

FALL
2020

ALL IN CAMPUS DEMOCRACY CHALLENGE

ACTION PLAN



Marietta College



**Marietta College Office of Civic Engagement
All in Democracy Election 2020 Action Plan**

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I. Executive Summary:

Marietta College is committed to expanding voter engagement and campus civic learning. In the past, campus infrastructure surrounding voting has had variable staffing and commitment. Now, with newer leadership and energy, a staff position partially dedicated to the work, alongside a work study student, there is increasingly more thought and work being put into election engagement. Past and current support for this work has come from several offices, including the Division of Student Life, particularly the Offices of Community Living and Diversity and Inclusion, while campus efforts are led by the Office of Civic Engagement, housed in the McDonough Center for Leadership and Business.

Themes of the Marietta College 2020 action plan are encouraging all levels of voter participation, from faculty and staff to students and alum and to community members. Some of the avenues to do this are updating the Marietta College voting brand/promotional materials, building a network of student leaders, removing and educating around voting barriers and building partnerships with faculty to incorporate voter registration into the classroom (whether in-person or via Zoom). The College will continue current on-campus partnerships and work to expand and build partnerships both on and off-campus. Marietta College will also be entering its second year of having a Campus Election Engagement Fellow that works through the Office of Civic Engagement and is supported through federal work study funding.

While we do not have current voter turnout data, we will be participating in NSLVE and hope to use that data for benchmarking moving forward. This is the first significant plan for election engagement in the last decade or more, so it is ambitious, and while we began this spring and hope to accomplish some things as we approach the November election, the goal for overall implementation will be by the 2022 election.





II. Leadership

As was mentioned above, this work is led by the Office of Civic Engagement, with the Coordinator for Community-Based Learning, Katie Evans, leading the day-to-day tasks. Additional support is provided by the Director of the Office, Maribeth Saleem-Tanner. Financial support and ongoing leadership is provided by the Dean of the McDonough Center for Leadership and Business, Gama Perruci. There are various supporters and partners in the work, including the Marietta College Vice President of Student Life and Associate Dean and Director of the Office of Diversity and Inclusion. Our student leaders include representatives from the newly reinvigorated College Republicans and Democrats, as well as a student representative from the Student Government Association. Several other students, staff and faculty play important roles in this work and the Office of Civic Engagement is working to solidify additional leadership in the work.

Lead:

Katie Evans | Coordinator for Community-Based Learning | kae003@marietta.edu

Supervisor:

Maribeth Saleem-Tanner | Director of the Office of Civic Engagement | ms010@marietta.edu

Support:

Brenna Limbrick (Now, Nate Hal): Ohio State Director of CEEP

Gama Perruci | Dean of the McDonough Center of Leadership and Business

John Ganter | Student President of the College Democrat

Anna Oster | Student Representative of the College Republicans

Eric Kemp | Student Representative of the LGBTQ* Activism Club

Trent Anthony & Claire Davis | 2019/20 CEEP Fellows, Student Committee Members

Breck Baker | Student Government Association

Washington County Board of Elections



III. Commitment:

The Office is appreciative of upper administrative support in these initiatives, including the Provost, Janet Bland and the President, Bill Ruud. Here is an example of the some of the messaging that administration communicates out campus-wide:

DON'T FORGET TO VOTE: *The Secretary of State's office recently announced that April 28, 2020, will be the final day of Ohio's Primary Election. There will be no in-person voting. Voters may request an absentee ballot by completing an Absentee Ballot Application. The applications may be printed from this website or be obtained by calling the Washington County Board of Elections office at 740-374-6828. The Board of Elections website is <https://www.boe.ohio.gov/washington/>*

Our President also emphasizes the college's role in the greater community and the campus being civically engaged, engaged in local community issues and more. This commitment is further laid out in the college's mission statement and strategic plan, as well as the Office of Civic Engagement's mission seen below.

Marietta College Mission Statement:

Marietta College provides a strong foundation for a lifetime of leadership, critical thinking, and problem-solving. We achieve this mission by offering undergraduates a contemporary liberal arts education and graduate students an education grounded in advanced knowledge and professional practice. Intellectual and creative excellence defines the Marietta experience.



