

Madison Area Technical College

ALL IN Campus Democracy Challenge 2022

Civic Learning & Voter Engagement Plan



Submitted by Student Program Advisors Ellie Rome & Brianna Stapleton Welch

Madison College Center for Student Life

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Executive Summary

The 2022 Civic Learning and Voter Engagement Plan for Madison College is written and submitted by two Program Advisors, Ellie Rome and Brianna Stapleton Welch, who work in the Center for Student Life. At this time, the plan has been written to focus specifically on engaging the Madison College community, primarily students, outside of the classroom because this is within the scope of the mission of Student Life.

This plan sets out our goals, action steps, and strategies related to student voter engagement, education, and turnout. Voter engagement was a new initiative for Student Life when Madison College submitted our first Civic Learning and Voter Engagement Plan in 2020. Unfortunately, many of the initiatives and programs we included in our initial plan were unable to be carried out as planned, due to the COVID-19 pandemic. Every effort was made in 2020 to virtually engage students in voter registration, engagement, and civic learning but we are excited to be returning to more in-person activities in 2022.

Leadership

Madison College's Center for Student Life will facilitate civic learning, voter registration, and voter education programming leading up to the November 2022 elections. Student Program Advisor Brianna Stapleton Welch will be the primary person to implement the activities in this plan, with support from Student Life, students, and student groups. This plan will be shared with Vice President of Student Affairs and Institutional Effectiveness Dr. Tim Casper and Director of Student Life Renee Alfano for input and oversight.

Our community partners include the Dane County League of Women Voters and the City of Madison Clerk Maribeth Witzel-Behl. Volunteers with the Dane County League of Women Voters regularly come to campus to register voters during events, and the City of Madison has collaborated with the college to establish the Truax and Goodman South campuses as early voting sites.

This engagement plan will be the primary responsibility of the Center for Student Life at Madison College. This plan and the resources and documents related to voter engagement activities are saved in a shared digital space so that they are accessible to multiple staff and student leaders and available for future adaptation.

Commitment

Madison College's President, Dr. Jack Daniels III, is committed to supporting student voter engagement. Dr. Daniels demonstrated this commitment in the fall of 2020 by creating specialized videos promoting Madison College's resources for student voters. He has also signed the Presidential Commitment to full student voter participation through the ALL IN Campus Democracy Challenge.

Since the Center for Student Life supports student involvement beyond the classroom, this action plan will focus on ongoing Madison College commitments to extracurricular civic learning and engagement. We recognize the opportunity to expand to curricular engagement opportunities in the future by building relationships with other departments at the College. However, at this time, we will be focusing on extracurricular programming through the Center for Student Life. The capacity of the staff advisor charged with carrying out this plan is limited, and they must focus on programming that aligns with department resources and goals related to extracurricular involvement. Our plan includes actions toward building a civic learning coalition at Madison College that holds potential for expanding to future cross-departmental collaboration.

Madison College has demonstrated its commitment to civic learning and democratic engagement by dedicating space and staff time to an on-campus early voting location during elections starting in 2019. The Intercultural Exchange, a student-centered space that welcomes and validates the diverse cultures of our student body, opened in 2017. Groups that use the Intercultural Exchange for meetings or programming must connect their activities to its core themes, one of which is civic engagement. Each year, the College commemorates National Constitution Day activities in accordance with federal requirements. The Center for Student Life implements Constitution Day activities and encourages students to learn more about the Constitution and how they can be civically active. Student Life has also continuously collaborated with the Dane County League of Women Voters and City of Madison Clerk's Office to host voter registration events for Madison College students since 2019.

Civic learning in the form of service to the community is supported by the Volunteer Center, a student organization. Their mission is to facilitate service-learning and volunteer opportunities that will further enhance the classroom educational experience and impact the community, creating an environment that cultivates student success. In recent years the student leaders of the Volunteer Center have begun expanding their programming to include advocacy, policy, and democratic learning.

Students can build civic engagement skills by getting involved in the governance of the college. Madison College has a Shared Governance model that promotes participation, partnership and a renewed commitment to excellence. There is a College Assembly that is charged with overseeing the entire Shared Governance system. Within this structure, there are eight councils that make recommendations on specific issues to the College Assembly. Each council includes a student representative. The Student Senate is another venue through which students can strengthen civic engagement. The Student Senate works collaboratively with fellow students and the Shared Governance model to create positive changes at Madison College. The Student Senate represents the interest of all students, promotes student and faculty understanding, participates in community affairs that concern students, and encourages students to become involved in educational and social activities of Madison College.

