

Daymar College
Murfreesboro, TN
Campus Action Plan
2020-2022

Daymar
Votes!

A decorative graphic in the bottom left corner consisting of several parallel diagonal lines in dark blue and white, extending from the bottom left towards the center of the page.

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DaymarVotes!

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Campus Partners

TENNESSEE
CAMPUS
DEMOCRACY
NETWORK



OVERVIEW

DaymarVotes!

DAYMAR COLLEGE

WE CHANGE LIVES...ONE PERSON AT A TIME.

MISSION

An unrelenting commitment to excellence that reinforces academic success, personal significance, and prepares students for service in their communities

CORE VALUES

The Core Values of the College are: Selflessness, Dedication, Responsibility, Excellence, Innovation, and Integrity.



DAYMAR
— COLLEGE —

VISION

WE WILL

- Be a preferred source of graduates for leading employers.
- Be a preferred source of graduates for leading employers.
- Have an active alumni network.
- Be a valued contributor to and supporter of our communities.
- Consistently delight our students.
- Be a source of excellence in academic programming and student services.
- Be an employer of choice.
- Inspire students to be unrelenting in the pursuit of their goals.

STRATEGIC PLAN

DaymarVotes!

EXECUTIVE SUMMARY

The DaymarVotes! Action Plan was developed in July 2020 by the Civic Leadership Committee to communicate our strategy for increasing both the registration and turnout rates of voters at our Murfreesboro Campus. Other Tennessee Daymar Campuses include Nashville and Clarksville.

This plan will be implemented by our Administrative Staff in partnership with our Student Leaders and Instructors in order to accomplish our goals and further institutionalize Daymar's commitment to civic learning, democratic engagement, and youth participation in elections.

COMMITMENT

Our institution and the administration therein are committed to promoting civic education and engagement by providing a nonpartisan environment for students to begin or continue their relationships with public, state, and federally elected government officials.

The DaymarVotes! Civic Leadership Committee is also dedicated to fostering a democratic environment to begin the foundation and launch of our new Student Government Association(SGA) by the 2021-2022 academic year.

With this commitment, we uphold the missions of our civic organization partners: All in Campus Democracy Challenge, Students Learn Students Vote, Tennessee Campus Democracy Network, Votes & Ballots

STRATEGIC PLAN

DaymarVotes!

CIVIC LEARNING & DEMOCRATIC ENGAGEMENT

With this being the inaugural year for our civic leadership committee known henceforth as *DaymarVotes!* our leadership will work to promote resources in place from the All in Campus Democracy Challenge to:

- Establish a partnership with local, state, and national organizations to promote civic engagement as a student right.
- Highlight the effectiveness of voting by utilizing resources and events to educate students on voting rights.
- Foster a community network to support and promote positive voter habits.
- As a student and faculty led organization, our primary goal is to create a new and civic-minded campus environment to foster 21st Century Learning standards and connect students to a variety of civic opportunities to promote leadership and involvement.

We will examine and utilize the following components to promote civic engagement and education:

- Voter Registration
- Voter Education
- Voter Turnout
- Campus Civic Leadership Opportunity

Campus Partners

- Tennessee Campus Democracy Network
- Ask Every Student
- Campus Takeover: National Voter Registration Day
- Students Learn Students Vote

STRATEGIC PLAN

DaymarVotes!

