



MERCED
COLLEGE

Merced College

Student Civic & Voter Empowerment Action Plan

Raul Alvarez
ASMC Student Support Coordinator
Student Civic & Voter Empowerment Act Coordinator
Alvarez.r@mccd.edu
209-384-6119

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**Merced College
Student Civic & Voter Empowerment Act
2024-2026 Action Plan**

I. Executive Summary Introduction

The Civic and Voter Empowerment Coordinator will work with The Associated Students of Merced College to implement AB 963 (Student Civic and Voter Empowerment Act). ASMC is dedicated to representing the students of Merced College and providing opportunities to enhance their educational experiences. This is accomplished by providing student leadership in the form of ASMC, that acts as representatives for Merced College’s shared governance committees, representing the student population. ASMC is student government for Merced College. ASMC is about students helping students; collaboration on events with different departments, and clubs. In addition to, ASMC lobbies for Merced College students at the state level and through state wide student organizations, as well as the state legislature. The Student Civic & Voter Empowerment Action Plan will support what ASMC and Merced College strive to provide for every student, a “transformative and empowering educational experience.”

II. Key Terms Internal

ASMC: Associated Students of Merced College

SCVEA Task Force: Student Civic & Voter Empowerment Act Task Force composed of students, faculty, classified, management staff, and administrators

SSC: Student Support Coordinator

III. Key Terms External

A Band of Voters: A Band of Voters identifies and supports student Leaders and other young activists to educate, inspire and mobilize their peers to claim the political power of their generation and build a safer, more sustainable and equitable democracy.

AB 963: California legislation signed into law by Governor Newsom in 2019 to increase student voter accessibility and participation.

CCCSAA: California Community College Student Affairs Association promotes and advances public two-year post-secondary education and brings members together for mutual benefit. CCCSAA stimulates effective working relationships in the field and strengthens professional status by establishing criteria for professional training.

California SOS: California Secretary of State

LWVPC: League of Women Voter – Merced County

NSLVE: The National Study on Learning, Voting, and Engagement publishes biannual reports tracking student voter registration and participation patterns during every election cycle – including both midterm and general elections.

SSCCC: Student Senate for California Community Colleges represents all 2 million California Community College students at the state level. As a nonprofit organization, SSCCC ensures that students have effective means in participation in formation of state policies.

IV. Leadership

- The SCVEA Task Force at Merced College is comprised of students, classified staff, faculty, management staff and administration. We are in the beginning stages with plans of expanding the task force to include community groups. Currently, the SSC is heading this group – meeting once a month this semester. Plans to offer zoom are in the framework for the future.

V. Commitment: On and Off Campus

Commitment:

- Merced College is a “student first college.” Merced College’s departments, schools and programs partner with the organizations in our community to provide events where information is readily available to the student body. From celebrating Constitution Day, to student voter registration drives and publications on social media as well as on the Merced College web page. Merced College is committed to empowering the student body through engagement and education.

On-Campus Partnerships:

- Marketing – ASMC partnerships have expanded since the 2020-2022 Action Plan. The SSC collaborates with our Media Department as well as our External Relations Department to ensure all publication and advertisements are disseminated throughout our student campus community. The SSC also posts all information on the districts event calendar.
- Events and Operations Department – ASMC works closely with our Events and Operations Department to secure space throughout campus for activities related to local, state and national elections. Since 2022, ASMC has assisted in reserving space on campus for our County Elections Office, serving as a polling place for Merced County.

- Print Serves – ASMC continues to forge a strong relationship with the Print Serves Department here on campus. All flyers, brochures and posters related to voting, registration drives sponsored by ASMC are created and printed internal. Ideas for advertisements are generated by the ASMC Executive and Legislative council then shared with our Media and External Relations Department, as well as the Print Services Department for feedback.

Off-Campus Partnerships:

- League of Women Voters – Merced County: The League of Women Voters – Merced County has been a community partner for the past four years. The League of Women have provided experience and support, tabling on campus allowing their accessibility to our student body.
- Merced County Elections Office – ASMC relationship with the Merced County Elections Office, has increased. The Merced County Elections Office has been a great source for information (voting), providing materials in the form of voter registration cards. We look forward to expanding this relationship in the future.

