

Maricopa County Community College Voter Engagement Plan:

Chandler-Gilbert Community College

Fall 2024



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 (SLCE), Supervisor, Katie Haar. Chandler-Gilbert Community College created their Service-Learning Program 30 years ago and it has been a foundational program to the college ever since. Due to the evolution of community engagement and leadership transition here at CGCC, civic engagement responsibilities were added on to the

Service-Learning program in 2019. The evolution of the Service-Learning and Civic Engagement Program along with the pandemic has changed dramatically the programs day to day responsibilities and has opened up the opportunity to work more broadly with all students on campus and more collaboration out in the community. 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 as highlighted in the goal section 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 or transition into other positions.

Administration, Faculty, and Staff:

- **Primary Contact:** Katie Haar, Service-Learning & Civic Engagement Program Supervisor, Student Affairs
- **Secondary Contact:** Blake Small, Director of Student Life and Leadership, Student Affairs
- Dr. Cj Wuster, CGC Interim College President
- 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
- Ryan Cain, Interim Dean of Student Development, Student Affairs
- Bettina Celis, Interim Vice President of Student Affairs

- CGCC Service-Learning and Civic Engagement Program Team
 - Ashely Bouknight, Program Coordinator
 - Nikita Horn, PT Program Assistant
 - Vacant, Federal Work Study - Civic Engagement Assistant
 - Hiring pending, Federal Work Study - 4 Nonprofit site based positions
- CGCC Marketing Department
- CGCC Resource Management Department
- Maricopa Community Colleges District, Center for Excellence in Inclusive Democracy
- Maricopa Community Colleges District, Civic Council

Council of Student Leaders

- The Service-Learning & Civic Engagement Program was awarded 4 Federal Work Study Positions related to community engagement. One position is specifically designed to support civic engagement activities on campus. The civic engagement assistant is currently vacant, but we have identified and are in the hiring process with the preferred candidate. 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 they will also be able to remind students that CGCC will be a polling site, for students' ease of accessibility.

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. We will encourage clubs to connect with the SLCE Program to get more involved in the community including voting in local and national elections.
- 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.
- Email communication will be sent to the club advisors to share with their members regarding registration deadline, resources and information.

- [Turbovote](#) will be initiated during the beginning of the Fall semester, and will run until Oct. 7th which is the last day to register to vote in the 2024 election. This means that all students who logged in to our engagement software (CoyoteConnect) will be notified to register to vote by Turbovote or to check their voter status.
- Fall 2023 we had a Campus Vote Project Fellow that has worked on tips, myths, and facts for us to run in our engagement platform CoyoteConnect leading up to the November election.

Community Partners

- All In Democracy Challenge
- Arizona Public Interest Research Group (Az PIRG)
- Arizona Secretary of State Office
- Arizona Townhall
- Campus Vote Project
- Clean Election
- City of Chandler
- Maricopa County Elections
- Maricopa County Recorder's Office
- MCCCDCenter Excellence in Inclusive Democracy
- MCCCDCivic Council
- 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 MCCCDC 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.

