



VOTER REGISTRATION & CIVIC ENGAGEMENT ACTION PLAN
2022



Prepared by Jessica Wallack, M.Ed., Director of Student Life
Jacob Katz, Student Ambassador, Civic Engagement Chair

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Clover Park Technical College (CPTC) in Washington for the 2022 election. The purpose of this action plan at CPTC is to increase nonpartisan democratic engagement and student voter registration, education, awareness, and turnout in the 2022 midterm election.

This action plan will be implemented at the main campus located in Lakewood, Washington as well as our South Hill Campus located in Puyallup, WA. Additionally, efforts of this action plan will take place in person at both campus locations as well as virtually, to ensure we reach as many CPTC students as possible.

We will predominately reach students through on-campus events via collaboration with the Associated Student Government (ASG), Department of Student Life, and conversations with faculty on campus. This plan was originally drafted in early summer 2022 with the intention of lasting through the November 8 election. However, in drafting this plan, we have created an annual programming and engagement scheduled to engage CPTC students year-round and not just during the fall election cycles. The plan will be updated on an annual basis.

This action plan will be implemented across the institution with the help of all members/departments/offices listed on the leadership team.

Clover Park Technical College's mission is "Educating tomorrow's workforce" and we believe that includes providing information, learning opportunities, and awareness both inside and outside of the classroom. With institutional values of access, collaboration, inclusion, innovation, and respect, we believe the action plan that was developed to increase student nonpartisan democratic engagement at CPTC embodies just that. Planning and facilitating informative and fun engagement opportunities to share information about how students can register to vote, learn about the candidates, cast their vote, check the status of their ballot and more is at the heart of this action plan, as is raising awareness of the power of the student voice- that their vote matters.

Leadership:

An effective voter registration campaign and action plan of this magnitude will be most successful with the help and collaboration of multiple stakeholders throughout the institution and our partnerships with outside organizations. Our leadership team includes:

Staff, Faculty & Departments

- Jessica Wallack – Director of Student Life
- Dr. Joyce Loveday – President
- Dr. Thomas Broxson – Vice President for Instruction
- Dean Kelly – Interim Vice President for Student Success
- Samantha Dana – Associate Vice President for Institutional Effectiveness

- Jenna Pollock – Dean of Pre-College Pathways
- Jenn Adrien – Executive Director of Marketing & Communications
- Lester Burkes – Associate Director of Northwest Career and Technical High School
- Daniel Lee- Manager of Student Engagement
- Luke Ruiz – Manager of Student Diversity Programs
- Dee Ladson – Manager of Veterans Services
- Brenda McKinney – Manager of Disability Services
- Deborah Derylak – Learning Resource Center Coordinator
- Hayley Saucedo – Career and Community Services Navigator
- Advising & Counseling
- College 102 Faculty
- Human Services Faculty

Student Representatives & Organizations

- Jacob Katz – Chair of Civic Engagement Committee (ASG)
- Tucker Yowell – Chair of Events & Activities Committee (ASG)
- The Associated Student Government
- Student of Color Association
- Phi Theta Kappa

Outside Organizations

- The All-in Democracy Challenge
- League of Women Voters
- Council of Unions and Student Programs (CUSP) Civic Action Committee
- Washington State Community and Technical College Student Association (WACTCSA)

Commitment:

Clover Park Technical College is committed to improving civic learning and encouraging democratic engagement throughout our campus community. The following highlights CPTC's mission, vision, and values.

Mission: Educating tomorrow's workforce

Vision: Strengthening our community through responsive education and services

Values:

Access: Provide equitable supports and services necessary for students from diverse backgrounds to access higher education and the career opportunities it provides.

Collaboration: Promote cooperative learning and working in order to benefit from the collective knowledge and produce the best work possible.

Equity: Recognize that the unique needs, goals, and circumstances of the individual have a direct impact on a person's ability to access and benefit from college activities and opportunities.

Excellence: Seek opportunities to consistently exceed our best individual and institutional performance.

Inclusion: Commit to fostering a curriculum and a campus community they provide deliberate engagement with, appreciation of, and understanding of diversity and its impact on the human experience.

Innovation: Pursue the development and application of new ideas that lead to creative solutions

Respect: Consider respect to be the inherent dignity we give all people.

As previously stated earlier in this action plan, CPTC's mission is "Educating tomorrow's workforce" and we believe that includes providing information, learning opportunities, and awareness both inside and outside of the classroom. Additionally, we believe the action plan that was developed to increase student nonpartisan democratic engagement at CPTC embodies just that, as does previous and current nonpartisan democratic engagement opportunities the institution is involved with.

The Associated Student Government (ASG) is an advocate of the student voice who regularly partners with other governing entities to amplify student voices and highlight student experiences. The ASG collaborates with college, local, and state partners to advocate for CPTC and other Community and Technical College (CTC) students state-wide. One of the ways they do this is participation in CTC Advocacy Day organized by the CUSP. CTC Advocacy day is an opportunity for Washington State CTC Student Government organizations to go to the state capitol in Olympia, WA and meet with legislators to advocate on behalf of CTC students.

In addition to CTC Advocacy Day, CPTC regularly participates in legislative meetings during the winter session. The College President, student representatives, staff & faculty, have traveled to the state capitol to advocate for the needs of CPTC students. The 2021 and 2022 sessions were held virtually. Student representatives involved in these visits have been representatives from the ASG and have also been members of the general student population. The President's office coordinates and schedules these meetings with the legislators.

