



2024 ALL IN DEMOCRATIC ENGAGEMENT ACTION PLAN



I. EXECUTIVE SUMMARY

MDC's nonpartisan democratic engagement action plan was developed by the leadership team of MDC's iCED Department (Director Josh Young, FT Campus Directors Ana Maria Soto, Maria Villalobos, Christina Sudduth, Dominique Adam, and Kiki Mutis, and by PT Program Professionals Amanda Venereo and Linda Levin). These eight employees oversee iCED programming across MDC's eight campus system and lead iCED offices at each campus. The iCED Department has over 30 student, PT, and FT employees across the eight campuses and will be the lead department for the implementation of this action plan, using our existing extensive infrastructure (www.mdc.edu/iced).

MDC is a mammoth, eight campus system with more than 100,000 students covering all corners of Miami-Dade County, Florida. The purpose of this action plan is to clearly present and ultimately achieve our ambitious goal of ensuring our students are registered to vote and election ready. It will be implemented during the entirety of 2024, starting in January and ending when we go on break in mid-December 2024. Our commitment to democratic engagement is year-round, every year, but this action plan focuses on 2024.

This action plan was developed because MDC is a community college deeply committed to civic learning and democratic engagement as evidenced by the internal funding and infrastructure our institution provides to support iCED offices on all eight campuses, as well as a FT collegewide director of Changemaker Education and Social Innovation. It was developed because we know that high quality democratic engagement programming directly leads to student success in their civic, personal, and professional lives, as well as the preservation and strengthening of our fragile democracy. MDC is one of the most diverse higher education institutions in the United States and our diverse students, faculty, and staff will be involved in all aspects of this plan's implementation.

II. LEADERSHIP

The working group members for this campus action plan includes the eight iCED directors and program professionals named in the Executive Summary, as well as three additional PT Coordinators (Elizabeth Juarez, Lakayla Moody, and Priya Pershadsingh). It also includes seven students who serve as Andrew Goodman Foundation Ambassadors (at our three largest campuses), and two Campus Vote Project Democracy Fellows. The working group collaborates closely with each of the eight campuses SGA leadership teams, student clubs and organizations, and Student Life directors and staff. Our most important external partner of the working group is Engage Miami and our two key liaisons there are Monica Bustinza, Democracy Programs Director, and Briyana Joseph, Senior Program Manager. Engage Miami provides staff and funding to implement democratic engagement programming across MDC's eight campuses. MDC has a very strong relationship with Miami-Dade County's Elections Department – two MDC campuses serve as early voting sites (North and Kendall), two serve as poll worker training sites (North and Padron) and one campus serves as an election day precinct (Homestead). We work very closely with many members of their team including Michael Rodriguez from their outreach unit, and Graciela Rodriguez from their poll worker recruitment and training team, among others. We also work closely with our Elections Supervisor Christina White. Ms. White recently hosted a group of 15 MDC students, faculty, and staff on a visit to the Elections Department headquarters, and she also wrote a letter of support for our recently submitted U.S. Election Assistance Commission "Help America Vote College Program" grant.

The office held accountable for this action plan is iCED led by collegewide director Josh Young. Josh is a district wide employee who oversees iCED across eight campuses and who reports to the Director of Changemaker Education and Social Innovation (Sandra LaFleur) who reports directly to the Vice Provost for Student Affairs Dr. Jaime Anzalotta.

Other internal partners that will be brought into and collaborate with our coalition include the College President's office (collegewide messaging), Vice Provost for Academic Affairs office (faculty and academic chair connections), Vice Provost for Student Affairs office (student outreach), Deans of Students on all 8 campuses (campus events, campus support), Deans of Faculty on all 8 campuses and Academic Chairpersons on all 8 campuses (outreach to faculty, support of voter engagement professional development workshops), Earth Ethics Institute (assistance with sustainability-related democratic engagement events), the Jaffer Institute (implementation of existing [InterFaith America Vote is Sacred](#) grant), MDC Office of Communications (assistance with collegewide communications to students, staff, and faculty), United Faculty of Miami Dade College (faculty engagement), Social Media Department, and Web Services Department (assistance with website content and messaging). Additional external partners who will support MDC's plan include Motivote ([Motivote | Voter Engagement Software | Tech for Civic Engagement](#)) and the League of Women Voters of Miami-Dade County.