VOTER REGISTRATION

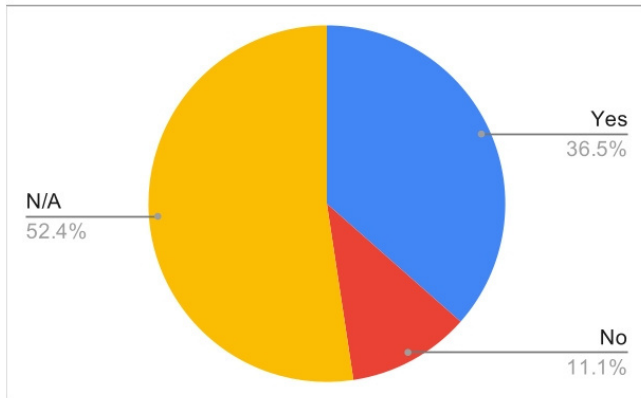
1. **Work with *DaymarVotes!* Faculty Leadership Sponsors to help promote voter registration and education resources on campus virtual platforms.**
 - a. **Create content within Canvas Courses and the Library OPAC to promote voter registration.**
 - b. **Create a Google Site for voter registration, civic engagement, and school organizations.**
 - c. **Utilize the new Campus Connections course within Canvas to highlight voter registration tools, key dates, events, and volunteer opportunities.**
2. **As a new partner school, utilize the forthcoming NSLVE report available after the 2020 General Election year to compare the pre-election data derived from the Tennessee Voter Registration Event (available on the next page).**
 - a. **The registration event utilized a combination of call, text, and email to survey the student population during the Spring 2020 Quarter to ask students if they were registered to vote and provided resources via email on where to register, key voter dates, and polling locations.**
 - b. **Secure an agreement from academic administration to allow Democracy Works (Turbo Vote) for data collection an anylasis to be conducted to better establish workable data as it pertains to student voter registration.**
3. **Incorporate voter registration resources into the new-student orientation packet, Online Orientation course or new Campus Connections course.**
 - a. **Partner with admissions to allow a voter education survey to be offered during the first contact moment with the student**
 - b. **Actively work with the Learning Resource Center during in-person student orientation services to dedicate 3-5 minutes during the event for the civic engagement committee leaders to speak about voter registration education and student involvement.**

STRATEGIC PLAN

DaymarVotes!

VOTER REGISTRATION

Registered Voters



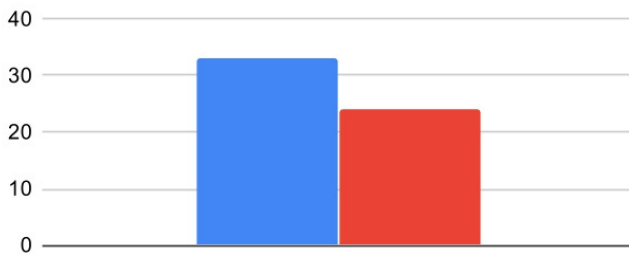
Yes	23
No	7
N/A	33

For Every Student That Did Not Answer Their Phone
(See N/A Above)

Text Sent with Voter Registration Included	33
Voicemail Left with Information	24

Text Sent with Voter Registration

■ Text Sent with Voter Registration Included
■ Voicemail Left with Information



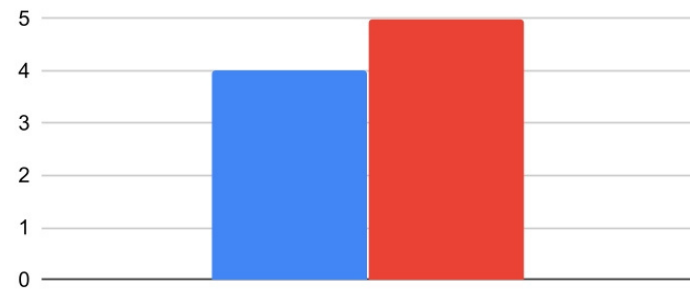
Results and Feedback

Of the Students that Answered "NO"

Students that Registered with the Event	4
Students that Asked for more Information	5

Students that Registered with the Event and

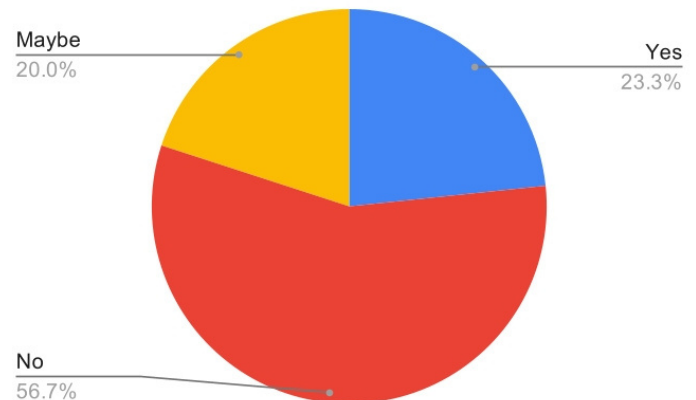
■ Students that Registered with the Event
■ Students that Asked for more Information



Of the 30 students that answered their phone:

Interest In Civic Leadership or Student Government Association

Yes	7
No	17
Maybe	6



STRATEGIC PLAN

DaymarVotes!

VOTER EDUCATION

Though the majority of our students that answered the Tennessee Voter Registration Help Call answered "Not Interested" in regard to the Civic Leadership Committee, many went on to state that it just was not something they were ready for right now, as many students are adapting to the new 6-week Course Format. Many also stated they would be interested in considering joining such a committee once campus is back open- swaying our "No" students toward joining *DaymarVotes!* once it is a more established civic leadership committee with a strong virtual presence.

1. Utilize this momentum to promote national voter education events among faculty and students alike.
2. Work with local nonprofit organizations, government employees, and elected officials to secure a guest speaker to focus on the real-world mechanics of voting education for each 12-week parent term.
3. Work with campus Program Directors and the Academic Affairs Committee to promote voter education as a way to highlight how influential voting can be in shaping the future career landscape.

Top Academic Degree Programs

- Accounting
- Business
- Criminal Justice
- Medical Billing & Coding
- Medical Assisting
- Pharmacy Technician

4. Organize a Student Advocacy Day each year to encourage students to make their voices heard by supplying an open forum for public presentations, artistic expression, and petitioning to promote civic engagement in a nonpartisan environment.

STRATEGIC PLAN

DaymarVotes!

VOTER TURNOUT

Events to Promote Voter Turnout

- TN Voter Registration Day- 7/07/2020
- LRC Roundtable *Get Involved!*- 8/25/2020
- Constitution Day- 9/17/2020
- National Voter Registration Day- 9/22/2020
- National Voter Education Week- 10/5/2020 to 10/9/2020

These events (for the time being) will be held Virtually through Zoom or Google Hangouts software until the entire student population is able to return to campus and the current COVID-19 restrictions are lifted. As of right now, students are set to continue in the virtual learning environment until the end of the Fall 2020 Quarter ending on January 12, 2021.

For the Summer 2020 quarter, *DaymarVotes!* won a mini-grant from the Campus Takeover Project in the sum of \$200 in order to help promote National Voter Registration Day (NVRD). With the allotted funds, the Faculty Chair of *DaymarVotes!* purchased gift cards for prizes to use during:

- Constitution Day Bingo
- NVRD door prizes
- Presidential Election Bingo (final activity on NVRD)

These funds, as well as ample donations from a few local partners, has actually set us up to have a final push event For National Voter Education Week!

STRATEGIC PLAN

DaymarVotes!

CAMPUS CIVIC LEADERSHIP OPPORTUNITIES

2020 has been a transformative year for Daymar College when it comes to student life, engagement, and community.

Some of the first steps to enhance campus life came with the revival of the campus newsletter, introducing the Learning Resource Center's Roundtable Series, and utilizing Virtual Events with the Student Services Department to foster a new online community. DaymarVotes! has used all of these outlets to inform and engage students on voter education and action, as well as a way to spread word about DaymarVotes! as a new student group.

Leadership roles within DaymarVotes! will temporarily be held by faculty sponsors from 2020-2022 to establish the foundation for a steady transfer to being a student-lead organization. We will utilize student organizations as a way to promote volunteer opportunities and civic engagement.

Current Student Organizations

- Allied Health Club
- DASH Awards
- Student Veterans of America
- National Technical Honor Society

Future Student Organizations

- Student Government Association
- DaymarVotes!

Institutional Goals

1. Collaborate with *Campus Vote Project* to understand and promote student voting rights.
2. Apply to become a Voter Friendly Campus
3. Join the National Study of Learning, Voting, and Engagement (NSLVE)

S.M.A.R.T.I.E. GOALS

COMPLETED

- Re-releasing a campus wide newsletter to promote student/faculty interaction and a free-flowing journal open to any Daymar community member.
- Partner with the Tennessee Campus Democracy Network.
- Work to set up more clubs on campus to promote student engagement, involvement, and education: National Technical Honor Society, Student Veteran's Association, Allied Health Club.

