



Miami Dade  
College

**ALL IN Campus  
Democracy Challenge  
Plan 2018**



# Overview

## MIAMI DADE COLLEGE... THE POWER OF OPPORTUNITY

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Miami Dade College changes lives through the opportunity of education. At the core of this mission is the belief that anyone with a desire and ability to get a college degree should be given that opportunity. With more than 160,000 students and eight campuses Miami Dade College is the largest institution of higher education in the United States and one of the most highly regarded colleges in the nation. MDC provides high-quality teaching and learning experiences that are accessible and affordable. We meet the needs of our diverse students by preparing them to be responsible global citizens and successful lifelong learners. The college embraces its responsibility to serve as an economic, cultural and civic beacon in our community. MDC was founded in 1960, has 8 campuses and multiple outreach centers across Miami-Dade County and online, and offers over 300 programs and pathways in certificate, associate, and baccalaureate programs. MDC is an open-access institution serving the neediest members of our community.

## MISSION & VISION

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### Mission

As democracy's college, Miami Dade College changes lives through accessible, high-quality teaching and learning experiences. The College embraces its responsibility to serve as an economic, cultural and civic leader for the advancement of our diverse global community.

### Vision

To be the recognized leader in student learning, achievement and success while enriching our community

### Core Values

- An exceptional learning environment that challenges students and empowers them to attain their academic goals
- An international perspective that makes our students civically engaged and globally competitive
- A commitment to evidence-informed decision making and accountability
- Innovation and efficiency that ensure affordability while optimizing educational quality
- An exceptional work environment that engages an exemplary and diverse workforce
- Quality community partnerships that serve as the foundation for the development of relevant workforce, cultural and civic programs
- Cultural initiatives that capture the richness of Miami-Dade County's multicultural fabric
- Environmental awareness that results in intentional sustainability practices

## CIVIC ENGAGEMENT

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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 five full time employees, seven part-time coordinators, 12 service-learning faculty facilitators, AmeriCorpsVISTA volunteers, voter engagement interns, and more than 20 FWS 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 is the first community college in the nation to earn the Ashoka U Changemaker Campus designation (2015). Examples of MDC’s civic engagement programming include the nation’s largest community college academic service-learning program; formal partnerships with more than 200 community non-profit agencies; a large America Reads tutoring program; a commitment to voter registration and non-partisan voter engagement, including having the most students sign up for TurboVote of any college in America since its creation in 2011; a President’s Volunteer Service Award program that recognized more than 900 students in 2015-16; and many other civic endeavors. MDC is very proud that more than 100,000 students have participated in academic service-learning since 1994, and annually more than 275 faculty integrate service-learning into more than 1000 course sections. Our president, Dr. Eduardo Padrón is an internationally recognized leader in the higher education, including his outspoken advocacy MDC’s responsibility to be an engaged campus that is 100% committed to preparing students for lives of active citizenship.

## Voter Engagement Coalition

MDC’s voter engagement coalition is led by the college’s Institute for Civic Engagement and Democracy ([www.mdc.edu/iced](http://www.mdc.edu/iced)) that has offices on all eight campuses and is the lead department for civic engagement and changemaking at MDC. Core members of MDC’s Voter Engagement Coalition include:

### INTERNAL PARTNERS

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- Institute for Civic Engagement and Democracy
- Student Life
- College President’s office
- Vice Provost for Academic Affairs office
- Vice Provost for Student Affairs office
- Deans of Students on all eight campuses
- Social Change Initiatives office
- Earth Ethics Institute
- MDC Office of Communications
- United Faculty of Miami Dade College
- MDC Social Media Department
- MDC Web Services Department

**EXTERNAL PARTNERS (PARTIAL LIST)**

- The League of Women Voters
- Engage Miami
- The Andrew Goodman Foundation
- The Miami-Dade Department of Elections
- CEEP – Campus Election Engagement Program
- Campus Vote Project
- Civic Nation
- Young Invincibles
- MTV

## Description of Work/Timeline – 2018 Midterms

Activity	Description	Comments	Timeline
<b>Paid Voter Engagement Interns</b>	Paid for via external partnerships, non-partisan voter engagement/voter education/voter registration activities	Will have at least 27 MDC students working as paid voter engagement interns this fall covering all 8 campuses (see below)	All interns to be hired and trained by August 2018
<ul style="list-style-type: none"> <li>• Andrew Goodman Foundation Vote Everywhere Ambassadors</li> </ul>	<a href="https://andrewgoodman.org/vote-everywhere/">https://andrewgoodman.org/vote-everywhere/</a> 6 paid interns working year round – 5-10 hours a week commitment (2 each at Kendall, Wolfson, and North)	Each student receives \$1000 stipend, goes to training in the summer in New Jersey, and also has \$500 in funding for voter engagement activities.	
<ul style="list-style-type: none"> <li>• CEEP (Campus Engagement Election Project) Fellows</li> </ul>	15 interns to be hired by August, spread among the 8 campuses – 10 hours a week commitment. <b><u>1 at Medical, 2 each at the other 7 campuses.</u></b>	Each intern will receive \$1000 stipend and \$200 in operational funds. Term of service is Summer 2018 – December 1, 2018.	
<ul style="list-style-type: none"> <li>• Engage Miami</li> </ul>	3 paid MDC student interns currently working (Kendall, Homestead, North). 10 hours a week. Will increase to 6 interns for the fall.	\$10/hour	
<ul style="list-style-type: none"> <li>• Campus Vote Project</li> </ul>	A minimum of 2 students will be hired as CVP Fellows	Pay is \$500 for 10-15 hours a week	
<b>Voter Registration</b>			

