



**GREENFIELD
COMMUNITY
COLLEGE**



Greenfield Community College 2024 Nonpartisan Democratic Engagement Action Plan

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Greenfield Community College in Greenfield, Massachusetts for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. Our primary goal for the next several months is to establish a campus coalition focused on increasing GCC students' civic engagement through outreach and education. This will require relationship building, idea generation and implementation, and resource sharing. The coalition will focus on specific goals of better understanding our voter data, adding voter registration to Orientation, and increasing communications about important voting dates and information.

Leadership:

Our leadership team includes the following departments, campus groups, and organizations:

Sara Allred, Coordinator of Student Leadership & Engagement

Marie Breheny, Director of Institutional Effectiveness

Claire Lobdell, Librarian

Carla Oleska, President's Chief of Staff

April Parsons, VP of Academic Affairs

Judy Raper, Associate Dean of Community Engagement

GCC Student Senate

Political Science/Social Science faculty

Partnering Nonpartisan Organizations include: League of Women Voters Western MA, Third Act MA, National Voter Registration Day, Students Learn Students Vote Coalition, local elected officials

We have several roles at GCC that are in transition, and that we hope will join our coalition once hired - specifically, the Dean of Students and the Vice President of Enrollment Services and Student Success. We plan to engage faculty in this work as well. Additionally, as we more fully develop our coalition, we hope to build relationships with and engage local election officials from Greenfield and surrounding communities.

Commitment:

Our mission states: *Greenfield Community College provides a high quality education to all who seek the knowledge and skills necessary to thrive and effect positive change in their lives, communities, and the world. One of our Principals of Education is: Understand social change and individual development and take responsibility for sustaining both. And one of the General Education Abilities we intend for students to develop while at GCC is: Demonstrate civic knowledge and engagement.*

Our commitment to civic engagement supports our mission and learning outcomes listed above. GCC aims to develop informed individuals who feel a sense of responsibility to themselves, to others, and to society.

We have a demonstrated history of hosting nonpartisan voter information events, including a forum to which all primary candidates for local representatives to statewide office are invited (hosted in 2018) and a program about the Massachusetts ballot questions in which both sides of each question were presented and attendees could ask questions (hosted in 2022). Both events are planned again for this year, which will be both live and live streamed.

Our previous President signed the ALL IN Presidents' Commitment to Full Student Voter Participation in 2020. One of our goals is for our new President Michelle Schutt (who started at GCC in 2022) to sign the commitment this fall.

Landscape:

Greenfield Community College is a public community college and joined the ALL IN Campus Democracy Challenge in 2019. Our institution is designated as a Predominantly White Institution and a Rural Serving Institution.

We are a commuter campus. Our in-person students come to GCC from Central and Western Massachusetts, New Hampshire, and Vermont. Approximately $\frac{1}{3}$ of our students took only online courses in the spring of 2024.

The following is demographic information about GCC's student population:

- Fall 2023 FTE students: 1,544
- Gender: 60% Female, 36% Male, 4% Other or unknown
- Race: 73% White students, 27% Students of Color
- Age: 55% Under 25 years, 45% 25+ years
- Full time: 25%, Part time: 75%
- 58% of matriculated students receive financial aid

The dates below are for important election dates for MA. We also serve students from VT and NH.

- **September 3, 2024** State election primary
- **October 19, 2024** First day of early voting

- **October 26, 2024** Last day to register or change registration
- **November 1, 2024** Last day of early voting
- **November 5, 2024** Election day

Greenfield Community College has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and is waiting to receive our campus voting data for the 2022 election. Our NSLVE authorization runs through 2033.

Our 2020 campus voting rate was 65%
 Our 2018 campus voting rate was 47%.
 Our 2016 campus voting rate was 60%.

Greenfield Community College has been recognized by ALL IN with the following seals of recognition for past elections: 2018 Gold.

Goals:

Our institution’s nonpartisan democratic engagement goals for this year are:

- Establish a campus civic engagement coalition, with representation from faculty, staff, students, and college leadership. Meet regularly to plan civic engagement programming (as outlined in strategy section below) and to assess effectiveness.
- Dive deeper into NSLVE data (once we receive the 2022 report) to better understand our student data and to design specific goals in upcoming years to close participation gaps.
- Add voter registration to new student orientation for fall 2024.
- Have our president sign the [ALL IN Higher Education Presidents’ Commitment to Full Student Voter Participation](#) by September 2024.

Strategy:

Greenfield Community College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Important Dates

- **Late August/Early September 2024: Primary candidates’ forum:** This event will invite candidates for state senate and house local districts, organized by League of Women Voters and hosted by GCC. Food will be provided.
- **September 17: National Voter Registration Day event** - GCC will partner with LWV and other orgs to host a voter registration drive, as well as provide important information about MA, NH, and VT elections. We’ll have food, music, and giveaways. This is also Constitution Day, so we may have additional programming this day.
- **Early-mid October 2024: Ballot measure event** - GCC will host representatives to speak on both sides of each of the ballot questions. Food will be provided.

- **October 19-Nov 1: Early Voting** - we will send email and social media pushes to students to remind them of early voting dates, and to be sure students are aware of their polling locations.
- **November 5: Election Day** - we'll table on this date to remind students to vote and provide food and swag. We'll have faculty and staff volunteers to drive students to the polls in Greenfield and surrounding areas.

In addition to the specific events listed above, we will create a section on the GCC website devoted to civic engagement. This site will provide links to voter registration sites, state info for MA/NH/VT, and important dates. This is where we will share our NSLVE data, info about our campus coalition, and other opportunities to be engaged.

We also hope to develop programming that supports students and GCC community members to have facilitated discussions about politics and current issues in thoughtful and respectful ways.

Evaluation:

Greenfield Community College will use the National Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

We will also track attendance at events and programming.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/greenfield-community-college/>.

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

Additionally, this action plan and our NSLVE reports will be shared with the campus coalition, Presidents' cabinet, and Department Chairs. We will have all of this information available on a new section of GCC's website devoted to civic engagement.