Of the current civic engagement opportunities offered by Madison College, most are focused on internal campus activities and the college's governance. The College could strengthen its commitment to extracurricular civic learning connected to local, county, state, and national issue government. The Center for Student Life is demonstrating renewed commitment to civic engagement by allocating staff time and department resources to civic learning and voter education opportunities through the ALL IN Challenge.

Landscape

In November 2019, Madison College was awarded the Best In Class award from the ALL IN Challenge for having the highest student voter turnout of large two-year institutions participating in the Challenge in the last midterm election year: 2018. The student voter rate for the 2018 midterm elections was 53.5%, which is 14.4% higher than the national average for students at colleges participating in the National Study of Learning, Voting, and Engagement (NSLVE). We hope to increase the student voter rate from the last midterm election year. As part of the ALL IN Democracy Challenge, Madison College was also awarded the Highest Voter Registration for 2-year Institutions and Highest Voter Turnout for 2-year Institutions awards for 2020 in the Wisconsin Challenge.

The high voter registration and turnout percentages from 2018 sets a high bar for 2022, particularly because staff, time, and monetary resources were not dedicated to voter education, registration, and turnout in any significant way prior to 2019. As of January 2019, these efforts have been added into the responsibilities of the staff members completing this report on behalf of Madison College.

Several new initiatives began at the College since 2019 related to voter engagement. First, the College became an In-Person Absentee Voting partner (also called "Early Voting") for all elections happening in the City of Madison, hosting early voting at two of the Madison campuses. In-Person Absentee Voting continued to happen on our campuses through the COVID-19 pandemic with extensive risk management strategies put in place to ensure Madison residents could safely vote. Our relationship became even stronger during the pandemic when the public school district decided, with student health and safety in mind, to opt out of their usual role in hosting election day voting in schools across the city. For spring 2021, Madison College stepped up on election day to host our local election at the Goodman South Campus to help fill this need. This partnership with the City Clerk's Office continues to be critical for reaching our registration and turnout goals for 2022.

In addition to serving as an early voting location, Student Life has begun to host programs related to voting. We have been in a transition period of returning to in-person programs during the 2021-2022 academic year, but voter registration was held at the Truax and Goodman South Campuses on National Voter Registration Day in September 2021. We invited volunteers from the Dane County League of Women Voters to help students register to vote, check their registration status, and learn about election resources.

Our ongoing partnership with the League of Women Voters is crucial to our success going into 2022 for several reasons. First, the volunteers in this organization are highly knowledgeable and experienced in navigating the complicated voter identification laws in Wisconsin. They are helping us to not only register students to vote, but also make institutional changes that will simplify the registration process for students who need to show their proof of address via smart phones. We are also grateful for their partnership because of the number of volunteers they recruit for our registration events. There is limited staff capacity to host an engaging event and register students simultaneously, so having the League of Women Voters send volunteers is essential for these events.

Another event we hosted during 2021-2022 was screening the documentary *The Reunited States* at our Goodman South and Truax campuses this spring. We also invited our partners from the League of Women Voters and the City Clerk's office to attend the event to help register students to vote and promote the opportunity to work at the polls during the upcoming spring election.

We are working to overcome several barriers that stand in our way toward accomplishing our goals. The student population of Madison College includes a large population of people under the age of 18 because we offer dual-enrollment early college programs with local high schools. These students have already expressed interest in voting during our National Voter Registration Day event in September 2021, so we will need to be cognizant of their involvement in our community and need to find activities that they can participate in outside of voter registration and voting.

Another challenge that we face is that the College is spread across parts of 12 counties in southcentral Wisconsin, representing hundreds of municipalities. Each municipality's clerk has the liberty to make certain decisions about administering elections and managing voter registrations for that municipality. For example, the City of Madison hosts In-Person Absentee polling at many locations across the city ahead of every election, but we do not know of any other municipalities in the district that have In-Person Absentee polling outside of the clerk's office. This difference, along with those related to registration, make it challenging to be informed enough to assist all students to fully understand the registration and voting procedures for their municipality.