Our core coalition members covering the eight campuses will meet monthly, with regular email communication between meetings. Additionally, a WhatsApp group will be established for voter engagement and all core members of the coalition and student leaders will be part of this group to share pertinent information quickly and widely (e.g., upcoming poll worker training, voter engagement workshop, etc.).

III. COMMITMENT

Miami Dade College (MDC) proudly refers to itself as “democracy’s college” because of the students we serve, our open-door policy, and our commitment to civic engagement. Community-campus partnerships and civic engagement are part of the college’s fabric. MDC’s myriad civic engagement efforts are spearheaded by an internally funded, comprehensive, college-wide department (the Institute for Civic Engagement and Democracy – iCED) that has staff and offices on all eight MDC campuses. This infrastructure includes a staff of six full time employees, five part-time coordinators, 13 iCED Faculty Facilitators, two AmeriCorps VISTA volunteers, multiple voter engagement interns, and more than 20 Federal Work Study student civic ambassadors. MDC is one of only a small number of community colleges to earn the Carnegie Community Engagement Classification for both curricular and community engagement in 2008 and 2015 (and will reapply in 2026) and is the first community college in the nation to earn the Ashoka U Changemaker Campus designation (2015).

As far as MDC’s demographic makeup, we are one of the largest and most diverse institutions of higher education in the United States, enrolling more than 100,000 students annually. MDC students represent 166 different nationalities and speak 50 different languages. Almost 70% of our students are low income, with 47% living below the poverty line. Additionally, 35% are non-native English speakers, and 58% are first generation college students. Approximately 77% of our students are Hispanic and 18% are Black and MDC graduates more minority students than any college or university in the United States.

Examples of MDC's civic engagement programming include academic service-learning; formal partnerships with more than 100 community non-profit agencies; a Civic Action Scorecard with 93 bite-sized actions students complete to earn points towards a Civic Action Award; a \$500,000 community service FWS Civic Leadership Fellows program that places MDC students with nonprofit partners; an institution-wide commitment to voter registration and non-partisan voter engagement including our own election readiness website mdc.edu/vote that had 27,000 views in the eight weeks leading up to the 2020 general election; multiple award programs including the Civic Action Award, the Civic Leadership Award, and the President's Volunteer Service Award; the Unify America College Bowl Challenge that that 800 MDC students have completed in the last two years by having a guided video chat with someone outside their bubble (www.unifyamerica.org); an annual "Changemaker Week" that last year featured civil rights leader Desmond Meade and more than 90 events across the college; the purchase and adoption of the GivePulse civic tech platform to manage and document our civic programming, and many other civic endeavors. MDC is very proud that more than 100,000 students have participated in academic service-learning since 1994. Our President Madeline Pumariega is a vocal advocate and champion of community engaged learning, changemaking, and community-campus partnerships, and actively embraces MDC's responsibility to be an engaged campus fully committed to preparing students for lives of active citizenship.

IV. LANDSCAPE

Although more than 40% of undergraduates who attend college attend a community college, very few 2-year schools have staffing and infrastructure to deeply support civic learning and democratic engagement. This is especially worrisome and problematic because our community college students face a daunting civic empowerment gap when compared to their generally wealthier, non-minority peers. As has been partially described in previous sections MDC's is widely recognized for our more than 30 year sustained and deep commitment to funding and supporting civic learning and democratic engagement across the curriculum and co-curriculum. Our landscape is strong and vibrant. Multiple examples of MDC democratic engagement programming were outlined in the previous section. MDC is proud of our designation as an Ashoka U Changemaker institution, highlighted by Changemaker Week which took place from September 18-24, 2023 with more than 90 events across the college. We have a collegewide director of Changemaker Education and Social Innovation, more than 150 faculty involved, a faculty pedagogy workgroup, changemaker committees on all campuses, an annual retreat, and on-going professional development and programming (mdc.edu/changemaking).

MDC has 10 general education learning outcomes that are integrated across the curricular and co-curricular experience of our students and many of them are directly or indirectly related to democratic engagement, including number seven which is to create "strategies that can be used to fulfill personal, civic and social responsibilities." More than 100 faculty integrate academic service-learning into their courses across practically every discipline at the college. We host Introduction to Changemaking workshops for more than 2,000 students each year, including all students in our Honors College, Rising Scholars, and Presidential Scholars cohorts.

