

**2024 Action Plan**  
Grand Rapids Community College

**Executive Summary**

1. This plan was developed by:  
Ashley Fox, Student Life & Conduct, Ashleyfox1@grcc.edu
2. The plan was developed to increase democratic engagement and engage with more students for the August and November 2024 elections.
3. The plan will be implemented at GRCC, across different buildings and sites around campus to engage with the whole student body.
4. The goal(s) of the plan are to increase voter registration & provide information about the elections as well as student participation in registration drives through paid and unpaid opportunities.
5. The intended duration of the plan is for the fall semester of 2024.
6. This plan was implemented by the student life department.

**Leadership**

This effort was led by:  
Toni Harrington, antoinetteharrington@grcc.edu  
Samantha Minnis, samanthaminnis@grcc.edu  
Ashley Fox, Ashleyfox1@grcc.edu.

In collaboration with Campus Vote Project, Student PIRGS, Student Government at GRCC, Woodrick Center for Inclusion and Multicultural Affairs at GRCC and Urban Core Collective.

**Commitment**

The institution is committed to maintaining voter education and registration efforts to its campus community with the intent to increase participation across campus over the years to share in this civic responsibility.

**Landscape**

This is an all commuter campus, with many low-income first-generation college students. Most students are nontraditional, with a variety of responsibilities outside of their education. The average age of our student body for the Fall 2023 semester is 24.1. Of the 12,157 students enrolled for the Fall 2023 term our students' race/ethnicity breakdown is as follows:

- a. White 7,216 (59.4%)
- b. Hispanic/Latinx 2,241 (18.4%)
- c. Black 1,234 (10.2%)
- d. Asian and Pacific Island 466 (3.8%)
- e. American Indian 67 (0.5%)
- f. Multi-race 448 (3.7%)

**Goals**

Short-term Goals:

Our goal is to maintain student voter turnout by reaching 40% student voter turnout and to increase visibility of GRCC Votes and other civic minded student organizations on campus.

Long-term Goals:

Our long-term goal is to create a more unified approach as a college. We also hope to involve more students in leading this effort to increase peer to peer contact, to offer more leadership opportunities for students, and to introduce more employees to the work of GRCC Votes and informing students of voter information.

### **Strategy**

Our strategy focused on Voter Registration and Voter Education. Our leadership hosted many tables to engage with students on an individual level. These tables provided students with voter registration forms and information flyers, as well as swag such as buttons that students could make. We also created a LibGuide to provide accurate information to students. We also collaborated with members of the Student PIRGs for voter registration tabling events.

### **NSLVE**

Our campus was enrolled in NSLVE in the past, but we have not gotten access to previous reports. We have inquired multiple times to receive this information without findings.

### **Reporting**

We are looking into getting our NSLVE reports in the future.

### **Evaluation**

The leadership members and other members of the voting group will be meeting to debrief the election, evaluate efforts, and plan for the future.