

Executive Summary

This action plan has been developed by the Cochise College Civic Engagement Committee, which ten employees and two students currently form. The plan aims to increase non-partisan voter education and promote engagement through political and non-political processes. Committee members coordinate all aspects of the college's civic engagement efforts. Including but



not limited to developing a yearly (August-May) engagement calendar based on the academic calendar to offer activities, workshops, tabling, and events related to civic engagement. All efforts must remain non-partisan and accessible to the entire college community and should be related to voter education, voluntarism, and constructive citizenship. For the plan to be successful, this committee has formed internal partnerships with various departments at the college, such as Marketing & Communications, Student Services, Faculty Development Center, Student Government, and Student Organizations & Clubs. In addition, the committee is comprised of completing pre and post-event assessments that will contribute to data collection, federal compliance, and reporting.

The Executive Dean of Community Engagement & Director of Student Leadership & Activities co-chair this committee and work closely with the committee to review the proposed action plan, partnerships, and expenses, approve the budget, and provide the necessary funding to support civic engagement.

This plan is 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.

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. This plan will be considered a living document as necessary changes will be made throughout the academic year.

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 Support Services, Marketing, Institutional Effectiveness, Technology Services, and Faculty. External partners may come in as additional support to help implement this action plan, but Cochise College will not rely on them to execute it. *External partners: Local universities, County Recorder's Office, and non-partisan/non-profit organizations.*

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 need for adding/removing members, and strategically replacing any leaders that may leave their positions.

Cochise College Civic Engagement Committee:

Committee Chairs & Point of Contact:

Community Engagement:

- **Andy Espinoza**, Director of Student Leadership & Activities, District-Wide
espinozaj@cochise.edu

Office of the President:

- **Jennifer Wantz**, Executive Dean of Community Engagement, District-Wide
wantzj@cochise.edu

Committee Officer: Secretary & Web Administrator:

Enrollment Management & Marketing Department:

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

Committee Members:

- **Gabby Amavizca**, Director of Student Support Services TRiO, Douglas Campus
- **Manda Burkhart**, Assistant Director of Housing, Douglas Campus
- **Karly Scarbrough**, Director of Library Services, District-Wide
- **Barbara Richardson**, Dean of Outreach, Centers: Fort Huachuca, Wilcox, and Benson

District-Wide Faculty Representatives:

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

Student Representatives:

- **Jonathan Breton**, Civic Influencer, District-Wide
- **Cesar Zazueta**, Civic Influencer, District-Wide

**Committee members subject to change*

Commitment

Cochise College is committed to promoting and engaging the entire college community in a healthy democratic process through political and non-political processes; Following the recommendations of the Civic Engagement Committee, which operates at a district-wide level on creating a non-partisan civic engagement action plan that models Cochise College's Guiding Statements as follow:

Why (Why we do what we do, the reason for our existence): To inspire passion and purpose through the education of individuals so that we enhance our community.

Vision (Our focus is on our stakeholders' futures and aspirations): Cochise College is a leading and responsive college which transforms and empowers our community by fostering collaborative relationships and providing innovative educational pathways.

Mission (What we do to accomplish the vision): Cochise College provides inclusive and accessible educational opportunities that support social responsibility, community engagement, meaningful careers, and lifelong learning.

How (Our beliefs, convictions, behaviors, and actions): In all we do, we exhibit collaboration, encouragement, respect, innovation, and service.

Collaboration: We actively connect with our students and community by providing accessible learning opportunities and resources to overcome barriers, build relationships, and cultivate economic, social, and cultural growth.

Encouragement: We provide personal support to students and staff, faculty, and community members through active engagement and compassion.

Respect: We are a community of acceptance which engages our diverse population (diversity), provides resources appropriate to the needs of individuals (equity) and extends opportunity to all (inclusion).

Innovation: We create new learning experiences to respond and adapt to the needs of our community.

Service: We engage our community through service-learning projects, volunteerism, and civic participation.

In the Spring of 2020, the Cochise College Provost signed the Higher Education President's Commitment to encourage full student voter participation in the general election. In the Spring of 2022, the Cochise College President signed the Higher Education President's Commitment to encourage full student voter participation in the mid-term elections.

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The presidential commitment ribbon is displayed on campus at the Student Activities Office and 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.

In addition, Cochise College promotes Voter Education & Voter Registration resources yearly through an Annual Notice of Voter Information communication that goes out via email to the entire college community. The Vice President of Student Services issues this notice. Students may access voter education and resources through the New Student Orientation and Moodle, the Learning Management System (LMS).

Landscape

The Cochise County Community College District NSLVE report for mid-term elections, shows that in 2018 the Cochise College voting rate was 27.3%; this rate increased by 6.6 compared to 2014, which resulted in 19.7%—comparing this data to general (presidential) election results in 2012, only 33.3% of enrolled students engaged in voting. In 2016, 35.5% of enrolled students voted; the results indicate that previous campus democratic engagement efforts increased the student voting rate by 2.1%. As a result of the action plan and all the hard work of the civic engagement committee, Cochise College increased the voting rate from 2016 to 2020 by 6.1% resulting in 41.8%.

