

2022 Democratic Engagement Action Plan



Overview

MIAMI DADE COLLEGE... THE POWER OF OPPORTUNITY

Miami Dade College (MDC) 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 100,000 students and eight campuses MDC is one of the largest, most diverse, and highly regarded institutions of higher education in the United States. MDC was founded in 1960, has 8 campuses and multiple outreach centers across Miami-Dade County, 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, provides high-quality teaching and learning experiences that are accessible and affordable, and has a proven track record of helping students overcome barriers to academic success. The College awards more associate degrees than any institution in the U.S. and the greatest number of associate degrees to Hispanic students. Despite the daunting socioeconomic barriers to their success, MDC students are highly likely to improve their economic standing. MDC ranks first out of 28 Florida colleges in promoting students' economic mobility and forty-sixth out of 2,137 colleges and universities nationally in promoting students' economic mobility. We meet the needs of our diverse students by preparing them to be responsible global citizens and successful lifelong learners.

MISSION & VISION

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

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, 15 service-learning 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 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 a large academic service-learning program; formal partnerships with more than 100 community nonprofit agencies; a large community service Federal Work-Study program that places students with local nonprofit partners; an institution-wide commitment to voter registration and non-partisan voter engagement; multiple award programs including the Civic Action Award, the Civic Leadership Award, and the President’s Volunteer Service Award; and many other civic endeavors. MDC is very proud that more than 100,000 students have participated in academic service-learning since 1994.

Voter Engagement Coalition

MDC’s voter engagement coalition is led by the college’s Institute for Civic Engagement and Democracy (www.mdc.edu/iced) with offices on all eight campuses leading MDC’s civic engagement and changemaking efforts. Core members of MDC’s Voter Engagement Coalition include:

INTERNAL PARTNERS

- Institute for Civic Engagement and Democracy
- Office of Changemaking Education and Social Innovation
- Student Life
- College President’s office
- Vice Provost for Academic Affairs office
- Vice Provost for Student Affairs office
- Deans of Students on all 8 campuses
- Deans of Faculty on all 8 campuses
- Academic Chairpersons on all 8 campuses
- Earth Ethics Institute
- Office of Communications
- United Faculty of Miami Dade College
- Social Media Department
- Web Services Department
- The Center for Institutional and Organizational Leadership

EXTERNAL PARTNERS (PARTIAL LIST)

- Engage Miami
- The Andrew Goodman Foundation
- Florida Student Power Network
- The Miami-Dade Department of Elections
- Civic Influencers
- Campus Vote Project
- Students Learn Students Vote Coalition
- The League of Women Voters
- Unify America (www.unifyamerica.org)

Description of Work/Timeline 2022 Election Cycle

(includes August 23 primary election, and November 8 midterm election)

Activity	Description	Comments	Timeline
Paid Voter Engagement Interns	Paid for via external partnerships, non-partisan voter engagement/voter education/voter registration internships	Will have at least 35 MDC students working as paid voter engagement interns this fall covering all 8 campuses	All interns to be hired and trained over the summer and early fall
<ul style="list-style-type: none"> • Andrew Goodman Foundation Vote Everywhere 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.	
<ul style="list-style-type: none"> • Engage Miami 	~10 MDC student interns will be hired for the fall term –10 hours a week.	\$500 stipend.	
<ul style="list-style-type: none"> • Civic Influencers 	Interns (approximately 20 positions), hired by August, spread among the 8 campuses – 10 hours a week commitment.	Each MDC student intern will receive cash stipend of \$500-\$750.	
<ul style="list-style-type: none"> • Campus Vote Project 	Interns (exact allocation TBD), hired by August, spread among the 8 campuses – 10 hours a week commitment.	Each MDC student intern will receive cash stipend, summer – December 1.	

