



## Lake Tahoe Community College 2022 Civic Engagement Action Plan

### Executive Summary

This nonpartisan civic engagement action plan was developed by Lake Tahoe Community College (LTCC) to encourage student voting in the 2022 California General Election. The action plan serves to improve nonpartisan democratic engagement and increase student voter registration, education, and turnout in the 2022 midterm election. The activities in the Action Plan focus specifically on empowering students to participate in the upcoming election.

The goals for Lake Tahoe Community College for the 2022 election are:

- Increase the number and percentage of LTCC students who are registered to vote.
- Increase the number and percentage of registered LTCC students who vote in the November 8, 2022 election.
- Increase student awareness of local and state candidates and initiatives.

### Leadership

This Action Plan is a collaborative effort and incorporates the work of departments, offices, and individuals across the college, including:

*Equity Office.* The LTCC Equity Office focuses on improving access and closing performance gaps for underrepresented students, many of whom are first-generation college students struggling with multiple jobs, language barriers, affordable childcare, and other obstacles that can hamper academic success. The Equity Office supports the Action Plan by ensuring Equity students have information regarding voter registration, ballot information, and voting.

*Government Relations and Grant Development.* The team is responsible for local, state and federal level advocacy and advancement. The team supports the Action Plan by identifying campus leaders and providing resources and support to Action Plan projects. The team is responsible for compiling the Action Plan, and acts as the primary point of contact for the California Secretary of State Ballot Bowl and the All in Campus Democracy Challenge.

*Institutional Effectiveness.* The Office of Institutional Effectiveness aims to build and support a culture of inquiry and evidence-based decision making. The office provides

support and leadership in the areas of accreditation, planning, research, assessment, and evaluation. In supporting the Action Plan, the Office of Institutional Effectiveness will ensure continued participation in the National Study of Learning, Voting and Engagement (NSLVE), and monitor and review the reports to ensure accuracy of data and findings.

*Public Information Office.* The Director of Marketing and Communications and the Digital Communications Specialist handle press opportunities, media relations, advertising and marketing, website content, and postings on the social media channels for LTCC. In supporting the Action Plan, the Office of Public Information will prepare and disseminate materials related to voter registration, educational opportunities, poll worker employment opportunities, and student voting.

*Student Life.* The Student Life Coordinator is responsible for organizing and supporting the campus activities that give LTCC students the full college experience, including clubs and student government and other activities and events. The Student Life Coordinator supports the Action Plan by marketing student-focused events aimed at voter registration, education, and voting.

*Student Senate.* The Student Senate is the student voice for the school and represents the students in the community as well as at the state level. The Student Senate aims to promote student life on campus and advocate for projects that will help improve the higher education system. The Student Senate contributes to the Action Plan by educating student voters through events and forums. The Student Senate will also engage in peer-to-peer voter registration and voting efforts.

## **Commitment**

Ensuring an educated citizenry is fundamental to LTCC's core commitment to college-wide learning outcomes. LTCC believes that students come first and that learning enhances the quality of life. LTCC supports innovation, integrity, and high standards in the pursuit of excellence. Diversity and inclusion enrich the institution and larger community.

## **Landscape**

Lake Tahoe Community College is a public community college and first joined the ALL IN Campus Democracy Challenge in 2020. LTCC fosters an environment supportive of student civic activism and democratic engagement, and regularly hosts events and activities, supports student leadership through the Student Senate and full participation of the Student Trustee. In 2020, LTCC hosted a local election candidate forum on campus to promote student engagement and local government information. Additionally, in 2022, LTCC will host a student engagement forum with the 2022 election candidates for California State Senate District 4. This forum is geared towards student participation and learning about state politics. Students will develop their own questions for the candidates.

Annually, the LTCC President and Board of Trustees develop goals that guide the institution's activities and priorities. The 2022-24 goals are:

1. Align policies, practices, and resources to support LTCC's mission to become an anti-racist and multicultural institution;

2. Increase student access through expansion and enhancement of wraparound services, including financial aid, basic needs, housing, and overall wellness;
3. Improve student success and competition with an emphasis on academic equity for traditionally underserved student populations;
4. Build modern and sustainable facilities in alignment with District needs and cultivate resources in support of program and facility expansion;
5. Plan and implement steps to transform to a 24/7 campus in response to student residential living, and;
6. Facilitate institutional reflection through accreditation visioning processes to revitalize LTCC's focus and brand.

