



CCS Civic Engagement Plan

▼ Executive Summary

Purpose

This Civic Action Plan aims to foster a culture of active citizenship and democratic engagement within the College for Creative Studies community. It outlines strategies to increase voter participation, promote civic education, and harness our students' unique creative talents to address social issues.

Contributors:

William Darby - President of CCS Votes

Jessie Black - Faculty Advisor to CCS Votes

Maddie Lefevre - Vice President of CCS Votes

Riley Klein - Officer of CCS Votes

Timeline

| Phase | Start Date | End Date | Key Activities |
|----------|---------------|--------------------|--|
| Planning | July 31, 2024 | September 27, 2024 | Initial planning meeting (Aug 5), strategy development, team |

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| | | | formation (Aug 15) |
| Implementation | September 7, 2024 | April 30, 2025 | Execute strategies, conduct events (NVRD Sep 17, Vote Early Day Oct 25), monitor progress |
| Mid-term Review | December 1, 2024 | December 31, 2024 | Evaluate progress, update plan as needed (Progress report due Dec 15) |
| Final Evaluation | May 1, 2025 | May 31, 2025 | Assess outcomes, prepare final report (Final report due May 20) |
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Implementation

The implementation phase will focus on executing the strategies outlined in this plan. Key activities during this period will include:

- Organizing monthly voter registration drives on campus
- Coordinating with academic departments to integrate civic engagement into course curricula
- Launching a social media campaign to increase awareness of voting processes and deadlines
- Partnering with local organizations to provide internship opportunities in civic-related fields

We will conduct weekly team meetings to track progress, address challenges, and make necessary adjustments to ensure we're meeting our goals effectively.

Equity and Inclusion

Our commitment to equity and inclusion is fundamental to our civic engagement efforts. We will implement the following strategies to ensure all voices are heard and represented:

- Providing multilingual resources at events

- Organizing targeted outreach programs for underrepresented student groups
 - Ensuring all event venues are accessible and accommodating to students with disabilities
 - Regularly soliciting feedback from various student communities to improve our approach
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▼ Leadership

Working Group Members

Our working group comprises diverse stakeholders to ensure comprehensive civic engagement:

- William Darby (President): Communication, campus administration, strategy development
- Jessie Black (Advisor): Consultation and institutional liaison services
- Maddie L (Vice President): Social media, identity, and programming
- Riley Klein (Officer): Budget management, metrics, event coordination
- Maddie Beattie (Student Government Representative): Student body liaison, feedback collection
- Deirdre D. Young (Diversity and Inclusion Officer): Equity initiatives, inclusive outreach strategies

Senior Admin

The College for Creative Studies benefits from a diverse and experienced senior administrative team:

- Alecia Haney: Manages grant opportunities, ensuring the institution can access vital funding
- Amy Lazet: Digital Scholarship Librarian, supports academic research and digital initiatives

- Evan Lockhart: Assistant Director of Civil Rights, safeguards equity and inclusion on campus
- Dan Long: Assistant Vice President of Student Life, oversees various aspects of the student experience
- Don Tuski: President, handles public relations and secures institutional support for key initiatives
- Ryan Harrison: Assistant Dean of Students, provides additional support for student affairs and wellbeing

Academic Departments and Faculty

Academic departments and faculty integrate civic engagement into the curriculum. The Liberal Arts department offers courses on political science and social issues, while art and design departments incorporate civic-minded projects. Faculty members create assignments that link students' creative skills with community needs and social challenges.

Student Affairs Units

Student Affairs Units support civic engagement initiatives:

- Academic Affairs: Oversees academic programs and faculty
- Office of Partnerships: Connects students with volunteer experiences
- Speakers and Exhibitions: Organizes events with guest speakers and student showcases
- Office of Student Engagement: Coordinates student activities and programs

These units foster academic growth, professional development, and civic participation.

Student Organizations

Student organizations contribute to civic engagement on campus:

- CCS Votes: Leads student voter engagement and civic activities

- LGBTea+Cookies, Black Student Union, and cultural associations: Ensure representation and advocacy
- Student Government: Represents student interests and facilitates campus-wide initiatives

Community and National Partnerships

CCS partners with organizations to enhance civic engagement:

- Headcount: Provides registration supplies and educational materials
- Warriors Vote at Wayne State University: Shares best practices and coordinates regional efforts
- Campus Vote Project and Students Learn Students Vote coalition: Offer educational resources and funding opportunities
- Humphrey's Institute for Political Social Work: Provides nonpartisan resources

Support and Coordination

The College for Creative Studies has garnered strong support from upper administrators, including the President and Dean, who have publicly endorsed civic engagement initiatives. This support extends to providing resources and integrating civic engagement into the college's strategic plan.

