



**Mid Michigan College
Mid Votes!
2020 Institutionalization Plan**

May 28, 2020

Greetings,

Mid Michigan College is pleased to support the Mid Votes! Task Force and their Institutionalization Plan for the 2020 election cycle. As an institution of higher education, we are committed to the exchange of ideas and we work to encourage student participation in the community and world around them.

We support the goal of the Mid Votes! Task Force to institutionalize nonpartisan democratic engagement on campus. The democratic process provides students with an opportunity to engage at the local, state, and national level. This involvement helps students develop a sense of community and it fully complements the education that students receive in the classroom.

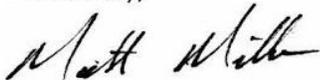
Mid has been working to build opportunities for student engagement. An engaged and active student is more likely to develop relationships, learn new skills, and succeed in college. The Mid Votes! Institutionalization Plan represents a well-organized, relevant, and appropriate way to engage students on campus and in the community.

Our current president, Christine Hammond, has been fully supportive of this project and has been actively encouraging the team. She will be retiring at the end of June, but we are looking forward to bringing our new president, Timothy Hood, up to speed and asking for his help on this project.

This is obviously an interesting, and sometimes troubling, time in America. The Mid Votes! Task Force encourages students to actively participate in the important democratic process and recognizes the challenges that both first time and experienced voters will face in November. As an institution, we are excited to fully support that participation and the efforts of our Mid Votes! team.

Thank you for your continued support of democratic engagement.

Sincerely,

A handwritten signature in black ink that reads 'Matt Miller'.

Matthew Miller
VP Student Services

Harrison | Mt. Pleasant | Online

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I. EXECUTIVE SUMMARY

The Mid Michigan College Mid Votes! 2020 Institutionalization Plan was created by the Mid Votes! Task Force with the overall goal of encouraging democratic engagement and civic participation across our campus community. Mid has two primary campus locations in Harrison and Mount Pleasant as well as satellite locations across the middle of the state of Michigan. Mid serves approximately 4500 students, including non-traditional students and dual enrollment learners in our local high schools.

The Mid Votes! Institutionalization Plan was created in 2018 to support the first institution-wide democratic engagement and civic participation efforts for midterm elections. All Mid Votes! plans are biennial and include an update period prior to the next implementation phase. Plans include long-term goals such as increasing student voter registration, student voter turnout and creating activities to engage students across both campuses as well as short-term goals specific to the election cycle occurring during the two years of each planning phase.

The 2020 Institutionalization Plan is based off of modifications to the 2018 Plan and provides consideration for the Presidential election year cycle. The 2020 plan will have a modification period from November 4th, 2020 to June 30th, 2021. During this time the Mid Votes! Task Force will review the success of the 2020 Plan based on data from the National Study of Learning, Voting and Engagement (NSLVE) and event data. The Task Force will make recommendations for future planning efforts culminating in the creation of the 2022 Institutionalization Plan to take effect July 1st, 2021. This time period may be extended if NSLVE data does not become available until after mid-June. The Mid Votes! Task Force will lead efforts on campus to implement the 2020 Institutionalization Plan with oversight and direction provided by the Chair of the Task Force.

II. LEADERSHIP

The Mid Votes! Task Force includes representatives from across the college:

Amy Goethe (chair)- Director of Student Wellness and Equity
Kiley Baker- Student Democracy Fellow/ Mount Pleasant Campus
Judy Crawford- Mid Mentor
Kelley Eltzroth- Psychology Faculty
Jacob Hamric- History and Political Science Faculty
Marilee Kujat- Director of Educational Talent Search Grant
Diane Miller- Communication Faculty
Josh Moore- Registration Clerk
Kati Sellers- Mid Mentor
Chris Stanton- Coordinator of Apprenticeships and Veterans Affairs
Kim Van Paris- Financial Aid Officer

The Mid Votes! Task Force is also working with these external partners:

Campus Election Engagement Project- Ellen Wehrman
Campus Vote Project- Sumaiya Ahmed
Clare County Clerk's office- Lori Martin
League of Women Voters- Theresa Turner
University of Michigan Big Ten Voting Challenge- Erin Byrnes

Current membership of the Mid Votes! Task Force is on a volunteer basis and based on interest. Membership includes various employee groups across the college, including Administrators, Faculty and Hourly staff as well as student leaders. The Task Force will be pursuing efforts to become an official committee through the college's shared governance efforts and plans to select a new chair/leader for the 2022 Institutionalization plan.