<ul style="list-style-type: none"> • MTV Early Voting is Easy Challenge 	4 interns will be hired and will help GOTV at MDC North and Kendall campuses.		
Voter Registration			
<ul style="list-style-type: none"> • Ask Every Student Campaign 	MDC is part of the national Ask Every Student “Codesigner Cohort” for 2022. This campaign aims to intentionally create and implement strategies that ask every student to participate in the democratic process and achieve full student voter registration of eligible students.	Through the activities listed in his table, and others being developed, our goal is to secure a few minutes of every student’s time through a systemized process to prepare them to register and be election ready.	June – November, and on-going post-election
<ul style="list-style-type: none"> • mdc.edu/vote 	Internally created and administered comprehensive 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 to be involved if you aren’t a citizen, and much more.	This platform is heartbeat of all MDC’s voter engagement work, It is a one-stop location for everything students, faculty, and staff need to be election-ready. For 2022 we are adding a new “Faculty” tab with tips and resources for them to use to integrate voter engagement into their courses.	
<ul style="list-style-type: none"> • Engage Miami Partnership 	Engage Miami staff and interns will assist MDC with voter registration on all 8 campuses.		June – November
<ul style="list-style-type: none"> • iCED Staff on all 8 Campuses 	All iCED staff and student workers (more than 30 employees covering all 8 campuses) will be trained to be “election ready ambassadors” and will serve as a resource for voter engagement at MDC.		June – November
<ul style="list-style-type: none"> • 35+ Paid MDC Interns 	A primary responsibility of all interns will be voter registration.	All activities will be tracked and reported on.	August – November

• Class Presentations	iCED makes hundreds of class presentations on changemaking, service-learning and civic engagement—voter registration and voter education information will be included and emphasized.		July – November
• Student Life	Student Life works with SGA and all student clubs and organizations, as well as myriad other activities. Each campus’ Student Life office will work closely and intentionally with iCED to implement democratic engagement activities.		July – November
• College-wide Emails from President and/or Provost, and/or MDC General Message Account	As has been the case for previous election cycles, MDC will send messages to all students, faculty, and staff prior to voter registration deadlines with instructions on how to register, access a sample ballot, and be election-ready.		August – November
• National Voter Registration Day (NVRD)	MDC will organize and implement high profile NVRD activities on all 8 campuses to promote voter registration and voter engagement.		Tuesday, September 23
• Constitution Day	All Constitution Day events will include voter registration/voter education.		Saturday, 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, and ongoing
Voter Education and Get Out the Vote			
• National Voter Education Week	Our coalition will organize multiple virtual and in-person NVEW events collegewide and on each campus as part of this national civic holiday.	Planning is ongoing and a comprehensive collegewide program is being developed and will be shared.	Oct. 3-7

<ul style="list-style-type: none"> Faculty Professional Development “Election Ready” Workshops 	<p>In partnership with MDC’s Center for Institutional and Organizational Learning department, iCED will offer an “Election Ready” workshop for faculty to introduce mdc.edu/vote and prepare them to integrate voter registration and voter education into their courses.</p>	<p>Workshop will be offered both in-person and virtually and will include pre- and post-work. Faculty will earn official professional development credit from MDC. Goal is to have 100 faculty take this workshop which will be offered multiple times.</p>	<p>July – November</p>
<ul style="list-style-type: none"> Voter Education Forums 	<p>Guest speakers and voter education forums 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 voter education forums to inform students on the ballot issues and candidates (e.g., “Decoding the Ballot”...”Don’t Cast a Zombie Vote”, etc.).</p>	<p>July – November</p>
<ul style="list-style-type: none"> MDC Vote Page 	<p>www.mdc.edu/vote</p>	<p>MDC’s one-stop site to help students be “election-ready.” Our goal is to achieve 15,000 visits to this page during the 2022 election cycle.</p>	<p>June – November, updated regularly</p>
<ul style="list-style-type: none"> MDC Voter Engagement Social Media Campaign 	<p>We will collaborate with MDC’s Social Media and District Communications teams to develop and implement on-going social media campaign.</p>		<p>July – November</p>
<ul style="list-style-type: none"> Distribution of Voter Guides 	<p>In partnership with Engage Miami – printed and electronic versions.</p>	<p>Goal is to distribute at least 5,000 guides.</p>	<p>July – November</p>
<ul style="list-style-type: none"> UFMDC/Faculty Engagement 	<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>July – November</p>
<ul style="list-style-type: none"> Class Presentations 	<p>Engage Miami, iCED, and other local organizations will reach out to faculty and ask to be invited to make non-partisan voter engagement presentations.</p>	<p>Outreach to all faculty, asking who wants a guest speaker to visit their class. (In-person or virtually). We will include a list of presentation options on our “Faculty” tab on mdc.edu/vote</p>	<p>July – November</p>
<ul style="list-style-type: none"> Vote Local Campaign 	<p>College-wide campaign to stress the importance of voting local.</p>		<p>July – November</p>

