

## Action Plan 2022



# KENNEBEC VALLEY COMMUNITY COLLEGE

YOUR BRIDGE TO A BRIGHTER FUTURE

## Executive Summary

This action plan was developed in fall of 2022 by Hunter Barton & Maine Students Vote to communicate our strategy for increasing both the registration and turnout rates of voters at Kennebec Valley Community College. The planned activities outlined here will be carried out over the next six months on and around both of our campuses locations in Fairfield and Hinckley, Maine. This plan will be implemented by KVCC Votes in order to accomplish our goals and further institutionalize KVCC's commitment to civic learning, election engagement, and youth participation in local government.

## Leadership

Name	Role	Contact Information
Jannie Durr	Director of Student Life	jdurr@kvcc.me.edu
Hunter Barton	Election Engagement Fellow	barton.hunter@kvcc.me.edu
Allyson Gardner	Maine Student Students	allyson@mainestudents.org
Karen Normandin	KVCC President	knormandin@kvcc.me.edu
Kathy Englehart	Dean of Academics	kenglehart@kvcc.me.edu

## Faculty Champions

Name	Department	Contact Information
Lisa Black	TRiO	lblack@kvcc.me.edu
Jennifer Rines	Radiologic Technology	jrines@kvcc.me.edu
Marjorie York	Business	myork@kvcc.me.edu
Michelle Edwards	Faculty Senate President	medwards@kvcc.me.edu

## Commitment

In regards to civic learning & democratic engagement:

- Our campus mission statement mentions: “Preparing students to achieve their professional and personal goals in a supportive environment.”
  - The goal here is to provide a safe place for students to explore themselves and allow them to express that without judgment, which includes finding their voice in civic engagement and local government.
- Our campus values include: “Integrity. Diversity. A culture of civility, cooperation, and collegiality.”
  - WE want to make sure that our community is informed on civic information and supported in election education.
- Our campus strategic plan mentions a commitment to: “KVCC contributes to economic and community development through lifelong learning”
  - This starts on the first day of acceptance for our students by giving them a wide variety of ways to get involved on campus with other students and workshops internally and externally on how to learn and apply what they learn to the day-to-day of their lives. Community is a huge part of the mission and values of KVCC.

In classrooms or within students groups on campus we’ve seen the following resources:

- The willingness to open up the conversation about voting and its importance and if not comfortable reaching out to me or my point person, Jannie Durr, to have us provide resources or come in person to speak with students.

## Landscape

Data: (include link to school’s website)

Total student enrollment: 2119

Ages:

- 29.6% 18-21

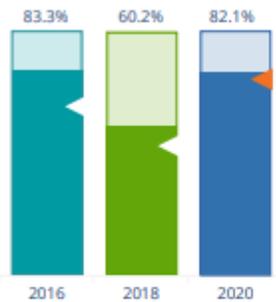
- 7.0% 22-24
- 9.4% 25-29
- 12.8% 20-39
- 5.9% 40-49
- 3.0% 50+

Other helpful demographic info:

- 29.0% Pell Grant recipients
- 24.1% full-time
- 75.9% part-time
- 32.3% men
- 66.2% women
- 1.6% unknown
- 3.2% Hispanic
- 2.0% Black
- 0.8% American Indian / Alaska Native
- 87.2% White
- 2.3% 2 or more races
- 3.2% Unknown

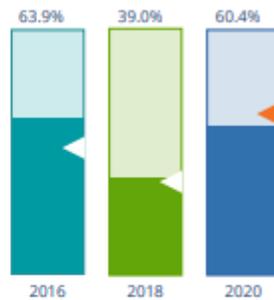
### [KVCC 2020 NSLVE report](#)

#### VOTING RATE OF REGISTERED STUDENTS



The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the “yield” rate.

#### VOTING RATE



The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

## Challenges:

Summary - Currently, KVCC does not have an assigned election engagement coordinator. KVCC is a small campus with less than 1500 students spread across two local campuses including two regional sites at a distance. Part of the population includes purely online students, so educational events must be designed in a hybrid fashion to reach the entire population. Due to our size and capacity, students are left behind in election engagement resources because KVCC doesn't have residential facilities where most campuses find a captive and ready audience. Our students might not be exposed to educational materials or resources. Our student population resides in both Congressional districts in Maine. We anticipate that the 2<sup>nd</sup> Congressional district will be a competitive race in 2022.