The Mid Votes! Task Force currently meets on an as needed basis, but plans to arrange for monthly meetings to occur during the Fall 2020 semester. Smaller planning groups will be created for event planning and social media coordination efforts.

III. COMMITMENT

INSTITUTIONAL COMMITMENT

Upon engaging in planning for the Mid Votes! Initiative, the Task Force learned that civic learning and democratic engagement efforts are scattered throughout the curriculum and across the college without consistent efforts to embed them into the culture of the college as a whole. An institutional commitment is missing from the primary documents of the college and is loosely described as a part of Mid's Core Values (People, Integrity, Learning, Community, Excellence). The Task Force plans to work with Mid's Strategic Communications team to identify potential improvements to language used in Mid's strategic plan and core values statements to provide an explicit commitment to educating students, staff and our community about the importance of democratic engagement. The executive administration team has been fully supportive of the efforts of the Mid Votes! Task Force and are committed to assisting the team during the transition of Mid Michigan College Presidents in July 2020.

GENERAL EDUCATION CURRICULUM

In 2020 the Mid Votes! Task Force began reviewing Mid's academic curriculum to identify specific courses that align with an institutional commitment to civic learning. The academic curriculum currently includes civic learning outcomes in thirty six master course syllabi, but consistent reporting of these outcomes does not currently exist. The Task Force has begun formal discussions with Mid's General Education committee to advocate for embedding democratic engagement and civic participation across the academic curriculum. The Task Force also plans to request more formalized review structures to achieve consistent assessment of civic learning outcomes across the academic curriculum.

IV. LANDSCAPE

GETTING TO KNOW MID STUDENTS

In the 2017-2018 school year, 4,946 students attended Mid Michigan College. Of those students, 57% listed their gender at birth as female and 43% listed their gender at birth as male. The 18-25 age group represented 61% of our overall enrollment, followed next by the under 18 category which represented 21% of our overall enrollment.

Non-traditional students aged 26 and older made up 18% of our enrollment. Mid has over 1200 dual-enrolled High School students, 85 International Students and 100 student Veterans. A majority of our students reside within the four counties that make up our mid-Michigan area: Isabella (26%), Clare (18%), Gladwin (10%) and Gratiot (10%). Almost 80% of our students in 2017-2018 received some form of financial aid and nearly 50% of students planned to transfer to another institution after attending Mid.

REVIEW OF NATIONAL STUDY OF LEARNING, VOTING AND ENGAGEMENT (NSLVE) DATA FROM 2014 AND 2018

Mid began participating in the NSLVE reporting process in 2018 and received its first NSLVE report in 2019 for the years 2014 and 2018. The Mid Votes! Initiative and Task Force were also launched in 2018. Without preexisting data to work from, the Task Force set goals for the 2018 election at 61% eligible registered voters and 65% voting turnout amongst registered student voters.

Year	Registration Rate	Voting Rate of Registered Students	Overall Voting Rate of Student Body
2014	59.7%	27%	16.1%
2018	59.0%	51.2%	30.2%
<i>Total change</i>	- .7%	+ 24.2%	+ 14.1%

Compared to a regional peer 2-year institution's NSLVE data, Mid appears to be about 10% behind the peer institution in the overall voting rate of the student body. Mid Votes! anticipates that the 2020 Institutionalization Plan will help improve the overall voting rate and put us in the top 3 for community colleges in the state of Michigan participating in the ALL IN Challenge.

GENERAL EDUCATION COURSES

The following academic disciplines at Mid include civic learning in their master course learning outcomes: Allied Health and Computer Information Systems (seven courses each); History (five); Humanities and Spanish (three each); Economics, Philosophy, and Religion (two each); Criminal Justice, Math, Nursing, Political Science, and Social Sciences (one each).

CO-CURRICULAR EFFORTS

In an effort to improve co-curricular offerings related to civic learning and democratic engagement, Jacob Hamric, Mid's Political Science and History full-time faculty lead, has developed a series of special lectures focused on timely delivery of information related to topics such as Impeachment, Presidential Primaries, and the Electoral College. Professor Hamric began this work in September 2019 and offers at-least one special lecture per semester. He plans to continue this work throughout his tenure at Mid Michigan College with special attention given to Constitution Day efforts. Amy Goethe, Director of Student Wellness and Equity, also hosts documentary screenings and events related to special topics such as civil discourse and representation of women in politics. There is an interest in broadening the scope of special topics to include diverse communities across campus such as Veterans, Indigenous populations and those who identify as LGBTQIA+.

