



2024 Democratic Engagement Plan



Butler County Community College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Torey O'Donnell

Executive Summary:

The ALL IN Action Plan was developed by the Associate Director of Student Life, the Vice President of Student Affairs and Enrollment Management, the Director of Student Life, and the Student Services Specialist at Butler County Community College (BC3). BC3's action plan solidifies our commitment to:

- Increase student voter registration and civic engagement in the BC3 community
- Provide opportunities for all BC3 students to develop their knowledge surrounding politics with the goal of becoming a well-informed voter
- Generate a culture of democratic engagement and global citizenship
- Approach the ALL IN Challenge with a holistic perspective in hopes of collaborating with off-campus sites in an effort to bring ALL IN events to BC3.

As a member of the ALL IN Campus Democracy Challenge, BC3 pledges to keep these commitments at the forefront of ALL IN events and planning at BC3.

Leadership:

Stakeholders who participated in creating the action plan include the following:

- Rob Snyder, Director of Student Life
- Torey O'Donnell, Associate Director of Student Life
- Case Willoughby, Vice President of Student Affairs and Enrollment Management
- Susan Davis, BC3 @ Lawrence Crossing Student Services Specialist

As members of the action plan committee, these individuals are responsible for the following at the main campus and BC3 off-campus locations:

- Creating, writing, and submitting an action plan
- Assisting Student Life team with ALL IN events and activities in regards to set up, facilitating, and clean-up after an event
- Carrying out the goals and events stated in the action plan
- Helping Student Life with outreach and promotion for each ALL IN event, i.e. finding volunteers for an event
- Reviewing and/or revising the plan each year to ensure its validity

The action plan committee members recognize the importance of promoting civic duty and therefore commit to ongoing improvements and updates to events in order for outreach to stay relevant and appropriate for the demographic at BC3.

Commitment:

BC3 joined the ALL IN Campus Democracy Challenge in 2020. Our campus will continue to commit the following for the 2024:

- Increase student voting rates, help students form the habits of active and informed citizenship, and make democratic participation a core value on each of our campuses
- Develop and implement an action plan to improve democratic engagement
- The campus-wide committee will look to expand resources and work with local nonpartisan organizations to offer more inclusive and comprehensive event(s)
- Participate in the National Study of Learning, Voting, and Engagement (NSLVE) in order to measure student voter participation rates
- Share our campus' action plan and NSLVE results with ALL IN in order to be eligible for a recognition seal and/or awards
- BC3's President will sign for the ALL IN Presidents' Commitment to Full Student Voter Participation

Landscape:

Butler County Community College is a public community college and joined the ALL IN Campus Democracy Challenge in 2020. Our institution is designated as the following: Predominantly White Institution.

Our campus demographic and voting data:

- BC3 has 2,984 students
- BC3 has authorized the NSLVE and will receive campus voting data for the 2022 election in fall 2023. However, our NSLVE authorization expired in 2023 and our institution needs to reauthorize NSLVE to receive campus voting data for the 2024 election and beyond
- Our 2018 campus voting rate was 37.9%. And our campus voter registration rate was 62.2% in 2018
- Our 2020 campus voting rate was 68.3%. And our campus voter registration rate was 77.9% in 2020

In 2021, our institution was recognized by ALL IN for the 2020 election as the Pennsylvania Campus Voting Challenge: Most Improved Voter Turnout - 2-year Award. This was awarded to our institution by the Pennsylvania Department of State's office.

Butler County Community College has been recognized by ALL IN with the following seals of recognition for past elections: 2020 Silver.

BC3 has the hope of fostering a campus climate that is conducive to student civic and democratic engagement. With collaboration between each of our six campuses, clubs and organizations, and community officials, BC3 hopes to bring the ALL IN Challenge to our campus with a holistic approach.

Goals:

In an effort to commit to a culture of improvement and excellence, BC3's nonpartisan democratic engagement goals are:

- To have a 75% voting registration rate and a 70% student voting rate for the 2024 election
- Create 2-3 opportunities to educate BC3 students about impactful voting topics that relate to them
- BC3's president will sign the [ALL IN Higher Education Presidents' Commitment to Full Student Voter Participation](#) by December 2024.
- To reauthorize the NSLVE study

Strategy:

In order to foster a campus climate that is conducive to student activism and democratic engagement, BC3 will implement the following strategies:

- Include ALL IN event promotion and details in our weekly Involvement Email sent to all currently enrolled BC3 students
- Utilize BC3 Student Life social media to share voting information and voting themed events
- Create branding materials such as posters, flyers, etc. specific to BC3 for voting information and to share a consistent messaging/branding with our students
- Invite the YWCA to participate in an ALL IN event on campus as a nonpartisan organization to register students to vote and answer voting related questions
- Celebrate election day with our students by offering a free donut and coffee coupon for the Logan Café for students wearing an "I voted" sticker

Evaluation:

In order to stay relevant and provide students with applicable information, BC3 commits to an ongoing evaluation of the action plan and ALL IN events. BC3 will reauthorize the NSLVE study and, based on the data received from this report, will adapt and modify content to preserve the goal of generating a culture of democratic engagement and global citizenship.

Reporting:

BC3's ALL IN goals, strategy, and outcomes will be shared with campus leadership. In addition, our ALL IN campus action plan will be posted on BC3's student activities web page and our campus page on ALL IN's website.