Marietta College 2017 Strategic Plan: Focuses on enhancing experiential learning and campus-wide engagement, utilizing, in part, the McDonough Center to build upon and expand current co-curricular initiatives to strengthen engagement on campus and in the local/regional/national community.

Marietta College Core Values that Connect to the Office of Civic Engagement Program Outcomes:

- Leadership, critical thinking, and problem solving, Application of liberal arts foundation, Preparation for the “world of work,” Ability to turn knowledge into action, Responsible Citizenship

OCE Mission Statement:

The Office of Civic Engagement (OCE) serves as a bridge between campus resources and community needs, maintaining an active dialogue and partnership between Marietta College and local organizations. Through this work, OCE empowers students to be active leaders in their communities, promotes critical thinking about social justice issues, and develops citizens committed to a lifetime of public service.

McDonough Center for Leadership and Business:

The main mission of the McDonough Center is to “give back” this gift by preparing those young leaders to lead a purposeful life in service of others – seeking through their leadership to attain higher goals that transcend their individual interests. As the Center fulfills this mission, it immerses the McDonough Scholars in a culture of “service above self” and a calling based on integrity and civic responsibility.



Many of these goals relate to a primary theme within the Office of Civic Engagement of serving the greater community, while teaching students to do the same. Voting and democratic participation in the Marietta local community are prioritized as an avenue to encourage and support students giving back and being active citizens wherever they may go.

Marietta College current and past election engagement programs/initiatives etc.:

- Work study student working on election related work—national Campus Election Engagement Project fellow (national training). Have had two great fellows thus far.
 - Will be looking to hire a new person for spring
 - Could it be an internship –work with career center
 - Job includes outreach and registration events, leading an institutional project (i.e. voter registration at orientation)
- Election committee 3-4 meetings; included 2-3 faculty, a few staff, 5 students
 - New ideas, student feedback. That group was lacking adequate community and institutional perspective
- National Voter Registration Event
 - Registered 105 students (student body of 1000)
- Pioconnect (move-in) voter registration for first year students
- Debate watch parties (Co-sponsored with student organizations)
- Trick or Vote and DoNut Forget to Vote Events
- Rides to polls
- All campus email reminding campus to vote
- Created an issue guide about the local ballot issue – an education levy
- Worked with Board of Elections on voter requirements (polling places, utility bills, etc.)
- All in Campus Democracy Challenge – group conversations, national study of voter engagement
- Campus-wide communication about the Ohio March primary and then the delay
- Confirming student on campus voting locations and precincts with Board of Elections



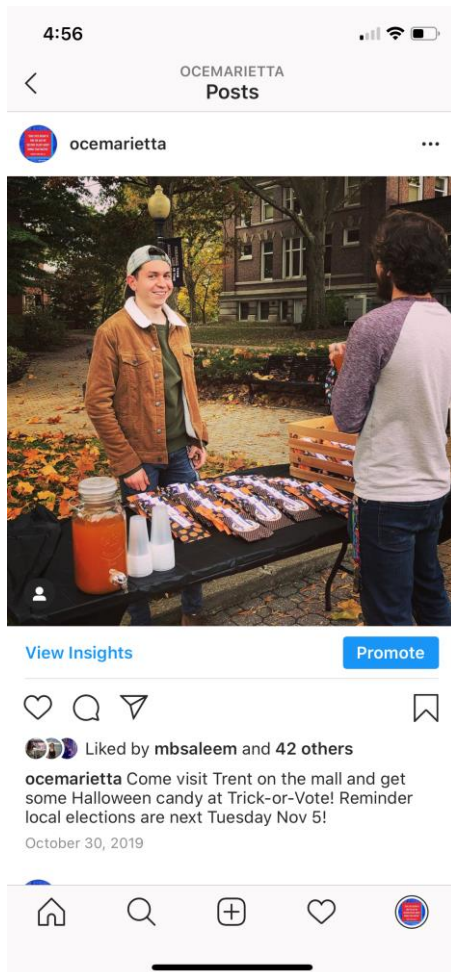
- Worked with Brand Management to create materials for first year students during orientation – including a branded letter explaining how students register
- Added official voting dates and deadlines to the university calendar
- Mailed in ballot requests/voter registration to respective county board of elections
- Coordinated MLK Day of Service letter-writing to legislators
- Researching other campuses voter engagement graphics, logos, swag, etc.
- Helping create voter education workshops that could be used in classrooms/group meetings, etc.
- Collaborating with Marilee Morrow to develop avenues for mass media students to promote voting via campus tv, radio, other
- Bi-weekly check ins and reporting to the state coordinator for the Campus Election Engagement Fellowship
 - Also, fellow and lead participated in official fellow trainings/webinars