CHALLENGES

One of the challenges that the Mid Votes! Task Force has encountered is shifting the culture on campus to be more reflective of democratic core values. The Task Force recognizes that this cannot be accomplished in just one election cycle but rather will be a success of continuing to strategically plan our efforts and assess our results. It is also worth noting that anecdotally the Task Force has identified a sense of voter apathy among students. Integration of these efforts into the General Education curriculum as well as identification of connections to the importance of democratic participation (i.e. if you care about this issue, here are the elected positions in your government that make decisions related to this topic) will be necessary to help in shifting campus culture towards more robust civic engagement. Continuing to work with the Campus Vote Project and the Campus Election Engagement Project will be essential to the work that needs to occur across our campus community as these organizations can provide essential resources and a conduit to information about what is and is not working at other community colleges.

V. GOALS

For the year 2020, Mid's goal is 65% of total eligible student voters registered and 75% of registered student voter turnout. Mid plans to be eligible to receive the "Voter Friendly Campus" designation in 2021, to receive a Platinum Seal from the All In Campus Democracy Challenge and to be in the top 3 for community colleges in the Michigan Collegiate Voting Challenge. The Mid Votes! Task Force will assess and evaluate Mid's progress in furthering democratic engagement and civic participation as part of transforming campus culture. The Task Force will also continue to engage in efforts to recommend incorporation of civic learning outcomes into more General Education courses and to formalize assessment structures related to these specific outcomes.

VI. STRATEGY

OBJECTIVES

1. Encourage students (and staff) to register to vote.
2. Encourage and support voter turnout.
3. Educate students (and staff) on voting through nonpartisan efforts.
4. Educate students (and staff) on procedures related to correctly filling out voter registration cards or ballots and important deadlines.
5. Educate students (and staff) about Constitution Day.
6. Model and encourage civil dialogue and discourse across our campus community.

GOALS (BASED ON 2016 and 2018 NSLVE DATA)

1. Registration/Turnout
 - a. For the year 2020, Mid's goal is **65% of total eligible voters registered**
 - i. Multiple on campus Voter Registration Drives
 - ii. Provide paper documents that can be easily located on campus
 1. Provide stamps and envelopes for students in need
 2. Host voter registration table during Student Life's "Club Days"
 3. Work with Campus Vote Project for literature to share with students about the importance of civic participation
 - iii. Provide absentee ballot information for those who do not live in the area

- iv. Send emails to students specific to encouraging voter registration and information regarding important dates and deadlines with the help of Campus Vote Project
 - v. Encourage Dual enrolled students to register when they turn 18
 - vi. Begin to work with Mid's Mentor team on ways to connect new students with a Peer Voter volunteer that could help students fill out voter registration documents while they are in between Orientation sessions (i.e. waiting for an advising appointment)
- b. For the November 2020 election, Mid's goal is **75% of registered student voter turnout**
- i. Provide informational tables and emails about how to locate polling locations
 - ii. Staffed with Mid Votes! Volunteers and/or external partners committed to non-partisanship during tabling events
 - iii. Remind students via email and on social media about voting dates and times
 - 1. Look into working with the Online Learning department to create a 'shell' in Moodle with pertinent voting information such as voter registration forms and non-partisan links to candidate and ballot information as well as literature from partner organizations
 - 2. Create 'important voting dates' calendar reminders in Moodle for students and staff and add dates to Mid's events calendar to automatically post to Mid's website
 - 3. Encourage students to vote on November 3rd in person and through social media efforts
 - iv. Provide "What to do at the polls" information for first time voters
2. Student Involvement/Engagement
- a. Hiring of Democracy Fellows through Campus Vote Project
 - b. Invite student groups to host an event or presentation related to voter registration, turnout and/or civic engagement and provide appropriate support for their efforts
 - c. Encourage student groups to host a 'watch party' for election results
 - d. Connect student groups with community groups who are interested in similar issues
 - e. Post "#myfirstvote" stories on social media through Strategic Communications department
 - i. Scheduled to post to Mid's Facebook on October 19th and November 1st, 2020

3. Educational Opportunities

- a. Review of General Education curriculum and learning outcomes related to civic participation and democratic engagement
 - i. Work with subcommittee of General Education committee to create assessment of learning outcomes specifically related to these efforts
 - ii. Work to embed educational events into the current curriculum in classes such as ENG.111, COM.101, SSC.200 and HUM.200 to ensure all students have interaction with content related to civic participation and democratic engagement.
 1. Allow students in SSC.200 to use service learning project hours (15 hours required) to work on improving student voter registration rates and voter turnout
 - iii. Offer at least one event for Constitution Day
 - iv. Jacob Hamric will deliver special lecture on the topic of the Electoral College on September 16th and 17th, 2020
- b. