



Crush the Vote: 2020 Election Action Plan

Johnson County Community College

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 - NSLVE Data
 - 2014 Voting Rate: 22.5% (3.4% higher than all institutions, 60.9% registration rate, 36.9% voting rate of registered students)
 - **2016 Voting Rate: 51.9% (1.5% higher than all institutions, 70.6% registration rate, 73.5% voting rate of registered students)**
 - 2018 Voting Rate: 45.5% (6.4% higher than all institutions, 70% registration rate, 65.1% voting rate of registered students)
 - Leadership:
 - Staff: Tara Karaim (community-based learning coordinator), Cassie Fulk (manager of student activities), Anne Turney (manager of student life and leadership development)
 - Faculty: Terri Easley-Giraldo (communications), Andrea Vieux (political science)
 - Student Groups: Honors Student Association, Phi Theta Kappa, Civic Leadership Program, Political Engagement Leadership Alliance, Student Senate
 - Other Partners: League of Women Voters, Loud Light, the All-In Challenge

OVERVIEW: Johnson County Community College is interested in electoral engagement because it aligns with our mission to “inspire learning to transform lives and strengthen communities.” The Crush the Vote team aims to strengthen communities through empowering students to enact change through learning about and engaging with the election. Our plan is to collaborate with staff, faculty, and students on campus to host a series of events to “crush the vote.”

LEARNING OBJECTIVE: This programming fits into our institutional learning outcome of Social Responsibility, which states: Be prepared to practice community engagement that reflects democratic citizenship, environmental responsibility, diversity, and international awareness.

Our goals for Crush the Vote 2020 are:

1. Voter Education: Educate students on the importance of voter registration and voting, the importance of democratic citizenship, the logistics of the electoral process, and the

specifics of election issues. We will measure this from surveys given to students who participate in Crush the Vote programming.

2. Voter Turnout: With a more educated student population, we aim to increase voter registration by 15% from 2016 and increase voter rate by 20% from 2016.

EVENTS:

1/24/20 – Crush the Vote Town Hall

All stake holders invited to discuss the master calendar of Crush the Vote events. This will be a time to discuss learning objectives, logistics, and varying perspectives on how the campaign should be run.

April? – Last Day to Register to Vote for the Primary

Faculty Andrea Vieux will host an event that allows students to register to vote before the primary election and learn about the candidates and issues of the primary.

5/2/20 – Kansas Democratic Primary

An event will be held to remind students to vote in the primary.

9/17/20 – Constitution Day

Every year student life hosts an event for Constitution Day. Students can come pick up a constitution and participate in a themed Kahoot trivia game. We will have voter registration and election information available.

9/22/20 – National Voter Registration Day – Tabling Event

Tables will be set up in a high traffic area of campus for the League of Women Voters, Loud Light, and student volunteers to register people to vote and hand out information about the election. This will also be a time where we will include information on the logistics of voting: locations of polling sites, what to bring the day of, what a ballot looks like, etc.

9/29/20 (Tentatively) – Debate Watch

Faculty Terri Easley-Giraldo will host a debate watch party. Students will watch the live broadcast of the debate and participate in a group discussion. Students will also fill out a survey about their experience.

October – Candidate Meet and Greet

Andrea Vieux and the Political Engagement and Leadership Alliance plan to contact candidates to set up a meet and greet for students.

10/13/20 – Last Day to Register to Vote – Tabling Event

This will look the same as the National Voter Registration Day set-up.

11/3/20 – Election Day Party

We will host an event celebrating election day.

DATA COLLECTION AND ASSESSMENT:

At each event we will be collecting students' names and emails to send them a survey about their experiences. The questions will reflect the above stated Learning Objectives.

We will also be collecting data about how many students we register to vote at Constitution Day, National Voter Registration Day, and the last day to register to vote. Finally, we will rely on the upcoming NSLVE report to assess if we reached our goal of increasing voter registration and voter turnout.