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Marin Students Elections Ambassador Program

All In Campus Democracy Challenge

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Empowering Voters: College of Marin 2024 Nonpartisan Democratic Engagement Action Plan

Executive Summary

This nonpartisan democratic engagement action plan was created by the College of Marin in California for the 2024 election. The plan's focus is on hosting a one-day "**Voting 101 Workshop**" aimed at increasing student voter registration, education, and engagement. The workshop will educate students on the voting process, including mail-in ballots, polling locations, and their voting rights, while also addressing the importance of participating in democracy.

Our goal for this event is to register at least 50 new student voters, provide clear guidance on voting procedures, and ensure students feel confident in their ability to cast their ballots in the 2024 election. By creating a focused, educational, and accessible event, we aim to inspire students to take part in the democratic process and make their voices heard.

Our Leadership Team

This action plan is supported by a coalition of campus groups and community organizations, each dedicated to nonpartisan democratic engagement and voter education.

1. **Pat Beaupre** – *Coordinator of Events, League of Women Voters of Marin County*
Email: patbeaupre@yahoo.com
Pat has been instrumental in helping coordinate voter education events and providing ongoing support for the Student Elections Ambassador Program (SEAP).
2. **Ryli Bowen** – *President, Student Government, College of Marin*
Email: rbowen9202@mycom.marin.edu

Ryli is the leader of the student government and works to engage students in civic activities, playing a critical role in promoting voter registration and turnout on campus.

3. **Linda Frey** – *Community Organizer, Canal Alliance*

Email: lindalfrey@gmail.com

Linda plays a key role in nonpartisan voter registration efforts across the community, ensuring that individuals are empowered to vote, regardless of race or party affiliation.

4. **Pedro Moreira** – *Community Organizer, Canal Alliance*

Email: pedrom@canalalliance.org

Pedro collaborates closely with Linda Frey to facilitate nonpartisan voter registration drives and educate local communities about their voting rights.

Commitment

At College of Marin, the commitment to nonpartisan democratic engagement is deeply woven into the fabric of our campus culture, and it aligns closely with the institution's mission to foster civic responsibility and empower students to become active participants in their communities.

- ***Institutional Mission & Curriculum:*** Democratic engagement is supported through various academic programs and student learning outcomes that emphasize critical thinking, civic responsibility, and community engagement. Courses in political science, sociology, and ethnic studies, among others, actively incorporate discussions about democracy, voting rights, and civic participation. Faculty members also encourage students to explore how democratic values align with broader societal issues.
- ***Co-Curricular Activities:*** The College of Marin hosts numerous events, such as voter registration drives, nonpartisan debates, and workshops like the upcoming Voting 101 Workshop. These events ensure that students are not only educated about the voting process but also encouraged to participate in civic life. The Student Elections Ambassador Program (SEAP) plays a pivotal role in mobilizing students for these activities.
- ***Campus-Wide Communication:*** The commitment to nonpartisan democratic engagement is communicated to the campus community through various channels, including email campaigns, social media, and student organizations. Posters, newsletters, and website updates also provide reminders about voter registration deadlines, election information, and upcoming civic engagement events.
- ***Presidential Commitment:*** College of Marin's President David Wain Coon has consistently demonstrated the institution's dedication to student voter engagement. He signed the ALL IN Presidents' Commitment to Full Student Voter Participation in 2020, reaffirming our college's pledge to promote full voter participation and civic education. This is a continuation of previous efforts, as the College of Marin has submitted action

plans to ALL IN for the 2016 and 2018 election cycles, which are publicly available on our campus page: <https://allinchallenge.org/campuses/college-of-marin/>

Landscape

1. Election Laws Impacting the Campus:

- **Voter Registration Laws:**
In California, students can register to vote online, by mail, or in person. The voter registration deadline is 15 days before an election. However, same-day voter registration (conditional voter registration) is available at polling places and election offices on Election Day for those who miss the standard deadline. Students who wish to vote by mail must ensure their registration includes a current mailing address, as all registered voters in California are sent a mail-in ballot automatically.
- **Voter ID Laws:**
California does not require voter identification at polling places for most voters, except for first-time voters who didn't provide identification when they registered. Acceptable forms of ID include a California driver's license, passport, or other government-issued identification.
- **Vote-by-Mail Process:**
All registered voters receive a mail-in ballot about 29 days before the election. Voters can return the ballot by mail (postmarked by Election Day), at a drop box, or in person at a polling place.