We are actively establishing a productive working relationship with local election offices. Our team collaborates closely on voter registration drives and ensures students receive accurate, up-to-date information about polling locations and voting procedures.

Meeting Frequency and Communication

Our team maintains a structured meeting schedule to ensure effective coordination and progress. The executive board (E-board) and general members convene biweekly during the fall semester, fostering regular engagement and decision-making. Monthly meetings with our advisor, Jessie

B., provide guidance and oversight, with additional meetings scheduled as needed for event planning and execution.

To facilitate ongoing communication and collaboration, we utilize Slack and email for day-to-day interactions. For our virtual gatherings, we rely on Google Meet as our primary platform, ensuring seamless remote participation and discussions.

Succession Plan

To ensure the longevity and continued success of our civic engagement initiatives, we have developed a comprehensive succession plan. This strategy focuses on cultivating new leadership and maintaining strong partnerships. Throughout the academic year, we actively recruit and nurture potential leaders from our student body, identifying those who demonstrate a passion for civic engagement.

We commit to maintaining at least one democracy fellow annually, providing specialized training and experience in this crucial role. By April of each year, we conduct elections or appointments for new student leadership positions, ensuring a smooth transition and continuity of our efforts.

Additionally, we prioritize sustaining relationships with our partner organizations through consistent communication, fostering a network of support that extends beyond individual student tenures. This multi-faceted approach helps to guarantee that our civic engagement initiatives remain vibrant and effective for years to come.

▼ Commitment

The College for Creative Studies (CCS) is deeply committed to fostering civic engagement as an integral part of its institutional culture. This commitment is woven throughout our values, goals, and daily practices, reflecting our belief that art and design can be powerful catalysts for social change and community development.

▼ Institutional Values and Civic Engagement

Creativity as a Civic Tool: CCS leverages its core strength in creativity to address social issues and community challenges. We encourage students

and faculty to apply their artistic skills to develop innovative solutions that positively impact society.

Inclusive Civic Participation: Our commitment to diversity and inclusion ensures that civic engagement strategies are comprehensive and consider the perspectives of all community members. We strive to create opportunities for meaningful participation across diverse groups.

Continuous Civic Learning: CCS promotes lifelong learning about civic matters, encouraging our community to stay informed about social, cultural, and political developments. This ongoing education is crucial for effective and responsible civic engagement.

Open Dialogue and Expression: We foster a culture of open dialogue and debate, essential for healthy democratic engagement. CCS supports the right to express diverse and sometimes challenging ideas, recognizing this as fundamental to civic discourse.

Ethical Civic Leadership: CCS prepares students to be ethical leaders in their fields and communities. We emphasize the importance of integrity and social responsibility in all civic initiatives and professional practices.

Collaborative Community Impact: Our approach to civic engagement emphasizes collaboration with community partners, local organizations, and stakeholders. We believe that by working together, we can achieve greater impact and foster sustainable community development.

▼ Long-term Civic Engagement Goals

Deepen Community Connections

Goal: Establish CCS as an integral part of the local civic ecosystem through sustained, impactful community collaborations.

Measure: Develop and maintain at least 10 long-term partnerships with local civic organizations, measured by formal agreements and annual impact assessments.

Cultivate Civic Leadership

Goal: Position CCS graduates as civic innovators who leverage their creative skills to address societal challenges.

Measure: Track the number of alumni engaged in civic leadership roles or social impact projects within five years of graduation.

Integrate Civic Engagement in Curriculum

Goal: Embed civic engagement components across all academic programs, ensuring every student graduates with practical civic experience.

Measure: Achieve 100% integration of civic engagement projects or coursework in all degree programs by 2026.

Foster Inclusive Civic Participation

Goal: Ensure CCS's civic engagement initiatives reflect and serve the diversity of our community and society at large.

Measure: Achieve proportional representation across all demographic groups in civic engagement activities, as measured by annual diversity audits.

Establish a Center for Creative Civic Innovation

Goal: Launch a dedicated center that combines art, design, and civic engagement to tackle complex social issues.

