

Harvey Mudd College

Civic and Democratic Engagement Action Plan for 2022-2023

EXECUTIVE SUMMARY

Harvey Mudd College's civic and democratic engagement efforts will be housed within the Division of Student Affairs (DSA) with the oversight and leadership of the Office of Community Engagement (OCE) staff; and the guidance, leadership and support of the Civic and Democratic Engagement working group which includes staff, faculty and students.

For academic year 2022-23, one of the goals is to institutionalize civic and democratic engagement for its long term sustainability by strategically integrating this work into 1) the mission, vision and learning outcomes of the OCE (short-term); 2) the foci and mission of the division of student affairs (short-term); and 3) the mission, strategic vision, and values of Harvey Mudd College (long-term). Having civic engagement institutionalized will provide a guarantee that established initiatives and partnerships will continue despite changes in leadership and or staff/student turn-over. This foundation within HMC will provide the infrastructure to continue with efforts that increase and or maintain student civic engagement participation rates and voting rates.

From NSLVE data for 2016, 2018 and 2020, there is a noticeable difference between ethnic/racial groups' voting rates; therefore another goal for academic year 2022-23 is to have an 80%+ voting rate for all students. We will work closely with our Office of Institutional Diversity, our student leaders from our affinity groups, and from external community partners such as colleagues and organizations from the Claremont Colleges, other local colleges/universities, NAACP Pomona Valley Branch, and California LEAD to create joint collaborative, interactive programming and collaborate in increasing the number of programs and modes to increase access points.

LEADERSHIP

HMC's Office of Community Engagement (OCE) will chair and oversee the Civic & Democratic Engagement Working Group, housed within the Division of Student Affairs (DSA). OCE co-facilitates campus-wide efforts and partnership to increase civic and democratic engagement and learning. The working group will include members from across our institution (faculty, staff and students).

Members of the Civic & Democratic Engagement Working Group:

- Arianna Figueroa, Assistant Dean for Institutional Diversity
- Gabriela Gamiz, Director of the Office of Community Engagement (co-chair)
- Aye Htut-Rosales, Associate Director of Institutional Research and Effectiveness
- Danny Ledezma, Associate Director of the Office of Community Engagement (co-chair)
- Arran McNabb '06, Associate Director of Alumni and Parent Relations
- Vanessa Vallejo, Program Coordinator for Residential Life and Orientation Programming
- Student members and leaders from the Living Learning Community (LLC); and Engineers for a Sustainable World (ESW).

We are waiting for a response from our faculty members regarding joining the working group. Our goal is to have at least two faculty members, such as our associate dean of the faculty and also a political science faculty member.

Members of the working group will meet monthly with communication and collaboration via email and a shared google drive in between meetings to complete task(s) and achieve goal(s) discussed during the meeting. All meetings will be hybrid with the option to meet in person or join via a video conference platform.

The working group will strategically collaborate with various internal and external partners, such as, but not limited to:

- ALL In Democracy Challenge (external)
- California LEAD - formerly California Campus Compact (external)
- California Secretary of State, Students Vote Project (external)
- Issue Voter (external)
- NAACP Pomona Valley Branch (external)
- Science Education for New Civic Engagements and Responsibility (external)
- Voteology (external)
- Affinity groups (internal, student organizations)
- ASHMC (associated students at HMC, internal, student leaders)
- Dining Services (internal)
- Facilities and Maintenance (internal)
- The Hive (internal, Claremont Colleges resource center)
- Hixon Center for Sustainable Environmental Design (internal)
- Office of Communications and Marketing (internal)

COMMITMENT

In the last seven years, Harvey Mudd College (HMC) has demonstrated its commitment to integrating community engagement across campus (curricular and co-curricular) as critical to fulfilling our mission statement of “educating engineers, scientists and mathematicians well-versed in all of these areas and in the humanities and the social sciences so that they may assume leadership in their fields with a clear understanding of the impact of their work on society.” Community engagement is now fully institutionalized (dedicated office space, staff, and internally funded); and integrated into both co-curricular activities and in curricular opportunities, such as courses, research, internships, and capstone projects like social impact clinics.

In the last two years, the Office of Community Engagement began to incorporate civic engagement activities into its programming, and our HMC community has been supportive and engaged. Our HMC community came together to collaborate in 1) programming for a new educational year long series, Power of your Voice, and other events; 2) sharing their voice on why voting is important to help us create a [launch video](#) to our voter registration efforts (our president does the opening and closing statement invited all to exercise their right to vote); and 3) sharing and inviting our HMC community (students, staff, faculty, alumni) to attend programs.

