

Civic Voter Empowerment Action Plan 2024-2026

Students Vote Project – California Secretary of State’s Office

Feather River College

1) Executive Summary

a. Summary of action plan

- i) Opening statement about FRC’s commitment to promoting civic engagement and the importance of this work
- ii) Explanation of how the action plan will be implemented and the unit/office/division that will be facilitating the efforts.
- iii) Description of the strategies that will be used to ensure the plan is equitable

Feather River College stands as an institution committed to higher learning. Within this commitment, students, staff and faculty are held to a standard of high-level engagement in campus settings and those on the broader national stage. The Civic Voter Engagement and Action Plan for Feather River College ensures that FRC (Feather River College) remains committed to the important work of encouraging civic engagement amongst students, therefore, taking an active role in strengthening democracy and creating a more equitable society.

The CVEAP at FRC will be implemented across multiple departments to ensure equity, efficiency and longevity. Student Services will assist with the voter registration tables at student life activities and help plan events specific to voter engagement as outlined in the plan. Participation from the Office of Instruction at FRC allows for faculty collaboration and engagement with student life activities regarding encouraging student participation. Specifically collaborating with the Political Science Department provides opportunities for classroom presentations that engage students' civic duties and responsibilities while directly relating to their learning. In addition, upper administration support remains vital to successfully implementing the CVEAP, as it ensures the success of college wide initiatives. The Vice President of Student Services has remained an integral and involved participant in the drafting and submitting of the CVEAP. Finally, the students themselves remain a large pillar in the viability of the CVEAP. Students know better than anyone how to reach their peers’ interest. Additionally, by collaborating with the Associated Students of Feather River College and other student leaders, FRC ensures direct student engagement as the college empowers students to take ownership over their own civic engagement.

Since FRC serves a variety of students with varying levels of on campus participation, the implementation of the CVEAP must be available on multiple formats. Therefore, both in-person and online student engagement will take place to ensure messaging and outreach extends to all students at FRC. Through the creation of a campus coalition with the partners listed above FRC assures that the drafting and submitting of the CVEAP involved the collaboration of multiple departments and perspectives. With these cross departmental efforts, the main goal

remains to engage students in their own civic duties and responsibilities in a non-partisan and equitable manner.

2. Leadership

- a. This section will describe the team responsible for developing the CVEAP and should include a brief description of their responsibilities and contributions
 - i. Identify and list the name(s) and contact information for the individual(s)/group(s)/department(s) that worked on the CVEAP

In order to complete the CVEAP, Feather River College drafted a coalition of individuals that have access and experience with reaching students through outreach efforts. The list below details those involved in the drafting of the CVEAP at Feather River College.

Carlie McCarthy – Vice President of Student Services: Cmccarthy@frc.edu

- a. VPSS participated in a high-level capacity, offering administrative support throughout the entire process. VPSS offers a direct line to upper administration that exists outside of Student Services and allows for initiatives and goals of the coalition to be communicated to the College President and Board of Trustees to ensure whole college support.

Dr. Katie Desmond- Instructional Dean: Kdesmond@frc.edu

- b. As the former head of the Political Science Department at Feather River College, Katie offered a wealth of historical knowledge to the coalition, as she had been pioneering these efforts on her own throughout her teaching career at FRC. Katie continually offered support, encouragement and ideas for how to best reach students in civic engagement.

Michelle Petroelje – Director of Student Equity and Achievement:

Mpetroelje@frc.edu

- c. Given their high involvement with planning a large majority of Student Life Activities, the Director of Student Equity and Achievement allows for the coalition to have an increased understanding of campus events on the calendar as well as useful strategies to encourage student participation.

Nicholas Maffei – Director of Marketing: Nmaffei@frc.edu

- d. The Director of Marketing at FRC is one of the key players in ensuring communications are hitting target audiences. With the CVEAP, it remained imperative to include the Director of Marketing in the plan's drafting to successfully carry out planned events and communications with campus.

Cal Blanton – Outreach Coordinator/ETS Advisor: Cblanton@frc.edu

- e. Cal Blanton, Outreach Coordinator/ETS Advisor, offers the coalition valuable insight due to his previous experience with overseeing multistate voter registration and education campaigns. Cal holds multiple roles at FRC working with multiple different student populations, and coupled with his past work experience offers a strength to the coalition at FRC.

Dr. Paul Vaughn – Political Science Full-Time Faculty (I): Pvaughn@frc.edu

- f. Voter engagement requires an important level of understanding regarding the United States voting systems, therefore, having the participation of an experienced faculty member such as Dr. Paul Vaughn proved instrumental for the efficacy of the coalition. Faculty support allows for successful initiatives when attempting to engage student participation. Faculty have one of the highest points of contact with students wherein they can promote events, initiatives and even offer incentives for student participation.

