



**VOTER REGISTRATION AND ENGAGEMENT PLAN FOR  
LAKE MICHIGAN COLLEGE  
2022-2024**

About Lake Michigan College

Lake Michigan College offers over 80 different academic programs, including career education, transfer programs, part-time and full-time options and online learning.

Even before students graduate from high school, LMC has partnered with local school systems to offer college-level coursework to qualified students. With Early College, students earn both high school and college credit for courses, saving families thousands of dollars in college tuition.

LMC has 347 full-time employees with 41% full-time and 43% part-time faculty guiding 3,209 students on their learning journey. Most of our students are in-district, but we have 13% out of district and 2% international. We serve a diverse student body from six counties with three campus locations as well as distance education, dual-credit classes in high schools and specialize learning opportunities for career education programs. The college's goal is to improve the quality of life in our region by establishing connections using civic, social, creative and economic opportunities in the communities we serve.

LMC Votes supports the college mission "Together we empower people and communities to thrive through education, innovation, and experiences" by connecting encouraging students, staff and faculty to get involved in the community through civic activities.

Plan Overview

This will be the third year Lake Michigan College is actively participating in the Campus Vote Project. There was a bit of a hiatus between March 2020 and May 2021 due to COVID-19. We have since updated our goals to reflect lessons learned and accommodations for increased online and virtual learning.

The five goals Lake Michigan College seeks to accomplish during the 2022-2023 academic year are:

1. Increase the number of students registered to vote through enhanced marketing efforts on our main campus (Benton Harbor/St. Joseph), the South Haven campus, the Niles/Bertrand Crossing campus, the Allegan campus and the Watervliet High School campus. The latter three campuses are mainly attended by 5<sup>th</sup> year high school students who may be eligible to register depending on their birthday.  
\* Our goal is 500 new registered voters by 1 November 2022
2. In 2018, we gathered over 1,500 contacts or pledges to vote on Election Day. In 2020, our contacts and pledges were significantly less due to COVID-19.  
\* Our goal is to collect 1,500 pledges to vote on National Voter Registration Day, September 20, 2022. We hope to collect text information so our CVP fellows can text reminders to vote.
3. Due to the volatility and nature of social media, LMC Votes is no longer using Twitter or Facebook to connect with students, staff, faculty and the community. Instead, we will focus on in-person events like: Constitution Day & National Voter Registration Day (Sep. 20), drop-in or virtual voting Q & A sessions during Voter Education Week (October 3-7, 2022), Vote Early Day (October 28) and a “make-and-take” event in the Hanson Tech Center makers space (Date TBD).  
\* Our goal is 3,000 GOTV contacts between September 6 and November 7, 2022 through all direct face-to-face contacts.
4. In the past, we have had several media stories published about LMC Votes efforts. Since the local media has recognized LMC for our Voter Friendly Campus designation as well as the Silver Award for All-In Voter campaign, we plan to continue to capitalize on the relationship with local reporters for increased coverage of our voter engagement and education efforts.  
\* Our goal is 5 published or aired news stories regarding GOTV and voter education events
5. We planned to maintain the current campus coalition and were unable to expand, internally and externally, due to COVID-19. The current organization includes different divisions on campus and two groups from the community.

The LMC Votes! coalition includes:

- Provost and Vice President of Academic Affairs (Dr. Leslie Kellogg)
- Political Science Program Coordinator (Dr. Tiffany Bohm)
- Dean of Arts and Sciences (Mr. Kris Look)
- Director of Student Life (Mel Grau)
- Start to Finish Coordinator (Charmae Sanders)
- Honors Program Coordinator (Dr. Amy Scrima) and Honors students
- Residence Hall Director and Resident Assistants (RA's)