We are also attentive to Wisconsin's evolving voting laws. There are multiple bills in process in the state legislature related to absentee voting, election administration, and voter list maintenance and purges. A court decision in early 2022 ruled that absentee voting drop boxes would not be allowed for the April 2022 election. This shifting voting access environment means that staff and student leaders supporting student voter engagement must stay informed about changes in court rulings and legislation so that we can share accurate information with students.

Madison College's Election Engagement Assessment

This tool, developed by Civic Influencers (formerly known as Campus Election Engagement Project), allows us to assess where Madison College already has strong election engagement structures in place, and to identify where we can focus our efforts as we develop opportunities.

| Campus Commitment | Yes or No? | Current Efforts & Opportunities to Grow |
|--|------------|---|
| 1. A coalition of faculty, staff, and students regularly meets to coordinate efforts and resources across campus to register, educate, and empower students to vote in local, state, and federal elections. | No | There is an opportunity to build a cross-departmental coalition to communicate and support student voter participation. This could include student leaders, faculty, and staff. |
| 2. At least one staff or faculty member coordinates and tracks election engagement efforts across campus. | Yes | Brianna Stapleton Welch in the Center for Student Life has been charged with coordinating election engagement efforts. |
| 3. Our campus has submitted the National Study of Learning, Voting, and Engagement (NSLVE) 2018-2023 Reauthorization Form to the Institute for Democracy and Higher Education. | Yes | |
| 4. The college calendar incorporates key election dates, including but not limited to, registration deadlines, primary and general election dates, early voting timelines, and absentee ballot deadlines. | Yes | We included election dates in the 2022-23 student academic planner; we will work with the Dining & Events department to include on our online campus calendar; and we post dates on WolfPack Connect. |
| 5. Our campus designates funds for students or staff to conduct nonpartisan voter registration and education efforts. This can include student government funds, dedicated staff time, or allocated FWS funds. | Yes | The Student Life Campus Center funds can support nominal supplies/food/resources needed for voter registration and civic learning efforts. |
| 6. The President/Chancellor or another senior administrator uses campus-wide emails and social media to encourage students to vote and provide nonpartisan resources (e.g., polling place lookup). | Yes | The President has promoted voting in messages to the entire campus community and shared the goal of full participation of eligible students. |

| Student Voter Registration | Yes or No? | Current Efforts & Opportunities to Grow |
|---|------------|--|
| 1. Students are encouraged to register during orientation and provided with online or paper forms. | Yes | Voter registration information is included in the online WolfPack Welcome orientation. Printed voter registration information is distributed to all students attending the in-person WolfPack Welcome orientation. Madison College's TurboVote site provides printed voter registration forms to any students who are not able to register online. |
| 2. Voter registration is integrated with class registration and/or the online student portal. | No | |
| 3. Voter registration forms are easily available for students as they get their student IDs. | Yes | Bookmark with election dates & voter registration information is readily available at the Student Life offices at the Truax and Goodman South campuses where they can get student IDs. |
| 4. Our campus uses online tools (e.g. Rock the Vote, TurboVote) to register students. | Yes | We use TurboVote and My Vote Wisconsin. |
| 5. Campus-wide email is used to inform all students how to register to vote at their local address or request an absentee ballot during each semester in which a local, state, or federal election is held. | Yes | In 2020, this email was accompanied by a video from college president Dr. Daniels urging students to vote. |
| 6. Official campus social media accounts are used to encourage voter registration and to provide nonpartisan election information and resources. | Yes | |
| 7. At least one experiential or service-learning course exists to foster students' political learning and culminates in a project that registers, educates, and/or empowers their fellow students to vote. | Unknown | |

| Student Education | Yes or No? | Current Efforts & Opportunities to Grow |
|--|------------|--|
| 1. Other courses integrate election engagement in the curriculum and provide structured opportunities to volunteer with campaigns and interest groups of the students' choosing, or with the school's nonpartisan engagement team. | Unknown | |
| 2. Our campus hosts and publicizes watch parties for televised debates. | No | |
| 3. Nonpartisan candidate and issue guides are widely distributed and available for students. | No | The Center for Student Life will distribute nonpartisan candidate and issue guides during voter registration & voter education events throughout 2022. |
| 4. Administrators and faculty regularly facilitate campus conversations on issues important to students to promote dialogue and cross-cultural understanding. | Yes | These conversations are led by student organizations or student clubs or facilitated by the Office of Equity, Inclusion, and Community Engagement. |

