



## Colorado Mountain College 2020 Democratic Engagement Action Plan

Developed by: Jen Brennan

### **Executive Summary:**

We have formed a team at Colorado Mountain College 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 is a resource page. It explains voter registration, it links to our Secretary of State page where students can register to vote. This page includes important dates, our blue book, non-partisan websites that break down the issues, a library resource page, events about voting, a calendar with important dates. 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 October. 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 and this is something we want to expand on.

### **Leadership:**

Our leadership team includes the following:

Jen Brennan, College Counselor, Student Affairs  
Jen Besser, College Counselor, Student Affairs  
Jen Barcher, Faculty Senate President, 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 signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

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

Internal website, posting on institutional social media channels, at our Orientations, voter tables, have faculty announce in classes, posters, and flyers.

### **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 and increase voter participation rates each election cycle (2 year, 4 year).

**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 has done this and are participating.

**Evaluation:**

We will evaluate our action plan in the following ways:

First we will look at the data we get back and work on evaluation after we see that.

**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.