



All-In Campus Challenge 2018  
Delta College Institutional Plan

## **DELTA COLLEGE'S COMMITMENT TO CIVIC ENGAGEMENT**

An original signatory of The Democracy Commitment, Delta College has committed to being a college “of the community” by preparing students to become agents for positive change on the issues impacting their daily lives. Recognizing that many students enter our doors as mere members of their community, or perhaps well-intentioned volunteers, the Democracy Commitment at Delta College seeks to move them into a role of “active citizen,” an individual for whom community is a priority in values and life choices. Also recognizing that no one course or experience will transform students into active citizens, the college has demonstrated a commitment to continuously evaluating how we can create a culture of civic engagement, the sense that this is a place where students are empowered to make an impact. The Democracy Commitment Core Team, whose members include faculty and staff across the college, has been established by the Delta College president to work toward these goals. This team is the home of numerous initiatives to civically empower students, both during election years and in-between elections.

The college’s commitment to preparing students for citizenship is demonstrated in its civic engagement graduation requirement for the Associate of Arts and Associate of Science degrees. Not only are students required to take a foundational civic literacy course, they are also required to take one credit of civic engagement, which involves contributing 15 hours to the civic lives of their communities.

Delta College was founded in 1961 and offers its approximately 10,000 students more than 150 career programs. One of America’s leading community colleges, Delta has been recognized by the Aspen Institute and is a charter member of the League for Innovation. Additionally, Delta is an Achieving the Dream leader college and has earned a LEED Gold Certification for its efforts toward sustainability.

## **OVERVIEW**

Into its eighth year as a member of The Democracy Commitment, Delta College has demonstrated a commitment to preparing students not only for the workforce, but also for citizenship. We take seriously our role as one of democracy’s colleges, with faculty who are committed to educating for the sake of democracy. This commitment is demonstrated both inside and outside the classroom. Campus-wide initiatives have included a democracy wall, Public Achievement, Change Your World Week, DeltaVotes! Voter Registration and Engagement, Democracy Summits, The Human Library, State Lobbying Day, political forums, Citizens In Action student club, and a civic leadership award for students. Additionally, a number of faculty and students annually attend the Civic Learning and Democratic Engagement meeting.

The All-In Challenge will allow our team to be more intentional and focused on voter registration, education and mobilization. The National Study for Learning, Voting and Engagement has reported our campus voter turnout rate to be 49.1% for 2016, with 64.9% of students registered. Among students who were registered, 75.7% turned out to vote. In the last midterm election, 2014, 22% of Delta students voted, while 62.3 percent were registered. While these numbers are on par with other institutions, we strive to improve by at least 10 percentage points.

The long-term goals for our efforts through the All-In Challenge are as follows:

1. Ensure that every Delta student is invited to register to vote and is provided with information on how to do so.
2. Raise the visibility of the election and increase students' motivation to participate on Election Day.
3. Provide a plethora of opportunities for students to learn about issues in the election, both formal and informal and both in the classroom and out of the classroom.

The short-term goals for our efforts through the All-In Challenge are as follows:

1. Coordinate with League for Women Voters and American Association of University Women for a voter registration drive this fall.
2. Make in-person 10 classroom presentations on voter registration by Oct. 1.
3. Complete voter registration video for faculty to show in their classes.
4. Develop materials to be included in new student orientation packets.
5. Promote Delta's TurboVote site on the college website, social media, and in e-mail blast to students.
6. Purchase tablets for "roving registrars" during voter registration drive.

## **LEADERSHIP**

### **Point of contact for All-In Challenge:**

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### **The Democracy Commitment Core Team at Delta College**

This team seeks to raise awareness, educate and empower the Delta College community to enact positive change through social engagement and citizenship. This team meets once a month during the fall and winter semesters and spearheads a host of civic engagement initiatives on campus, including Public Achievement, the democracy wall, Change Your World Week, student civic leadership award, The Human Library and more. The team is comprised of the following individuals:

Thomas Boudrot, Political Science Faculty

Reva Curry, Vice President of Instruction/Learning Services

Maureen Donegan, Psychology Faculty

\*Alison Ginter, Campus Life & Student Engagement Coordinator

Janis Kendziorski, Business Faculty  
Kathie Marchlewski, English Faculty  
Kristy Nelson, Director of Learning Centers  
Michele Pratt, Library Director  
\*Kimberly Klein, Political Science Faculty  
\*\*Lisa Lawrason, Political Science Faculty  
\*Michele White, Manager of Academic Career Experience & Service Learning  
\*Andrew Maxson, Democracy Fellow  
\*Colleen Kothbauer, Librarian

\*Denotes voting and registration work group.