Gracie Yates – ASFRC Co-Advisor / Program Staff Specialist II: Gyates@frc.edu

- g. Given their access to Student Government Officers, the ASFRC Co-Advisor brought drafts of the plan for student perspective and insight. As well as being able to engage the officers in event planning and participation, the officers know better than anyone how best to reach their peers.

Associated Students of Feather River College:

- h. As a suggesting body at FRC, the ASFRC officers were brought in on the review process of the CVEAP draft to add student perspective and insight
2. Specify how often the coalition met and describe the strategies used to keep campus coalition members engaged. Address turnover if applicable

The coalition met once in the spring 2024 semester to begin planning for the drafting of CVEAP and to establish coalition members, while identifying other key contributors. After establishing roles and responsibilities within the coalition, another meeting was held in the summer months to check in on progress and create a list of deadlines. Since the goal was to complete the plan before the beginning of the fall semester, another meeting was held in August to put final touches on it. To ensure momentum sustained throughout the year, members of the coalition also serve on the FRC Activities Committee, wherein monthly meetings are held to check in regarding Student Life Activities on campus, that would include the events in the CVEAP.

- a. Indicate individual support of upper administration if applicable.

VPSS participated in a high-level capacity, offering administrative support throughout the entire process. VPSS offers a direct line to upper administration that exists outside of Student Services and allows for initiatives and goals of the coalition to be communicated to the College President and Board of Trustees to ensure whole college support.

3. Landscape

FRC is currently enrolled in NSLVE, as recommended by the Secretary State's Office to collect voting data for campus. In addition, FRC has joined the ALL IN Campus Democracy Challenge which assists with analyzing voter data, provides resources for voter engagement and encourages civic learning.

- a. CONFIRM the link used for tracking registration at FRC
- b. Outline your campus' voting data to analyze if it is reaching its civic engagement goals.
- c. IF your campus does not collect such data, identify strategies your campus will implement to collect this data in the immediate future.
 - i. Secretary of State's Office recommends enrolling in NSLVE

3. Reflection -

- a. Reflect on the civic engagement work your campus performed during the past two academic years.

In both 2022 and 2023 the League of Women Voters visited the Political Science 101 classes. The non-partisan representatives talked to students about the importance of civic engagement and shared their personal journeys into community involvement. A former FRC student, and current staff member and assistant football coach, also spoke to students over the past two years about his experience as managing canvassing and voter registration efforts with Crossroads Campaign Solutions. Students really connect with this staff member and respect his expertise.

Over the past two years, students from the POL 101 class hosted voter registration drives at various campus events, and voter education events such as the ballot proposition forum in 2022. In these years, students have also created Constitution Day displays depicting the document, highlighting the Amendments, and contemporary issues around the Bill of Rights, etc.

- b. Assess the number of voter registrations accumulated from events your campus has executed during the past two academic years.

Over the past two years, student hosted voter registration events have resulted in 30-50 voter registrations and/or voter pre-registrations. These registration drives were conducted using paper registration forms. Voter registration that occurs in the student advising sessions or other office visits are not tracked.

- c. Evaluate if your campus conducted all civic engagement events planned during the past two academic years.

Civic engagement activities are planned for specific dates, such as Constitution Day, and are "sketched into" the calendar to coincide with voter registration deadlines and election days. We've learned that speakers and guests should be scheduled well in advance and should meet with students in classes to ensure student participation.

- d. Identify any civic engagement barriers your campus faced during the past two years and explain how your campus plans to overcome these barriers in the future.

We have encountered a few barriers to civic engagement efforts over the years. These have included:

- Campus Leadership: Past efforts have been assumed by one faculty member.
- Reliance on paper voter registration.
- A lack of student interest and participation.
- Working with a high percentage of out-of-state students.

In order to overcome some of these challenges, we have convened a committed group of staff to work on civic engagement efforts, including faculty, classified staff, and administrators. This group will focus on disseminating consistent information about and links to online voter registration. Further, we plan to make civic engagement a consistent and identifiable presence through social media and campus announcements.

- e. Share any lessons learned or best practices your campus will continue to implement in the future.

We recognize the value of using classroom space and time to teach students about civic engagement.

- f. Describe previous partnerships and/or collaboration efforts with internal and external partners
 - iv) Examples of internal organizations include, but are not limited to:
 - (1) Campus coalitions
 - (2) Student governments
 - (3) Student life
 - v) Examples of external organizations include, but are not limited to
 - (1) Local election offices
 - (2) Independent voter advocacy groups
 - (3) The California Secretary of State Agency

2) Goals

- g. Provide an overview of your campus's civic engagement short and long-term goals
- h. Short Term (2-year)
 - i) List your campus's civic education and voter engagement two-year goals or benchmarks and describe in detail how your campus will achieve these goals
 - ii) Explain how your campus will continue to expand or begin forming a campus coalition
- i. Highlight any other civic engagement initiatives your campus would like to participate in during this two-year period.