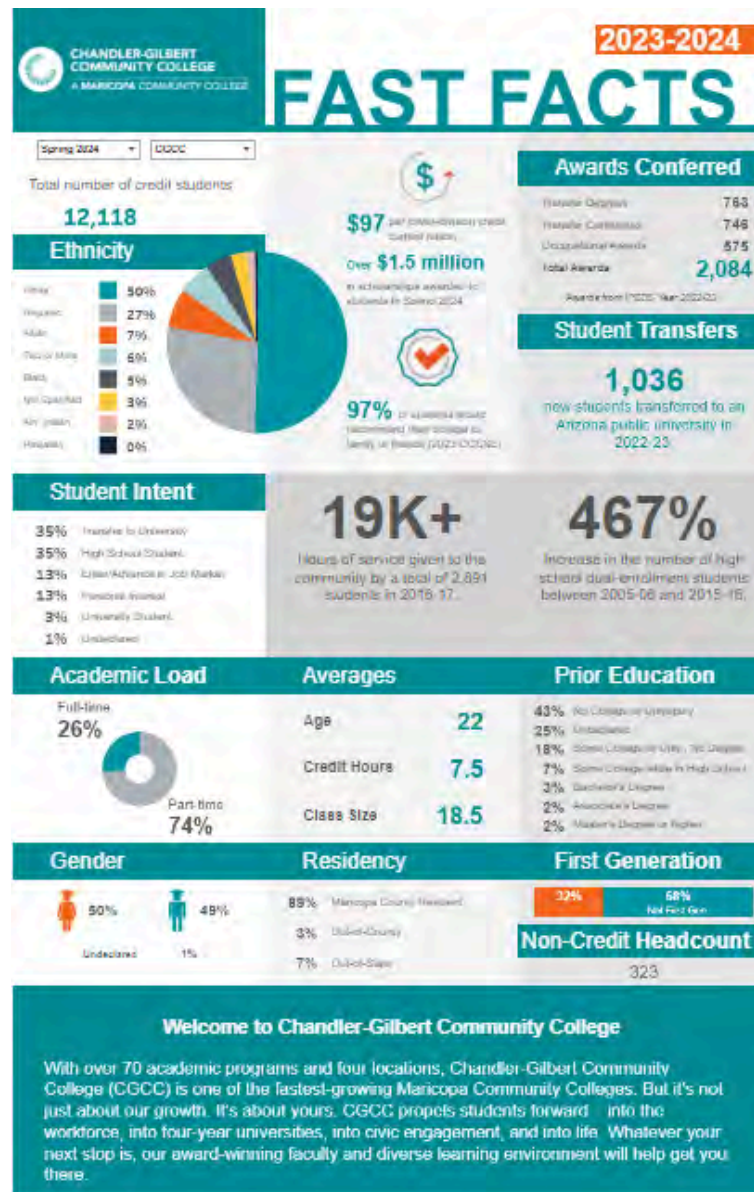
Commitment


Dr. CJ Wurster, Chandler-Gilbert Community Interim College President has signed and acknowledged his commitment to being an All In Democracy Challenge campus. The campus has institutionalized a Service-Learning and Civic Engagement Program (SLCE) with dedicated staff and resources. 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.cgcc.edu/about-us/vision-mission-and-values>.

Campus Landscape: Campus fast facts for AY2023-2024

SPRING 2024





**CHANDLER-GILBERT
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

2023-2024

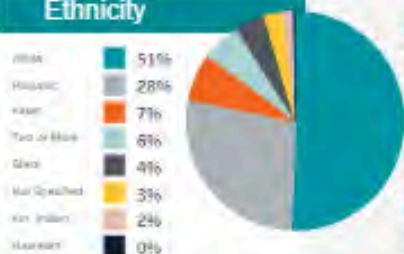
FAST FACTS

Fall 2023
CGCC


Total number of credit students:

14,725


Ethnicity



White	51%
Hispanic	28%
Asian	7%
Two or More	6%
Black	4%
Not Specified	3%
Non-Indian	2%
Hawaiian	0%



\$97 per lower-division credit course taken



97% of awards would recommend their college to family or friends (2023 CACS/Sr)

Awards Conferred

Institute Degrees	1,027
Institute Certificates	1,031
Occupational Awards	702
Total Awards	2,760

* Awards from FIVE Year 2021-22

Student Transfers

1,036

new students transferred to an Arizona public university in 2022-23

Student Intent

- 40% High School Students
- 33% Transfer to University
- 12% Personal Interest
- 12% Career/Advance in Job Market
- 3% University Studies
- 1% Unemployed

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 2016-16

Academic Load

Full-time: **26%**



Part-time: **74%**


Averages

Age	21
Credit Hours	7.8
Class Size	19.0

Prior Education


42%	No College or University Experience
29%	Undergrad
16%	Some College or Univ. No Degree
6%	Some College with at least 1 degree
3%	Graduate Degree
2%	Associate Degree
1%	Worked Degree or Master

Gender



51%

Unrecorded




48%

1%


Residency

90%	Maricopa County/Neighbors
3%	Out-of-Country
7%	Out-of-State

First Generation



31%



68%

Not First Gen

Non-Credit Headcount

335

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 step 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.