Measure: Successfully establish the center by 2025, with at least three major civic projects completed annually thereafter.

▼ **Comprehensive Evaluation Strategy**

Integrated Annual Reporting

Produce a comprehensive yearly report that not only details civic engagement activities and metrics but also aligns these outcomes with CCS's broader institutional goals and values.

Multi-Stakeholder Feedback Loop

Implement a robust feedback system involving students, faculty, community partners, and civic leaders. Use this diverse input to continuously refine and improve our civic engagement programs.

Civic Engagement Dashboard

Develop a real-time, publicly accessible dashboard showcasing key civic

engagement metrics, ensuring transparency and accountability in our efforts.

Longitudinal Impact Studies

Conduct long-term studies tracking the civic engagement trajectories of CCS alumni, measuring the lasting impact of our initiatives beyond graduation.

External Validation and Benchmarking

Regularly participate in national civic engagement assessments and seek recognition through relevant awards and certifications. Use these external benchmarks to gauge our progress and identify areas for improvement.

▼ **Landscape**

▼ **Current Efforts**

Our civic engagement initiatives encompass various activities designed to boost student participation and awareness. We organize several registration events throughout the year, including Meet & Eat gatherings, the vibrant Peacock Palooza, National Voter Registration Day (NVRD) activities, and a Cultural Festival that celebrates diversity while promoting civic involvement.

To complement these in-person efforts, we maintain an active social media presence, with Instagram serving as our primary channel for reaching and engaging students. These combined strategies create multiple touchpoints for students to become involved in the democratic process and stay informed about civic matters.

Demographics

Based on data from Data USA the student demographics at the College for Creative Studies are as follows:

- Total Enrollment: 1,517 students
- Full-Time Enrollment: 79%
- Commuter Students: 35%

Race/Ethnicity:

- 51.7% White

- 12.5% Black or African American
- 6.06% Two or More Races
- 5.87% Hispanic or Latino
- 4.75% Asian
- 0.26% Native Hawaiian or Pacific Islander
- 0.2% American Indian or Alaska Native

For more detailed information, you can view the full report [here](#).

Targeted Strategies

To address disparities in civic engagement across demographic groups, the College for Creative Studies is implementing targeted strategies. We're partnering with cultural student organizations to increase outreach to underrepresented groups, ensuring diverse voices are included in civic initiatives. We're also tailoring social media content to resonate with different age groups and cultural backgrounds, recognizing effective communication as key to engaging our diverse student body. These approaches aim to create a more inclusive and representative civic engagement environment on campus.

▼ Goals

▼ Short-term Goals (2024-2025 Academic Year):

- Increase student voter registration by 30% through 3 on-campus drives, reaching at least 300 new voters by October 1, 2024.
- Achieve 85% student awareness of voting rights and processes through diverse, accessible workshops by October 15, 2024.
- Execute 3 inclusive civic engagement art installations, engaging 600+ students across all demographics by November 1, 2024.
- Boost overall student civic participation by 30% compared to 2020, focusing on historically underrepresented groups by December 31, 2024.
- Establish partnerships with 5 diverse student organizations, co-creating engagement strategies by September 30, 2024.

- Launch an inclusive social media campaign reaching 2,000 impressions and 1,500 engagements across platforms by November 3, 2024.

▼ Long-term Goals (2025-2026 Academic Year):

- Create an inclusive Federal Work Study program with 3 positions for civic engagement, prioritizing diverse student participation by May 31, 2025.
- Secure institutional commitment through a comprehensive, equity-focused civic engagement plan endorsed by leadership by December 31, 2024.
- Establish a full-time Civic Engagement Coordinator position, emphasizing experience in inclusive practices by July 1, 2025.
- Obtain \$10,000 annual funding for equitable civic programs, ensuring support for initiatives targeting underrepresented groups by Fall 2025.
- Implement a diverse Guest Speaker Series featuring 5 civic leaders from varied backgrounds, averaging 50 attendees per event by Spring 2026.

▼ Strategy

▼ Core Strategies:

Engagement Through Artistic Expression:

Our strategy harnesses the power of art to promote civic engagement. We'll create thought-provoking public art installations highlighting themes of democracy and social responsibility. We'll also organize interactive art events where students can express their views on current political issues and voter awareness through creative mediums. These initiatives aim to leverage our student body's unique talents to spark conversations and boost civic participation in a visually compelling and engaging way.

