DRAFT Maricopa County Community College Voter Engagement Plan:

Chandler-Gilbert Community College

Fall 2022 (update as necessary)

Overview

ARS § 15-1895 requires each community college district, in consultation with the recognized student government at a community college under its jurisdiction, to adopt a plan to increase student voter registration and voting in elections that includes:

❏ Information about on-campus voter registration and voting opportunities made available in at least one of the following methods:
- During new student orientation
- During the issuance of student identification cards
- In admissions packets

❏ Voter registration materials at central campus locations and high traffic areas
❏ Broad dissemination of information regarding:
- Voter registration deadlines
- Deadlines for delivering ballots by mail

❏ Links on institutional and administrative websites that detail the voter registration process
❏ Reasonable accommodations to county election officials for on-campus polling locations
❏ Encouragement to student government organizations to coordinate activities aimed at increasing voter registration and election turnout
❏ Policies to allow excused absence from classes for the purpose of voting ❏ Policies that prohibit the use of college resources and employees to influence elections
❏ An emphasis on efficiency and conservation of resources

The Maricopa County Community College District ("MCCCD") and its associated colleges, aim to implement various methods for informing students of, disseminating information, and promoting voter registration.

Executive Summary:

Chandler-Gilbert Community College has been a part of All In Democracy Challenge since August 2020. This action plan is being created by the Service-Learning and Civic Engagement Program, Katherine Haar and Ashley Bouknight. Civic Engagement responsibilities are a fairly new level of responsibilities for this program starting about three years ago. This action plan is to help guide the work for the upcoming year and create a baseline for us as we continue to grow in our civic engagement programming opportunities here on campus. Chandler-Gilbert Community College has 2 physical campuses and programming and education will be created and planned with both campuses in mind. The goal of the plan is to assess what we currently are doing, what stakeholders we are currently working with, what are the best methods to communicate with students, and how to better recruit Faculty into civic engagement opportunities. Once we have a baseline we can assess and learn from our data on what we can do better to engage more Faculty, Students and Staff to create a more civic minded community. The Service-Learning and Civic Engagement Program plans to utilize this action plan and review every 2 yrs to help calibrate efforts for future years. Contained in this document you will find a list of team members and stakeholders, campus demographics, campus commitment, voter education and registration goals, resources, commitments, challenges, and assessment opportunities.

Leadership: Voter Engagement Team

The *Chandler-Gilbert Community College* plan was created or supported by the following voter engagement contributors. The succession plan for this team will be to continue to educate and bring on members from these areas as the employees of these areas leave the campus.

Administration, Faculty, and Staff:
- **Primary Contact:** Katie Haar, Service-Learning & Civic Engagement Program Supervisor, Student Affairs
- **Secondary Contact:** Michael Greene, Director of Student Life and Leadership, Student Affairs
- Dr. Alisa Beyer, Psychology Faculty, Service-Learning & Civic Engagement Liaison, Academic Affairs
- Kerry Gerle, Nursing Faculty, Service-Learning & Civic Engagement Liaison, Academic Affairs
- Ryan Sullivan, Photography Faculty, Service-Learning & Civic Engagement

Liaison, Academic Affairs
- Dr. Anne Suzuki, Dean of Student Development, Student Affairs
- Dr Felica Ramirez-Perez, Interim Vice President of Student Affairs
- CGCC Service-Learning and Civic Engagement Program Team
  - Ashely Bouknight, Program Specialist
  - Federal Work Study - Civic Engagement Assistant
  - PT Service-Learning & Civic Engagement Assistant
- CGCC Marketing Department
- CGCC Resource Management Department
- Maricopa Community Colleges District, Center for Excellence in Inclusive Democracy
- Maricopa Community Colleges District, Civic Engagement Committee

Council of Student Leaders
- The Service-Learning & Civic Engagement Program was awarded a Federal Work Study Position, titled Civic Engagement Assistant. Currently the position is vacant, but we plan on hiring this position over the summer. Once filled this position will table on campus sharing voter registration and voter education information. This position will also work with clubs on project ideas and events.
- Associated Students of Chandler-Gilbert Community College (ASCGCC), President will share voter registration information and deadlines at the club advisory board meetings. At that time he will also be able to remind students that CGCC will be a polling site, for their accessibility.
- Matthew Yantos, CGCC Student Senator, assisting in events and sharing information with the CGCC student body
- Lynn Burnett, CGCC Student Governing Board Representative, sharing CGCC strategies, events, and projects at a Districtwide Level