Joining the All In Democracy Challenge in 2020 was a 1st step into intentional voter registration and educational programming for the Service-Learning and Civic Engagement Program (SLCE). 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. Back in 2020 the campus became a polling site for our community and has remained a site each election cycle. There has been verbal recognition that CGC's polling location is one of the largest in the local area. As we move into this upcoming election session the programming pivots that occurred after covid such as text messaging, email communication, virtual events have continued to be modes in which we share voter registration and education information and will continue to do so.

Highlighted in the goal section below, one area SLCE wants to focus on this year is why students have decided not to vote in the past or current election season. 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. Have there been challenges with transportation in the past? Opportunities like becoming a polling location can help remove potential student barriers, if we know what those barriers are. Being able to dig deeper into this question will help the campus decide where to focus our efforts and how to better communicate with voter eligible students.

Lastly, We are proud to say that CGC has earned multiple silver seals from All In Democracy Challenge and has been recognized as a voter friendly campus. These achievements have encouraged the movement and growth of the program over the past four years. as we work hard to build programming on campus!

NSLVE 2022 Data

2022 NSLVE data reports that CGCC had a 36.4% voting rate. This is above the NSLVE "all institution" rate of only 30.6%.

In analyzing the CGC 2018-2022 NSLVE data. The presidential election of 2020 brought a 63.5% voter participation rate. Whereas in 2018 it was only 33.9%. The first glaring observation is that the individuals of CGC are more likely to participate in a presidential election year than they are in a non-presidential election. In comparing voting rates of the

non-presidential elections CGCC has increased voter participation by 2.5%. Below are a few slides from the 2022 NSLVE report that can help us better understand the college's population and help focus intentional efforts around gender, age, and field of study. Every year NSLVE's data helps CGC with the ability to recognize patterns and themes in students' voting habits.

Voting, Registration and Yield Rates

YOUR INSTITUTION

36.4%

2022 Voting Rate

+2.5

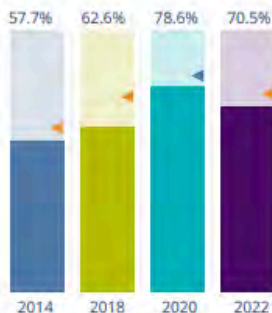
Change From 2018

ALL INSTITUTIONS

30.6%

2022 Voting Rate

REGISTRATION RATE



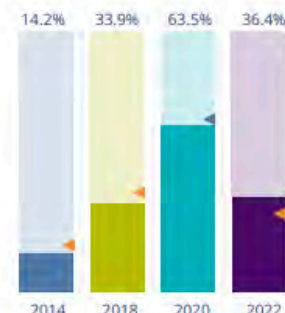
The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

VOTING RATE OF REGISTERED STUDENTS



The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the "yield" rate.

VOTING RATE



The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

By Age Group

	2014	2018	2020	2022
18-21	11%	35%	68%	34%
22-24	12%	27%	56%	35%
25-29	11%	25%	48%	30%
30-39	16%	31%	55%	35%
40-49	29%	37%	64%	51%
50+	49%	68%	73%	72%

Voting is habit-forming and young voters will often continue as voters in subsequent elections. Also, elected officials and public opinion polls solicit opinions from people they can locate - people in the voter files. Our 2020 data showed a surge among the youngest voters on college campuses, yet 2022 saw a return to past trends, with older students voting at higher rates than their younger counterparts. This change underscores the importance of continued need for institutionalized learning -- working with students to help them understand their political voice and power as they arrive on campus.