2. Key Dates for 2024 Elections:

- **Primary Election Date:** March 5, 2024 (California participates in Super Tuesday).
- **General Election Date:** November 5, 2024.
- **Voter Registration Deadlines**
 - **For the Primary:**
Last day to register online or by mail: February 20, 2024.
Same-day registration is available at polling places on March 5, 2024.
 - **For the General Election:**
Last day to register online or by mail: October 21, 2024.
Same-day registration is available at polling places on November 5, 2024.

3. Campus Demographics and Voting Data:

- **Total Students:** College of Marin has 4,509 students.

Of these, a large portion are commuter students, as the college does not have on-campus housing.

- **In-State vs. Out-of-State:**

The majority of students are in-state residents, with a small percentage coming from out-of-state or international locations.

- **Demographics by Age and Race:**

- **Age:** College of Marin serves a diverse student body, including traditional college-age students (18-24) and non-traditional students over 25.
- **Race and Ethnicity:** The campus is designated as a Predominantly White Institution (PWI), but it also has a growing number of Latino, Asian, and African American students.

4. NSLVE Data:

College of Marin participates in the National Study of Learning, Voting, and Engagement (NSLVE), which provides campus voting data. While the 2022 voting data will be available in fall 2023, the campus has historically shown strong engagement in past elections. The NSLVE authorization expires in 2023, and the college will need to renew it to continue receiving data for the 2024 election and beyond.

5. Seals of Recognition:

College of Marin has received recognition from the ALL IN Campus Democracy Challenge for its efforts in past elections, including:

- **2016 Silver Seal** for student voter engagement.

6. Current Initiatives:

College of Marin is actively involved in promoting civic engagement and voter education through initiatives such as:

- **National Voter Registration Day (2021)**, where the campus hosted events to encourage students to register to vote.

Goals

1. Increase Student Voter Turnout:

Target a 70% voter turnout rate in the 2024 elections and an 80% turnout in the 2026 elections. This will be achieved through strategic outreach efforts, workshops, and partnerships with student organizations to engage and motivate the student body.

2. Integrate Voter Registration in New Student Orientations:

Implement a voter registration component during new and transfer student orientations starting in fall 2024. This initiative seeks to educate all incoming students about their voting rights and the registration process.

3. Boost Student Voter Registration:

Aim for an 85% voter registration rate by the end of the 2024 academic year and 90% by the end of the 2026 academic year. This goal will involve organizing registration drives, providing information sessions, and utilizing social media campaigns to raise awareness.

Strategy

The College of Marin will implement the following strategies to enhance voter registration, education, and turnout among students:

1. Participation in Civic Holidays:

- Host activities during National Voter Education Week to raise awareness about voting rights and the importance of civic engagement.
- Promote Vote Early Day with information sessions on early voting options and procedures.

2. Voter Registration During New Student Orientation:

- Integrate a dedicated voter registration session in the new and transfer student orientation program to ensure that all incoming students are aware of their registration options and deadlines

3. Social Media Campaigns:

- Launch targeted social media campaigns to promote key registration deadlines, voting dates, and civic engagement events, using engaging content to capture student interest.

4. Collaboration with Student Organizations:

- Partner with student clubs and organizations to co-host events focused on voter registration and civic engagement, leveraging their networks to reach a broader audience.

Evaluation

The College of Marin will evaluate its action plan for increasing nonpartisan democratic engagement through the following methods:

- 1. Utilization of NSLVE Data:** The National Study of Learning, Voting, and Engagement (NSLVE) data will be employed to assess student voter turnout and registration rates. By comparing current data with previous election cycles, the college will measure progress and identify trends
- 2. Feedback Mechanisms:** Surveys and focus groups will be conducted following civic engagement events to gather student feedback on their experiences. This qualitative data will complement quantitative metrics and provide insights for future programming adjustments' student engagement.

Reporting

The action plan and NSLVE reports will be shared and made available in the following ways:

- 1. Campus Website:** The action plan and NSLVE reports will be posted on the College of Marin's official website under the Office of Student Engagement section for easy access by students, faculty, and staff.
- 2. Social media:** Announcements and links to the action plan and NSLVE reports will be shared through the college's official social media channels to reach a broader audience, including students and alumni.
- 3. Campus Events:** Informational sessions and workshops will be held to present the action plan and discuss its implications for student engagement, allowing for direct interaction and feedback from the campus community
- 4. Faculty and Staff Meetings:** The action plan will be shared during faculty and staff meetings to encourage collaboration and support for democratic engagement initiatives across all departments.