### **Campus Demographic Data**

Lake Tahoe Community College has approximately 6,500 (1,700 FTES) students annually. In the Fall 2022 quarter, LTCC had a student headcount of 1,600, including students enrolled in credit and non-credit face-to-face and distance education courses.

With approximately 29% Latinx enrollment LTCC is a designated Hispanic Serving Institution. Approximately 35% of students are first-generation. Approximately 55% of students are over the age of 29, and 30% are age 22 and younger.

### **Campus Voting Data**

Since 2012, LTCC has participated in the National Study of Learning, Voting, and Engagement (NSLVE), an initiative of the Institute for Democracy and Higher Education and Tufts University that allows for national research on college student political learning and engagement in democracy.

#### 2020 Campus Data

LTCC had a 2020 campus voting rate of 52.2%.

LTCC had a 2020 voter registration rate of 68.9%.

#### 2018 Campus Data

LTCC had a 2018 voter turnout rate of 35.6%.

LTCC had a 2018 voter registration rate of 62.9%.

LTCC has been recognized by ALL IN with the following seals: 2018 Silver, 2020 Bronze. Campus voting registration and yield rates (Figure 1) and voting rates by age group (Figure 2) are displayed below.

Figure 1: Voting, Registration, and Yield Rates

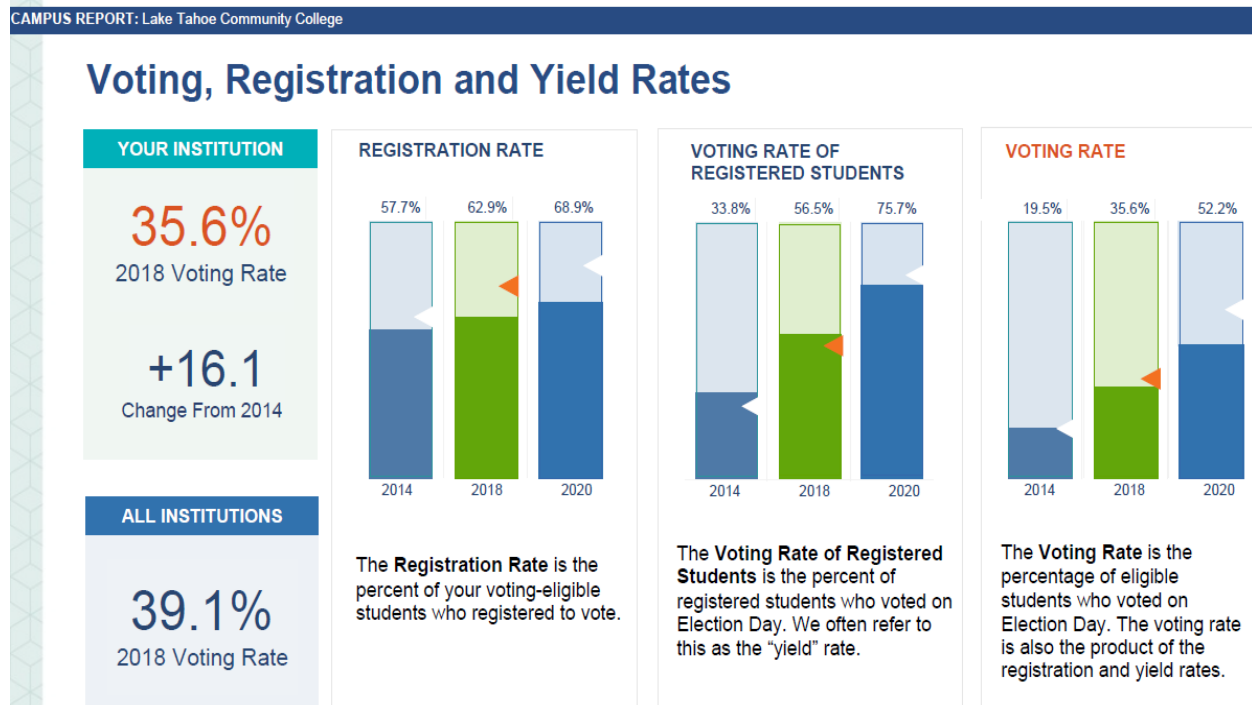
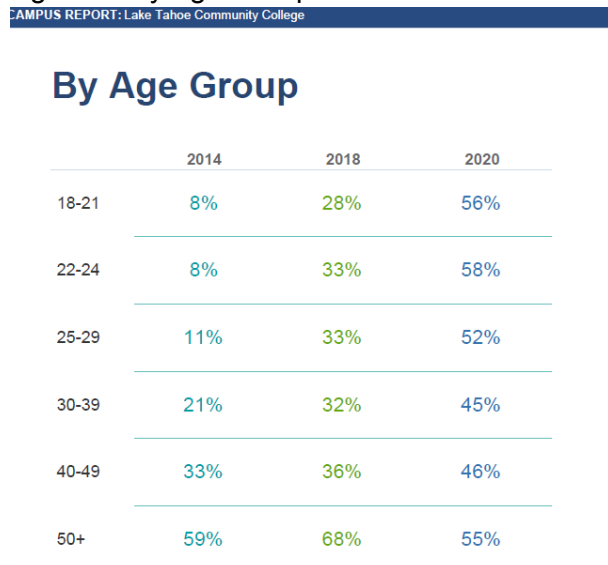


