



# Heartland Community College 2022 Democratic Engagement Action Plan

Updated Fall 2022

Submitted by Sarah Diel-Hunt, Vice President, Enrollment & Student Services

## **Executive Summary**

This nonpartisan democratic engagement action plan was developed by Heartland Community College in Illinois for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Heartland Community College for the 2022 election are:

1. Increase student voter information and engagement events hosted by diverse student clubs and organizations.
2. Increase student voter registration rates from 65.3% in 2018 to 68% in 2022.
3. Increase student voting rate from 33.3% in 2018 to 40% in 2022 (matching Gold Seal level in 2018)

## **Leadership**

Our leadership team includes the following:

Sarah Diel-Hunt, Vice President Enrollment and Student Services  
Skylar Guimond, Director, Student Engagement  
Sarah Tipton, Coordinator, Student Engagement

Other Heartland students and staff assisting the leadership team include:

Gena Glover, Associate Director, Community Engagement  
Karla Huffman, Faculty Coordinator, Civic Engagement  
Paul Folger, Faculty Advisor, Political Science Club  
Maina Ibn Mohammand, Graduate Assistant  
Grace Sands, Director, Student Leaders in Community Engagement  
Rodney Billerback, Student Trustee

Our community, state, and national partners include the following:

Illinois State University  
Illinois Wesleyan University  
McLean County Cultural Leadership Program  
Western Avenue Community Center  
Boys and Girls Club of Bloomington Normal  
League of Women Voters McLean County  
WGLT, National Public Radio Affiliate  
Project Oz

Big Brothers/Big Sisters  
 Bloomington-Normal YMCA  
 YWCA of McLean County  
 YouthBuild  
 NAACP  
 Prairie Pride Coalition  
 Home Sweet Home Mission  
 Bloomington-Normal Economic Development Council  
 5 Greater Livingston County Economic Development Council Logan County Economic  
 Development Partnership/Greater Peoria Economic Development Council  
 McLean County Chamber of Commerce  
 Pontiac Area Chamber of Commerce  
 BNAdvantage  
 Career Link – Region 15  
 GLK Workforce Development Board – Region 11  
 Land of Lincoln Workforce Alliance – Region 20  
 Campus Compact ALL IN  
 Campus Democracy Challenge ALL IN  
 President Commitment ASK EVERY STUDENT Commitment Campus  
 Women of Enlightenment Chapter of the National Association of Colored Women's  
 Clubs, Inc.

## **Commitment**

Heartland Community College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020.

Heartland's commitment to civic engagement is evident throughout its Strategic Plan (College-Wide Priorities and Goals) as well as in its college learning outcomes (Essential Competencies) that are assessed in both the curriculum and the co-curriculum.

### ***College-Wide Priorities & Goals***

Promote Student Access and Success

- Increase percentage of students progressing toward and completing their educational and career goals
- Increase undergraduate enrollments in areas identified in the College's Strategic Enrollment Management Plan
- Reduce opportunity gaps and achievement gaps among student populations
- Improve student satisfaction
- Increase student achievement of the College's Essential Competencies

Create and Model a Systemic Culture of Equity, Diversity and Inclusion

- Reduce barriers to access and equity
- Model anti racist practices within and beyond the College community
- Increase the percentage of employees and students participating in EDI oriented professional development, social awareness, and community engagement opportunities.

Ensure Resource Stewardship.

- Improve employee satisfaction
- Fulfill institutional need for diverse recruiting, hiring, retention, and advancement

- Maintain or increase the College's financial health
- Maintain or increase value of the College's physical assets

Serve as a Community Resource.

- Meet emerging workforce needs through education and training programs
- Fulfill unmet community demand for personal enrichment and professional learning
- Establish and sustain diverse community partnerships to share resources and build reciprocal support networks

Model Effective Communication, Collaboration and Transparency

- Intentionally obtain and incorporate employee input
- Improve internal dissemination of information
- Share resources, responsibilities and results to achieve college-wide goals

### ***Heartland Community College Essential Competencies***

Communication: Students develop and present an effective message using various modalities suitable to the topic, purpose and audience.