Club Collaboration
- Due to low participation in clubs since March 2020, club participation in voter engagement activities has been limited. We will continue to work with active clubs on sharing information and supporting events related to civic engagement activities.
- The Service-Learning and Civic Engagement program will continue to share information with all students (including club students) virtually, important dates, voter registration resources and information through our engagement platform CoyoteConnect.
- The Service-Learning & Civic Engagement program will be asking club students to participate in a "Why I Vote" marketing campaign for social media, to run the week prior to elections.
- Email communication will be sent to the club advisors to share with

their members regarding registration deadline, resources and information.
- Turbovote will be initiated prior to our virtual club fair in September. This means that all students who logged in to our engagement software (CoyoteConnect) will be notified to register to vote by Turbovote.

Community Partners
- All In Democracy Challenge
- Arizona Public Interest Research Group (Az PIRG)
- Arizona Secretary of State Office
- Campus Vote Project
- Clean Election
- City of Chandler
- Maricopa County Elections
- Maricopa County Recorder's Office
- MCCCD Center Excellence in Inclusive Democracy
- National Study of Learning, Voting, and Engagement (NSLVE)
- Town of Gilbert
- TurboVote (in partnership with Anthology Engage, CoyoteConnect)
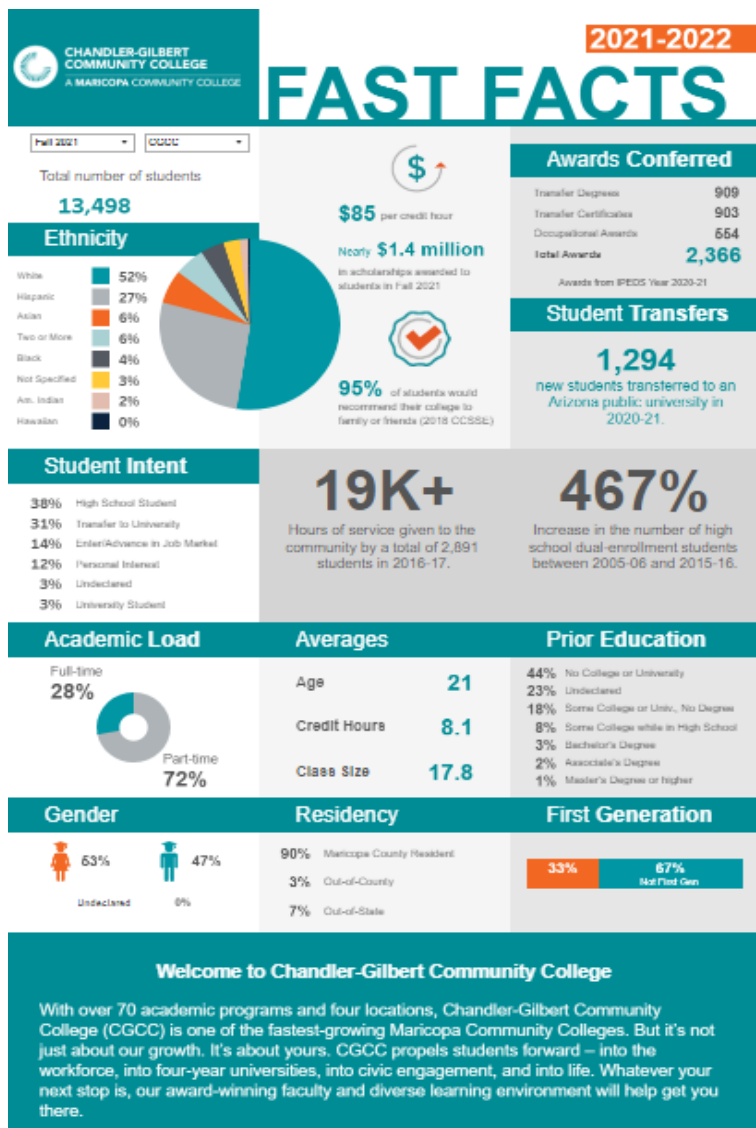
Every election year prompts political activity in all sorts of venues, and MCCCD both respects and encourages participation in the time-honored tradition of political activity on American college and university campuses. With that in mind, each of the District's campuses has a plan consistent with the terms outlined in ARS § 15-1895 with the primary focus being to increase student voter registration and voting in elections.

