



**Action Plan for Civic Learning, Political  
Engagement, and Voter Participation**

**ALL IN Campus Democracy Challenge 2024**



**Prepared by: Michelle Kyle, Will Vellinga**

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## Executive Summary

Linn-Benton Community College (LBCC) is dedicated to fostering civic learning, political engagement, and voter participation among its diverse student population. This action plan, developed by the Student Leadership Council (SLC) and led by Michelle Kyle and Will Vellinga, outlines strategies to enhance student involvement in democratic processes. In collaboration with the Office of Student Life and Leadership, and with support from LBCC's administration, the plan aims to cultivate a culture of informed and active citizenship on campus.

Aligned with LBCC's mission to provide inclusive education and promote community engagement, the plan supports student-led initiatives that develop leadership skills and civic responsibility. It reflects the institution's broader commitment to preparing students to become active participants in their communities and the democratic process.

The plan will be implemented across LBCC's four campuses located in Albany, Corvallis, and Lebanon, Oregon, using a combination of in-person, online, and hybrid events. Key initiatives include voter registration drives, voter education campaigns, and civic engagement events. The plan launches in September 2024, with short-term goals focused on voter registration and education ahead of the November election, and long-term goals aimed at embedding civic learning into the campus culture.

Oversight of the plan's implementation will be managed by the SLC and the Office of Student Life and Leadership. Student organizations, LBCC leadership, faculty, and staff will collaborate to promote voter registration and host events, ensuring that all students have access to resources that facilitate participation in the democratic process.

Equity and inclusion are central to the plan, with efforts to engage a diverse student body, including first-year and online students. Strategies address barriers to voter participation, provide accessible voter education, and create an inclusive environment for civic learning, ensuring all students can participate actively and meaningfully.

LBCC serves a diverse student population, with 62.3% identifying as White, 13.1% as Hispanic or Latino, and other racial and ethnic groups represented. The college is focused on increasing Latino enrollment, as it is the fastest-growing demographic in its service district. LBCC also boasts a politically diverse student body, with 27% identifying as Independents, 27% as Democrats, and 24% as Republicans, and the average age of full-time students is 23. This diversity shapes the college's civic engagement initiatives, ensuring outreach efforts meet the varied needs of the student body.

## Leadership

The Student Leadership Council (SLC) will be overseeing our efforts to enhance civic learning and democratic engagement on campus. They will be supported in this work by:

- Rob Camp, Manager of Student Life and Leadership
- LBCC's Student Life and Leadership Department
- Lisa Avery, President of LBCC
- Linnea Everts, Manager, Government Relations, Development, and Stewardship

SLC representatives Will Vellinga and Michelle Kyle, along with student volunteers, are leading the development of events and activities aimed at increasing voter participation and civic engagement.

This leadership coalition brings together a diverse and inclusive group capable of driving outreach and engaging the wider campus community. The group plans to meet regularly to coordinate efforts in the Student Life area. A succession plan is in place to ensure continuity in leadership: Rob Camp and the SLC representatives will continue to guide the initiative if changes occur.

LBCC's strong partnerships with local civic organizations will further bolster voter registration and education efforts, fostering civic responsibility across campus.

### Landscape

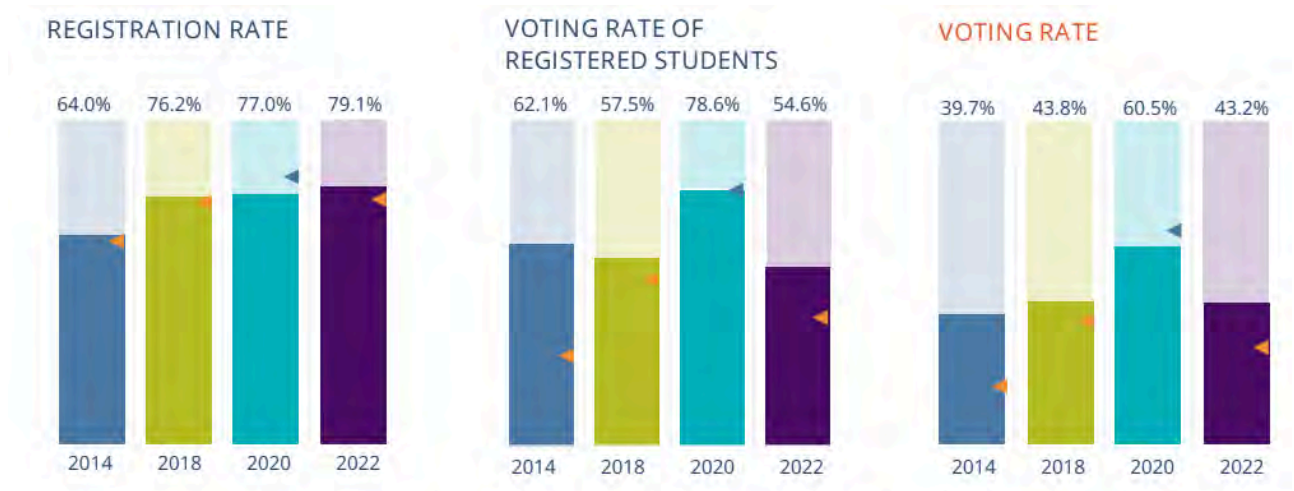
Linn-Benton Community College is a public 2-year institution located in the Mid-Willamette Valley of Oregon. Oregon is a vote-by-mail state, with a voter registration cutoff 21 days before the election.