Problem Solving/Critical Thinking: Students identify and interpret problems to engage in thinking that is informed by evidence; or students apply strategies and procedures to arrive at a workable solution.

Diversity: Students recognize their own attitudes and values as well as those of others and demonstrate respect for others with diverse perspectives, behaviors and identities.

Social Responsibility: Students ethically engage with or respond to academic, civic, social, environmental, technological, or economic challenges at local, national or global levels.

Technology: Students appropriately use technology to solve problems, complete tasks, or accomplish goals; or students demonstrate effective adaptability to various technologies.

### **Landscape**

Heartland Community College is a public community college and joined the ALL IN Campus Democracy Challenge in 2018.

Our campus demographic and voting data:

Heartland Community College has 4,697 students and is a commuter campus. Average age is 22; Minority enrollment is 30%; First-generation enrollment is 20%; 56% of students are part-time; 79% live in Heartland's District; 19% are out of District, with 1% out of State and 1% out of Country).

Heartland Community College has authorized NSLVE.

Our institution had a 2020 campus voting rate of 58.3%.  
Our institution had a 2020 voter registration rate of 77.5%.

Our institution had a 2018 voter turnout rate of 33.3%.  
Our institution had a 2018 voter registration rate of 65.3%.

Our institution has been recognized in the past by ALL IN for these awards: 2020 IL Campus Voting Challenge: Most Improved Voter Turnout - 2-year Award

Our institution has been recognized by ALL IN with the following seals: 2018 Silver, 2020 Bronze

## Goals

Our campus democratic engagement goals are as follows:

1. Goal: Increase student voter information and engagement events hosted by diverse student clubs and organizations.
2. Goal: Increase student voter registration rate to 68% in 2022 (increase of 2.7%) and 80% in 2024 (increase of 2.5%).
3. Goal: Increase student voter turnout rate to 40% in 2022 (increase of 6.7%) and 65% in 2024 (increase of 6.7%).

## Strategies

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

1. **Voter Registration Initiative:** In 2022, HCC will participate in the ALL IN Campus Democracy Challenge and National Voter Registration Day. Tabling events, class announcements, posters, social media, and partnerships with League of Women Voters Mclean County and Illinois State University will be used to encourage students to take the ALL IN Challenge, register to vote, and vote. Additionally, HCC will roll-out our new [campus voter registration portal](#) supported by Civic Nation and the ALL IN Campus Democracy Challenge. Voter information and registration drives will promote student usage of the portal for one-stop ease in voter registration information.
2. **Constitution Week:** Student Leaders in Community Engagement (SLiCE) and the Political Science Club will co-host a tabling event for Constitution Week to help students learn about the Constitution, reflect on current Constitutional issues, and consider implications for democratic engagement around those issues. Tables placed around campus will contain a Constitution reflection prompt and large sheets of paper for students to share their answers or comments. Prompts include information and questions around abortion rights, gun control, education, election process and more. Additionally, a new virtual component will be added through the online tool Padlet to encourage digital engagement as well. SLiCE student members will monitor the tables and change out the paper as needed. The Political Science Club will collect the responses and discuss them during their general meeting.