Commitment

Dr. Greg Peterson, Chandler-Gilbert Community College President has signed and acknowledged his commitment to being an All In Democracy Challenge campus in 2020. The campus has institutionalized a Service-Learning and Civic Engagement Program with dedicated staff. The campus has many opportunities to educate and share information with students via the website https://www.cgc.edu/campus-life/student-life/civic-engagement or through CoyoteConnect our campus engagement platform. In addition, our Marketing Department has created social media campaigns to inform students about important deadlines and events related to voting and voter engagement and will continue to do so. As a community college, the word community is embedded in the work that we do and we take that very seriously. There are many resources that the college offers not only to our students but staff and the community as well. Here is a link to the campus's mission, vision, and values: https://www.cgc.edu/about-us/vision-mission-and-values.

Campus Landscape: Campus fast facts for AY2021-2022

Fall 2021

CHANDLER-GILBERT COMMUNITY COLLEGE
A MARICOPA COMMUNITY COLLEGE

2021-2022 FAST FACTS

Fall 2021 | CGCC

Total number of students

13,498

Ethnicity

White	52%
Hispanic	27%
Asian	6%
Two or More	6%
Black	4%
Not Specified	3%
Am. Indian	2%
Hawaiian	0%

$85 per credit hour

Nearly **$1.4 million** in scholarships awarded to students in Fall 2021

95% of students would recommend their college to family or friends (2018 CCSSE)

Awards Conferred

Transfer Degrees	909
Transfer Certificates	903
Occupational Awards	554
Total Awards	**2,366**

Awards from IPEDS Year 2020-21

Student Transfers

1,294
new students transferred to an Arizona public university in 2020-21.

Student Intent

38%	High School Student
31%	Transfer to University
14%	Enter/Advance in Job Market
12%	Personal Interest
3%	Undeclared
3%	University Student

19K+
Hours of service given to the community by a total of 2,891 students in 2016-17.

467%
Increase in the number of high school dual-enrollment students between 2005-06 and 2015-16.

Academic Load

Full-time **28%**
Part-time **72%**

Averages

Age	21
Credit Hours	8.1
Class Size	17.8

Prior Education

44%	No College or University
23%	Undeclared
18%	Some College or Univ., No Degree
8%	Some College while in High School
3%	Bachelor's Degree
2%	Associate's Degree
1%	Master's Degree or higher

Gender

63% 47%

Undeclared 0%

Residency

90%	Maricopa County Resident
3%	Out-of-County
7%	Out-of-State

First Generation

| 33% | 67% Not First Gen |

Welcome to Chandler-Gilbert Community College

With over 70 academic programs and four locations, Chandler-Gilbert Community College (CGCC) is one of the fastest-growing Maricopa Community Colleges. But it's not just about our growth. It's about yours. CGCC propels students forward — into the workforce, into four-year universities, into civic engagement, and into life. Whatever your next stop is, our award-winning faculty and diverse learning environment will help get you there.

Career paths
Pursue a degree or certificate in an in-demand career field such as computer information systems, digital imaging, or aviation.

Diversity in the arts
CGCC is home to a vibrant Performing Arts department, with courses in music, dance, and theatre led by accomplished faculty with extensive experience.

Community Service
Our dedication to community service is nationally recognized, and creates an educational environment that's rich with civic engagement.

Spring 2022

2021-2022
FAST FACTS

Spring 2022 | CGCC

Total number of students
11,253

Ethnicity

White	52%
Hispanic	27%
Asian	6%
Two or More	6%
Black	4%
Not Specified	3%
Am. Indian	2%
Hawaiian	0%

$85 per credit hour

Over **$1 million**
in scholarships awarded to students in Spring 2022

95% of students would recommend their college to family or friends (2018 CCSSE)

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Student Intent

34%	High School Student
33%	Transfer to University
14%	Enter/Advance in Job Market
12%	Personal Interest
3%	University Student
3%	Undeclared

19K+
Hours of service given to the community by a total of 2,891 students in 2016-17.

467%
Increase in the number of high school dual-enrollment students between 2005-06 and 2015-16.