In the previous elections, Cochise College had limited non-profit/non-partisan partners; other than the Cochise County Recorder's office. This year Cochise College is partnered with:

- All In Campus Democracy Challenge (All-In Challenge)
- Campus Vote Project (CVP)
- Cochise County Recorder's office

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 in developing a strategic action plan. **CVP** provided two democracy fellows to help with our democratic engagement efforts. **Cochise County Recorder's** office provided voter guides and relevant information about our county, the election process, and polling locations.

The Civic Engagement Committee plans to increase voter registration, the voting rate of registered students, and the overall voting rate by considering all the sections included in the NSLVE report.

The gaps reported by NSLVE have been assessed and considered for offering an inclusive & equitable democratic engagement plan at Cochise College. Some of the reported areas may vary based on enrollment demographics.

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The Fall 2021 student enrollment demographics are the following:

Total Enrollment: 3,473

by gender

Men: 42.4%

Women: 57.6%

by race/ethnicity

American Indian or Alaskan Native: 0.8%

Asian: 1.4%

Black or African American: 4.8%

Hispanic/Latino: 47.3%

Native Hawaiian or other Pacific Islander: 0.4%

White: 38.5%

Two or more races: 4.3%

Race/ethnicity unknown: 1.1%

Non-resident alien: 1.5%

(Source: IPEDS College Data 2021-2022)

Cochise College is committed to providing accessible, inclusive and equitable voter education resources to all enrolled students. This includes identifying any obstacles that may prevent or restrict the implementation of the action plan while also understanding and following all local, state, and federal laws.

Goals

Short-term goals:

Educate enrolled students by hosting healthy discussions/debates on-campus/online.

- Increase the student voter registration rate in 2018 from 60.0% to 65%.
- Increase the student voting rate in 2018 from 27.3% to 50%.
- Report student voting information to NSLVE.
- Continue to engage with TRiO Student Support Services
 - “TRiO” refers to a series of programs funded under Title IV of the Higher Education Act of 1965, created to assist disadvantaged Americans in overcoming class, social and cultural barriers to higher education. TRiO was coined to represent the initial three programs, Upward Bound, Educational Talent Search, and Student Support Services. Student Support Services Program was created to...
 - Improve the graduation and retention rates of the first generation (neither parent/ guardian has a bachelor’s degree), low-income, and/or disabled college students;
 - Assist students in achieving academic success;
 - Facilitate their entrance into undergraduate and professional school programs; and
 - Foster an institutional climate supportive of the academic, cultural, and personal success of the participants.

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Long term goals:

- Implement Voter Education verbiage in Syllabi.
- Create a video to promote voting awareness, including 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.

Strategy

Previous Events

Spring 2022 - Conversations in Civility Series (February - April). The Civic Engagement Committee coordinated these hybrid events (face-to-face/virtual) under Karly Scarbrough, Director of Library Services and committee member.

Feb. 2022

Description: Civil discourse is a vitally important skill and the foundation on which our country was built. How can we ensure civility prevails as a societal moral standard during an era of digital insults and political division? Join us at this event to learn how we can collectively strive to respect differing points of view. Panel members include community leaders and educators.

- **2/ 22:** Panel Discussion - Sierra Vista Campus
- **2/24:** Panel Discussion - Douglas Campus

Mar. 2022

Description: Based on the book *The Magic of Dialogue: Transforming Conflict into Cooperation* by Daniel Yankelovich. Learn the tools to create dialogues instead of debates. Using case studies and real-world experiences, this session will give participants information about overcoming misunderstandings and resolving issues.

- **3/22:** Panel Discussion - Sierra Vista Campus
- **3/24:** Panel Discussion - Douglas Campus

Apr. 2022

Description: Book Discussion—*Hate Inc.* by Matt Taibbi. Participants can receive a free copy of the book. Sign up at: tinyurl.com/54r7h972. Reserve your spot for this conversation by 3/25/22. Books will be available for pick up on 4/1/22 at the campus libraries.

- **4/22:** Panel Discussion - Sierra Vista Campus
- **4/24:** Panel Discussion - Douglas Campus

Jun. 2022

- **6/21:** Promoted & Recruited students for serving as Democracy Fellows
- **6/21:** Launched the “Your Vote is Your Voice” Campaign through Student Government Association (SGA) & College social media platforms and posted flyers at student unions.

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- **6/30:** Posted on SGA & College social media platforms and around campus information about early voting, primary election, general elections, and voter registration deadlines.

Jul. 2022

- **7/5:** Posted information about “What is on the ballot?” on SGA & College social media platforms.
- **7/7:** Posted information about ballot measures on SGA & College social media platforms.

