



Claremont McKenna College 2022 Democratic Engagement Action Plan

Developed by: Every Vote Counts Claremont

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Claremont McKenna College in California for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Claremont McKenna College for the 2022 election are: to increase the voter registration and voter turnout of CMC students, and to provide CMC students with educational resources about deadlines, requesting and mailing their ballots, and other ballot-related questions.

Leadership:

Our leadership team includes the following:

Olivia Wee – President of Every Vote Counts Claremont
Dianna Graves – AVP, Dean of Students
Vernon Grigg – Executive Director of Kravis Lab for Social Impact

Our campus works with these following nonprofit partners: Every Vote Counts

Commitment:

Claremont McKenna College's mission statement includes preparing and encouraging students to pursue "...thoughtful and productive lives and responsible leadership..." CMC's commitment to responsible leadership aligns with the civic duty of students to vote and be civically engaged. Multiple organizations on campus provided educational opportunities regarding voting for students. For example, the [Rose Institute of State and Local Government](#) created and promoted their annual, non-partisan voter guide video, which explained the propositions on California's 2022 ballot. [CMC's Open Academy](#) reinforces the College's commitments to freedom of expression, viewpoint diversity, and constructive dialogue. These principles are important in advancing issues relating to politics. [The Marian Miner Cook Athenaeum](#) has hosted talks on election-related topics like race and election law or CA 2022 ballot measures. In addition, CMC has financially and institutionally supported the 5C chapter of Every Vote Counts, and CMC has agreed to reimburse students for stamps for absentee ballots. Every Vote Counts Claremont, the 5C chapter of EVC National, has provided CMC students with free stamps for mail-in ballots, regular election reminders and non-partisan voter guides, and multiple on campus events to register to vote or request a mail-in ballot.

Landscape:

Claremont McKenna College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018.

Fall 2022, Enrolled Students: Ethnic Identity (IPEDS definition - Degree-Seekers)			
	Women	Men	Total
American Indian or Alaska Native		1	1
Asian	126	89	215
Black or African American	41	41	82
Hispanic	128	98	226
Native Hawaiian or Other Pacific Islander	54	44	98
Nonresident	112	98	210
Race and Ethnicity unknown	2	1	3
Two or more races	23	35	58
White	219	271	490
Total	705	678	1383

Claremont McKenna College has 1,383 students. The student body is 35.4% White, 15.5% Asian, 5.9% Black or African American, 16.3% Hispanic, 7.1% Native Hawaiian or Other Pacific Islander, 15.2% Nonresident, and 4.2% Two or more races. 40% of the student body are CA residents, 42.4% reside in states outside of CA, and 17.6% of students have a non-US permanent address.

Only 7% of all students live off campus or commute. The average age of all students is 20 and the percent of students 25 and older is 0.07%.

Claremont McKenna College has authorized NSLVE. Our institution had a 2020 campus voting rate of 79.3%, and a 2020 voter registration rate of 88.4%. Our institution had a 2018 voter turnout rate of 43.4%, and a 2018 voter registration rate of 79.5%. Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Gold, 2020 Gold

Goals:

Our campus democratic engagement goals are to have a student voter turnout rate of 50% in 2022 and 85% in 2024, and to increase the student voter registration rate to 90% in 2022 and 90% in 2024.

Strategy:

Claremont McKenna College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- At the start of the year, CMC Dean of Students sends out an email to the student body informing them of the upcoming election and encouraging students to vote with

resources on how to register.

- During National Voter Registration Day, Every Vote Counts Claremont hosts a tabling event where we help students register to vote and request their mail-in ballots using non-partisan platforms like rockthevote.org or Vote.org.
- CMC Dean of Students also sent out an email in collaboration with EVC Claremont that provided students direct links to register to vote, check their registration status and request a mail-in ballot.
- During National Voter Education Week, EVC Claremont hosted events at different popular spots across the 5C campuses to help students register to vote and request their mail-in ballots, as well as answering any other voting related questions.
- In the weeks leading up to the election, EVC hosted events where students could bring their ballots and have a space to fill them out in secrecy, with club members present to answer any questions or provide non-partisan resources for students to research their ballot and free stamps for mailing.
- To make voting more accessible to students, CMC is providing stamps for free to students to mail in their ballots.
- Leading up to the 2022 election, EVC Claremont posted educational resources on our Instagram about voting deadlines by state, websites where students could learn more about their candidates, and promoted our events. EVC Claremont also promoted their events and state deadlines using school-wide emails, including a PSA with a mail-in voting fact sheet sent by 5C Deans of Students that included a list of individual states' mail-in voting deadlines and requirements.
- EVC Claremont created a 5C pledge to Vote video, where they recorded and compiled student leaders across the 5C campuses pledging to vote. For example, the video included student body presidents and club leaders, as well as sports teams. This video encourages other students on campus to vote and features members of CMC Student government, CMS sport teams and CMC clubs.
- EVC Claremont is also working to set up a voter registration event and how to vote in college presentation during CMC freshman orientation. Together in collaboration with CMC Dean of Students, EVC Claremont has used regular events and emails to try to make voting as understandable and accessible as possible for students, and hopes to continue to institutionalize good voting habits through its regular presence and on campus events and initiatives like the 5C Pledge to Vote campaign.

Evaluation:

In addition to using our future 2022 NSLVE voting data, during events, the EVC Claremont Executive board keeps a spreadsheet tracking the number of students who came to events and successfully registered to vote, requested their absentee ballot, picked up a stamp, or asked any questions related to voting.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/claremont-mckenna-college/>. Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

Both the EVC Claremont Executive Board and the Dean of Students have access to our campus action plan and NSLVE reports, and students can see the reports upon request.