We have extensive resources available – funding for our iCED offices and infrastructure across the college; a \$500,000 community service FWS budget to place students with non-profit partners; a long-term premium level contract with GivePulse as our civic engagement platform (called the Changemaker Hub at MDC – <https://changemakerhub.mdc.edu>); and real support from our President and administration. Because of the

size of our institution, although our infrastructure is significant, we still do not have the operational funding nor the number of staff we need to accomplish all our goals and reach even more students. We therefore actively seek democratic engagement grants to support our work. For example, with the assistance of the Miami-Dade Elections Department, we recently submitted a “Poll Workers Are Heroes” grant proposal to the U.S. Election Assistance Commission’s “Help America Vote College Program.” If successful, this will provide ~\$88,000 to fund a comprehensive poll worker education and recruitment program reaching 10,000 MDC students. This grant was encouraged and supported by our Provost and Resource Development team.

V. GOALS & VI. STRATEGY

Our long-term vision is that every MDC student 1) understands the importance of voting and how who is elected impacts their daily lives, 2) understands the voter registration process, 3) knows how to find the information needed to be an informed voter, and 4) understands the process of voting and has a plan to vote.

Our voting rate according to NSLVE in 2020 was 56%. Our goal is to achieve at least a 65% voting rate for the 2024 election using NSLVE data. We also have specific goals for the myriad of activities we have planned. The table below outlines the activities and strategies related to civic learning, political participation, and voter participation from January to December 2024 that will reach every corner and stakeholder of our institution. Specific goals for each item will be added in the Spring. Because voter engagement and democratic learning are cornerstones of MDC’s iCED Department with offices on all eight campuses, these activities are led and continued every year, every election cycle, not just for 2024.

Activity	Description	Comments	Timeline
General Category			
Poll Worker Recruitment	Massive campaign to promote paid poll worker positions with the Miami-Dade Department of Elections. Two campuses – North and Padron, serve as poll worker training sites.	Department of Elections needs more than 5000 poll workers for the November election. MDC applied for a grant from the U.S. Election Assistance Commission. We will be notified in January 2024 if we are funded. We would hire a PT Coordinator, recruit peer advocates and Faculty Champions, inform 10,000 students about poll workers and recruit 350 MDC students to serve as poll workers.	March – October
Civic Action Scorecard	Students iCED Miami Dade College (mdc.edu) 90+ civic learning actions, including registering to vote, knowing your elected officials, and securing your sample ballot. By	Students will be encouraged to utilize the Civic Action Scorecard and earn the Civic Action Award to deepen and foster their civic engagement.	January - November

	completing each civic action, students can score points towards earning the Civic Action Award.		
Unify America College Bowl Challenge	The Unify Challenge College Bowl is a guided one-on-one video conversation between two college students who have different backgrounds and beliefs. The paired students talk through goals and issues that matter most in our country – www.unifyamerica.org	MDC aims to recruit at least 800 students to complete the College Bowl Challenge during the Spring and Fall 2024 events. For more info about MDC’s Unify America program visit About - Unify America Challenge - LibGuides at Miami Dade College Learning Resources (mdc.edu)	Spring: February/March; Fall: September/October
Paid Voter Engagement Interns	Paid for via external partnerships, non-partisan voter engagement/voter education/voter registration internships	Will have at least 13 MDC students working as paid voter engagement interns in 2024 covering all 8 campuses	All interns to be hired and trained over the summer and early fall, overseen by iCED team
• Andrew Goodman Foundation Ambassadors	https://andrewgoodman.org/vote-everywhere/ 6 paid interns working year-round –10 hours a week commitment (2 each at Kendall, Wolfson, and North campuses).	Each student receives \$1000 stipend, receives training and on-going support, and has \$500 in funding for voter engagement activities.	
• Engage Miami	~5 MDC student interns will be hired for the fall term –10 hours a week.	Details pending	
• Campus Vote Project Democracy Fellows	Interns (2 Fellows), 10 hours a week commitment.	Details pending	
Voter Registration Activities			
• mdc.edu/vote	Election ready site for all MDC students, faculty, staff (and the community). Includes voter registration, address check, registration status, poll worker signup, election timelines, sample ballot access, issue/candidate information, why voting is important, who to contact with questions, election reminders signup, make a “plan to vote,” request a vote by mail ballot, how	This platform will be the heartbeat of all MDC’s voter engagement work. It is a one-stop location for everything a student needs to be election-ready. We currently link to www.registertovoteflorida.gov but our goal is to switch to the Civic Nation Voter Registration Portal so we can track numbers and follow-up with students to	Overseen by iCED, on-going