Having the support from our President, Maria Klawe, and our VP for Student Affairs has been instrumental in moving forward. One of our goals for the academic year 2022-23 is institutionalizing civic engagement (from where it is housed to new student learning outcomes).

LANDSCAPE

About Harvey Mudd College and Demographics: Harvey Mudd College (HMC) is a baccalaureate college, arts and sciences focused. HMC seeks to educate engineers, scientists,

and mathematicians well versed in all of these areas and in the humanities and the social sciences so that students may assume leadership in their fields with a clear understanding of the impact of their work on society. Currently, HMC offers ten undergraduate majors in STEM fields, as well as options to design an individual program of study or declare an off-campus major. The program in Humanities, Social Sciences, and the Arts (HSA) is one of the distinctive aspects of HMC. We regard a strong grounding in these areas to be an essential part of the education of engineers, scientists and mathematicians.

In fall of 2021, there were 905 undergraduate students enrolled at HMC. Included in that total are 225 entering first-year students. Nearly half (49.6%) of the student body is women, (48.9% of the first year class); Students underrepresented in STEM currently make up 26% of the HMC student body, (32% of the entering first year class). 98% of our students reside on-campus (100% of first year students).

Current Civic and Democratic Engagement Efforts:

Educational Programming: The Office of Community Engagement in partnership with the Office of Institutional Diversity; Office of Alumni and Parent Relations; the International Students and Scholars Office; student organizations such as MMAD and LLC; faculty; and voter registration student liaisons have created various educational programming opportunities open to our HMC community (internal and external). These programming efforts have been part of our Power of Your Voice series which focuses on a different theme each semester - such as Why Policy Matters, Local Politics, Census, etc. Each semester, guest speakers share their experience with a topic within the semester's theme. Due to the pandemic, all sessions were hosted virtually and recorded. The recorded sessions are available to our community. Besides Power of your Voice, OCE has hosted stand alone educational programming, such as a watch party on gerrymandering and (vice-)presidential debates. Other efforts include passive programming via infographics (posted around campus, shared via email, etc.).

Voter Registration: The Office of Community Engagement, for the first time since its inception as an office in the spring of 2015, took leadership to oversee and co-facilitate voter registration efforts in the fall of 2020. Voter registration efforts had taken place prior yet none of these efforts were centralized and or integrated with intention into curricular or co-curricular efforts. Since fall 2020, OCE has partnered with external community partners, such as NAACP Pomona Valley Branch, Issue Voter, TurboVote and other non-partisan organizations; and has also partnered with student led organizations such as our Living Learning Community and Mudders Making a Difference to increase our voter registration efforts and the number of students who vote. Voter registration efforts have included tabling, giveaways, why vote video featuring our President, faculty, staff, and student voices, and specific programming for National Voter Registration Day (in September) and National Voter Registration Week (in October).

Campus Climate and Culture: HMC is a very small institution. Our small size provides us with the opportunity to personally interact with each other in ways that are not always possible or sustainable on a larger campus. Many times things that necessitate policies or processes on other campuses are conversations on ours. We talk, reflect, debrief, plan and discuss ways to improve existing programs and ways to create new programs. This communication and partnership starts with a conversation and continues with direct contact throughout the process. This model and way of interacting and communicating allows us as a community to move forward with initiatives that are innovative and unique to the needs and demographics of our

current campus constituents. As much as this is a benefit, changing times, like those we witnessed during the global pandemic, created challenges due to unestablished (in writing) policies and procedures. As we move forward, establishing procedures and policies to promote civic and democratic engagement would be of great benefit.

NSLVE as a Resource

HMC has participated in The National Study of Learning, Voting, and Engagement (NSLVE) since 2012. NSLVE offers our institution an opportunity to learn about our student registration and voting rates as well as a closer examination of our campus climate for political learning and engagement; and correlations between specific student learning experiences and voting. HMC's NSLVE results are posted on our assessment website; and we use them in assessment activities across campus.

A summary of HMC's 2020 NSLVE results (Presidential Election year):

Our 2020 student voting rate was 81.4% (a 32.4% increase from the mid-election year voting rate in 2018, and 23.2% increase from the 2016 Presidential Election year). The preferred voting method was not-in-person with 79%; and only 2% voting in person. There were no significant differences in the voting rate by gender, class year or major; yet there were differences to note in voter's ethnicity/race with significant lower percentage for Asian (75%) and Black (76%) compared to Hispanic (83%), two or more 2 races (84%), and White (86%). In 2020, HMC student voters surpassed the average voting rate for all institutions by 15.4% (66% all institutions voting rate).