| Student Voter Mobilization | Yes or No? | Current Efforts & Opportunities to Grow |
|--|------------|--|
| 1. Our campus works with the local election authority to host an on-campus polling place for early and/or election day voting. | Yes | There are early voting sites for City of Madison residents at the Truax and Goodman South campuses. |
| 2. Students have easy access to official documents (e.g., utility bill, letter confirming student status) to satisfy voter ID requirements if students IDs are insufficient. | Yes | Students can obtain a photo ID that meets Wisconsin Voter ID requirements from the Student Life office. Staff from the Center for Student Life will work with staff from Student Records & Data to evaluate options for easier access to documents verifying student status and address. |
| 3. Our campus makes voting a community activity in multiple ways, such as having the school mascot promote voting, marching/strolling to the polls, and registering student athletes during games. | No | |
| 4. The President/Chancellor or another senior administrator uses campus-wide emails and social media to encourage students to vote and provide nonpartisan resources (e.g., polling place lookup). | Yes | The President has promoted voting in messages to the entire campus community and shared the goal of full participation of eligible students. |

Goals

We have reviewed the NSLVE report with 2018 student voting data, to compare 2022 with the last Midterm Election year, and have set the following quantitative goals related to student voting in 2022:

- Increase the registered student voting rate to 100%, from 83.9% in 2018
- Increase the overall student voting rate to 100%, from 53.5% in 2018
- Increase the absentee voting rate to 30%, from 13.8% in 2018

For long-term goals, we will strive to:

- Create a cross-functional coalition to broaden the awareness and ownership of election engagement outside of Student Life.
- Develop an online shared space for voter engagement resources that can be shared across the College.

The Center for Student Life will strive to accomplish these long-term goals within the next two election cycles.

Because of the new attention and commitment to voter education, registration, and turnout, and our recent return to in-person student programming, we will be using 2022 as a benchmarking year to set future goals. We will track data related to the number of events, students registered, event participation, and partnerships formed with others across the College.

Strategy

| Strategy: Build institutional capacity for voter registration & education. | | | | |
|---|--|--|--|--|
| Tactic | Who is responsible for implementation? | Who is the intended audience? | Where & when will it occur? | Outcomes & Indicators |
| Partner with organizations who can support short-term student fellowships to work on voter registration and voter education programming. | Student Life staff; Civic Influencers; Campus Vote Project | Madison College students | Recruit and support up to 2 student fellows throughout 2022-23 | # of programs implemented by student leaders; # of voters registered at events facilitated by student leaders |
| Create a digital form to track student attendance and voter registration at events throughout 2022. Distribute to all campuses, and train student staff to use to document their work. Share with any student clubs/organizations who are planning voter registration events. | Student Life staff | Madison College staff & student leaders | August 2022 | # of events tracked using the digital form |
| Serve as an in-person absentee polling location for City of Madison residents at both the Truax and Goodman South campuses | Student Life staff; Dining & Events staff who facilitate room reservations | Madison College students and staff Also open to any City of Madison residents | August and November 2022 | # of ballots cast, as reported to us by the City of Madison Clerk's office |
| Host voter registration events in collaboration with the League of Women Voters, Civic Influencers, and Campus Vote Project in advance of the November elections. | Student Life staff Student fellows from Civic Influencers & Campus Vote Project | Madison College students and staff | September & October | # of people registered to vote; # of people who participate in other activities at the event |
| Train Student Ambassadors and Peer Advisors already employed in Student Life to share voter education resources during events. | Student Life staff | Madison College Student Life student employees | 2022-23 | # of student employees trained # of students attending events facilitated by student employees |
| Build a grab-and-go tabling kit for any student leaders or staff who want to promote voter registration at campus events. | Student Life staff | Madison College student employees & staff | Fall of 2022; have the kits ready to use throughout the year | # of students reached through tabling |

Strategy: Develop informed voters and strengthen opportunities for civic learning beyond the classroom.

| Tactic | Who is responsible for implementation? | Who is the intended audience? | Where & when will it occur? | Outcomes & Indicators |
|---|---|--|---|---|
| Distribute nonpartisan candidate & issue guides. | Student Life staff | Madison College students | Civic Holidays in fall 2022 | # of students attending events where information was distributed |
| Connect annual Constitution Day educational programming to voter registration & voter education. Offer virtual participation options for online students and students at multiple campuses. | Student Life staff; Potential partnership with political science instructors. | Madison College students | Truax, Goodman South & Regional Campuses: September 15 & 16, 2022 | # of students participating in events |
| Integrate voter education into existing Student Life programming, including WolfPack Welcome orientation sessions and tabling at events sponsored by student organizations. Update voter registration information in the online WolfPack Welcome orientation. | Student Life staff | Madison College students | Truax, Goodman South, & Regional Campuses throughout 2022 | # of fliers distributed in WolfPack Welcome bags; # of students completing online module about voter information |
| Host a Voter Education Ambassador training in collaboration with the City of Madison Clerk's Office. This training empowers participants to accurately answer questions about voter ID, the voting process, voter eligibility, and voter registration. | Student Life staff | Madison College students & staff | Truax or Goodman South Campus in Fall 2022 semester | # of students and staff participating in training |
| Train and empower the new Student Life professional staff at Goodman South Campus to support civic engagement programming at that campus. | Student Life staff | Madison College students at Goodman South Campus | Goodman South Campus throughout 2022-23 | # of programs offered # of students attending events |

Strategy: Educate students about the voting process.

| Tactic | Who is responsible for implementation? | Who is the intended audience? | Where & when will it occur? | Outcomes & Indicators |
|--|--|------------------------------------|--|--|
| Distribute resources clarifying types of photo ID that can be used for voting, and the process of what happens when they arrive at the polls. Use resources from the Wisconsin Elections Commission and Civic Influencers. | Student Life staff | Madison College students | Truax & Goodman South Campuses in October 2022 | # of students attending events where information was distributed |
| Provide templates so that students can create their voting action plans for where and when they will vote. | Student Life staff | Madison College students | All campuses in October 2022 | # of students who create a personal voting action plan |
| Increase awareness among students and staff about the In-Person Absentee voting at Madison College campuses through creating promotional materials | Student Life staff | Madison College students and staff | Truax and Goodman South campuses before all 2022 election days | # of people who vote at In-Person Absentee polling locations |
| Partner with Dining & Event Services to distribute voter registration and election information at food service locations on campus (stickers on coffee cups and to-go containers, or other ideas that have been used by other departments) | Student Life staff | Madison College students and staff | Truax & Goodman South Campuses in October 2022 | # of flyers or stickers distributed |
| Partner with Madison College Athletics to support student athlete voter registration and encourage student athletes to be ambassadors of student voter engagement | Student Life staff, Madison College Athletics coaches and advisors | Madison College student athletes | Truax Campus in Fall 2022 | # of student athletes participating in initiative |

Strategy: Develop customized programming and events to reach segments of the student population that had the lowest voting rates in 2018/2020.

| Tactic | Who is responsible for implementation? | Who is the intended audience? | Where & when will it occur? | Outcomes & Indicators |
|--|--|---|-----------------------------|--|
| Connect with identity-based student clubs or interest groups to generate ideas for voter registration & education. | Student Life staff | Student populations who had the lowest voting rates by race/ethnicity in 2020 NSLVE data: Asian students, Black students, and Hispanic students. | Throughout 2022 | # of voter registration or education events hosted in collaboration with identity-based clubs/organizations or interest groups |

Strategy: Create spaces for civic learning and engagement for students who are ineligible to vote (international students, students under 18, students who are not citizens, students with felony convictions who have not yet completed their terms of sentence).

| Tactic | Who is responsible for implementation? | Who is the intended audience? | Where & when will it occur? | Outcomes & Indicators |
|--|--|-------------------------------|-----------------------------|--------------------------------------|
| Share specific event information with departments who can connect with students who are ineligible to vote (Center for International Education, Early College programs). Customize event invitations to highlight ways that students can participate even if they are ineligible to vote. | Student Life staff | Students ineligible to vote | Throughout 2022 | # of opportunities offered at events |
| At each voter registration or voter education event, offer an intentional action step that is open to students not eligible to vote. Examples include: encouraging friends and family to vote, voting in Student Senate elections, engaging with student groups or organizations on campus who encourage civic learning. | Student Life staff | Students ineligible to vote | Throughout 2022 | # of opportunities offered at events |