	to be involved if you aren't a citizen, and much more.	answer questions and help them complete the process.	
<ul style="list-style-type: none"> Engage Miami Partnership 	<p>Engage Miami staff and interns will assist MDC with voter registration on all 8 campuses.</p> <p>Goals:</p> <ul style="list-style-type: none"> 5,000 voter registrations 6,000 pledge to vote commitments 		January – October
<ul style="list-style-type: none"> iCED Staff on all 8 Campuses 	All iCED staff and student workers (more than 30 people covering all 8 campuses) will be trained to be “election ready ambassadors” and will serve as a resource for voter engagement at MDC.		March – October
<ul style="list-style-type: none"> 13+ Paid MDC Interns 	A primary responsibility of all interns will be voter registration.	All activities will be tracked and reported on.	January – October
<ul style="list-style-type: none"> Class Presentations 	iCED staff make hundreds of class presentations on democratic engagement and changemaing – voter registration and voter education information will be included and emphasized.		January – October
<ul style="list-style-type: none"> Student Life 	Student Life works with SGA and all student clubs and organizations, as well as myriad other activities. They will be utilizing MDC Votes! materials to train their students to be election ready.		July – November,
<ul style="list-style-type: none"> College-wide emails from President and/or Provost, and/or MDC General Message Account 	Sent prior to voter registration deadlines with instructions on how to register, access a sample ballot, and be election-ready.		August – November,
<ul style="list-style-type: none"> National Voter Registration Day (NVRD) 	Organize and implement NVRD activities on all 8 campuses to promote voter registration and voter engagement.		Tuesday, September 17,

• Constitution Day	All Constitution Day events will include voter registration/voter education and be connected to NVRD.		Tuesday, September 17
• New Student Orientations	We aim to include voter registration/education information in all new student orientations.		July – October
• Promotions/visibility through MDC.edu and Sharknet Student Platform	Goal is to promote voting and our mdc.edu/vote page strategically on MDC’s main website and student portal (mdc.edu), as well as the student events/information platform Sharknet.		July – November
Voter Education and Get Out the Vote Activities			
• National Voter Education Week	Organize NVEW events throughout the week across all eight campuses - each campus iCED office will work with the Department of Elections, the League of Women Voters, Engage Miami and other partners to host voter education forums to inform students on the ballot issues and candidates (e.g., “Decoding the Ballot”...”Don’t Cast a Zombie Vote”, etc.).	Exact dates pending from civicholidays.org - but will be in October	October, week TBD
• Vote Early Day	Organize Vote Early Day events across all eight campuses	Exact date pending from civicholidays.org - but will be in late in October	October
• Faculty Professional Development “Election Ready” Workshops	In partnership with MDC’s Center for Institutional and Organizational Learning department, create and offer a new “2024 Election Ready” professional development workshop for faculty to introduce mdc.edu/vote and prepare them to integrate voter registration and voter education into their courses.	Faculty will earn 2.5 hours of professional development credit from MDC for attending and completing post workshop planning sheet (30 minutes pre work, 1.5 hour workshop, 30 minutes post work). The goal is to have 100 faculty take this workshop which will be offered multiple times.	July – October
• Establish partnership with issuevoter.org	Enter into a partnership with www.issuevoter.org including setting up an MDC-specific	Goal is to have at least 800 students, faculty, and staff use the site.	February - November

	landing page and tracking the number of student users.		
• MDC Vote Page	www.mdc.edu/vote	MDC’s one-stop site to help students be “election-ready.”	February – November, updated regularly
• MDC Voter Engagement Social Media Campaign	Collaborate with MDC’s Social Media and District Communications teams to develop and implement on-going social media campaign.		July – November
• Distribution of Voter Guides	In partnership with Engage Miami – printed and electronic versions.	The goal is to distribute at least 10,000 guides.	July – November
• UFMDC/Faculty Engagement	College-wide emails from UFMDC (MDC faculty union) and MDC with clear message re. voter registration and voter education sent to all faculty, as well as invitation to professional development workshops on voter engagement.	Need to prepare messages in partnership with faculty union leadership.	July – November
• Class Presentations	Engage Miami, iCED, and other local organizations will reach out to faculty and ask to be invited to make non-partisan voter engagement presentations.	Outreach to all faculty, asking who wants a guest speaker to visit their class. (In-person or virtually)	July – November
• Vote Local Campaign	College-wide campaign to stress the importance of voting local.		July – November
• “Your Vote is Your Voice” Student Video	Utilize MDC students to make short video that encourages their peers to register, get informed, and vote.	Shown to classes and promoted on social media.	Video already exists and is posted on mdc.edu/vote page
• Secure External Funding to continue Motivate program	Motivate (www.motivate.us) is a digital platform that uses behavioral nudges to increase civic engagement. The platform brings together research-proven nudges like social influence, plan-making tools, and gamification. The team-based commitment model enables entire networks and coalitions to commit to vote together, unlocking real-time data on	Expansion is dependent on securing external funding.	July – November