- Marketing Department (Jennifer Shoemaker)
- William Hessel Library (Diane Baker)
- South Haven campus (Keri Garr and Jeremy Burleson)
- Bertrand/Niles campus (Kam Chancellor and Jeremy Burleson)
- Student Government Association, Club Presidents and Student Senators
- League of Women Voters
- Berrien County Clerk's Office
- Rock the Vote
- Campus Vote Project
- Campus Takeover/National Voter Registration Day org
- #VoteTogether/Young Invincibles
- Students Learn, Students Vote

### 2022 Plan Overview

This will be the third year of the LMC Votes! project and much of the preparation occurred during spring 2022. The coordination completed includes: updating voter registration forms and informational hand-outs, scheduling on-campus events and coordinating guest speakers. We plan to hire two CVP fellows for the Voter Friendly Campus program.

The POSC 205: Mid-Term Elections course is scheduled for the fall 2022 semester. I anticipate the students in this course participating in several service-learning or co-curricular activities to assist the CVP fellows. At this time, activities have not been planned due to the possibility the course will not run and/or the unknown number of students enrolled. The size of the course will make a difference in the type of activities planned.

### Voter Registration Efforts

We anticipate the campus to be fully open in the fall 2022 and subsequently, several in-person events have been scheduled to register new voters. We plan to offer classroom visits to faculty who wish to have a CVP fellow discuss the voter registration process and facilitate registering voters in the first 10 minutes of a class period.

We will continue to work closely with our full and part-time faculty as well as student services staff to announce registration options using the Secretary of State's website. We will encourage faculty to include the dates for important events in their syllabus. We will also use the Student Affairs weekly announcement to remind students of upcoming deadlines and where they can register to vote.

### Voter Education

The foundation for our campus-wide voter engagement project will be rooted in the POSC 205: Mid-Term Elections Course. Pending the class will run, the students registered in the course, CVP volunteers and community volunteers will make up the LMC Votes! Team for fall 2022.

In addition to voter registration efforts, the LMC Votes! Team will research and present candidate biographies to classmates as well as post these in a designated spot on campus. The best location is the Hawks Nest or the student gathering place.

With the help of the CVP fellows and a generous grant, the LMC Votes! Team will create literature directed toward the high school age group. We will use our resources in the community to reach out to high school students, dual-enrolled/early middle college students and new residents, informing them of the political issues and candidates running for local office. We will schedule and encourage local, non-partisan groups to participate in our Voter Education Week activities by volunteering at an information table on campus.

We will attempt to hold a candidate forum on campus to introduce local candidates to the campus community. Two drop-in Q & A sessions for students to attend prior to the election will be offered in the Hawks Nest or other location.

Our Constitution Day event will be a joint event with the National Voter Registration Day. Our guest speaker will touch on the importance of voting as well as encourage attendees to fill out the voter registration form.

We plan to offer a “make-and-take” event where attendees can make an LMC Votes! keychain in our FabLab (makers space). This activity will facilitate discussion of local issues as well as snacks. Ultimately, we want to build a sense of community and informed voters through this non-partisan, non-lecture/speaker type of event.

#### Election Day/Get Out the Vote efforts

We will encourage students to vote and take a selfie outside of their precincts on November 7, 2022 and email to Dr. Bohm. We will collect these images and collaborate with our marketing department to create a video or montage of some sort highlighting our Voter Friendly Campus.

On the evening of November 7, 2022, we will celebrate the mid-term election with a party on campus. Food will be provided and attendees will watch the results come in and discuss. This event will be moderated by CVP fellows and Dr. Bohm. All clubs, organizations and students will be invited to this event.

It is highly likely that LMC Votes will offer a post-election chat. We held an event in 2020 to facilitate discussion and numerous members from the community, the campus and surrounding areas connected virtually to have questions answered. In fall 2022, we hope to have an in-person chat.

Spring 2023 and Fall 2024

Following the 2022 mid-term election, the CVP fellows will meet with Dr. Bohm to discuss best practices from the previous semester. We'll make plans for the upcoming general election and prepare for a new selection of CVP fellows.

Point of Contact for LMC Votes!

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