Academic Load

Full-time
26%

Part-time
74%

Averages

Age	22
Credit Hours	7.5
Class Size	17.4

Prior Education

44%	No College or University
21%	Some College or Univ., No Degree
20%	Undeclared
8%	Some College while in High School
4%	Bachelor's Degree
2%	Associate's Degree
1%	Master's Degree or higher

Gender

52%   47%
Undeclared   1%

Residency

90%	Maricopa County Resident
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Joining the All In Democracy Challenge in 2020 was a 1st step into intentional voter registration and education programming for the Service-Learning and Civic Engagement Program. Covid created many challenges as we were a highly in person institution with many in person events and connections to students that halted to a stop. While we got creative and innovative in the virtual world we were able to run a text message campaign to remind students to register to vote before the deadline. We held a few virtual events that students could attend to learn more about the issues at the local, state, and national level. We sent emails and social media posts on important deadlines and how to be prepared to vote. Lastly the campus became a polling site for our community that took in 5,000 voters during the general election. We are proud to say that we earned the silver seal from All In Democracy Challenge as we increased voter participation by 15%.

One area we want to focus on this year is why students decide not to vote. One possibility is that CGCC has a large number of Dual Enrollment students, who may be under the age of 18. We are interested to know if citizenship in our international student population might be a reason as well. Being able to dig deeper into this question will help the campus decide where to focus our efforts.

In the 2020 election NLSVE stated that CGCC had 63.5% student voter participation. In 2018 it was only 33.9%. Below are a few slides from the NSLVE report that really capture what we did here at CGCC to help inform and connect our students to voting. The increase from 35% to 69% in the age group of 18-21 is extremely promising. We are hoping now that we captured those students in 2020 we can keep them and help them develop healthy civic engagement habits.
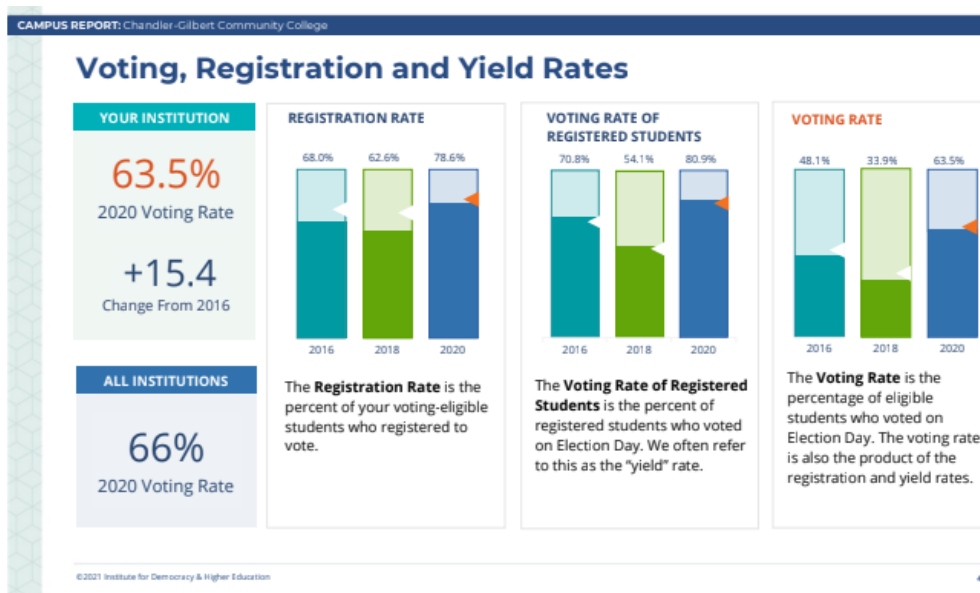
By Age Group

	2016	2018	2020
18-21	46%	35%	69%
22-24	45%	27%	56%
25-29	44%	25%	49%
30-39	55%	32%	55%
40-49	57%	37%	64%
50+	73%	68%	74%

Voting is habit-forming and young voters will usually continue as voters in subsequent elections. Also, young voters are more likely to be contacted by campaigns and are visible, and therefore significant, to elected officials. While in the past, we have seen voting rates increase across age groups, in recent cycles, the most significant increases have been among first-time and the youngest voters. Some colleges serve primarily young students, traditionally viewed as students in the 18-21 or 22-24 categories here. Others have much higher numbers of enrolled older undergraduate or graduate students.

Goals

This section should outline the goals set forth for your college and could be revised at any time to address unique circumstances and changes.

