



COCHISE COLLEGE

Civic Engagement 2020 Action Plan

Executive Summary

The Cochise College civic engagement action plan has been created by the Civic Engagement Committee, which is currently formed by ten Cochise College employees and two students. The plan aims to increase non-partisan voter education and promote engagement through political and non-political processes. Members of the committee coordinate all aspects of the College's civic engagement efforts. Including but not limited to the marketing, branding, non-partisan voting campaigns, voter education website and resources, on-campus/virtual events and activities, pre and post-event assessments, data collections, public relations, partnerships, federal compliance. The Executive Dean of Student Services will work closely with the committee to review proposed expenses, approve the budget, and provide the necessary funding to support civic engagement.

The plan will be implemented on Cochise College Campuses (Sierra Vista, Douglas, Virtual/Online) and Centers (Fort Huachuca, Wilcox, and Benson) across Cochise County in Arizona. All Campuses (including virtual/online) and Centers will follow the same civic engagement programming guidelines and offer voter education resources and tools. All Faculty, Staff, and Student Organizations (including Student Government and Clubs) are held accountable for supporting Cochise College's civic engagement efforts.

The goals of the civic engagement action plan are:

- Promote the importance of democracy within the college community
- Provide voter education and resources
- Develop a healthy non-partisan democratic culture
- Increase the student voter registration rate
- Increase the student voting rate
- Report student voting information to NSLVE

Goals will be assessed regularly by the Civic Engagement Committee to determine the effectiveness of the strategies implemented to promote and support non-partisan local, state, and federal elections. The plan will be considered a living document as changes will be made as needed.

Leadership

Cochise College Civic Engagement Committee: The committee is responsible for identifying, recruiting, communicating, and partnering with the college and community stakeholders, which include but are not limited to the President's Office, Student Government Association (SGA) Offices, Student Organizations (All Clubs), Student Services Offices, TRiO, Marketing, Institutional Effectiveness, Technology Services, Faculty, External Partners: (Local universities County Recorder's Office, and non-partisan/non-profit organizations) for executing and implementing the civic engagement action plan across campuses and centers.



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Active Committee Membership: Committee members, chairs, and officers are held accountable and must attend the regular committee meetings and participate and engage in committee related activities to maintain an active membership. **Committee Chairs and Officers** are responsible for evaluating committee members' performance related to active committee membership, assessing the needs for adding/removing members, and strategically replacing any leaders that may leave their positions.

Cochise College Civic Engagement Committee Members:

Cochise College Sierra Vista Campus

Chair & Point of Contact:

- **Andy Espinoza**, Student Activities Manager & SGA Advisor
espinozaj@cochise.edu

Committee Secretary & Web Administrator:

- **Sharrina Cook-General**, Media Communications Coordinator

Douglas Campus

Chair & Point of Contact:

- **Jennifer Tagaban**, Director of Residential and Student Life & SGA Advisor
tagabanj@cochise.edu

Members*:

- **Gabby Amavizca**, Director of Student Support Services TRiO
- **Morgan McClincy**, Douglas Campus & Community Relations Manager

Centers: Fort Huachuca, Wilcox, and Benson

Members:

- **Barbara Richardson**, Dean of Outreach

Cochise College Virtual Campus

Members:

- **Karen Dale**, Assistant Dean Academic Support | Sierra Vista & Virtual Campus

Cochise College District-Wide

Members:

Office of the President:

- **Jennifer Wantz**, Director of Community Relations

Faculty Representatives:

- **Kristin Juarez**, Social and Behavioral Sciences Instructor & Department Chair
- **Mary King Power**, English Instructor

Student Representatives:

- **Luis Carlos Estrada**, SGA President & Civic Engagement (CEEP) Fellow
- **Adriana Raber**, Civic Engagement (CEEP) Fellow

**Committee members subject to change*



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Commitment

Cochise College is committed to promote and engage the entire college community in a healthy democratic process through both political and non-political processes and will follow the district-wide, non-partisan civic engagement action plan designed by the Civic Engagement, which should follow the college mission, values, and vision.

Mission: Cochise College provides accessible educational opportunities that are responsive to a diverse population and lead to constructive citizenship, meaningful careers, and lifelong learning.