Political Science Department:

- Pizza and Politics – election related, including Constitution Day
- Campaigns and elections course in the fall (includes 10 hours volunteering)
 - Looking to build a partnership with OCE
- College democrats are re-started, hope college republicans will as well; Poli Sci can help support and prepare students for debates
 - The student political clubs tend to “hibernate” between elections
- Campaign specific internships in the fall? 120 hours for 3 credit internship (9-10 hours per week), could do 1 or 2 credit internships
- First political science intern – Claire Davis, a CEEP fellow who received academic credit for her major

McDonough Center Leadership Program:

- LEAD 111 – Students organized a mayoral debate this fall, they will do a leadership process). May be able to recruit participants from this class for workshops.
- Teacher Leadership Course – service learning project working the Marietta City Schools, School Board and Community on a levy ballot issues
- Various Leadership classes engage in service learning projects, from individual service placements, to serving on nonprofit boards and planning community service days.
- Also, houses the Office of Civic Engagement.





IV. Landscape

Marietta College is a “Private, coeducational, nonsectarian, undergraduate, residential, contemporary liberal arts founded in 1835. One of America's 37 "Revolutionary Colleges," institutions with [its] origins reaching back to the 18th century,” according to the website.

Why Marietta? You won't be the same after your four years at Marietta. The status quo doesn't cut it here. In an environment where we celebrate curiosity, inspire independence and praise perseverance, how could you possibly stay the same? Professors will challenge you to dive deeper into independent projects and internships. Coaches will demand extra reps after practice. Friends will support your every step. At Marietta, you will emerge ready to change the world.

The campus's total enrollment for the 2019-20 academic year is 1,200 students from 31 states and six countries. While the student makeup is not substantially diverse in terms of domestic ethnic diversity, there is a large amount of first-generation college students and economic diversity. The campus is 65% white, 5% two or more races, 4.5% Black or African American, 2% Hispanic or Latino, and 1% Asian.

The greater Marietta, Ohio area is made up of about 150,000 people, often referred to as the Mid-Ohio Valley, and includes Parkersburg, West Virginia. The most fun, fun fact about Marietta is that it was the first settlement in the Northwest Territory, established in 1788 and recently highlighted in famous historian, David McCullough's book *The Pioneers: Heroic Story of the Settlers Who Brought the American Ideal West*. Marietta, as a town of 14,000, is a smaller and charming community within Appalachia, with the closest metros of Columbus, Cleveland and Pittsburgh being 2-3 hours away.

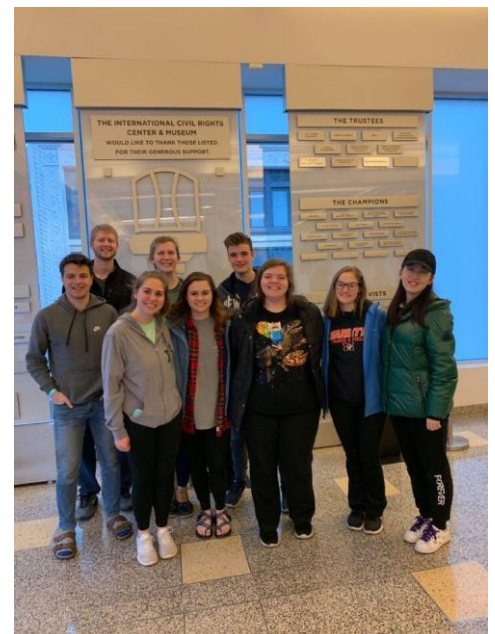
The population of Marietta, OH is 92.5% White Alone, 1.78% Two or More Races, and 1.78% Black or African American Alone. And, the political makeup leans pretty conservative, with 67% of the county voting for Donald Trump, 27% voting for Hillary Clinton and 3% voting for Gary Johnson. At times, there has been a divide between the college and greater community, whether due to perceptions about politics, due to the college perceptual advantage/superiority in the community, and like many campuses, students and even employees don't always venture out and learn about the greater community. This could be thought of as the college “bubble.” The Office of Civic Engagement has seen improvements on this relationship, but there is certainly more work to do. While the community leans conservative, without NSLVE recent data, it is harder

