



## All In Campus Democracy Challenge 2020 Action Plan

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### Overview

Evergreen Valley College (EVC) was founded in 1975 in San Jose, California, in the heart of Silicon Valley. The college is designated as a Hispanic Serving Institution and has one of the most diverse student bodies within the California Community College system. EVC's enrollment has decreased by 7.5% in the past year (from 9,593 in fall 2019 to 8,870 in fall 2020), which may in large part be due to the worldwide COVID-19 pandemic. Over half of the students are age 18-24 (60.2%), followed by 25-39 (22.5%) and age 40 and older (9.2%). Three out of five students enroll part-time each term. Each term more females enroll compared to males.

In 1999, the Service-Learning & Public Service (SL&PS) program was established to serve as the primary campus resource for all service-learning, public service and civic engagement activities for students, faculty and staff. The program's mission is to prepare students for lifelong civic engagement in pursuit of a more equitable and sustainable world. The program's work is grounded in the college's guiding principles of equity, opportunity and social justice.

*The EVC Votes* initiative is a vital component of the SL&PS program and plays an important role in promoting and nurturing a culture of social responsibility, civic literacy and community engagement at the college. In 2016 the SL&PS program joined the All In Campus Democracy Challenge to increase EVC students' voting rates, which were below national average.

## **Executive Summary**

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The 2020 Civic Engagement Action Plan was developed by members of the *EVC Votes Civic Engagement Steering Committee*, a group of faculty members, staff and community partners. Student input was sought but due to the State of California and Santa Clara County's COVID-19 "Shelter In Place" regulations and the subsequent move to remote learning, consistent student participation was difficult to sustain.

The purpose of the 2020 Action Plan is to increase civic and electoral engagement for the 2020 General Election. The Steering Committee members were responsible for implementing the activities and events identified in the plan with interested stakeholders and supporting staff participating in their areas of expertise and or interest.

## **Point of Contact for Designation Process**

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## **Leadership**

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The *EVC Votes Civic Engagement Steering Committee* members are responsible for identifying and creating programs and activities to encourage civic discourse and engagement. Membership has varied since 2008 but has largely consisted of faculties, staff, students and community partners. The 2020 committee members are:

- Tammara Chavez – Community Engagement Specialist, Veterans Freedom Center
- Marjorie Clark – SL&PS and Women and Gender Studies Coordinator, Counselor/Faculty – Psychology **Co-Chair**
- David Hendricks – Faculty, History
- Elba Padilla Izquierdo – Program Specialist, Women and Gender Studies
- Raniyah Johnson – Director Student Development & Activities
- Elizabeth Kramer – Faculty, Language Arts
- Brenda Martinez – Program Coordinator, OASISS

- Angelina Loyola – Faculty, Sociology
- Melissa-Ann Nievera-Lozano – Faculty, Ethnic Studies
- Tiffany O'Brien – Program Assistant, Service Learning & Public Service
- Guy Ras – Faculty, Political Science **Co-Chair**
- Josh Russell – Director of Marketing & Public Relations, President's Office
- Brandon Yanari – Program Coordinator, Business and Workforce

### **EVC Campus Partners**

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- Honors Institute
- Marketing and Public Relations, President’s Office
- Office of Student Life
- OASISS
- Business and Workforce
- Service-Learning and Public Service
- Veterans Freedom Center
- Women & Gender Studies

### **Local and National Partners**

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	All In Campus Democracy Challenge
	California Students Vote Project
	Campus Election Project
	Indivisible East San Jose
	Santa Clara County Registrar of Voters
	Vote Together Civic Nation
	Women’s Equality 2020 Leadership Council
	When We All Vote

## Goals

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1. Promote 2020 Census.
2. Refresh *EVC Votes* brand.
3. Establish partnership with Santa Clara Registrar of Voters.
4. Join California Students Vote Project Ballot Bowl Competition.
5. Participate in National and State *Get Out the Vote* social media campaigns.
6. Organize volunteer opportunities for students.
7. Secure endorsements from the Office of the President, Academic and Classified Senate and EVC Associated Student Government.
8. Create a CA Ballot Measure Guide for students.
9. Sponsor several *Democracy's Future: Critical Conversation Series* workshops, forums and presentations.
10. Provide faculty with teaching resources and civic engaging assignments for students.
11. Sponsor Essay, Video and Social Media posting contests.
12. Increase by 30% students' voter registration.
13. Increase by 20% students' electoral participation in the 2020 General Election.

## Long-Term Goals

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1. Identify strategies and activities to engage college community in ongoing discussions about the role of community colleges and civic engagement.
2. Hire a full time Civic Engagement Specialist for the Service-Learning and Public Service Program.
3. Increase the number of General Education courses integrating Service-Learning into curriculum.
4. Expand social justice resources and curriculum for students and faculty.
5. Promote internships opportunities with Mayor and City Council office.
6. Work with EVC Associated Student Government to institutionalize civic engagement in their charge.

## Activities

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1. Promoted Census 2020 from March 2020 to October 2020
2. Worked with Marketing department to create new *EVC Votes* logo.
3. Revised *EVC Votes* website. Included voting resources for specific population e.g. Women, LGBTQ, Veterans, and Individuals with Disabilities.

4. Established a working relationship with Santa Clara County Registrar of Voters
5. Joined California Students Vote Project Ballot Bowl Competition.
6. Participated in National and State *Get Out the Vote* campaigns with *California Student Vote Project, Campus Election Project, Vote Together Civic Nation, Women's Equality 2020 Leadership Council and When We All Vote.*
7. Secured written and video endorsements from EVC President, Classified Senate, Academic Senate and posted on website.
8. Created faculty resources on civic engagement including scholarly articles, podcasts, Ted Talks, films and videos.
9. Created assignments for faculty to offer students on Canvas Learning Management system.
10. Sponsored Essay, Video and Social Media Competitions from September to October 2020.
11. Sponsored Democracy Future: Critical Conversation Series presentations:
  - September 16, 2020 Latinx & The Vote Trivia
  - September 17, 2020 Constitution Day What's On Your Ballot
  - September 24, 2020 National Voter Registration Day E-mail Blast
  - September 30, 2020 Women in Politics
  - October 6, 2020 Stopped By Police? Know Your Rights
  - October 16, 2020 Honors Presidential Debate
  - November 4, 2020 Post-Election Forum
  - November 10, 2020 Ruth Bader Ginsberg Legacy & The Future of the Supreme Court
12. Coordinated with Marketing Director to send e-mail blast to students about important voting dates and resources.

## **Evaluation and Reporting**

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The *EVC Votes Civic Engagement Steering Committee* will evaluate the 2020 Action Plan in early 2021 to identify the most successful *Get Out the Vote* strategies in order to make informed adjustments for the upcoming year.

Committee members will discuss NSLVE report, student participation in contest, and Democracy' Future: Critical Conversation Series. Reports will be made to all college shared governance groups at their scheduled meetings.