Civic Holiday Celebrations:

We'll capitalize on key civic holidays to boost engagement and awareness. Special events and activities will be organized around National Voter Registration Day, Election Day, Vote Early Day, and National Voter Education Week. These celebrations will offer focused opportunities to educate

students about the voting process, encourage voter registration, and promote active participation in our democracy.

Long-term Curriculum Integration:

We will develop a comprehensive plan to integrate civic engagement into our core curriculum across all departments. This will involve creating new courses, modifying existing ones, and establishing civic engagement learning outcomes for each program. We aim to have this fully implemented within the next three years, ensuring that every student graduates with a strong foundation in civic responsibility and engagement.

▼ **Communication Strategies**

Our communication strategy harnesses diverse platforms to effectively reach our audience. We engage students through visual and interactive content on TikTok and Instagram. Our web presence spans the Peacock Pride platform, the library website, and a dedicated Voter Info Site, offering comprehensive information and resources. For direct communication, we utilize email channels—including a Weekly Student Email and occasional messages from the president or dean—to ensure important updates and announcements reach our entire student body.

Sustainable Engagement:

To ensure long-term sustainability, we will establish a Civic Engagement Committee comprising faculty, staff, and student representatives. This committee will oversee the implementation of our strategies, regularly assess their effectiveness, and make necessary adjustments. We will also create a mentorship program where civically engaged upper-class students can guide and inspire incoming students, creating a self-perpetuating culture of civic participation.

▼ **Educational Strategies**

Civic Arts Curriculum:

Integrate courses that blend arts with civic education, focusing on how creative skills can influence social change and enhance community involvement. We will develop a "Civic Arts" minor program, available to students across all majors, which will provide a structured pathway for students to deeply engage with civic issues through their artistic practice.

Workshops and Speaker Series:

Host regular events featuring experts in civic engagement, providing students with insights into activism, politics, and community organizing. We will establish partnerships with local and national civic organizations to ensure a diverse and impactful lineup of speakers and workshop facilitators.

Experiential Learning:

Implement a required "Civic Engagement Practicum" for all students, where they must complete a certain number of hours working on real-world civic projects. This hands-on experience will help students apply their skills to address community needs and understand the practical aspects of civic engagement.

NSLVE Results

Currently, we are in the process of obtaining NSLVE data, which will be added to this report when available. We're planning to have and implement this by December 2024.

▼ Reporting

Transparency and Public Accessibility

While we've made efforts to share our action plan and data on campus, we recognize the need for greater public accessibility. To address this, we will:

- Create a public-facing webpage dedicated to our civic engagement initiatives, featuring our full action plan, NSLVE reports, and real-time updates on projects and events.
- Implement an open data policy, making detailed NSLVE reports and other relevant data publicly available, while respecting privacy considerations.
- Host biannual public forums to present our progress and gather community feedback.

Enhanced Stakeholder Communication

To improve engagement and accountability, we will:

- Distribute monthly email updates to all students, faculty, and staff, highlighting recent achievements and upcoming civic engagement opportunities.
- Present quarterly reports at student government and faculty meetings, ensuring broad dissemination of our progress.
- Publish an annual comprehensive report on our website and social media platforms, showcasing the year's civic engagement achievements and outlining future goals.

▼ Evaluation

Continuous Assessment

Our evaluation strategy implements a continuous cycle of assessment that spans before, during, and after the implementation of our initiatives:

- **Pre-Implementation:** Conduct baseline surveys and focus groups to establish initial metrics and gather expectations.
- **During Implementation:** Utilize real-time data collection tools and regular check-ins with stakeholders across leadership categories to monitor progress and make immediate adjustments.
- **Post-Implementation:** Analyze comprehensive data, including voter turnout statistics, participant feedback, and long-term impact on civic engagement behaviors.

Cross-Leadership Evaluation

To ensure a holistic evaluation approach, we'll engage leaders from various sectors:

- **Student Government:** Provide insights on student reception and participation.
- **Administration:** Evaluate institutional support and resource allocation.

- Community Partners: Gauge external perceptions and collaborative success.

Adaptive Feedback Loop

We'll implement an adaptive feedback system that allows for continuous improvement:

- Quarterly cross-leadership review meetings to discuss findings and propose adjustments.
- Annual comprehensive report synthesizing all evaluation data and outlining strategic updates for the following year.