Looking Closer

By Sex

	2014			2018			2020			2022			2018-2022 Change
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
Female	-	-	-	3,855	1,383	35	3,259	2,108	64	3,496	1,238	35	→ 0
Male	-	-	-	3,932	1,237	31	3,093	1,903	61	3,391	1,251	36	↑ 5

These are estimated voting rates for sex groups and the numbers we used to calculate their voting rates. These classifications are provided by campuses and are obtained following the reporting procedures defined by the National Center for Education Statistics (NCES) of the Institute of Education Sciences (IES). Presently, NCES requires institutions to report students as “Male” or “Female” only.*

If you notice missing data in this page, it could mean any of the following for your institution: (i) does not report this data; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

*<https://surveys.nces.ed.gov/ipeds/public/survey-materials/faq?faqid=11>

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022 Change
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
Basic Skills Education	-	-	-	-	-	-	-	-	-	-	-	-	-
Biological and Biomedical Sciences	-	-	-	-	-	-	133	78	58	272	91	33	-
Business, Management, and Marketing	53	-	-	1,189	359	30	1,037	651	62	1,238	395	31	↑ 1
Communication and Journalism	-	-	-	-	-	-	30	24	80	67	27	40	-
Transportation	-	-	-	84	21	25	123	76	61	138	56	40	↑ 15

These are estimated voting rates by field of study, and the numbers we used to calculate the field of study rates. For an explanation of CIP codes, please see our FAQ.* There are roughly 8,000 fields of study among U.S. colleges and universities, so we provide rates for condensed categories.

*<https://rufts.app.box.com/v/dhe-nslve-report-faq>

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022 Change
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
Computer and Information Sciences	66	-	-	171	56	32	286	154	53	590	205	34	↑ 1
Construction Trades	-	-	-	43	-	-	19	-	-	-	-	-	-
Education	-	-	-	164	55	33	135	83	61	200	61	30	↓ -3
Engineering and Engineering Techn..	144	19	13	319	94	29	328	208	63	353	126	35	↑ 6
English Language and Literature	-	-	-	-	-	-	15	-	-	48	27	56	-
Family and Consumer/Human Scien..	-	-	-	-	-	-	20	14	70	51	11	21	-
Health Professions	482	65	13	692	199	28	667	389	58	651	211	32	↑ 3
History	-	-	-	-	-	-	-	-	-	28	13	46	-
Law Enforcement, Firefighting, and ..	-	-	-	72	22	30	60	36	60	154	53	34	↑ 3
Parks, Recreation, Leisure, and Fitn..	-	-	-	39	12	30	85	53	62	155	38	24	↓ -6
Transportation	-	-	-	84	21	25	123	76	61	138	56	40	↑ 15
Basic Skills Education	-	-	-	-	-	-	-	-	-	-	-	-	-

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. Continuing to listen to the needs and barriers of the student body and continue to share resources to help students vote. This feedback will be captured in event evaluations and reflections.
2. Provide opportunities for students to attend events in collaboration with MCCC and other community partners to learn about current issues and voter education. This data will be captured as most events collect sign in sheets and attendance is confirmed on a CGC involvement transcript.
3. Continue to be a polling location for primaries and general election at the Pecos Campus. Data will be captured after the election to see how many voters were supported.
4. Recruit and onboard civic student positions via Fellowships or FWS positions that can lead the civic engagement student conversation.

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. Encourage Faculty to promote and share voter registration and voter education information in their classes.
7. 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, voter best practices, myths, and tips 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 importance 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 webpages with most current voter education and resources.
- Hire FWS position and have them 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 MCCCCD 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 Athletics 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 appropriate

Resources

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

Budget

- \$1,500 allocated for co curricular voter education speaker, author, film, panel, etc.
- Facility rental fee absorption for polling site - Primary \$4,510.44 and General \$6,964.65

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, data patterns, and themes
- 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:

- Low participation via clubs and organizations due to separated program supporting structure and transition in college leadership.
- There are only 2 FT employees in the office of Service-Learning & Civic Engagement so finding dedicated time for voter education and registration is a challenge.
- Civic Engagement responsibilities were added on to this program with no additional funding or staff support.
- The Residential Political Science Faculty budget line has been moved to a different division, so we are trying to find Faculty Champions.

- Campus engagement is a challenge as many courses and staff are still working remote. Which means balancing modalities is tricky.
- 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.