Strategy: Develop customized programming and events to reach segments of the student population that had the lowest voting rates in 2018/2020.

| Tactic | Who is responsible for implementation? | Who is the intended audience? | Where & when will it occur? | Outcomes & Indicators |
|--|--|---|-----------------------------|--|
| Connect with identity-based student clubs or interest groups to generate ideas for voter registration & education. | Student Life staff | Student populations who had the lowest voting rates by race/ethnicity in 2020 NSLVE data: Asian students, Black students, and Hispanic students. | Throughout 2022 | # of voter registration or education events hosted in collaboration with identity-based clubs/organizations or interest groups |

Strategy: Create spaces for civic learning and engagement for students who are ineligible to vote (international students, students under 18, students who are not citizens, students with felony convictions who have not yet completed their terms of sentence).

| Tactic | Who is responsible for implementation? | Who is the intended audience? | Where & when will it occur? | Outcomes & Indicators |
|--|--|-------------------------------|-----------------------------|--------------------------------------|
| Share specific event information with departments who can connect with students who are ineligible to vote (Center for International Education, Early College programs). Customize event invitations to highlight ways that students can participate even if they are ineligible to vote. | Student Life staff | Students ineligible to vote | Throughout 2022 | # of opportunities offered at events |
| At each voter registration or voter education event, offer an intentional action step that is open to students not eligible to vote. Examples include: encouraging friends and family to vote, voting in Student Senate elections, engaging with student groups or organizations on campus who encourage civic learning. | Student Life staff | Students ineligible to vote | Throughout 2022 | # of opportunities offered at events |

Reporting

At a minimum, this report will be shared internally with staff in Student Life and the Vice President for Student Affairs and Institutional Effectiveness. These stakeholders may have feedback for us on the plan and will be considered active supporters as we act on this plan. The plan is publicly available on the ALL IN Challenge website. The plan will also be widely distributed among student services staff at Madison College.

Some components of this plan will be shared with the staff in the Marketing department at Madison College so that they can help us promote In-Person Absentee Voting and student voter registration efforts with local media. They can help us share what we are doing at the college leading up to the midterm election in November, when there is sure to be significant media attention to voting.

We also plan to share parts of the plan with the internal communications staff at Madison College to increase awareness among staff about our voter education and registration events. Staff can be strong advocates for the work that we are doing and promote our programs with students who we may not otherwise reach. We will make the plan available to read in full by sharing the Madison College page on the ALL IN Challenge website.

Finally, having this action plan written opens the door for other opportunities that may come along. We may be able to use this plan to gain additional partners for the work we are doing and/or gain valuable resources related to voter education, registration, and turnout efforts.

Evaluation

Evaluation of our efforts will be critical to improving our future programming and initiatives because we are creating a baseline for participation and effectiveness. We will focus on collecting participation data related to each of our strategies introduced above. We will also debrief each event and initiative to document changes we would make for future success.

The primary purpose for collecting data in 2022 will be to set a benchmark upon which to create future goals and to determine which interventions seem to move the needle toward achieving our voter registration and turnout goals. Since we were operating completely virtually during the 2020 election cycle, we did not have a chance to establish baseline data for participation in in-person and hybrid events. By collecting participation data, we will also contribute data to the overall Student Life participation goals reported to the Vice President of Student Affairs & Institutional Effectiveness.

We will also continue to participate in the National Study of Learning, Voting, and Engagement, which will help us to compare overall student registration and voting numbers to previous years and give us insight on some of the specific student population voting rates compared to past elections. By looking at these data, we will be able to determine whether we met our goals and help us to set goals for future years.

At a minimum, we will share the results of our evaluation with the Student Life staff and Vice President of Student Affairs & Institutional Effectiveness, but we may also share and utilize it in different ways. It may help us to create partnerships both on and off campus and expand our resources and capacity for future efforts.

As our efforts become more established heading into the midterm elections in 2022 and presidential elections in 2024, we hope to have the capacity to carry out a more robust evaluation of voter education, registration, and turnout activities.