Figure 2: By Age Group



### LTCC Civic Engagement Goals

LTCC has established the following goals for the November 2022 General Election:

- Increase the number and percentage of LTCC students who are registered to vote.
- Increase the number and percentage of registered LTCC students who vote in the November 2022 election.
- Increase student awareness of candidates and initiatives.

LTCC has established a long-term goal of supporting the Society, Culture, and Education Meta Major in working across the campus to support faculty in teaching civic engagement.

### **Strategy**

LTCC will implement the following strategies to increase nonpartisan democratic engagement and student voter participation:

- **Campus Coordinator:** LTCC has appointed a nonpartisan Civic and Voter Empowerment Coordinator, who created the Action Plan with an interested cohort of faculty and students, and administrators from student affairs, academic affairs, government relations and other offices.
- **Online Voter Registration:** LTCC's Office of Equity as well as the department of Government Relations will host an online voter registration and information table for 2 hours during Undocumented Student Action Week on October 18, 2022. The event will encourage students to check their voter status, register or pre-register online to vote, and provide students with information related to registration, current year ballot information, and voting. LTCC will also email all current students with information on how to register to vote and check their voter registration status.
- **Social Media Campaign:** The Public Information Office will conduct a social media campaign encouraging LTCC students and the broader community to utilize the Secretary of State's Ballot Bowl online tool to register to vote and confirm voter registration.
- **Ballot Bowl Participation:** LTCC will participate in the 2022 Ballot Bowl.
- **Presentation to Student Senate:** Senior Director of Government Relations will present relevant voting data and information to the LTCC Student Senate on 10/11/22.
- **Candidate Forum:** On October 28, LTCC's Student Senate will host a forum with the California Senate District 4 candidates, Marie Alvarado-Gil and Tim Robertson. This is a student-led CA Senate candidate and issues forum, providing students the opportunity to ask questions and gain information from candidates.
- **Emails to Students:** LTCC will send out emails to the entire student body about voter registration, voting, and civic engagement information.
- **Academic Calendar:** LTCC has established a process to ensure the inclusion of all civic, voting, and registration dates on academic calendars for students.
- **Provide In-Person Voting Site:** LTCC works in partnership with El Dorado County to provide in-person voting on the campus.

### **Evaluation**

The Action Plan will be evaluated by reviewing participation rates in events and forums, and through student registration and voter rate data provided through NSLVE.

### **Reporting:**

The campus action plan will be posted on our campus page on ALL IN's website  
<https://allinchallenge.org/campuses/lake-tahoe-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.

The Action Plan will be shared across the campus. It is a living document and will be reviewed and updated biannually, in advance of each general election.