Off-Campus Statewide Partnership:

- California Secretary of State (SOS) – Merced College has accessed the SOS site pulling information for literature. This literature is given and sent to currently enrolled students as informational items.
- CCCSAA – Merced College has been a member of the CCCSAA for several years. The ASMC SSC attended a conference this past June. CCCSAA offers webinars, conferences and material designated to help educate us on the AB 963 requirements. Furthermore, the CCCSAA partners with the California Secretary of State, hosting webinars and FAQ sessions.
- SSSCC – ASMC is part of SSSCC, Region V. SSSCC frequently hosts workshops on AB 963 requirements during their annual Advocacy Academy in the fall and General Assembly in the spring. The SSSCC also collaborates with the regions to appoint students to sit on committees and workgroups, at the state level, focused on supporting AB 963 efforts.

Off-Campus National Partnerships:

- The National Study on Learning, Voting and Engagement (NSLVE) – Merced College is a proud participant in the National Study on Learning, Voting and Engagement (NSLVE). We look forward to continuing to strengthen this relationship. The vision is having the NSLVE provide valuable voting data for future reports.

Staffing:

- In an effort to raise civic awareness, engagement and participation, Merced College has committed to having a staff member serve as the Student Civic Voter Empowerment Act Task Force Coordinator. The Coordinator shall be nonpartisan and will ensure adherence to the plan.

VI. Our Vision

Merced College will provide transformative and empowering educational experiences to meet student and community needs.

Mission

Growing our community through education and workforce training:

- Lifelong learning
- Basic skills
- Career technical education
- Transfer
- Degree/certificate programs

Ensuring student success through equitable access, continuous quality improvement, institutional effectiveness, and student achievement.

Core Values

Student Success

We focus on student access and success.

Supportive Environment

We promote an atmosphere of trust where communication and teamwork cultivate a rich environment for teaching and learning.

Proactive

We utilize agility innovation, and responsible risk-taking to create our preferred future.

Diversity

We embrace diversity and equity as community strengths and celebrate these qualities in our institution.

Self-Reflection

We strive for continuous improvement based on data-driven self-reflection, objective assessment, and dialogue.

Motto:

“Students are our focus and we are known by their success”

VII. Goals

Purpose: To increase civic learning and democratic engagement at Merced College, by registering, educating, and increasing student voting in Merced County.

- Each semester no less than 3 outreach events will be held on campus to promote voter registration:
 - National Voter Registration Day, held annually on the fourth Tuesday of September.
 - ASMC will hold a “ROCK THE VOTE” event with the clubs on campus and together hand out voter registration cards to all students.
 - ASMC will work with the Learning Resource Center and hold a Constitution Day Event.
- ASMC will work with the various Student Services Department, helping distribute printed information regarding voter information.
 - Work with faculty to encourage students to attend the events/vote.
 - The last day to register to vote online/by mail/in person.
 - The date when the county may begin to offer early voting at the office of the elections official or at a satellite location.
 - The primary and general election dates.
- In conjunction with the above, each semester student emails will be generated and sent to encourage students to register to vote.
 - Provide a link to the Secretary of State’s website for online voter registration.
 - Provide a link to the Secretary of State’s website for election information.
 - Provide a link to the Secretary of State’s website for the most current voter information guide.
 - Provide a link to the Secretary of State’s website for the voter registration tool that directs the recipient to voter or election information for the county of the recipient.
 - The necessary disclaimers will be included in the emails for students that may reside outside of the county.
- Social Media
 - All necessary/important dates will be posted on Social Media, MC Portal and the electronic kiosk in the Quad.

VIII. Communications

- **Campus-Wide Emails:** Merced College will send emails to all currently enrolled students via Canvas, with information regarding voting and events related to voter registration drives as well as voting information. These emails (with flyers included), will contain information like crucial dates, election schedules, links to relative sites, including the California Secretary of State, and other pertinent information. The SCVEA Task Force will oversee all correspondences and articles of information, collaborating with the Printing Department.

IX. Reflection

- **Goal 1: Each semester no less than 3 outreach events will be held on campus to promote voter registration**
Goal 1 was partially achieved. The SCVEA Task Force, engaged with the student body by tabling twice this semester, once on Tuesday September 17, Constitution Day, as well as the following Wednesday, September 25. The ASMC Council held a student registration drive on both dates. Material with information and links to sites related to voting and registering were also available for students. ASMC held a "The Rock the Vote," as well, postcards with voter information were given to students throughout campus.
- **Goal 2: ASMC will work with the various Student Services Departments, helping distribute printed information regarding voter information.**
Goal 2 was partially completed, ASMC has collaborated with our Outreach Department, offering postcards with voter registration information, as well as links for voting information.
- **Goal 3: In conjunction with the above, each semester student emails will be generated and sent to encourage students to register to vote.**
Goal 3 has been partially completed, as emails have been sent to all currently enrolled students via Canvas. These emails included important dates and links to voter registration and the election.
- **Goal 4: Social Media**
Goal 4 has been complied and the SLVEA Task Force, has worked closely with our Media Department to post on all advertisement avenues. Posting on social media sites like the ASMC Instagram page have included flyers with important voter registration and election dates, as well as links. ASMC added the SOS "REGISTER TO VOTE," link to their site (see last page).
<https://www.mccd.edu/campus-life/clubs-organizations/student-government/>