As we move forward with civic and democratic engagement efforts, we look forward to maintaining/increasing voting rates above 80% across racial/ethnic groups; and increasing our efforts on educational civic engagement programming year round.

GOALS

Intentional civic and democratic engagement educational programming and voter registration efforts started in the fall of 2020 and have continued each semester since. As a result of engaging in these efforts, we learned that without a shared purpose/mission; and integration into our existing infrastructure and culture, these efforts are not sustainable long term. Therefore, as we move forward, we will continue with these existing efforts; yet we will add the following goals in response to making these efforts sustainable:

- Developing a universal message about the importance and value of civic and democratic engagement (short-term goal); and aligning that message with our institution's mission and vision (long-term goal).
- Integrating civic and democratic engagement under the Office of Community Engagement with joint partnerships with academic affairs (short-term goal with continuous work beyond academic year 2022-23).
- Increasing awareness about resources available (short-term goal).
- Having 80%+ voting rates across ethnic/racial groups

STRATEGY

In order to make progress on and achieve our goals, the following steps will be critical:

- Across Campus Communication: Creating a marketing action plan will help us with our goal of raising awareness of civic engagement efforts. In this marketing plan, it is important to have a universal message about the importance and value of being civically engaged. The following are areas we would like to work on in collaboration with our communications department, student leaders, and community partners:
 - Developing an informative, one-step website with resources and important information about voter registration, upcoming elections, and learning about bills/policies.
 - Having a social media presence in different social media pages, such as residential life, institutional diversity, community engagement, alumni and parent relations, etc.
 - Creating a passive programming plan that highlights key components, deadlines and information to consider.
 - Having a presence in high student traffic areas, such as our dining commons, residential hall common areas, student services building, etc. Doing tabling in these areas would be helpful for providing information.
 - Sharing our efforts and important information as “press release” material to hopefully get featured in student publications.
- Integrating civic engagement efforts into existing infrastructure: Many essential program events already take place on campus, such as orientation, summer institutes, residential life RA programming, impact leadership credential; and it would be helpful to imbed civic engagement activities into these existing events. As a working group, our goal is to plan collaboratively with respective colleagues and create ways to make civic engagement activities part of these essential student events.
- Voter Education: This summer, HMC will be working closely with Issue Voter to create a personalized access and registration website. Any member who registers via our personalized website will have access to non-partisan information regarding policy issues at local and national level. Our HMC students will have access to this information at any time; thus increasing accessibility to information. Our plan is to send reminder notices via Issue Voter, via tabling events, and via other programs about this educational resource. Another voter education effort is to continue with our year long Power of your Voice series with a focus on preparing for a midterm election and post election community circles.
- Centralizing civic engagement: Civic engagement efforts will be overseen by this working group and will be housed within the Division of Student Affairs - in the Office of Community Engagement. A few areas we will focus on: 1) changing the name of the office of community engagement to include civic engagement and or its meaning; 2) re-writing our mission statement and student learning outcomes; 3) aligning our mission/vision/learning outcomes with our DSA mission/foci and with our institution's mission and vision; and 4) branding our office with a new logo and community announcement. In the future, some long-term goals are to strategically partner with faculty 1) to think about how to integrate civic engagement efforts into curriculum and if possible into our core; and 2) to have intentional conversations of civic engagement within future HMC strategic vision planning.

REPORTING

As part of our communication efforts (under our short-term goal strategies), we will use a wide variety of platforms to report on our civic and democratic engagement efforts. Our reports will include data from the NSLVE data for HMC, voter registration numbers, participation summary

on our civic engagement programming, and important policy issues as reported by our community partner, Issue Voter. We will share these results via:

- Departmental and institutional social media platforms
- Summary article written for our HMC communication platforms and our student newspaper (Muddraker).
- Email message with our report summary with detailed report attached.
- Posting our reports and infographics on our civic engagement webpages.
- Include our infographics on our campus' monitors
- Include results on our Board of Trustees data points reports
- Presentations as appropriate to different campus constituents and leadership

EVALUATION

The Civic and Democratic Engagement working group will consult and work closely with our Office of Institutional Research and Effectiveness (OIRE) to co-create tools if necessary and as needed to collect data from our efforts that will help us evaluate our progress towards achieving our goals and learning outcomes; and make necessary modifications. Some general evaluation methods that can be used include the following:

- Use data from the NSLVE to inform future programming efforts and modify goals if necessary.
- Use data from Issue Voter to help guide our future programming based on policy issues of interest to our students; and which policy issues might be overseen and how to bring awareness of those via intentional programming.
- Collect participation data for events or visits on passive programming sites, such as YouTube videos.
- Participant program evaluations will be available for participants to complete after attending an educational program or activity.