3. **Talking Politics:** SLiCE will host *Talking Politics*, a panel discussion about the history and interpretations of the United States Constitution surrounding the prompts selected for Constitution Week (see above). Panelists will provide thoughts on each question from their perspective with time afforded for students to ask questions and provide their own insights. This is an annual event that takes place during Constitution Week.
4. **Bagels and Ballots:** Student Government Association and Student Leaders in Community Engagement will partner with League of Women Voters of McLean County to provide a voter information workshop called Bagels & Ballots. The workshop aims to inform students about the issues and candidates on their ballot for this upcoming midterm election by utilizing LWV's online tool VOTE411.
5. **Mock Election Table:** Hosted by Heartland's Political Science Club, the Mock Election program is a tabling event aimed to inform Heartland Students on who is on the ballot for Governor of Illinois. Included on the table are mock ballots to help the Political Science Club determine how Heartland students vote.
6. **Election Night Viewing Party:** HCC's Political Science Club and the Student Government Association plan to host an Election Night Watch Party where students and staff are encouraged to bring family and friends to enjoy an evening of food, guest speakers, and peer discussion.
7. **Boxes and Walls:** Boxes and Walls is an educational event designed to raise awareness about what some students experience getting to, and in college. The goal is to plant seeds of openness, understanding and respect for oppressed and marginalized groups.
8. **Ask Every Student:** HCC is registered as an Ask Every Student Commitment Campus in which we will incorporate and implement voter registration practices into our existing strategies.
9. **Campus Compact Partner:** Heartland Community College is a part of Campus Compact, a national coalition of over 1000+ colleges and universities committed to the public purposes of higher education. Heartland utilizes Campus Compact's resources, professional development events, and programming to assist our efforts in building democracy through civic education and community development.

## **Evaluation**

We will evaluate our action plan in the following ways:

1. Increase the percentage of students who are registered to vote.

Measure: National Study of Learning, Voting and Engagement (NSLVE) Data

2. Increase the percentage of students who vote (student voter rate).

Measure: National Study of Learning, Voting and Engagement (NSLVE) Data

3. Increase the number of diverse student clubs and organizations that embed a civic engagement activity

Measures:

- a. Supported student organizations event submissions with Student Engagement Office
- b. Number of HCC-sponsored events with civic engagement tag in Get Involved Platform
- c. Attendance and participation in the various on-campus student centered events

4. Increase the number of students who participate in non-assessed civic engagement activities, either as part of a course, in the co-curriculum, or externally sponsored.

Measures:

- a. Number of HCC-Sponsored events with service/civic engagement tag in Get Involved
- b. Attendance and participation in the various on-campus student centered events
- c. Student Perception: CCSSE Data Item 4i [*In your experience at this college during the current academic year, about how often have you done the following: Participated in a community-based project (service-learning activity) as part of a regular course? 1 = Never, 2 = Sometimes, 3 = Often, 4 = Very Often*]
- d. Student Perception: Institutional Question in CCSSE related to externally sponsored civic engagement activities.

5. Increase the number of faculty who embed civic engagement activities (assessed or non-assessed) into their courses.

Measures:

- a. Faculty PD Certificate Completions (leading indicator)
- b. Survey faculty on a cycle
- c. Track CE assignments in Canvas (will need time to develop and implement)

6. Increase the number of courses containing a civic engagement activity (assessed or non-assessed).

Measures:

- a. Survey faculty on a cycle
- b. List of courses promoted on website

7. Increase the number of community partners represented in curricular and co-curricular civic engagement activities.

Measures:

- a. List of community partners included on virtual tracking system event location
- b. List of community partners benefitting from civic engagement curricular projects

8. Increase the number of students who complete a formally assessed civic engagement activity, either as part of a course or in the co-curriculum.

Measures:

- a. Track civic engagement assignments in Canvas (will need to develop)
- b. Track students participating in assessed civic engagement co-curricular activities

- c. Enrollment in SLV 101 course
9. Increase student achievement of the College's Social Responsibility Essential Competency through civic engagement activities and voter information programs.
- Measures:
- a. Assessment data collected in the College's LMS from curricular activities
  - b. Assessment data collected from the College's LMS from aligned co-curricular events and activities events

## **Reporting**

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

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

HCC's Democratic Engagement plan will first be shared with the College's Service-Learning and Civic Engagement employee team along with Student Government Association, and subsequently Student Senate. It will then be shared with the President's Cabinet. Upon approval, the plan will be shared with key stakeholders within the college and community including faculty, staff and community partners. Additionally, the plan will be shared with Heartland's Marketing office to be used in marketing efforts when appropriate. Last, highlights from the plan will be placed on the HCC website within the [Service-Learning and Civic Engagement](#) pages.