Values: In all that we do — in teaching, education, and serving — we value quality, integrity, and diversity.

Vision: Cochise College strives to be a learning community held in high esteem by members of its communities, providing high-quality learning opportunities for its citizens.

In the Spring of 2020, the Cochise College Provost signed the Higher Education President's Commitment to ensure full student voter participation. The commitment can be found on the Cochise College Voter Education page at <https://www.cochise.edu/voter-education/>. The website also provides information on partnerships and essential voter education tools and resources. The presidential commitment ribbon is also located at the Student Government Association (SGA) office.

Landscape

The Cochise County Community College District NSLVE report indicates that in 2012, only 33.3% of enrolled students engaged in voting, while in 2016, 35.5% of enrolled students voted. Indicating that previous campus democratic engagement efforts increased the student voting rate by 2.1%. In the past general elections, Cochise College has not partnered with any other non-profit and non-partisan organizations other than the Cochise County Recorder's office. This year Cochise College is partnered with:

- All In Campus Democracy Challenge (All-In Challenge)
- The Campus Election Engagement Project (CEEP)
- Cochise County Recorder's office
- Rock the Vote

The current partnerships have allowed the College to execute a better democratic engagement plan, as all of the mentioned organizations have provided excellent resources.

All In Challenge provided direction with developing a strategic action plan.

CEEP provided two civic engagement fellows to help with our democratic engagement efforts.

Cochise County Recorder's office provided voter guides and relevant information about our county and the overall election process and polling locations.

Rock the Vote was instrumental in engaging our student body by providing social media tools and online resources.



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The Civic Engagement Committee plans to increase voter registration, voting rate of registered students, and the overall voting rate by considering all the sections included in the NSLVE report: Voting and registration rates, Carnegie classification, voting method, age group, program of study, enrollment status, race/ethnicity, and field of study.

The gaps reported by NSLVE have been assessed and taken into consideration for offering an inclusive democratic engagement plan at Cochise College. Some of the reported areas may vary based on enrollment. However, Cochise College is committed to providing accessible voter education resources to all enrolled students. This includes identifying any obstacles that may prevent or restrict implementation of the action plan, while also understanding and following all local, state, and federal laws.

Goals

Cochise College Civic Engagement Goals

Short term goals:

- Educate enrolled students by hosting healthy discussions/debates on-campus/online.
- Increase the student voter registration rate of 2016, which was 61.3% to 66%.
- Increase the student voting rate of 2016, which was 35.5% to 40%.
- Report student voting information to NSLVE.

Long term goals:

- Implement Voter Education verbiage in Syllabi.
- Create a video to promote voting awareness that will include non-partisan testimonials from students, faculty, and staff.
- Increase the eligible student voter registration rate to 100% in future elections.
- Increase the eligible student voting rate to 100% in future elections.
- Continue reporting student voting information to NSLVE.
- Continue to expand partnerships.

Timeline of Events

Aug. 2020

- Announce student democratic engagement through various platforms
- Promote the importance of voter registration and voting at Student Club Fair
- Promote the importance of voter registration, voting, and related events at All clubs meeting
- Include voter education resources in the SGA weekly newsletter

Sept. 2020

- Sept. 17, Virtual Event: Constitution Day
- Sept. 22, Virtual Event: National Voter Registration Day recognition via social media
- Sept. 29, Virtual Event: Where and how to complete the voter registration form?

Mail-in Ballots & Absentee Voting



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- SGA & Civic Engagement Fellows will report on voting awareness efforts by the end of the election term to the Cochise County Community College District
- Engage All Clubs voter education related event and initiatives (voter registration/voting)
- Registration education resources included in the SGA newsletter

Oct. 2020

- Diversity workshop mentioned the importance of voting
- Virtual Event: Non-partisan candidate and issues guides
- Virtual Event: Registration deadlines & Polling locations
- Oct. 15, Virtual Event: Early Voting Day
- Oct. 29, Virtual Event: Get out the vote & What is your plan to go vote?
- Promote the importance of voter registration, voting, and related events at All clubs meeting
- Include a voter education in the SGA newsletter

Nov. 2020

- Virtual Event: Get out the vote event (A week prior to election day)
- Promote Election Day (post videos and images on social media)
- SGA video to promote voting awareness that will include non-partisan testimonials from students, faculty, and staff.
- Include a voter education in the SGA newsletter

Dec. 2020

- SGA, Civic engagement fellows, and the Cochise College Civic Engagement Committee will revise the data collected to assess the implemented action plan's effectiveness.
- Brainstorm on Spring events to campaign for the 2022 midterm elections and promote the importance of voter registration and awareness.