to make judgements about the political orientation of the campus. There have been vocal student republicans and democrats and times in which apathy seems to rise. Though, with a demographic makeup of over 60% men and petroleum engineering being the campus's largest major, one might make an educated guess that it is a more conservative student body.

Regardless of the student political nature, according to data from the National Study on Student Engagement from 2017, Marietta College varies in how much of emphasis it places on civic engagement, critical thinking about societal issues, exposure to diverse perspectives and community-based projects. Now, the data at Marietta College should be taken with a grain of salt as it is a smaller sample size than the other data it is being compared to. One specific area that was interesting: seniors rated how often they **had conversations with people who had different political views** than their own as 2.4 on average, much less than 2.8 at other institutions, and more of a significant difference than highlighted by first years (2.5 as compared to 2.6 at peer institutions). And, there are a few places where first year students were closer to other institution numbers than the seniors surveyed; including how often diverse perspectives were included in class work and less time spent in courses examining strengths and weaknesses of own views and less time on forming a new understanding or ideas with new information. (One thought here- there is likely a larger push for students to have diverse experiences and take general education classes earlier on in their academic careers.)

In terms of **connecting learning to societal problems or issues and having been exposed to diverse perspectives in course discussions or assignments** on averaged all surveyed had not done this as often as both peer [Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

institutions and aspirant institutions. Seniors in particular were lower at an average score of 2.6, as compared to other schools with an average of 3.0. One specific area that Marietta students were on par with other institutions was in having interactions with



Marietta College students at the International Civil Rights Museum in Greensboro, NC



people of a different race or ethnicity, and actually had more experience than other schools on average when it comes to interactions with folks with different economic and religious backgrounds. On average, of 14% seniors participated in study abroad experiences compared to 32% at peer institutions and 46% at aspirational institutions.

Additionally, the number of classes that include community-based or service learning project is slightly higher at Marietta, hovering between no classes and some classes, 1.9 as compared to 1.7 of peer institutions for first years and for seniors 1.7 compared to 1.8 of peer institutions. The bit higher number in first year courses could be because all of the McDonough Leadership students take a service learning course each semester of the first year, which is about 1/5 of the class. Further, this could uniquely be an opportunity for growth at MC and could be an area to stand out, in comparison to other institutions.

Students also indicated that the **University sometimes emphasized “attending events that address important social, economic, or political issues”** at a rate less than other institutions. For first years it was 2.6 compared to 2.7 peer and 2.9 at aspirational institutions, compared to the seniors which rated it a 2.4, compared to 2.7 and 2.8. This is another area that the Office of Civic Engagement could prioritize.

The average first year student spends 1+ hours more in a week preparing for classes as compared to other institutions, as well as 2-3 hours more in co-curricular/extra-curricular organized activities, 1-2 more hours working on campus for pay, 2 hours more than other institutions with working off-campus for pay. Students also **did about 1 hour more community service and volunteer work than students at other institutions**, while also doing 1 hour less every week relaxing and socializing. Seniors are more on par with other institutions in their time allocation, though still several hours more spent working, especially off campus. (Seniors did slightly less community service than at other institutions.) Marietta has spent time contributing to **“being an informed and active citizen”** at a slightly higher rate than other institutions for first year students, while seniors fall to 2.7 as compared to 2.9 of peer institutions.

V. Goals

Short-term goals:

1) MARIETTA COLLEGE *established a campus coalition* of faculty, staff, and students that meets regularly to coordinate electoral engagement efforts and share resources.