This voter engagement action plan was informed by LBCC’s National Study of Learning, Voting, and Engagement (NSLVE) Report.

#### Voting and Registration Rates

	2014	2018	2020	2022	2018-2022 Change
Total Student Enrollment	5,763	6,108	5,081	4,602	↓-1,506
Total eligible voters	5,440	5,865	4,865	4,285	↓-1,579
Number of students who registered	3,480	4,470	3,745	3,389	↓-1,081
Number of students who voted	2,162	2,572	2,944	1,850	↓ -722

Linn-Benton has had a drop in voter engagement from 2020 to 2022. Through this engagement plan LBCC is focused on increasing voter engagement.



In 2022, LBCC had a voting rate of 43.2% which was a decrease from 2020 and fairly consistent with 2018.

LBCC serves a diverse student population, with 62.3% identifying as White, 13.1% as Hispanic or Latino, and other racial and ethnic groups represented. The college is focused on increasing

Latino enrollment, as it is the fastest-growing demographic in its service district. LBCC also boasts a politically diverse student body, with 27% identifying as Independents, 27% as Democrats, and 24% as Republicans, and the average age of full-time students is 23. This diversity shapes the college's civic engagement initiatives, ensuring outreach efforts meet the varied needs of the student body.

## **Strategies and Goals**

1. **Increase Voter Registration and Turnout**
2. **Enhance Civic Learning and Democratic Engagement**
3. **Foster a Culture of Political Engagement on Campus**

### **Goal 1: Increase Voter Registration and Turnout**

The following strategies address the goals of increasing voter turnout by educating about voting and encouraging students to register.

#### **Strategy 1.1: Voter Registration Drives**

- **Action 1.1.1:** Promote National Voter Registration Day
  - Showcasing a video demonstrating how to register to vote starring the school mascot, the Roadrunner, for students while the school is not in session.
    - Post video 9/17
    - Send electronic communication to students and staff
- **Action 1.1.2:** Conduct voter registration drives at key campus events.
  - Welcome Day (9/25) - On the Wednesday before classes start provides an opportunity at the school's Welcome Day to table and encourage students to register to vote and in turn vote. Here, there will be voluntary interviews asking students why they vote to be put into a video called "Why I vote" to demonstrate to students that other students like them find value in voting and why.
  - LBCC Scholarship Promotion Grilled Cheese Day (10/2) - At this event interviews will also take place asking students to register as well as why they vote to add to the video called "Why I vote." The video will be posted during Voter Education Week.
  - Showing of Undivide Us 10/10 - On this date LBCC will host a showing of the Film Undivide Us which challenges the idea that citizens who disagree are not capable of civil conversation and demonstrates the truth that, even in our differences, the American experiment is still alive and well. Our voter registration team will be at a table outside after the event to discuss and encourage students to register to vote.

- **Action 1.1.3:** Hold class raps to engage students in voter registration.
  - Target classes that are majority freshman out of highschool students with large class sizes
  - Class raps address registration statistics for the college and importance
  - Include a recorded class rap for our online courses

## **Goal 2: Enhance Civic Learning and Democratic Engagement**

### **Strategy 2.1: Voter Education Campaigns**

- **Action 2.2.1:** Promote National Civic Holidays
  - National Voter Registration Day
  - National Voter Education Week
- **Action 2.2.2:** Develop and distribute voter information guides that include registration deadlines, polling locations, and ballot information.
  - Felony voting
  - How voting affects college students
  - Ballot Measures
  - Where to find ballot drop boxes in Linn and Benton county