<ul style="list-style-type: none"> <li>Engage Miami</li> </ul>	<p>4 FT staff on MDC campuses doing voter registration in partnership with iCED. Goals:</p> <ul style="list-style-type: none"> <li>5,000 voter registrations</li> <li>6,000 pledge to vote cards collected and mailed</li> <li>1,000-2,000 text message opt-ins for election reminders</li> </ul>		August – November 2018
<ul style="list-style-type: none"> <li>League of Women Voters</li> </ul>	Will be doing voter registration on all campuses via their staff and volunteers.		August – November 2018
<ul style="list-style-type: none"> <li>iCED Staff on all Eight Campuses</li> </ul>	iCED and all iCED staff and student workers are certified by the State of FL as a 3 <sup>rd</sup> Party Voter Registration Organization can collect and submit voter registrations.	Preference is to have students register via the on-line Department of Elections website so we don't have to handle forms.	August – November 2018
<ul style="list-style-type: none"> <li>27+ Paid MDC Interns</li> </ul>	A primary responsibility of all interns will be voter registration.	All activities will be tracked and reported on.	August – November 2018
<ul style="list-style-type: none"> <li>Class Presentations</li> </ul>	iCED makes over 400 class presentations this summer and fall for service-learning and civic engagement, voter registration and voter education information will be provided every time.		September – November 2018
<ul style="list-style-type: none"> <li>Student Life</li> </ul>	Student Life works with SGA and all student clubs and organizations, as well as myriad other activities		August – November 2018
<ul style="list-style-type: none"> <li>College-wide Emails from President Padrón and/or MDC</li> </ul>	Sent prior to voter registration deadlines with instructions on how to register, access a sample ballot, and be election-ready		September – November 2018
<ul style="list-style-type: none"> <li>National Voter Registration Day</li> </ul>	Tuesday, September 25, 2018.	Activities will take place on all eight MDC campuses.	September 25, 2018
<ul style="list-style-type: none"> <li>Constitution Day</li> </ul>	Monday, September 17, 2018	All Constitution Day events will include voter registration/education.	September 17, 2018
<b>Voter Education and Get Out the Vote</b>			

<ul style="list-style-type: none"> <li>• Voter Education Forums on All Campuses</li> </ul>	<p>Guest speakers and voter education forums on all eight campuses will be scheduled.</p>	<p>Each campus iCED office will work with the Department of Elections, the League of Women Voters, Engage Miami and other partners to host multiple voter education forums to educate students on the issues and ballot (e.g., “Decoding the Ballot”...”Don’t Cast a Zombie Vote”, etc..). Note: Amendment #7 re. putting State Colleges in the Florida Constitution is particularly important to MDC.</p>	<p>September – November 2018</p>
<ul style="list-style-type: none"> <li>• MDC Vote Page</li> </ul>	<p><a href="http://www.mdc.edu/vote">www.mdc.edu/vote</a></p>	<p>MDC’s one-stop site to help students be “election-ready.”</p>	<p>August 2018, and updated weekly</p>
<ul style="list-style-type: none"> <li>• Distribution of Voter Guides</li> </ul>	<p>In partnership with Engage Miami and the League of Women Voters.</p>	<p>Goal is to distribute at least 15,000 guides.</p>	<p>September – November 2018</p>
<ul style="list-style-type: none"> <li>• UFMDC/Faculty Engagement</li> </ul>	<p>College-wide emails from UFMDC (MDC faculty union) and MDC with clear message re. voter registration and voter education sent to all faculty.</p>	<p>Need to prepare messages in partnership with faculty union leadership.</p>	<p>August – November 2018</p>
<ul style="list-style-type: none"> <li>• Class Presentations</li> </ul>	<p>Engage Miami and the League of Women Voters, as well as iCED, will reach out to faculty and ask to be invited in to make voter engagement presentations.</p>	<p>Outreach to all faculty, asking who wants a guest speaker to visit their class.</p>	<p>September – November 2018</p>
<ul style="list-style-type: none"> <li>• Leadership Development Engage Miami Meet-Ups</li> </ul>	<p>Engage Miami and MDC voter engagement interns organize and host regular meet-ups to gain organizing skills, learn about local civics and politics, and seek volunteers who will help with the voter engagement. 13 meet-ups held so far on multiple campuses reaching 80 students (average attendance of 14 students).</p>	<p>Approximately 5-7 meet-ups held monthly, will expand to at least one per campus per month in the fall.</p>	<p>September – November 2018</p>
<ul style="list-style-type: none"> <li>• Vote Local Campaign</li> </ul>	<p>College-wide campaign to stress the importance of voting local.</p>		<p>September – November 2018</p>