Aug. 2022

- **8/2:** Reminded everyone about Primary Election Day through social media posts and flyers around campus
- **8/20:** Provided link to Cochise College Voter Education through Virtual New Student Orientation
- **8/26:** Promoted the importance of voter registration, voting, and related events at All clubs meeting
- **All month:** The SGA Can Chat publications included: Voter registration education resources. (printed publications posted on all of the restroom stalls around campus)

Sept. 2022

- **9/7:** Promoted the importance of voter registration and voting at Douglas Campus Student Club Fair
- **9/8:** Promoted the importance of voter registration and voting at Sierra Vista Campus Student Club Fair
- **9/20:** Co-Hosted with the Chamber of Commerce a non-partisan Candidate Meet & Greet Event at Cochise College Sierra Vista Campus
- **9/12,14,15 & 17:** Social Media/Campus Awareness/Event: Constitution Day
- **9/20:** Social Media/Campus Awareness: National Voter Registration Day recognition
- **All month:** The SGA Can Chat publications included: Voter registration education resources. (printed publications posted on all of the restroom stalls around campus)

Oct. 2022

- **10/3:** Annual Notice Voter Information email went out to the entire college community
- **10/5:** Voter registration drive at Cochise College Douglas Campus led by Civic Engagement Committee Members. **Students:** Jonathan BretonCesar Zazueta, and **Faculty & Staff:** Gabriela Amavizca & Mary King Power. The student body was provided with a space that counted with technology that they used to check their voter registration status, register to vote, and learn about early voting and other voter education resources
- **10/6:** Voter registration drive at Cochise College Douglas Campus led by Civic Engagement Committee Members. **Students:** Jonathan BretonCesar Zazueta, and **Faculty & Staff:** Kristin Juarez & Sharrina Cook general. The student body was provided with a space that counted with technology that they used to check their voter

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registration status, register to vote, and learn about early voting and other voter education resources

- **10/27:** Cochise College District-Wide posted a flyer around campus and on the website (<https://www.cochise.edu/voter-education>) to remind everyone about the upcoming election on November 8th. The flyer included a QR code/link to non-partisan voter education resources, voter guides, candidates, and information about vote center locations.
- **All month:** The SGA Can Chat publications included: Voter registration education resources. (printed publications posted on all of the restroom stalls around campus)

Nov. 2022

- **11/2:** Voter Education & Free Cookies at Cochise College Douglas Campus Student Union led by Civic Engagement Committee Members. **Students:** Jonathan Breton, Cesar Zazueta, and **Staff:** Gabriela Amavizca. The student body was provided with a non-partisan reminder of the General Election, Candidate Information, Vote Center Locations, and Voter Guides. As well as information on the AZ ballot measures and propositions.
- **11/3:** Voter Education & Free Cookies at Cochise College Sierra Vista Campus Library Commons led by Civic Engagement Committee Members. **Students:** Jonathan Breton, Cesar Zazueta, and **Staff:** Andy Espinoza. The student body was provided with a non-partisan reminder of the General Election, Candidate Information, Vote Center Locations, and Voter Guides. As well as information on the AZ ballot measures and propositions.
- **11/8:** Promoted Election Day (post videos and images on social media) and posters around campus with Vote Center Locations handouts.
- **All month:** The SGA Can Chat publications included: Voter registration education resources. (printed publications posted on all of the restroom stalls around campus)

Dec. 2022

The Cochise College Civic Engagement Committee will revise the data collected to assess the implemented action plan's effectiveness.

- **12/14:** Committee will meet to brainstorm on Spring 2023 events to continue to grow civic engagement and the importance of voter registration and awareness.
- **All month:** The SGA Can Chat publications will include: A thank you note for participating in mid-term elections.

Jan. 2023

- Cochise College Civic Engagement Committee meeting
- Plan for Spring 2023 Book Discussion under the Conversations in Civility

Marketing Efforts

- Campus-wide email
- Update/Maintain Voter education page on the college website
- Social media campaigns on SGA platforms: Facebook and Instagram

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- Campus marquee
- Digital signage on campus
- Branded Cochise and Voting campaign

Additional Efforts

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

National Study of Learning, Voting, and Engagement (NSLVE)

The Civic Engagement Committee has considered all the sections included in the NSLVE report study for implementing a civic engagement action plan at Cochise College. The goal is to strategically increase the voter registration rate, the voting rate of registered students, and the overall voting rate for both midterm and presidential elections. Based on the 2012 & 2016, 2014 & 2018, and 2020 NSLVE reports, the Civic Engagement Committee does have a strategic vision for the type of programming that should be implemented to increase voter registration and voting rates.

Reporting

The NSLVE reports & Civic Engagement Action Plan 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 and non-partisan and non-profit organizations.

Evaluation

The Civic Engagement Committee at Cochise College 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 and efficiency of the civic engagement plan. The evaluation will occur before, during, and after implementing the action plan considering all of the elements included in the NSLVE report.

Efficiency & Quality: Surveys/Feedback forms will be sent to event organizers, volunteers, and participants to explore the efficiency and equality of the events.

Effectiveness and Quality: A final survey will be sent to the entire college community at the end of the election cycle. The goal is to explore the impact of the action plan on creating a healthy democratic culture at Cochise College.

The evaluation results will be reported to senior administration by the Civic Engagement Committee to seek guidance and support in improving/adjusting democratic engagement efforts.