With the creation of the CVEAP, FRC is confident that we will successfully fulfil the goals set forth by the coalition. Looking forward to the next two years, FRC plans on maintaining a coalition that will meet as needed to confirm events, gather support and plan for future years. By involving key positions and roles that individuals hold on campus in the coalition, FRC ensures that the CVEAP will continue to remain an active part of campus life and

culture for years to follow. In line with the CVEAP, FRC plans to hold at least three events a year promoting voter education and engagement, with a focus on involving Student Government and Student Leaders for input and event assistance. Further, gathering faculty support for the CVEAP remains a top priority while simultaneously housing many efforts in Student Services to ensure necessary resources are assigned and available. When faculty from the Political Science department are willing to utilize their classroom for education and outreach, it also allows for efforts to reach beyond the outlined CVEAP. FRC plans to involve the county election office officials to increase education surrounding voter registration for both the coalition and students involved in outreach efforts. Understanding how to walk a student through registering to vote remains of high importance for our staff and the students involved for the CVEAP to be successful. With the collaboration amongst county officials, FRC also seeks to maintain a relationship with the Plumas County chapter of the League of Women Voters. This partnership has proven highly successful in past years, and we plan to continue expanding these efforts.

- j. Long Term (5 years)
 - iii) Identify the goals your campus would like to achieve in the next five years
 - (1) Highlight your campus's long-term goals for student voter registration, student civic engagement, student voter turnout and other desired long-term campus goals
 - (2) Evaluate your campus's progress toward these goals
 - iv) Provide evidence of the campus's impact promoting civic engagement, such as voter registration rates or civic achievements
 - v) Evaluate the strength of your campus coalition and how it will play a role in your campus's long-term goals

FRC plans to continue building off the goals set forth in the short-term plans by maintaining a consistent presence both online and on campus regarding voter education. With the creation of a dedicated campus coalition, steady progress will be made toward achieving these goals. Through evidence-based tracking with the NSLVE Report, the coalition plans to utilize this data as a marker for successful strategies and adjust efforts accordingly as necessary. The continued goal for the coalition is to remain committed to the CVEAP and to expand partnerships and campus involvement each year.

3) Event Requirements

- k. Fall 2024- Summer 2025: Three events
 - i) National Voter Registration Day: September 17, 2024
 - (1) FRC plans to host a table at the College and Career Fair also on September 17th to register students to vote and check their voter registration status. In addition to hosting a table at the fair, we plan on holding a voter registration table up on the main area of campus to assure all of campus is reached that day. In collaboration with the Associated Students of Feather River College Officers, the coalition hopes to include at least one student officer who has been

trained with the local county election officials on how to properly assist with voter registration.

ii) National Voter Education Week – October 7th - October 11th

(1) Depending on the Associated Students of Feather River College Officers' schedules, FRC plans to host an additional voter registration event on one of the dates within the week of October 7th–11th. At this event, student officers and other campus partners will host a table on the main campus to promote voter registration and education. FRC hopes to collaborate with the League of Women Voters as well in hopes of hosting a forum to educate students about what is on the ballot for the General Election.

iii) Classroom Presentation: Political Science Department – Fall Semester

(1) In collaboration with the Political Science Department, FRC hopes to bring in an individual that either has expertise in voter registration efforts, election innerworkings or perhaps a political candidate(s) running in local elections. By utilizing pre-existing class time, but opening it up to the general student body, attendance and participation is guaranteed.

iv) League of Women Voters

(1) In collaboration with the League of Women Voters, members are invited to host tabling events on FRC campus for voter registration and education efforts.

l. Fall 2025- Summer 2026: Three events

v) National Voter Registration Day/Constitution Day – September 17th

(1) FRC plans on holding a voter registration table up on the main area of campus to assure all of campus is reached that day. In collaboration with the Associated Students of Feather River College Officers and other interested partners, the coalition hopes to include at least one student officer who has been trained with the local county election officials on how to properly assist with voter registration.

vi) National Voter Education Week – October 7th - October 11th

(1) Depending on the Associated Students of Feather River College Officers' schedules, FRC plans to host an additional voter registration event on one of the dates within the week of October 7th–11th. At this event, student officers and other campus partners will host a table on the main campus to promote voter registration and education. FRC hopes to collaborate with the League of Women Voters as well in hopes of hosting a forum to educate students about what is on the ballot for the Primary Election.

vii) Classroom Presentation: Political Science Department – Spring Semester

(1) In collaboration with the Political Science Department, FRC hopes to bring in an individual that either has expertise in voter registration efforts, election innerworkings or perhaps a political candidate(s) running in local elections. By utilizing pre-existing class time, but opening it up to the general student body, attendance and participation is guaranteed.

viii) League of Women Voters

(1) In collaboration with the League of Women Voters, members are invited to host tabling events on FRC campus for voter registration and education efforts.