1. Increase student voter registration through virtual and in person communication and resources at both campuses.
2. Provide opportunities for students to attend events in collaboration with MCCCD and other community partners to learn about current issues.
3. 2022 polling location for primaries and general election at Pecos Campus
4. Recruit and on board Democracy Fellows from Campus Vote Project
5. Work with Marketing to create communication to college (students, Faculty, and staff) what resources and support they can receive by working with the Service-Learning & Civic Engagement Program. Creating this communication with the intention for the Faculty to know where to go to get classes involved.
6. Work with Athletics and get coaches to buy in and sign the All In Democracy Challenge Coaches Pledge

Strategy/Voter Engagement Plan

This section should detail exactly what your college's plan will be and how you intend to accomplish the directives laid out in the overview. Example section headers and content could be:

Voter Registration
- Text message to all currently enrolled students (18 years or older) to remind them to register to vote by before the deadline. Including our Dual Enrollment students.
- Messaging to the campus on voter deadlines and voter best practices in CoyoteConnect.
- Posting deadlines and education about voting on campus bulletin boards at both campuses
- Reminder links to register to vote embedded in virtual events
- Social media civic engagement marketing campaign (Facebook,
- Instagram, Twitter) regarding important deadlines and resources
- Provide Faculty with resources and links that can be easily added to their Canvas courses to promote student voter registration.
- Connect Faculty to organizations that can come into classes and present on the impotence of voting.

Voter Education
- Message voter education and resources through CoyoteConnect
- Email reminders to attend civic engagement events, both virtual and in-person
- Social media civic engagement marketing campaign (Facebook,
- Instagram, Twitter) regarding important deadlines and resources
- Online links and information including college civic engagement website, the Secretary of State Office, and the County Recorder Office
- Email to all Faculty regarding resources to embed civic engagement into their courses.
- Maintain our All In Democracy Challenge campus designation
- Update web pages with most current voter education and resources
- Have FWS position employee table at both campuses during peak time to share voter education information.

Voter Education Events and Projects
- CGCC Polling site for primary election and general election
- Voter Education Week programming leading up to Constitution Day (Maricopa Community College District event)

- Annual Constitution Day Webinar with Maricopa County
- Recorder's Office (Maricopa Community College District event)
- September MCCCD Leadership Experience. Themes or presentations focused on civic engagement with call to action on voting.
- Work with Co Curricular programming to bring events focused on voting to campus
- Tableing
- Work with Athletes on voter registration and education. Possibility to do a competition voter drive
- More program involvement in City meetings and events, sharing those with students when appreciate

Resources

This section should describe the ways in which your Plan was accomplished. For example:

Budget
- $3,000 allocated for co curricular voter education speaker, author, film, panel, etc.
- Facility rental fee absorption for polling site - Primary $4510.44 and General $6964.65

Materials
- Electronic materials including (text messages, emails, newsletter, social media, website, CANVAS, CoyoteConnect)
- Purchase some CGCC voter swag: stickers or buttons

Support
- Administration, Faculty, Staff expertise and time
- Community partners expertise, time, and resources
- Utilizing existing technologies to share information. (social media, CoyoteConnect, email, Canvas, website)
- Ability to collaborate with other colleges and the district on virtual events

Reporting

Internal and external reporting will occur out of the Service-Learning and Civic Engagement Program. NSLVE reports will be posted on externally facing websites and shared internally with administrators and other stakeholders. The action plan, seals, recognitions and or

awards from All In Democracy Challenge will be shared internally via email and externally via the website and social media directing interested parties to All In Democracy Challenge website.

Evaluation/Assessment

This section should detail your assessment of the Plan. For example, what challenges do you anticipate with rollout and goal achievement? How do you plan on measuring success?

Assessment Markers:

- NSLVE Data, continue to look at and assess gaps
- Tracking student attendance at virtual and in person events, including evaluation to gather what students learned at these events.
- Possibly sending out a survey or poll after the elections to see which students not only registered but actually voted in the election.

Challenges:

- Due to Covid, CGCC is only 28% back to in-person classes so we are not seeing much student traffic on campus. Which means a lot of our efforts will need to be virtual or through a class.
- There are only 2 FT employees in the office of Service-Learning & Civic Engagement so this is a challenge
- Civic Engagement responsibilities were added on to this program with no additional funding
- We lost of Residential Political Science Faculty member so we are trying to find a Faculty Champions
- The majority of campus employees are continuing to work remotely. So engagmenting them will be a challenge.
- Students are under higher levels of stress with a lot of virtual communication coming at them. This is a challenge for staff as we do not know what students are actually reading and seeing.

Luckily, we have been able to move some things virtually and innovate where we can. The collaboration with the Maricopa Community College District Office, Civic Engagement Program has provided an opportunity for collaboration and access to larger scale virtual events.