## **Goal 3: Foster a Culture of Political Engagement on Campus**

### **Strategy 3.1: Student-Led Initiative**

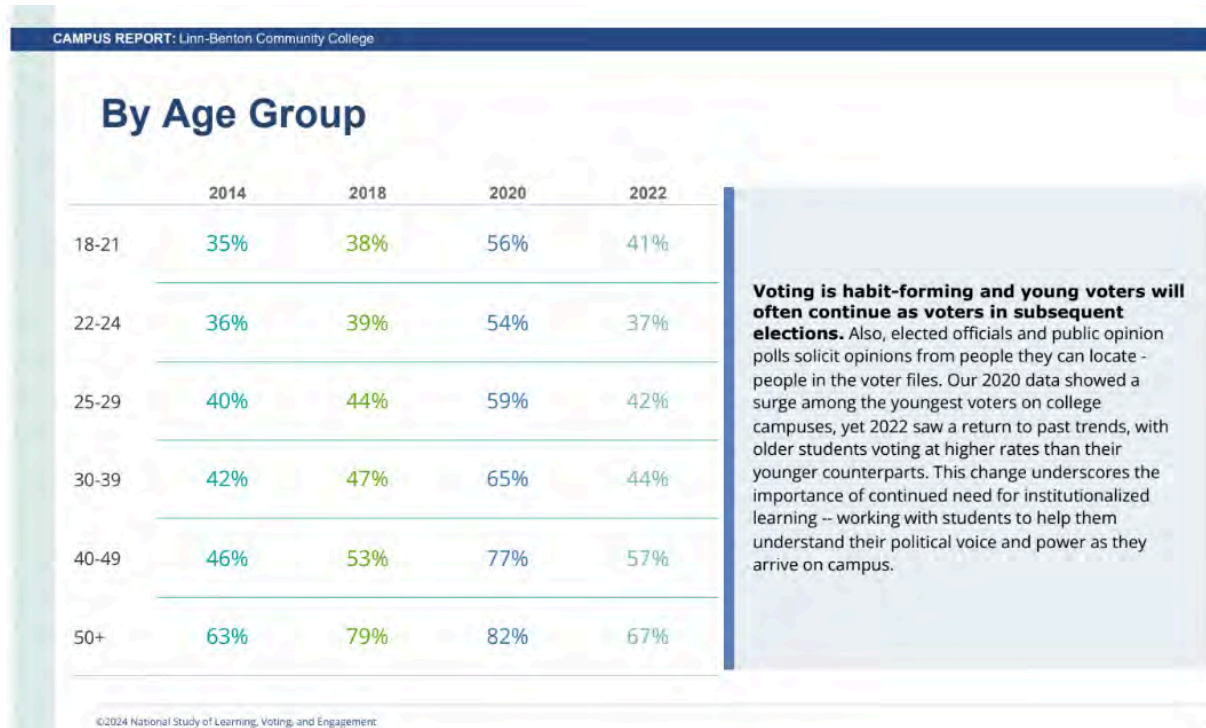
- **Action 3.1.1:** Support student organizations focused on political and civic engagement.
- **Action 3.1.2:** Provide resources for student-led events such as debates, speaker series, and town halls.
- **Action 3.1.3:** Partner with LBCC Faculty in coordinating class raps with the focus of voter registration and education.

### **Strategy 3.2: Campus-Wide Events**

- **Action 3.2.1:** Lead and Participate in education for Voter Education Week
  - Undivide Us 10/10
  - Class Raps
- **Action 3.2.2:** Celebrate National Voter Registration Day via electronic communication to students, faculty and staff..

## National Study of Learning, Voting, and Engagement (NSLVE)

Below you will find key information from the 2022 NSLVE report for LBCC in which we have used to guide us on our action plan.





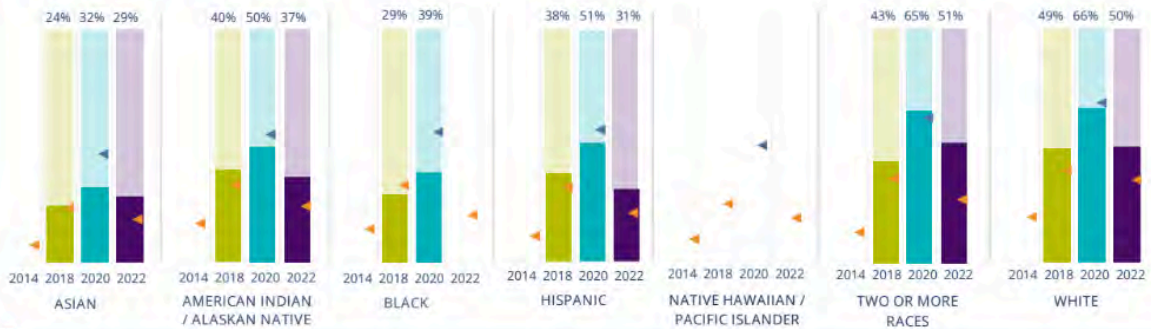
## Looking Closer

By Age Group

**Here, we provide the numbers of students in each age category and the voting rates for each group.** These are based on the student's age on the day of the election, as calculated by the National Student Clearinghouse using data from student enrollment records.

