



## Community College of Beaver County 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: The Student Life Team, May 2024

### Executive Summary:

This nonpartisan democratic engagement action plan was developed by the Community College of Beaver County in Pennsylvania for the 2024 election. The purpose and goal of this action plan is to increase student voter registration, to help increase turnout in the 2024 election and beyond. Each month from August to November we will have events and information for our students, both in-person, and online. This is our first time developing an action plan and we will use the measurable data collected in the Fall, to decide what would be appropriate activities for the spring general elections, and in future years. We also plan to participate in the Community College Concert Competition, in hopes of finding and utilizing even more resources that we can use to raise voter awareness across our campus and community.

### Leadership:

Our leadership team includes the following:

Brittney Golden, Dean of Students  
Tyler Care, Director of Student Life and Athletic Administration  
Melody Kimbrough, Staff Assistant, Student Life

*\*As mentioned, this is our first Action Plan, and we hope to grow the team in future years\**

### Commitment:

The vision of the Community College of Beaver County is to lead, educate, innovate, and inspire. Our mission is to transform lives through personalized education, dynamic partnerships and high-impact practices. These both highlight the commitment the College has to creating partnerships, such as this, that will encourage our students to become leaders in our community. Our President, Dr. Roger Davis, is a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation, most recently signing the commitment in 2022.

## Landscape:

Founded in 1966, the Community College of Beaver County (CCBC) is a public community college located in Western Pennsylvania, about 40 minutes west of the city of Pittsburgh. CCBC offers degrees, certificates, and diploma programs, hundreds of continuing education and workforce development programs, direct transfer agreements with four-year colleges and universities regionally and nationally, and distinctive high school academy and dual enrollment programs. CCBC has been ranked as one of the Top Colleges in Pennsylvania, Best Nursing Schools in the nation, and named a Top Innovative Aviation Organization by American Airlines, a Military-Friendly School by GI Jobs Magazine, a Great College to Work For, and Best in the Valley by the Beaver County Times. Examples of these student-focused partnerships in action include CCBC's College Here and Now programs, direct transfer agreements with four-year colleges and universities regionally and nationwide, and our industry-led associate degree programs designed specifically to address the primary workforce needs of the region's expanding industry.

Located in the very heart of Beaver County, the College attracts students of a variety of ages and needs. In 2022, Beaver County had a population of 167,629 people, which was a 3% decline from the previous year. The median age of a resident is 44.9 and a median household income of \$67,194. According to the Beaver Valley Intermediate Unit, the number of under 18 aged students has declined by almost half since 1971. Currently there are around 20,000 school aged children in the county.

According to 2021 campus demographics, CCBC had 2,506 students. 81.1% of those students are white, 7.3% are black, and 4.4% identify as two or more races. 61.4% of our population is female. 30% of our students are full-time students (taking 12 or more credits) and 70% are part-time. 32% of our students graduate, and 22% transfer to another school. On average, a student takes 6 years to graduate or transfer. The average age of a student taking credit classes is 22.

Post-pandemic, our campus found ourselves with a student body that chose to take classes predominantly online. Students can and do take classes on campus, but the bulk of our students do choose to attend classes virtually, leaving little foot traffic on campus. Our campus also has no dorms, and those who do come to class on campus are predominantly commuters. In an effort to bring more students back to campus, our Academic departments are offering less "Titan Flex" courses each semester (which can be taken all online). We also have plans to reopen our Titan Café, giving students a place to have breakfast and lunch, rather than our current vending-only options.

