

**Heartland Community College**  
**ALL IN 2020 Action Plan: GOAL = 55% Student Voter Rate**



In the 2016 Presidential Election, HCC student voting rate was 48.2% (65.8% for registered voters). In the 2018 mid-year elections, HCC participated in the ALL IN to Vote Challenge, developed a civic action plan, and increased its midterm student voter rate 35.7% (up 15.9% from 2014).

Having learned from our experiences in the last two national election cycles, HCC is setting a goal of 55% student voter rate for the 2020 Presidential Election. Below is the Action Plan for achieving that goal.

- I. **Enhance Voter Registration Information Available to Students**
  - a. HCC will enhance its webpage materials to include specific directions/deadlines for registering to vote online; through mail-in; and same day registration at the polls.
  - b. Web link will be sent to all faculty, staff, and student clubs and organizations.
  - c. Student-led Voter Information Drives will be conducted with tabling around main campus and at the HCC-Lincoln and HCC-Pontiac Centers.
- II. **Conduct Voter Registration and ALL IN Voting Pledge Drives**
  - a. The Political Science Club SGA will conduct voter registration/ALL In Pledge to Vote drives.
  - b. COMM 101 courses will incorporate project work on campaigns to increase student voter registration/voting rates.
  - c. SGA will work to get all student clubs/orgs to take the ALL IN Pledge to Vote.
  - d. Political Science Club and SGA will develop “toilet talk” flyers in restrooms around campus register and vote.
- III. **Provide Election/Candidate Information**
  - a. Political Science Club will develop election/candidate information guides for distribution.
  - b. HCC will work with Illinois State University, Illinois Wesleyan University, the League of Women Voters, and WGLT (local NPR station) to host a variety of candidate Forums/Open Houses and encourage students to attend.
- IV. **Establish and Leverage New Faculty Liaison for Service-Learning and Civic Engagement**
  - a. Faculty liaison will coordinate efforts between SGA, Student Engagement, community and faculty.
  - b. Faculty liaison will assist in engaging and involving faculty in the Civic Action Plan.