



## Colorado College 2022 Democratic Engagement Action Plan

Developed by: CCVotes Collaborators

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by Colorado College in Colorado for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Colorado College for the 2022 election are to continue the trend of increasing voter registration and participation on our campus, through increased visibility, strategic communications, and support for voter registration and voting; and collaboration among on-campus and off-campus stakeholders.

### **Leadership:**

Our leadership team includes the following:

Dr. Jordan Travis Radke - Director, Collaborative for Community Engagement  
Alainna Belknap, Field Director at New Era Colorado  
Maddi Schink, Fer Juarez Duran, and Kaden McAllister, Student liaisons between New Era Colorado and CC Votes  
Stephanie Wurtz, Assistant Vice President for Communications  
Jane Turnis, Associate Vice President of Executive Communications  
Amy Hill - Director of Campus Activities and adviser to CCSGA (Student Government Association)

Our campus works with these following nonprofit partners on get-out-the-vote and voter information efforts: New Era Colorado, Colorado Forum, and Citizen's Project.

### **Commitment:**

Colorado College's liberal arts education is rooted in critical thinking, courageous conversations, civil discourse, and creative and collaborative problem-solving, all in the quest to build a more just world. The college aims to prepare students to be informed, active citizens, and engaged community members, which includes making their voices heard through voting. Colorado College's commitment to developing our students into lifelong engaged citizens is nothing new, reflected in our [mission](#) to "develop habits of intellect and imagination that will prepare students for learning and leadership throughout their lives," and core [institutional value](#) to "encourage engagement and social responsibility at local, national, and global levels."

This mission is clearly reflected in CC's efforts to provide the campus community with the information and resources they need to participate in the democratic process. These efforts are also one piece of a much wider spectrum of support provided by the college's Collaborative for

Community Engagement to mobilize our campus community to get engaged in ongoing democratic processes and collective work through a number of pathways - political work, community-engaged learning courses, community engagement opportunities ranging from student organizations to community-based internships, community organizing efforts, community-engaged research. The Collaborative for Community Engagement also works to intentionally prepare students for and encourage students to reflect on that work, to ensure students are developing into lifelong changemakers and democratic citizens.

## **Landscape:**

Colorado College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016.

Our campus demographic and voting data:

Colorado College has 2,050 students. According to the most recent data available (fall 2021), 65.9% of students identify as white, 26.1% as BIPOC, and 1.1% as international students. 55% of the student body identify as female, 43.2% as male, 1.3% as non-binary, and .5% as transgender. 9.5% of students are first-generation college students, and 13.3% of students are pell-eligible. Our students join us from 48 countries, and in the 2022-2023 class about 80% of students are from out-of-state.

Colorado College has authorized NSLVE.

Our institution had a 2020 campus voting rate of 84.6%.  
Our institution had a 2020 voter registration rate of 94%.

Our institution had a 2018 voter turnout rate of 62.7%.  
Our institution had a 2018 voter registration rate of 90%.

Our institution has been recognized in the past by ALL IN for these awards: 2020 CO Campus Voting Challenge: Highest Voter Registration - 4-year & Highest Voter Turnout - 4-year Awards

Our institution has been recognized by ALL IN with the following seals: 2018 Gold, 2020 Platinum

## **Goals:**

Our campus democratic engagement goals are to continue an upward trend in voter registration and turnout, while recognizing that we are already quite high in both metrics.

1. Increase student voter registration rate to 95% in 2022 and 96% in 2024.
2. Increase student voter turnout rate to 86% in 2022 and 87% in 2024.

## Strategy:

Colorado College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- Closely collaborate with New Era Colorado to provide recurring, peer-to-peer voter registration drives and get out the vote tables.
  - Large push during Colorado College move-in, to target new first year arrivals, many of whom are moving to CO from out-of-state and need to get registered in CO. Collect pledge to vote postcards from every student, in order to use contact information to turn students out to vote via call/text in Oct/Nov.
  - Partnering with student leaders and volunteers to host 9 voter registration tables from August Back to School, through the end of the Voter Registration Drive form collection period (8/20 - 10/13), including a student-led table on National Voter Registration Day.
  - Beginning when Voter Service Centers open (10/24), host 8 get out the vote tables (some student-led, others led by New Era with student involvement). Table goals are centered around making specific vote plans with students (including how to get registered), answering questions about voting, and printing IDs for students whose ballots are marked "ID required." Students can come to these tables to receive a ride in a student-led van to the nearest Voter Service Center and drop box location.
    - Use Election Day and Election Day Eve for one large final push, including a student-operated van that will drive students to the nearest Voter Service Center and drop box location, food for students, and entertainment.
- Update and maintain a comprehensive web resource ([CCVotes](#) site) to support students in navigating how to get registered, prepare to vote, and vote in elections.
- Send comprehensive information to all students via email in the first and last week of school on how to get registered to vote, update voter registration, and vote in upcoming elections.
- Encourage students to exercise their right to vote during New Student Orientation "Sense of Place" programming.
- Hire a CCVotes Student Director as part of the community engagement office (Collaborative for Community Engagement) student intern team to coordinate quarterly strategy meetings and collaboration among all campus and off-campus partners that work on voter engagement and turnout.
- Provide a visual display (very large letters that spell "VOTE") outside of a main student center for the month prior to the election to increase awareness of upcoming opportunities to vote and encourage the campus community to exercise their right to do so.
- Coordinate with the President's Office to send a Presidential message right before the election to encourage the campus community to vote.
- For future elections (post 2022), provide more voter education programming and media, in partnership with local nonprofits such as Citizens Project and League of Women Voters.

**Evaluation:**

We will evaluate our action plan in the following ways:

We will use our 2022 NSLVE voting data to evaluate whether our strategies have continued the trend of increasing voter registration and turnout on our campus.

As mentioned briefly above, we will begin to organize quarterly CCVotes meetings among campus and community stakeholders. Regular meetings of this coalition will enable us to debrief and assess efforts in an ongoing way, as well as determine additional goals and metrics for our campus. This organizational/institutional work will begin after the 2022 November election.

**Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/colorado-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

The NSLVE reports will be shared via messaging from Colorado College's Collaborative for Community Engagement. The ALL IN action plan and NSLVE reports will be posted on the CC Votes website for interested parties to access.