<ul style="list-style-type: none"> • “Your Vote is Your Voice” Student Video 	<p>We will update and continue to utilize video featuring MDC students encouraging their peers to register, get informed, and vote.</p>	<p>Posted on mdc.edu/vote, shown to classes, and promoted on social media.</p>	<p>On-going</p>
<ul style="list-style-type: none"> • Participate in the Unify America College Bowl Challenge 	<p>MDC is one of the first colleges in the nation to formally join the Unify America Challenge (www.unifyamerica.org) whose mission is to “replace politics with problem solving” and facilitate “bubble-busting” conversations between students of different backgrounds and beliefs. Unify America was launched in January of 2020 to reduce contempt, teach Americans to work together and build a diverse community to find ambitious solutions and solve our biggest problems.</p>	<p>MDC’s landing page is www.unifyamerica.org/miamidade -- the 2022 College Bowl Challenge will be held over six days in late September/early October. Our goal is to engage at least 300 students in the challenge.</p>	<p>September – October, 2022 and on-going</p>
<ul style="list-style-type: none"> • National Vote Early Day, and “Vote Early at MDC” Campaign 	<p>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.” We will also promote early voting collegewide and celebrate National Vote Early Day on all campuses.</p>	<p>Comprehensive collegewide and community campaign to promote early voting (on-campus and in the community). Our goal is to increase turnout at our two on-campus early voting sites by at least 10% over 2018 numbers.</p>	<p>July – October</p>
<p>Political Campaign Volunteers</p>	<p>We aim to create list of candidates and volunteer opportunities and begin marketing campaign to encourage students to select a campaign and volunteer.</p>	<p>Will be promoted to students and faculty as both a curricular (service-learning) and co-curricular opportunity.</p>	<p>August – November</p>
<p>Poll Worker Recruitment & Training</p>	<p>Campaign to promote paid poll worker positions with the Miami-Dade Department of Elections. For the first time ever, two of our campuses (Homestead and Padron) have partnered with the Miami-Dade Department of Elections to become official Poll Worker Training sites from late June through October.</p>	<p>Department of Elections needs thousands of poll workers for the November election, and two MDC campuses now serve as training sites. Our goal is to recruit at least 100 MDC students to serve as poll workers.</p>	<p>July – September</p>

Civic Action Scorecard	www.mdc.edu/iced/awards -- Checklist with over 75 civic learning actions, including registering to vote, knowing your elected officials, and securing your sample ballot. By completing checklist items, students can earn the Civic Action Award.	Students will be encouraged to utilize the Civic Action Scorecard and earn the Civic Action Award to deepen and foster their civic engagement. Goal is to have at least 500 students participate in the Scorecard.	June – November , and on-going
Leverage NSLVE Report to Promote Registration and Turnout	Utilize MDC’s National Study of Learning, Voting, and Engagement data to set goals for 2022, and motivate students to surpass 2018 voter engagement rates.	In 2018, our “Registration Rate” was 64.2%, our “Voting Rate of Registered Voters” was 54.9%, and our MDC Voting Rate was 35.3%. We want to increase each of these by at least 7%.	August – September
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.	July - November

Success

- Post-election, MDC will prepare a comprehensive report on each of the actions listed in our voter engagement plan, with quantitative and qualitative data to assess our success, lessons learned, and next steps. Some of our specific goals include:
 - MDC’s 2022 NSLVE registration rate and voting rates will be compared to our 2018 rates, with a goal of increasing by at least 7% in all three categories.
 - 100 faculty will take our *Fostering Voter Engagement Across All Disciplines* professional development workshop.
 - 100 students will be recruited to serve as poll workers.
 - 300 students will participate in the Unify America College Bowl.
 - 30 students will be recruited and hired to serve as voter engagement interns serving all eight campuses.
 - Increase on-campus early voting (Kendall and North Campuses) by at least 10% as compared to 2018.
 - Achieve at least 15,000 visits to our mdc.edu/vote site during the 2022 election cycle.

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

