



## **2020 Democratic Engagement Plan**



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## EXECUTIVE SUMMARY

The ALL IN Challenge Action Plan was developed by the Director of Student Life, the Assistant Director of Student Life for Athletics, the Assistant Director of Student Life for Activities, and the Vice President of Student Affairs and Enrollment Management at BC3. BC3's action plan solidifies our commitment to:

- Increase student voters 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
- Jennifer Smith, Assistant Director of Student Life for Athletics
- Jocilyn Csernyik, Assistant Director of Student Life for Activities
- Case Willoughby, Vice President of Student Affairs and Enrollment Management

As members of the action plan committee, these individuals are responsible for:

- Creating, writing, and submitting an action plan
- Assisting Student Life team with ALL IN events and activities in regards to set up for each event, facilitating each event, 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 semester 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. By joining the Challenge, our campuses commit to:

- Increase student voting rates, help students form the habits of active and informed citizenship, and make democratic participation a core value on their campus.
- Convene a campus-wide committee that includes members from academic affairs, student affairs, and the student body, as well as any other relevant stakeholders.
- Develop and implement an action plan to improve democratic engagement.
- Participate in the National Study of Learning, Voting, and Engagement (NSLVE) in order to measure student voter participation rates.
- Share their campus' action plan and NSLVE results with the Challenge in order to be eligible for a recognition seal and/or awards.

## LANDSCAPE

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

In an effort to incorporate forward thinking in our ALL IN landscape, below are long-term goals for ALL IN events at BC3:

- Increase student voting rates
- Create opportunities for all BC3 students to become well-informed voters
- Help students form the habits of active and informed citizenship
- Promote a holistic approach to achieve campus democratic engagement
- Generate a culture of democratic engagement and global citizenship

BC3 plans to bring the ALL IN Challenge to campus through the following events:

- Constitution Day September 17, 2020. Promote voters registration
- Voters Registration September 22 and 23, 2020. Host League of Women's Voters on main campus to register students to vote.
- Election Day November 3, 2020. Offer free donuts to all students, and coupon for a free coffee at the campus café if voted.
- Include civic engagement information in weekly Involvement Email to all current BC3 students.

## GOALS

BC3 has outlined a list of short term and long term goals below in an effort to commit to a culture of improvement and excellence.

### Short-term goals

- Offer special programming relevant to current election prior to and on Election Day.
- Register 10% of currently enrolled students. (To assess goal, use the current semester's FTE figure with a target of registering 100 students that semester. Registration will be held each fall semester.)

### Long-term goals

- Increase student voting rates
- Create opportunities for all BC3 students to become well-informed voters
- Help students form the habits of active and informed citizenship
- Promote a holistic approach to achieve campus democratic engagement
- Generate a culture of democratic engagement and global citizenship

## STRATEGY

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

### *Strategy #1: Enhance marketing tactics for ALL IN events*

- Include ALL IN event promotion and details in the weekly Involvement Email sent to all currently enrolled BC3 students
- Utilize BC3 Student Life social media as a facet of information and marketing for ALL IN events
- Create slogan and use branding materials such as posters, flyers, etc.

### *Strategy #2: Continue to further educate Butler County Community College students on local candidates and the importance of civic activism*

- Include voter's information such as polling location and ballot information in the weekly Involvement Email.
- Give away free pocket Constitutions at Constitution Day event
- Set up promotional tables for Election Day Breakfast with fast facts and voters information
- Host voter's information session with the goal of informing interested students on where to vote, how they can vote, and why it's important to vote
- Invite League of Women's Voters to help register students to vote and answer voting related questions.

BC3 plans to pool the efforts of stakeholders from Student Life, Student Affairs, Academic Affairs, clubs and organizations, faculty members, and community officials in order to execute our strategies.



## REPORTING

The National Study of Learning, Voting, and Engagement (NSLVE) report is to be sent to the following BC3 ALL IN representatives: President Nicholas Neupauer, Vice President of Student Affairs Case Willoughby, and Assistant Director of Student Life Jocilyn Cserynik. Upon arriving to these identified individuals, voters registration results will be shared with the ALL IN action plan committee, uploaded on BC3's student activities web page, and externally shared on the ALL IN website.

BC3 will include the most updated NSLVE report results in this section of the action plan in order to recognize accomplishments and identify improvements for the following semester's ALL IN initiatives.

## 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 also participate in 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.