SHORT TERM

- Voter Registration Block Party on 7/7/2020 (State Deadline) to Kick Off this New Campus Initiative!
- Provide students with knowledge of polling locations.
- Begin testing the waters in Late July for Student Government Nominations!
- Hold SGA elections in the fall quarter to align with federal and state.
- Establish the Civic Leadership Committee (staff and student ran organization) to help with promoting civic engagement, student government participation, and civic leadership among campus.

LONG TERM

- Hold SGA elections in the fall quarter to align with federal and state elections should campus open.
- Have Civic Leaders visit as Guest Speakers between the 2020 and 2022 race to promote involvement among students.
- Establish the SGA as a new staple for Campus Involvement and Student Leadership.
- Add a Voter Registration education and help component to new-student orientation.

DIGITAL ORGANIZATION

DAYMARVOTES!

VIRTUAL EVENTS

The following events are developed to accommodate our students during the current Covid-19 pandemic by keeping them safe but still offering them a platform to meet, educate and develop our emerging Student Government Organization and new DaymarVotes! Coalition.

DIGITAL TACTICS

- DaymarVotes! Chair will continue to send out email notifications to student and staff leading up to the election.
- Utilize Daymar Canvas Tools, Online Library, and Google Sites to cultivate and environment for students and staff to promote civic engagement

DIGITAL MARKING GOALS

1. Perform Voter Registration Outreach on National Voter Registration Day via Zoom or Google Hangouts for ease of student access.
2. Create a Digital Platform to Support the New DaymarVotes! Coalition and the Student Government Association.
3. Hold Bi-Monthly or Bi-Quarterly Virtual Conferences and Work Toward Monthly Meetings for the Return to Ground

DIGITAL LITERACY

- These goals are also aimed toward promoting digital literacy and 21st Century Learning Standards among our students regardless of knowledge level or access.
- Follow up calls, texts, emails, and outreach within the Learning Management System to promote interpersonal connection among students and staff.

LEADERSHIP

FACULTY & STUDENTS

FACULTY



Dr. Quentin Mitchum, Ed. D

Director of Education and Dean of Academic Affairs

- Campus Director and Dean of Academic Departments
- Campus Leadership Representative with parent institution (Hussian College)
- Canvas Administrator, Academic Program Director for Healthcare Administration

**Academic
Leadership Chair**



Cassandra Taylor Skelton

Resident Librarian and Learning
Resource Center Coordinator

- In-Person and Online Orientation Instructor
- Canvas Learning Management System Administrator
- Library Website Administrator

**DaymarVotes!
Faculty Chair**



Teresa Tarkington

Student Services Coordinator

- In-Person and Online Orientation Instructor
- Campus Event Coordinator
- Canvas Learning Management System Administrator

**Campus Community
Sponsor**



Andrew Burton

Pharmacy Technician
Program Director

- Student Advising
- *Allied Health* Advisor
- Curriculum and Program Management

**Faculty
Sponsor**



Robert Overstreet

Criminal Justice
Program Director

- Student Advising
- *Student Veterans of America* Advisor
- Curriculum and Program Management