- Design a voter registration training
- Coordinator will revisit and expand this team in July 2020
 - Students
 - Connected to college republicans and democrats
 - Expand to marketing/graphic design/arts and other students
 - Student activism group (Trent, Claire, Eric (LGBTQ* Club), John (college Dems), Anna (college reps), Fall CEEP fellow
 - Fun group name
 - T-shirts for ongoing student activists
 - Faculty
 - Expand to include folks with institutional knowledge campus.
 - Monthly council meeting
 - Larger faculty network
 - Departmental representatives – political science hasn't had much engagement
 - STEM (lower voter engagement -- bring in a faculty member perhaps)
 - Goals: Showing faculty are engaged in voting, voter engagement within the classroom
 - Administration - Student Affairs, Student Life, Student Activities
 - Identify new student life committee member (past member took a new job)
 - Bring in an athletic representative, OAC Votes Challenge
 - Community partners
 - Campus Election Engagement Project
 - Local nonpartisan and partisan election organizations
 - No partners at this point, does not have LWV. Will reach out to a few diff community orgs for involvement.
 - Goal: Build up college community partnership (have students registering community members, working with downtown local



businesses to promote voting and registration, host community-wide events)

- Clarify lead and support roles.
 - Katie Evans- Lead Advisor
 - CEEP Fellow - continue as long as we have students interested and CEEP program is available
 - Other lead roles? Not yet. Will look into leadership positions for faculty, community etc.
- Create a nonpartisan brand and hashtag for your efforts (ex: MC Votes #OSUVotes)
 - Working with brand management to create hashtags etc.
 - Goal of the working group is to become an official committee on campus.

2) MARIETTA COLLEGE will *coordinate and track electoral engagement efforts* across campus.

- Designate staff, faculty or volunteers to lead tracking and reporting.
 - Katie- 20% of her job description
- Completed CEEP Engagement Assessment in Fall 2019 - Medium Engagement
- Identify and track election engagement activities and outcome measures.
 - Track activities supporting voter registration, voter education and voter turnout.
 - NSLVE
 - All In Challenge/OAC Challenge
 - Consider long-term goals such as increased civic learning opportunities within coursework or improved student survey results that demonstrate a culture of campus engagement.

3) MARIETTA COLLEGE dedicates funds for students or administrators to help carry out nonpartisan electoral engagement efforts on campus.

- Several offices fund election engagement efforts
- There is a federally-funded work study position for student election work
- Consider funding for student election engagement support position(s).
- Funding engagement incentives such as food or giveaways, including t-shirts, buttons and stickers



4) MARIETTA COLLEGE will integrate voter information and registration with ***new student orientation***.

- This is a current institutional project. Expected implementation will be summer 2020. Materials are finished, but with a virtual orientation in 2020, it may not be implemented until 2021.
- MC will integrate voter information and registration with Move-In (***Pioconnect***)
 - First year – fall of 2019, plans to continue with additional resources.

5) MARIETTA COLLEGE will ***provide Voter Registration during popular campus events***.

- Welcome Week and Homecoming can kick off your efforts.
 - Welcome week - we are already apart of this
- Contests between departments, teams, clubs or residence halls can boost efforts.
- Athletic events, build upon OAC Votes Challenge
- Not many significant challenges

6) MARIETTA COLLEGE will participate in ***National Voter Registration Day, September 22, 2020*** for the 4th year in a row. We are also looking into participating in Vote Early Day.

7) MARIETTA COLLEGE will ***update voting information on website*** to increase ease and accessibility.

8) MARIETTA COLLEGE will ***provide voter registration forms*** in multiple campus locations and distribute forms in classes.

- Has places on campus for students to pick up and deposit paper forms
 - MCPD (student ids)
 - Library (highly trafficked)
 - Bookstore (student textbooks)
 - Student Life Office



- MARIETTA COLLEGE will ***provide election information*** through campus communication channels.
 - Include absentee ballot deadlines and information, primary and general election dates, voting ID requirements and voting location information.

9) MARIETTA COLLEGE will ***regularly promote voter registration, educational events, and voting*** through official campus email networks, social media channels and website.