\*\*Denotes chair of the voting and registration work group.

### **Voting and Registration Work Group**

The Voting and Registration Work Group is a sub-committee of The Democracy Commitment and will develop and implement strategies to improve voter registration, voter education and voter engagement efforts on campus. This group will work to intentionally improve voter turnout of Delta College students, with tasks outlined in this campus plan. It will meet once a month in the spring/summer and twice a month in September and October.

### **Citizens In Action Student Club**

This is a student club that is dedicated to raising the voices of Delta students in the political process. These students will be helping with voter registration and engagement efforts by making student-to-student appeals. They will do presentations on voter registration in classrooms of faculty willing to allow them time to speak. This club meets weekly during the fall and winter semesters.

### **Political Forum Committee**

This is a committee comprised of faculty across the college who coordinate political forums and deliberative dialogues in the spring and fall of each year. This committee meets once a month in the fall and winter semesters. We will utilize this team to help with voter education. Because of the overlap in membership on this committee and The Democracy Commitment, there is much collaboration between the two groups.

### **Library Staff**

These individuals will be responsible for library displays to promote voting and registration. The librarian who heads up the displays is on the Voting and Registration workgroup.

### **Community Partners**

The League of Women Voters and American Association of University Women will help staff tables for voter registration drives.

The Democracy Commitment Core Team, Voting and Registration Work Group, Citizens In Action student club and our community partners represent a wide range of stakeholders all with a vested interest in student engagement in the election. They also bring a diversity of skills, expertise and resources to the work of politically empowering students in the election. We hold one meeting in

advance of the voter registration drive to discuss procedures and how it will be set up. We will invite local election officials to this meeting to offer suggestions.

### **FALL 2018 PLAN**

The DeltaVotes! registration and voting campaign will unfold with a variety of events, displays, online and face-to-face appeals starting in April 2018 and continuing throughout the fall. The campaign will center on a “grand prize” bus trip for two to Washington D.C. The more students participate in registration and voting activities and events, the more times they will be allowed to enter their name into the drawing for the grand prize and a myriad of smaller prizes. A host of programming will invite students to register to vote, get informed and then actually go to the polls on Election Day.

#### **Voter Registration**

Recognizing once students are registered they will most likely vote, efforts to register students will be key to our campaign. We are holding our first official 2018 voter registration drive April 10-12, enlisting the help of area chapters of League for Women Voters and the American Association of University Women. The drive will be conducted through TurboVote, with students printing off the form and then volunteers addressing envelopes to local clerks’ offices, then actually mailing the forms at the end of the drive. All the while LWV and AAUW volunteers are helping students register, student volunteers will be making peer-to-peer appeals, with the incentive of the team who gets the most registrants winning a pizza party. The student volunteers will also be participating as part of their civic engagement hours, to meet the graduation requirement.

As for the fall, efforts will center on the National Voter Registration Day, when we will once again hold a campus-wide drive Sept. 17-19. This drive will be equipped with student voting guides and a laminated voter registration form to demonstrate the correct way to fill it out. In addition to a “full service” voter registration drive, we will utilize students from the Citizens In Action club to serve as “roving registrars” with tablets to encourage students to sign up for TurboVote on the spot.

With the intent of reaching every Delta student with information about voter registration, we will be posting yard signs at all of the main entrances to the college, containing information about deadlines and how to register.

We will also seek to incorporate voter registration into Student Success Day, as well as new student orientation. A display in the library will urge students to register and provide information on how to do so. A college website will contain a link to the Delta TurboVote site, <http://delta.turbovote.org>, as well as voter registration information for Michigan. Also, hard-copy registration forms will be placed in offices across campuses for students to conveniently pick up.

Student who register during the drive will complete an “I Vote Because” card, which will be posted in a prominent, high-trafficked area of campus. We will also promote the hashtag #DeltaVotes to increase our visibility on social media.

Student volunteers with Citizens In Action, as well as students from the leadership program, will be on-hand to make a short presentation in classrooms in which faculty are willing to allow an appeal for students to register and vote.

Every student who registers will get a free gift from Delta College Auxiliary Services (i.e. free fountain pop, fitness center day pass, trinkets from the bookstore). They will also be invited to register to win the grand prize of a bus trip for two to Washington D.C.

### **Voter Education**

Not only will students be more confident if they are knowledgeable on Election Day, being informed also provides the motivation to show up at the polls. To that end, we have some creative plans for helping students become informed.

