



**CAMPUS  
DEMOCRACY  
CHALLENGE**

## Colorado Mountain College 2020 Democratic Engagement Action Plan Developed by: Jen Brennan

### **Executive Summary:**

We have formed a team that includes people from each of our campuses. Our first goal is to increase voter registration and make sure students know how to register to vote. We have a link on our internal website that explains voter registration, links to our Secretary of States page where they can register to vote. Also, this page includes important dates, our blue book, non-partisan websites that break down the issues, a library resource page. We are doing a social media campaign with student video and selfies on "Why are you voting". We have voter registration tables with posters and signs that have a code to link to voter registration. We are hosting debate watch parties. We are going to have zoom question and answer about the ballot in Oct.. We are going to get out the vote and help students make a plan on how to vote. We incorporate civic engagement into Orientation at the Spring Valley campus.

### **Leadership:**

Our leadership team includes the following:

Jen Brennan, College Counselor, Student Affairs  
Jen Besser, College Counselor, Student Affairs  
Jen Barcher, Faculty Senate Prez, Faculty  
Susan Proper, Community Member, Election Lawyer  
Brian Barker, Marketing Director, Central Services  
Beth Zukowski, Marketing/ Social Media, Glenwood/Spring Valley Campus

### **Commitment:**

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation, but we are working with the Office of the President to have it signed.

Our campus has used the following methods to communicate with students about the election:

By posting on institutional social media channels, In Orientations , voter tables, have faculty announce in classes

### **Landscape:**

Our campus demographic and voting data:

Not sure of past voting rates. 5525 credit student head count for fa/20 for all CMC. 63% white, 27% Hispanic/Latino, 6% US minorities. Female 59.51%, Male 40.43%. 18 and under 36.63%, 19-24 26.77%, 25-34 20.92%, 35-54 11.75%, 55 and over 3.93%

**Goals:**

Our campus democratic engagement goals are:

Short term- get as many students to participate in voting in November 2020 election. Long term- incorporate civic engagement as a core component of what we do at CMC.

**Strategy:**

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive, social media "Why I am voting"

Voter tables, social media, website (Since the page was launched 2 weeks ago there have been 326 site visits, 213 unique viewers (first time visits). In the past 7 days there have been 54 site visits and 36 unique viewers today's date-9/30/2020)

**NSLVE:**

Colorado Mountain College is waiting for a Vice President to authorize NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

Not sure yet.

**Reporting:**

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website.

Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.