**Faculty
Sponsor**

STUDENTS



Michel Corlay

Program of Study:
Business Management



Brandy Jones

Program of Study:
Medical Billing & Coding

LANDSCAPE

STUDENT DEMOGRAPHICS

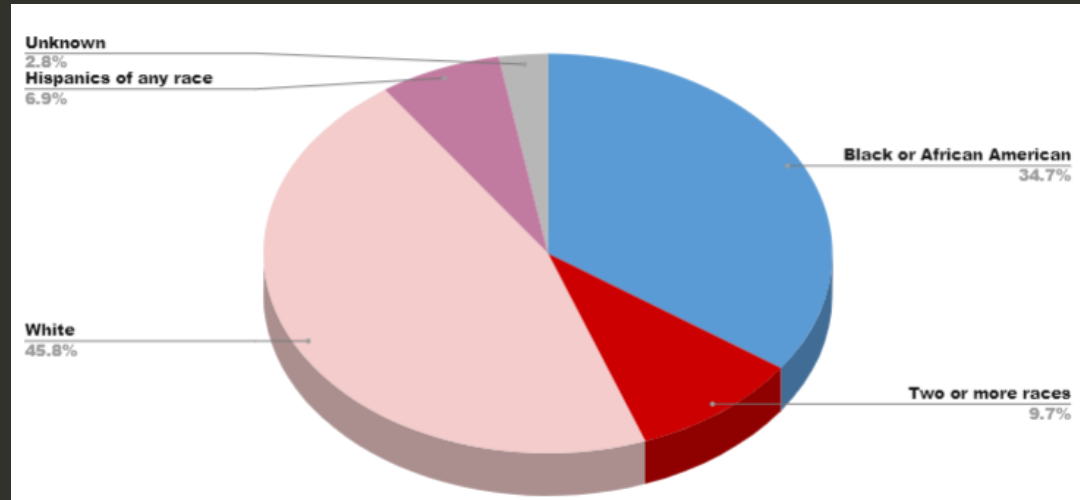
TOTAL STUDENT ENROLLMENT

75 STUDENTS

These charts currently represent the student population of the Daymar College campus in Murfreesboro, TN and do not include any students that are considered to be "Online-Only" or from any of our sister campuses.

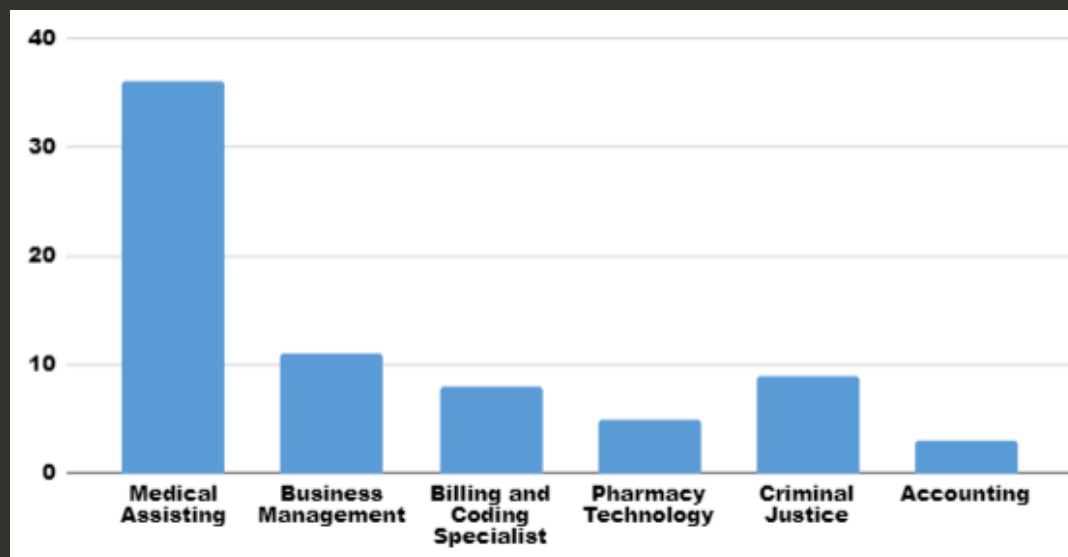
Also, these figures follow the Master Student Listing for the Spring 2020 Quarter. One factor not included is Citizenship Status because ALL students are active U.S. Citizens.

Please See the additional graphics regarding "Voter Registration" in the Strategic Plan portion of this report (p. 7).



STUDENT DEMOGRAPHICS

THIS REFLECTS OUR AVERAGE ESTIMATE FOR THE SPRING 2020 ENROLLMENT BASED ON THE AVERAGE STUDENT POPULATION OF **75**.



DEGREE PROGRAM ENROLLMENT

RESOURCES

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**Learning Resource Center Coordinator
Faculty Chair for DaymarVotes!**

**Daymar College
Murfreesboro, TN
September 22, 2020**

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<https://www.allinchallenge.org/>

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