	progress and impact. More than 2000 students participated in 2022.		
<ul style="list-style-type: none"> • “Vote Early at MDC” Campaign 	MDC has two on-campus early voting locations (at our two largest campuses, North and Kendall), this campaign will also include the development and dissemination of an “Early Voting Guide.”	Comprehensive collegewide and community campaign to promote on-campus early voting, in partnership with Engage Miami.	July – October
Leverage NSLVE Report to Promote Registration and Turnout	Utilize MDC’s National Study of Learning, Voting, and Engagement data to set goals for 2024, and motivate students to surpass 2020 voter engagement rates.	According to NSLVE our 2020 Voting Rate was 56%. Our goal for 2024 is to reach at least 65%.	July – November
Voter Engagement Materials	Materials/supplies (e.g., bracelets, buttons, stickers, t-shirts, giveaways, palm cards, fact sheets) to support voter engagement, including NVRD.	Themes will include vote local, this is why I vote, etc.; stickers, bracelets, buttons, etc. Entails completing design, securing funding, ordering, and disseminating on all 8 campuses. Quantities will depend on securing external funding.	July - November

VII. NSLVE

MDC has been a member of NSLVE since its inception and we have reports for every election since 2012, and we renewed our commitment last year with our President’s leadership and signature. Our voting rate for the 2020 election was 56%. We aim to achieve at least a 65% voting rate in 2024 and grow at least 9% in our registration rates and our voting rate of registered voters. Unfortunately, due to the large percentage of MDC students who are not US citizens (more than 25%), NSLVE does not accurately reflect this, so our voting rates are actually higher than reported. The number of our non-US citizens is undercounted in NSLVE’s data – this was confirmed by Nancy Thomas at Tufts. MDC plans to submit actual Institutional Research enrollment data to NSLVE to have all our numbers recalculated in the Spring of 2024.

VIII. REPORTING

This plan is a work in progress that will continue to be updated and strengthened. It will be reviewed and shared a 2nd time in January 2024 with all our external partners and internal coalition partners. Goals will be set and agreed upon for each activity area and shared campus and collegewide. We will get an updated NSLVE report with accurate numbers that take into account our large number of non-US citizens and post

that info on our website and share widely, and make sure everyone is on board with a goal of a 9% increase from 2020 to 2024.

IX. EVALUATION

Because voter and democratic engagement are part of iCED’s role and mission and responsibility at MDC, we gather data and report on every item listed in this report. Each campus must prepare a campus level “Annual Effectiveness Report” that summarizes data on every activity listed, and this is compiled into an institution-wide report that is submitted to Institutional Research and our College Provost. The purpose of this evaluation is to demonstrate our impact and effectiveness and contributions to helping MDC meet its vision and mission. Our department’s very existence depends on being intentional about data gathering and evaluation and we take it very seriously. The audience for our evaluation is first and foremost our democratic engagement coalition, including the iCED department, so we can assess and learn and improve. Secondly the audience is the college’s upper administration who support and fund our infrastructure and programming. We already gather data on almost all these programs. We know exactly how many Civic Action Scorecard items are completed, by whom, and which ones. We know who participates in the Unify America College Bowl, including their post experience survey responses. We know how many students we recruit as poll workers. With the help of our partner Engage Miami we are able to track the number of voter registration forms collected. We track how many events we hold and estimated number of students reached. We have specific data on how many students participate in Motivote and how many actions they complete. We have access to the exact number of visits to our mdc.edu/vote election readiness page. When we implement IssueVoter we will access data from our MDC-specific landing page. All this data is gathered, analyzed, and used to plan for the future.

We will know if we are making progress by analyzing our NSLVE reports and by collecting and evaluating data on all of the activities listed in this plan. Most of the activities in this plan happen annually so we continually gather, analyze, and report data on each of them both internally and externally.

For more information about this **draft plan contact Josh Young, Director of MDC’s Institute for Civic Engagement and Democracy at jyoung@mdc.edu or 305-237-7477**