Community College of Beaver County has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in fall 2023. However, our NSLVE authorization expired in 2023 and our institution is currently working to reauthorize NSLVE in order to receive campus voting data for the 2024 election and beyond. *At this time, voting data is unavailable.*

## Goals:

Our institution's nonpartisan democratic engagement goals are:

- \*Increase student voter registration rate by 10% yearly, for the next 4 years
- \*Build awareness of the importance of voting across campus, for students and employee
- \*Provide clear information and deadlines about mail in and absentee ballots for those students that we have that are only online and/or not located near our campus.
- \*Participate in the Community College Concert Competition with ALL IN

## Strategy:

Community College of Beaver County will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

\*In **August**, the Student Life Team plans and hosts the college's annual New Student Orientation (NSO). This "crash course" to college highlights a variety of important topics to students including technology, financial aid, security, etc. During NSO, students participate in a Resource Fair, and visit various stations. One of those stations focuses on Voter Registration and is maned by staff from our counties Election Bureau. This event will also kick off the dates for the Civic Engagement events we will be doing during the semester.

\*In **September**, the college hosts a large event, called Club Fair, which is also tied into Fresh Check. (Fresh Check is a signature program for colleges that focuses on promoting mental health awareness and suicide prevention.) This well-attended, two-day event will run September 17<sup>th</sup> and 18<sup>th</sup>, in conjunction with National Voter Registration Day (the 17<sup>th</sup>). Our theme for the event will be "Your Voice Has Power" and all the food, programing and activities will follow suit. Our Student Government Association (SGA) will use this event to register voters, distribute voter information and highlight the upcoming Voter Education Week in October.

\*In **October**, the college celebrates National Voter Education Week each year. This year will be October 7<sup>th</sup> to 11<sup>th</sup>. Working in conjunction with SGA, we will decide on a theme for the week, of which the goal is to register and remind. (Register - new voters -and remind- current voters). The week concluded with voting for our SGA officers, to truly highlight how the voting process works! During the week we will be utilizing materials available on [vote.pa.gov](http://vote.pa.gov), as well an anything available to us through ALL IN, or that we receive through Campus Takeover, or any grants we may receive. We will host a variety of fun events, programming and treats, such as ROCK the vote, where students can paint a rock to be displayed on campus. That week will aim to highlight the following:

- \*How to find out if you are registered to vote
- \*Register those who have not yet been registered
- \*How to find your place to vote, and voting hours
- \*Deadline to register to vote (October 21, 2024)
- \*Instructions on how to request a mail-in or absentee ballot
- \*Deadline for mail-in & absentee ballots (October 29, 2024)

**\*In November**, our SGA will focus on reminding everyone of the November 5<sup>th</sup> election, including celebrating those who show up on campus with an “I Voted” sticker. This month, the college also hosts a Salute Our Veterans breakfast, which is free and open to all local residents. The event is staffed by our SGA officers, our student athletes, club leaders and volunteers from local businesses. The college also honors veterans at our Titans Basketball Tip-Off Tournament and participates in our local Veterans Day Parade.

As this is our first year putting an Action Plan into place, we hope to use the data we gathered on what parts of events worked the best, to create a plan for how we can best promote voting in the general election in the spring. We also plan to utilize the “Strengthening American Democracy Campus Action Planning Guide” (as created by Student Learn Student Vote), especially the Guiding Questions within the Guide, to help us further develop a more complex and robust plan for future years.

### Evaluation:

We will evaluate our action plan in the following ways:

Community College of Beaver County will use the National Study of Learning, Voting, and Engagement data to evaluate the increase of student voting by comparing our campus voter registration rates to past elections. to measure progress on increasing both. We will continue to use this data throughout the years, to monitor our progress and growth.

We will reach out to our local Elections Bureau to see what data they can share with us, regarding our county voting statistics.

We will use student event attendance data and online open rates/ engagement to track the success of our various Fall events, to help in planning future events, especially for the Spring.

Each summer the Leadership Team (listed earlier in this document) participates in a planning retreat and uses the Civic Holiday calendar for event planning and theme creation.

### Reporting:

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

*Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.*

Internally, our campus Action Plan will be shared with our staff, administrators, our Board of Directors and our students, through our Student Government Association.

Updates on success will be given yearly and highlight both campus data, county data and data received from NSLVE.