CPTC also demonstrates its commitment to civic engagement via their shared governance model. A new model of shared governance was introduced to the college in 2020 and implemented in 2021. This new model is guided by the following values:

- Mutual respect and trust
- Diversity of thought
- Informed and inclusive decision making
- Transparency and clarity of operations and decision making
- Open lines of communication

- Accountability
- Collaboration

Shared governance at CPTC occurs through three main avenues of engagement: Individual involvement; Committee and constituent group participation; Inclusive organizational structure

CPTC's shared governance consists of:

- Student Learning Council
- Student Success Council
- Institutional Sustainability Council
- EDI Advisory Council
- College Council
- Staff Senate
- Faculty Senate
- Associated Student Government

This newly implemented shared governance model ensures that every person at the college has an opportunity to be involved and engaged in the decision- making process at CPTC. This model highlights the importance of different perspectives, ideas, open communication, collaboration, accessibility, and the importance of engagement and action.

Landscape:

Clover Park Technical College is a public two-year community and technical college located in Lakewood, Washington (Pierce County), neighboring Tacoma, Washington, the Puget Sound, and Joint Base Lewis-McChord. CPTC joined the ALL IN Campus Democracy Challenge in 2022.

The college was established in 1942 as a response to the 1941 ask to school districts located near military bases to provide technical training for area citizens needed for the war effort. Post war era, CPTC was an established vocational technical institute and officially transitioned to Clover Park Technical College in the 1990's.

Key campus demographic data includes:

- 3,126 FTE count
- 79% are Pierce County Residents
- 50% are students of color
- 32% have dependents
- Median age of 28
- 7% are veterans
- 63% of students identify as female

Clover Park Technical College has recently joined the National Student of Learning, Voting, and Engagement (NSLVE) and will be using the data from these reports to measure goals and outcomes in future years to come.

Like many community and technical colleges around the nation, CPTC has experienced challenges in student engagement since the COVID-19 pandemic. As a commuter campus with a non-traditional age student population, many of those who are already engaged in the workforce and/or have children or family obligations to tend to after class, we have seen a decrease in in-person student engagement.

Though we have seen an increased number of students on campus in Fall 2022, the student life presence on campus has to be re-established. As such, we are still learning and identifying the best days and times of the week to focus in-person programming efforts to engage with a large number of students. Digital engagement options, such as social media campaigns and interactions, have shown success and offer promise for continued engagement efforts. Collaboration with faculty to help share information and highlight engagement opportunities has proven to be imperative as we have found many students come to campus for class and leave right away – so by building relationship with faculty, they can help share pertinent information.

We plan to continue to monitor best days and times for in-person programming, building relationships with faculty, and utilizing digital tools to reach all CPTC students.

Goals:

Since CPTC joined NSLVE earlier this year, we do not have campus specific voting data yet. However, according to the 2020 Annual Report of Washington State Elections (Wyman, 2020), the 2020 voter turnout rate was 54.4% and the 2020 voter registration rate was 84.8%

Clover Park Technical College's short-term democratic engagement goals are:

- Help 20 new voters register to vote in time for the 2022 Midterm Election
- Provide education to registered voters about voting locations, ballot drop box locations, how to track their ballot, the importance of signatures
- Assist 10 eligible Future Voters (16 and 17-year old's) to register
- Bring awareness that individuals who were convicted on a felony in Washington State court have their right to vote restored automatically once they are no longer serving a sentence of total confinement in prison.

Clover Park Technical College's long-term democratic engagement goals are:

- Increase student voter turn-out rates by 10% in 2022 and 20% in 2024
- Increase student voter registration rates by 10% in 2022 and 20% in 2024
- Increase future voter registration rates 10% in 2022 and 20% in 2024
- By Winter 2024 solidify an annual civic action engagement calendar including both passive and active engagement opportunities.

Strategy:

Our strategies were developed over summer quarter with the intent to be implemented in fall 2022. (CPTC operates on a quarter system rather than a semester system which impacts our engagement opportunities in fall. Fall quarter starts the last week of September). Clover Park Technical College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Election Central

The Associated Student Government in partnership with the Department of Student Life will set up a semi-permeant station that contains resources and information about voter registration, important deadlines, voter registration pamphlets, resources to nonpartisan democracy resources, and engagement incentives such as registered voter stickers and buttons. All stake holders are encouraged to provide any appropriate resources. We will also convert these resources to a digital format and will have them available to students on Canvas

What's the Scoop? Voter Registration Drive

During Week of Welcome, the ASG and Student Life will administer a voter registration survey connecting with the campus community and sharing resources about the upcoming election. All who come to the drive will also be able to enjoy some delicious ice cream.

League of Women Voters Tabling Event

Representatives from League of Women Voters will come to the Lakewood campus to engage with the CPTC community, providing resources and information about voter registration and the 2022 election.

Social Media Campaign

Share and repost nonpartisan democratic resources, information, and social media posts to the Student Life social media channels.

Strategies for obtaining our long term goals are similar to the ones listed above, but greatly expanded. Our main goal is to provide consistent information about civic action and voter registration in a way that is fun, eliminates intimidation, and is easy to understand. In order to achieve this, passive and active strategies need to be implemented on a regular basis throughout the academic year. Additional strategies to implement include: classroom visits, debate watch parties, ballot talks, CPTC Votes hashtags, meet the candidates' event, I Vote Because campaign, just to name a few.

Reporting:

This action plan will be shared with all campus stakeholders and the leadership team in addition to being posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/clover-park-technical-college/>. Additionally, updates about reaching out goals will be sent out when we receive the NSLVE report.

Evaluation:

This action plan will be evaluated on a regular basis utilizing a variety of methods and data points including post event attendance, event satisfaction, and future NSLVE voting data. If the evaluation determines we are falling short of the identified goals, adjustments to strategies will be made as necessary.

Works Cited:

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