<ul style="list-style-type: none"> <li>• Host “Here Comes the Boom: An Assembly for Black Women and Girls”</li> </ul>	June 22-23, 2018, MDC Wolfson	Aims to uplift the issues that are plaguing Black women and girls, while collaboratively visioning towards a future where to harness political power <a href="http://www.herecomestheboom.org">www.herecomestheboom.org</a>	June 2018
<ul style="list-style-type: none"> <li>• Host Generation Progress “<a href="#">We Are Progress: Turning Vision to Action</a>” campus-based youth training</li> </ul>	Saturday, August 4, 2018 – open to all MDC students.	Goal is to elevate the energy of young people and provide them with the tools and training to bring more young people to the table, become advocates on the issues important to the movement, and change policy in their communities and beyond.	August 2018
<ul style="list-style-type: none"> <li>• Create a 90-second “Your Vote is Your Voice” student video</li> </ul>	Utilize MDC students to make video that encourages their peers to register, get informed, and vote.	Goal is to have it completed by September 1 <sup>st</sup> – AGF, CEEP, Engage students will be asked to help make it.	August 2018
<ul style="list-style-type: none"> <li>• Implement at least 100 #VoteTogether events collegewide</li> </ul>	Work with President Padron and Civic Nation to create a college-wide challenge, secure seed funding for events, and implement on all 8 campuses.	Goal is to create and host at least 100 #VoteTogether events at MDC from the first day of early voting through election day (Oct. 22 – Nov. 6).	Oct. 22 – Nov. 6
<ul style="list-style-type: none"> <li>• Fight to make at least one MDC Campus an early voting site</li> </ul>	Will require approval and funding from the Board of County Commissioners, the Mayor, and the Department of Elections.	Goal is to have MDC’s two largest campuses – North and Kendall become early voting sites for the first time in history.	Fall 2018
<ul style="list-style-type: none"> <li>• Partner with MTV or other high profile national organization to host voter engagement event at MDC</li> </ul>	Create event with high profile national partner(s) to raise students’ awareness about voting and inspire them to go to the polls.	Need to identify national partner(s) – e.g., MTV, and negotiate event details.	Fall 2018
<b>Political Campaign Volunteers</b>	Create list of candidates and contact info and begin marketing campaign to encourage students to select a campaign and volunteer.	Will be promoted aggressively as a service-learning option. Outreach to all government classes, and service-learning faculty.	August – November 2018

<b>Poll Worker Recruitment</b>	Massive campaign to promote paid poll worker positions with the Miami-Dade Department of Elections.	Department of Elections needs more than 6000 pollworkers for the November election.	August – September 2018
• Host Poll Worker trainings at MDC Wolfson with Dept. of Elections	Department of Elections would like space at Wolfson Campus from early July through October.	Pending space availability.	August – September 2018
<b>Civic Action Scorecard</b>	<a href="http://www.mdc.edu/awards">www.mdc.edu/awards</a> -- Checklist with over 50 civic learning actions. By completing checklist items, students can earn Civic Action Award.	Students will be encouraged to earn the Civic Action Award to promote their civic engagement.	August – November 2018
<b>NSLVE Report (National Study of Learning, Voting, and Engagement)</b>		Develop a plan to utilize MDC NSLVE data in our 2018 MDC voter engagement campaign. Some of the data we need to leverage includes: <ul style="list-style-type: none"> <li>➤ Increase registration rate from 62.9% in 2014 to at least 70%</li> <li>➤ Increase % of students who are registered who voted from 30.5% in 2014 to 40%</li> <li>➤ Increase MDC voting rate from 19.2% to 30%</li> <li>➤ MDC female students outvoted male students by 4.7% in 2016 compared to 2012</li> <li>➤ African American vote was down 4.7% in 2016 when compared to 2012</li> <li>➤ MDC was only .4% higher than the national average in 2014</li> </ul>	August – September 2018
<b>Voter Engagement Materials</b>	Materials, supplies (e.g., bracelets, buttons, stickers, t-shirts, giveaways) to support voter engagement, including NVRD.	Themes..vote local, this is why I vote...etc., stickers, bracelets, buttons, etc.. Complete design, secure funding, place order, and disseminate on all eight campuses.	August 2018



# Success

- Post-election, MDC will prepare a comprehensive report on each of the actions listed in the voter engagement plan and assess if we achieved our goals or not.
- MDC's 2018 NSLVE midterm registration rate and voting rates will be compared to our 2014 rates, with a goal of increasing both by at least 7%.

**For more information about this report or MDC's ALL IN Campus Democracy Challenge Action Plan, contact Joshua Young, Director of MDC's Institute for Civic Engagement and Democracy at [jyoung@mdc.edu](mailto:jyoung@mdc.edu) or 305-237-7477**