	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
18-21	2,766	982	35	3,281	1,256	38	2,865	1,626	56	2,440	1,007	41	↑ 2
22-24	839	309	36	859	338	39	671	363	54	604	227	37	↓ -1
25-29	745	302	40	677	302	44	552	330	59	496	213	42	↓ -1
30-39	716	302	42	634	299	47	547	358	65	488	217	44	↓ -2
40-49	325	152	46	278	149	53	189	146	77	214	123	57	↑ 3
50+	182	115	63	286	228	79	147	121	82	93	63	67	↓ -11

## By Race / Ethnicity



**These are estimated voting rates for race / ethnicity groups.** These classifications are provided by campuses and are obtained following race reporting procedures\* defined by the National Center for Education Statistics of the Institute of Education Sciences (IES). Please see our FAQ for more detail : <https://tufts.app.box.com/v/idhe-nsive-report-faq>

If you notice unavailable/missing data in this page, it could mean any of the following for your institution: (i) does not report this data or reports this data as unknown; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

\*<https://nces.ed.gov/ipeds/report-your-data/race-ethnicity-collecting-data-for-reporting-purposes>

CAMPUS REPORT: Linn-Benton Community College

## Looking Closer

### By Race/Ethnicity

**This page provides the numbers we used to calculate race / ethnicity group voting rates.** We include the counts of students and the change in rates between the two most recent comparable election years. If you notice unavailable/missing data in this page, it could mean any of the following for your institution: (i) does not report this data or reports this data as unknown; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

	2014			2018			2020			2022			2018-2022 Change
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
Asian	-	-	-	205	50	24	202	65	32	137	39	28	↑ 4
American Indian/ Alaska Native	-	-	-	73	29	39	52	26	50	41	15	36	↓ -3
Black	-	-	-	69	20	28	65	25	38	48	-	-	-
Hispanic	-	-	-	645	245	37	608	310	50	573	177	30	↓ -7
Native Hawaiian/ Pacific Islander	-	-	-	20	-	-	24	-	-	17	-	-	-
2 or More Races	-	-	-	253	109	43	223	145	65	232	118	50	↑ 7
White	-	-	-	3,733	1,819	48	3,074	2,029	66	2,725	1,351	49	↔ 0
Race Unknown	5,573	2,162	38	1,017	297	29	723	336	46	562	134	23	↓ -5

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## Reporting and Evaluation

We plan to share this Action Plan internally upon completion by distributing it to members of the campus coalition, campus administration, and LBCC President Lisa Avery. Once finalized, the Action Plan will also be posted on the Voter Registration section of LBCC's website.

To gather feedback on this plan, we will:

- Regroup with the campus coalition to debrief and reflect on the plan's effectiveness.
- Incorporate feedback collection into the individual efforts of campus initiatives.

We will evaluate the success of this Action Plan by:

- Reviewing LBCC's NSLVE data and tracking year-over-year improvements.
- Soliciting feedback from individuals beyond the action planning team throughout the planning process.
- Reassessing our goals, identifying achievements and areas needing improvement, and adjusting both short- and long-term objectives accordingly.

## **Conclusion**

The Student Leadership Council (SLC) at Linn-Benton Community College (LBCC) is deeply committed to fostering civic engagement and increasing voter participation on campus. With the support of key LBCC personnel this Civic Engagement Action Plan outlines a comprehensive strategy to embed democratic engagement within the campus culture.

Through a combination of voter registration drives, civic education campaigns, and student-led initiatives, the SLC, alongside student volunteers, will lead efforts to empower students to become informed, active participants in the democratic process. Our coalition, which includes a diverse array of campus and community partners, will work collaboratively to ensure that our efforts are inclusive and accessible to all students.

By regularly reviewing LBCC's NSLVE data and soliciting feedback from across the campus community, we will track the progress of our initiatives and refine our strategies to meet both short- and long-term goals. We are committed to making civic engagement a lasting priority at LBCC and preparing students to be engaged citizens in their communities and beyond.

This Action Plan reflects LBCC's core values of inclusion, leadership development, and community engagement. As we move forward, we will continue to build on these efforts, ensuring that all students have the resources and opportunities to participate meaningfully in our democracy.