X. Strategies

- State and Community involvement
 - ASMC will work with the Secretary of State's Office for resources and guidelines for implementation.
 - ASMC will work with our local Merced County Elections Office for resources, voter registration materials, deadlines, information on ballot measures to provide up to date and informative information for our student population.
 - ASMC will work with the local League of Woman Voters.
 - Encourage our local elected officials to come on campus and help support our efforts in voter registration.
- Event Strategies
 - All events will be held in the Merced College Quad.
 - Flyers regarding events and important dates will be printed/posted and distributed to departments throughout campus.
 - ASMC will coordinate with the many clubs on campus to aid with these voter registration events.

XI. Reporting

- Merced College's Student Civic & Voter Empowerment Action Plan will be shared with ASMC Council, posted on ASMC website, and the California Secretary of State. The plan is scheduled to be shared with the Student Services Master Planning Committee as well as with the Director of External Relations.

XII. Evaluation

- **Long-Term Goal:** Merced College and the SCVEA Task Force will continue to strength the relationship the Merced County Elections Office, by hosting a polling place on campus.
- **Short Term Goal 1:** Track the number of voter registration applications collected. Re-evaluate Action plan each year to see what worked, removing what does not work, and keeping what does.
- **Short Term Goal 2:** Expending the relationships with on-campus department, as well strengthening those relationships with off-campus organizations. Along the way finding new and creative ways to get more students registered to vote, improving the advertising techniques and

strategies. This will help the SCVEA Task Force achieve its goals outlined for the 2024-2026 action plan. Engaging active clubs and encouraging all students to exercise their democratic right.

XIII. Student Civic & Voter Empowerment Act Taskforce

- Vice President of Student Services, Dr. Michael McCandless
- Dean of Student Services, Dr. Brooke Boeding
- ASMC Faculty Advisor, Suzanne McGhee
- ASMC Student Support Coordinator/Student Civic & Voter Empowerment Act Task Force Coordinator, Raul Alvarez
- Director of External Relations, James Leonard
- ASMC President, Alexander Salazar

ASMC



CONSTITUTION DAY

— 17 SEPTEMBER —

ASMC WILL BE IN QUAD FROM 10AM-12PM

VOTER REGISTRATION FORMS WILL BE AVAILABLE FOR THOSE THAT WISH TO REGISTER TO VOTE.

ASMC



STUDENT VOTER REGISTRATION

— 25 SEPTEMBER —

ASMC WILL BE IN QUAD FROM 10AM-12PM

VOTER REGISTRATION FORMS WILL BE AVAILABLE FOR THOSE THAT WISH TO REGISTER TO VOTE.

ASMC

CONSTITUTION DAY 9/17/24

ELECTION DAY 11/5/24

IMPORTANT REGISTRATION DATES:

DEADLINE TO SUBMIT YOUR VOTER REGISTRATION FORM BY US MAIL - 10/21/24
IN PERSON DURING EARLY VOTING - 10/7/24 THRU 11/04/24
IN-PERSON AT VOTING LOCATION ON ELECTION DAY - 11/05/24
ONLINE - BY 11:59PM ON 10/21/2024

VOTING DEADLINES:

CALIFORNIA SENDS BALLOTS TO ACTIVELY REGISTERED VOTERS - 10/7 THRU 10/26
EARLY VOTING - VARIES BY LOCATION
RETURN BALLOT IN PERSON - 11/05 BY 8PM PST

IMPORTANT LINKS:

WWW.REGISTERTVOTE.CA.GOV
WWW.SOS.CA.GOV/ELECTIONS/SVR
WWW.SOS.CA.GOV/ADMINISTRATION/AGENCY-REPORTS/STUDENT-VOTER-REGISTRATION-AGENCY-REPORTS
WWW.COUNTYOFMERCED.COM/4071/NOVEMBER-5-2024-GENERAL-ELECTION



Student Government (ASMC)

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Associated Students of Merced College (ASMC) exists for the purpose of preserving, protecting, and defending students' rights, academic freedom, and representative student government; to promote the educational, social, and cultural opportunities of Merced College; to assist the enjoyment of the diversity of Merced College and the community at large; and to advocate for full student participation in the affairs of Merced College.

