup>th</sup>

October 28, National Vote Early Day

Student Life and Student Government will also celebrate the national days that encourage registration and voting. For example National Voter Registration Day of September 20, 2022 and National Voter Education Week: October 3<sup>rd</sup>-7<sup>th</sup>. Throughout this week we will increase social media education and on campus events.

## **Phase 3: Seahawks Soar to the Poles- Voter Turnout**

Broward College will send out campus-wide emails reminding people about the various ways they can vote such as mail-in option for those who do not have transportation to the poles. We will also encourage alternative plans such as early voting rather than waiting until actual election day to avoid issues, making an emphasis on October 28 as the National Vote Early Day.

Finally we will provide resources about physical election locations.

### **Broward College Team:**

- Student Life Staff
- Student Government