Removing Barriers

10) MARIETTA COLLEGE will ***provide students, including those living on campus, with appropriate identification documents*** needed to register and vote. Examples include a zero-balance utility bill with name and address. (Find your state requirements)

- Provides zero balance bills for all students.
- Keep track of all students that we register in spreadsheet (work study project)
 - Follow up with GOTV information
 - Email Utility Bill

11) MARIETTA COLLEGE will ***ensure nonpartisan candidate and issue guides*** are created and widely distributed for students.

- Marietta College created an issue good for a local levy ballot issue in the Fall of 2019 and will continue to do so.
- Creating nonpartisan candidate or issue guides can be incorporated into coursework and credit.

Long-Term Goals:

12) The Office of Civic Engagement will work with faculty on a variety of voting initiatives.

- Capitalize on the voting statistics

- Build on educators higher voting numbers
- Encourage STEM Faculty to be engaged in increasing lower turnout.
- Classroom voting workshops
- Integrate voting education in classes that make sense
 - First year classes, General Education courses
 - Political Science
- Arts and Activism Course?

13) MARIETTA COLLEGE will include election engagement opportunities in ***service-learning or experiential learning courses*** to facilitate projects that register, educate, and/or mobilize fellow students to vote.

- This is a reach goal (planning to create a pilot course, maybe in Spring of 2021/22)

14) MARIETTA COLLEGE will ***integrate electoral engagement in the curriculum and in course opportunities.***

- Include election education information and engagement in a broad range of courses.
- Offer credit assignments or extra credit to participation on the campus Election Engagement team, for election registration, education or turnout efforts.
- Offer credit assignments or extra credit for election participation, such as poll worker, student election judge or voting rights monitor.
- Student worker in Spring 2020 began creating election workshops that could be implemented in classrooms to encourage registration.

15) MARIETTA COLLEGE will ***publicize and host discussions, educational events, election debates and debate watch parties*** to inform students about election issues and candidates.

- Partner with student organizations on debate watch parties; work to host local candidate debate
- Engage Student Government in election engagement efforts. Student representative on committee.
- Highlight and engage the expertise of faculty as election topic speakers. Partner in classes.



- Engage student organizations and clubs to support election-related activities, including speakers, films, concerts and art projects.

16) MARIETTA COLLEGE will ***make voting a community activity.***

- ***Highlight influencers*** such as the school mascot, student athletes or campus artists, or high-level administrators sharing their motivations for voting and encouraging turnout.
- ***Help get students to the polls*** with a Parade to the Polls or transportation from campus and residences. We have consistently offered rides to the polls.
- ***Early Voting Party*** – and other coordinated efforts to GOTV

17) MARIETTA COLLEGE will ***engage community partners to offer discounts or incentives*** for students who show they voted.

18) MARIETTA COLLEGE will work with local election officials to ***explore an on-campus polling station.***

- Will apply for primary polling location on campus – the Gathering Place or other? (Secondary goal as we are hoping to focus on virtual contingency planning and absentee voting)

VI. Strategy

The Office of Civic Engagement has a clearly laid out plan moving forward. The Coordinator and student worker will direct all efforts. Expanding the role of the coalition, increasing training of students and coalition members will allow for the reach of the office to extend wider, extend throughout campus. With avenues like highlighting voter registration at every important step along Pioneer student experience, as well as highlighting campus student and employee leaders that are voting to make voting a core aspect of the Marietta College Culture. Ensuring plans are clear and materials/events can be used year after year with a network of campus partners, will allow for continued improvement, regardless of staffing.

VII. Reporting & Evaluation

19) MARIETTA COLLEGE will *document and review campus election engagement activities* and impacts to enhance future efforts.

- **NSLVE 2020**
- MC will use the OAC Votes challenge as a way to track efforts

20) MARIETTA COLLEGE will *maintain our campus engagement coalition* to continue efforts beyond the election.

21) Marietta College will make the list of America's Best Colleges for Student Voting, according to the Washington Monthly in 2022.

- MC has to submit 2 sets of All in Action plans, in 2020 & 2022
- Be enrolled in NSLVE
- Have current NSLVE results publically available.

22) The Office of Civic Engagement will seek feedback from those involved in programming and work to publish updates and "wins"