- Create a short video featuring what's on the ballot and make it available to faculty to show in their classes.
- Have a "2018 Election Central" during Change Your World Week, at which students can find their voting location, view a sample ballot and take a candidate-matching quiz. Change Your World Week is an event held in the spring and fall of each year during which students raise awareness of issues of concern and encourage their peers to take action. It will take place the week prior to the election.
- A display in the library will feature information about the election, as well as resources to get more informed. This display will include an actual voting booth so students can visualize what it will look like on Election Day.
- Hold a State Campaign Day in which candidates running for office can set up a table on campus and greet students as they are walking the hallways. This will include a scavenger hunt with questions from each lawmaker and which students can complete for a prize.
- Hold a deliberative dialogue event on an issue at the forefront of the election.
- Hold Times Talks at which students can discuss their issues of concern for this election.
- Offer informational sessions on the Election in which political science faculty can explain some of the issues in each race, as well as the ballot initiatives before Michigan voters this years.

### **Get-Out-The-Vote**

During Change Your World Week, taking place Oct. 29 and 30 and Nov. 5 and 6, we will have an "Election Central" at which students can make a plan for how they will vote. This will involve thinking through their schedule, voting location, and who they will vote for. Resources will be available for students to learn about candidates, as well as find their polling location and view a sample ballot from the [www.michigan.gov/vote](http://www.michigan.gov/vote) site.

We will be holding a "Get-Out-And-Vote Party" in the Delta College Courtyard, the lawn of which will be spray painted in big letters with "VOTE." At the party, we plan to have a BBQ, yard games, karaoke, etc.,

Students will be able to enter to win prize drawings if they show their "I Voted" sticker, the grand prize of which will be a bus trip for two to Washington D.C.

The college's social media sites will be utilized to remind students to vote and include a link to the Michigan Secretary of State's website where students can find their polling location. Through TurboVote, an e-mail and text blast will be delivered to all those who signed up, reminding them to vote.

## **TIMELINE**

### **May**

Voting and Registration Work Group meets to divvy up tasks & responsibilities.

- *Voter registration drive tasks*
  - Secure community partnerships
  - Reserve space on campus
  - Create Marketing materials for voter registration drive
  - Develop website with link for TurboVote
- *Voter education tasks*
  - Work with EMB students to create election video
- *GOTV tasks*
  - Reserve space for GOTV party

### **June**

- *Voter registration drive tasks*
  - Yard signs created
  - Materials for new student orientation
  - Reserve iPads for roving registrars
- *Voter education tasks*
  - Identify election-related topic for deliberative dialogue.
- *GOTV tasks*
  - Order food for GOTV Party

### **July**

- Follow through on tasks and responsibilities and look ahead to August deadlines.

### **August**

Voting and Registration Work Group meets to follow-up on tasks and responsibilities.

- *Voter registration drive tasks*
  - Complete library display
  - Place hard copy registration forms in key offices around campus
  - Secure freebies from Auxiliary Services for voter registration drive
  - Display posters and yard signs around campus
- *Voter education tasks*
  - Invite candidates to State Representative Day on campus
  - Create scavenger hunt for participants in State Rep Day
  - Send calendar of events to faculty to incorporate into their fall classes
  - Make video available to faculty to use in classes
- *GOTV tasks*
  - Order any miscellaneous supplies needed for GOTV party

## ***September***

- *Voter registration drive tasks*
  - Identify student volunteers for voter registration drive
- *Voter education tasks*
  - Plan 2018 Election Central table for Change Your World Week.
  - Identify topics and dates for Times Talks, as well as election-related informational sessions to be hosted by political science faculty.
- *GOTV tasks*
  - Get the word out to faculty about GOTV Party

## **MEASURES OF SUCCESS**

Very simply, our efforts will be successful if we increase our voter registration rate from the 2016 election. Because 2018 is a midterm election, we do not expect our voter turnout rates will top that of 2016; however, we would hope that they top the 22% turnout rate of 2014. In order to accomplish this, we will

- Get 700 new students signed up for TurboVote.
- Get 400 students engaged in voter education events.
- Get 1,000 entries into our grand prize drawing for a bus trip for two to Washington D.C.

We also believe that simply building this team to make voter registration and engagement more institutionalized and embedded into the culture of our college will be a success. This will position Delta College to do even more in the future to instill a sense of civic duty and urgency in our students. This effort is about more than just voting, but creating a culture of civic empowerment 365 days of the year on Delta's campus. This team will be integral to that effort.