



**CAMPUS
DEMOCRACY
CHALLENGE**

Long Beach City College 2020 Democratic Engagement Action Plan Developed by: Kim Hamon

Executive Summary:

An action plan was created through collaboration with the Director of Student Life, Nevon Watson, Student Activities Advisor-LTE, Kim Hamon, Career Center Coordinator, Ann Marie Nunag. We worked together to create a Civic Engagement 101 session with the Los Angeles County Registrar to encourage students to vote as well as become a poll worker. We also had a National Voter Registration Day social media campaign, and a social media campaign for Constitution Day, ending with a screening of the documentary, The 13th. This action plan sought to accomplish higher voter registration rates from LBCC students, and encouragement to be more civically engaged. This action plan started Fall 2020, and will continue throughout the entirety of the November election.

Leadership:

Our leadership team includes the following:

Nevon Watson, Director of Student Life
Kim Hamon, Student Activities Advisor-LTE
Ann Marie Nunag, Career Center Coordinator
Jeff Klein, Manager, Voter Registration Outreach and Community Relations for Los Angeles County Registrar

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

Unknown (past voting rates), 28,000 students, Demographic Breakdown: 56% Hispanic/Latino, 17% White, 13% Black/African American, 11% Asian/Filipino, 1% Pacific Islander

Goals:

Our campus democratic engagement goals are:

Have 15 LBCC students approved as poll workers, have 100 students pledge to vote in the November Election, and long-term goals: be able to measure how many LBCC students voted in the 2020 election, and increase that number by 10% or more

Strategy:

Our campus has used the following strategies and organized the following events:

Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive

Social Media Campaigns, Community Emails to encourage voter registration, collaboration with the Los Angeles Registrar to employ LBCC students as poll workers

NSLVE:

Long Beach City College has not authorized NSLVE yet.

Evaluation:

We will evaluate our action plan in the following ways:

Data collected through surveying students

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community.

Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.