### Internal:

- The amount of classes offered in-person and the number of students on campus day-to-day, especially our Hinckley campus.

### External:

- Covid, it's cause staffing shortages, event & zoom fatigue and is challenging to bring students back to doing things on campus

## Strengths:

- We have the ability to adapt to our situation and find ways to include that portion of the strictly online population. We made things hybrid by providing online links to presentations, creating events/games that were online to allow those not on campus to participate.
- KVCC has strong administrative support for this work with our College President and Academic Dean leaning in to support our work.
- We have an active and engaged student senate and wider network of student clubs that have proved a great resource for distributing election information.

## Goals

Longer term Goals: *(think: By 2028, the institution will increase student voting rates by 20 percentage points over 2016 turnout levels, with students of color voting at the same rates as white students.)*

- To increase the amount of voters that actually vote in not only the Federal Elections but also the Midterm and Local Elections.
- Increase campus engagement and education for first time voters through faculty partnerships

Short term Goals: *(think: By 2022, at least 30% of our working group leadership will represent marginalized communities on our campus.)*

- To increase the number of registered voters and the voter turn out within the KVCC community.

- To build a campus community that is excited to engage with local, state, and national elections and discourse

## Reporting & Evaluation

How will this plan be shared, internally and externally? What do relevant stakeholders want to know and be able to do with the information gathered?

Internally, by:

- This plan will be shared by email to campus stakeholders and posted to the KV App.

Externally, by:

- This plan will be shared by email to community partners and stakeholders.
- This plan will help community partners know where they can step in to support campus election engagement.

What we want to know:

- Turn out of students to vote in the Midterm Elections
- Registration Rate for Students on Campus
- Reach of events planned by Election Engagement Fellow

We will collect feedback by:

- NSLVE
- Stakeholder meeting
- Reflections & feedback from faculty champions

## Strategy

### **Recruit and coordinate KVCC Votes Student Fellows**

We are seeking funding to support three student fellows for our campus. These organizers will support and help execute election engagement activities both inside and outside the classroom and mobilize their peers. The fellows will make presentations on student voting to student clubs and in academic classes across disciplines.

### **Educational Programming and Events**

All activities described below are pending approval and subject to changing public health guidance and campus policy. KVCC Votes will host events for Constitution Day (9/17), National Voter Registration Day (9/20), National Voter Education Week (10/3-10/7), Vote Early Day (10/28). As the state of Maine allows voter registration up to and including Election Day, we will be able to continue registering students and updating their registrations as necessary through each of the Civic Holidays and on Election Day.

### **KVCC Votes Faculty Champions**

We will seek out at least 10 Faculty Champions who will provide democratic engagement

regarding the upcoming election in their classrooms during National Voter Education Week and Get Out the Vote activities.

**Peer-to-Peer Class/Organization Presenters**

We will offer 6 students the opportunity to receive a \$200 scholarship to engage in a democratic engagement presentation to their classes during either Voter Education Week or during Get Out the Vote initiatives. The option to present directly to a club/organization/group would be a possible alternative should it be preferred. This alternative might be necessary for classes, like nursing, where faculty would not provide the time for democratic engagement due to curriculum constraints; however, the nursing club would be a venue where time would be more ample.

Date	Activity
August 31	Faculty Professional Development Day presentation
September 17	Constitution Day Event - guest speaker, voter registration, and more fun
September 15-30	Event promotion - connecting with professors, faculty, and staff
September 20th	National Voter Registration Day tabling event
September 30	Youth Voting Summit - KVCC welcomes students from across Maine
October 3-7	Voter Education Week events, voter registration tables/call to action, online trivia/events
October 24	Promotion of Vote Early Day, call to action
October 21- November 8	Get Out the Vote activities, connecting with professors, faculty, and staff, classroom presentations, call to action
November 8	Election Day (virtual or in-person events), call to action