Marketing Efforts

- Campus-wide email
- Voter education page at the college website
- Social media campaigns on SGA platforms: Facebook, Instagram, and Snapchat
- Campus marquee
- Digital signage on campus
- Classroom visits by Phi Theta Kappa Honor Society
- Virtual events: Couch Parties, Webinars, Flip grid, Kahoot, and others
- Branded Cochise and Voting campaign

Additional Efforts

- Two district-wide CEEP Fellows
- Partner with non-partisan/non-profit organizations to maximize the use of voting tools.
- Link within Moodle to promote voter education page (online classes).



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NSLVE

The Civic Engagement Committee has taken into consideration all the sections included in the NSLVE report study for implementing a civic engagement action plan at the institution to strategically increase voter registration rate, voting rate of registered students, and the overall voting rate.

Based on the 2012 & 2016 NSLVE report, the Civic Engagement Committee, Student Government, and Civic Engagement Fellows implemented the following programming,

Classroom Presentations:

- 12 virtual classroom presentations (Average attendance: 20 students)
 - Student Success Seminar, Psychology, Business, and Communication.

Virtual Events:

- Constitution Day & Voter Education
- Early Voting Information Session
- Get Out The Vote
- Voting Awareness Digital Contest (Video testimonies)

Average Attendance Rate per event:

12 students.

Social Media:

- 21 Posts & 41 Stories
- Engaged users on both Cochise College Facebook: 5,253 followers and Instagram: 1,344 followers) and Student Government Association accounts (Facebook: 259 followers and Instagram: 284 followers)

Newsletter:

- Voter Education was included in 9 issues of the SGA 'Cochise in the Cloud' Newsletter.

Email Communication:

- The Executive Dean of Student Services sent a college-wide email (39,800 email users) promoting voter registration and voter education.
- SGA sent emails to club members (72 contacts & 12 active clubs) to invite them to voter education events
- Civic Engagement fellows created a contact list of 120+ students interested in participating in voter education activities and events.

Going beyond the election initiatives:

- Implement voter education statement in college syllabi
- Partner with instructors for promoting civic engagement and democracy learning Assess which curriculum and co-curriculum can implement democratic engagement



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- Example: First-year seminars (Student Success Strategies Course (CPD 150)
- Assess courses throughout the institution that can potentially increase learning outcome for democratic engagement
 - Example: Political Science, Sociology, and Humanities
- Host dynamic debates regarding upcoming ballot issues/propositions
- Provide a debate workshop (how to debate and hold debates)
- Make Constitution Day a committee signature event
- Partner with the Arizona Town Hall (Tucson branch)
- Provide educational workshops on government functions, positions, and responsibilities
- Provide information on local, state and federal representatives and how to contact them
- Provide round table discussions on Democracy 101
- SGA continues to implement efforts for student involvement in the process of elections

Reporting

The NSLVE reports will be available to the general public under the Cochise College Voter Education page, managed by the Civic Engagement Committee. Reporting will also be shared with our national All In Challenge partners, a national non-partisan and non-profit organization.

Evaluation

The Cochise College Civic Engagement Committee, the Student Government Association and Campus Election Engagement Project Fellows will conduct pre and post assessments of events and activities to ensure that the strategies being implemented get assessed and improved and gauge the effectiveness of the programming and democratic engagement plan.

Evaluation will occur before, during, and after the implementation of the action plan. This will include reviewing NSLVE data, conducting pre and post-event assessments, surveying event organizers, volunteers, and attendees. As well as running a final survey at the end of the election cycle to the overall college community to ensure that the action plan is being followed, the way is perceived, and the influence on the democratic culture. The evaluation results will be reported to senior administration by the Civic Engagement Committee to seek guidance and support in adjusting all democratic engagement efforts.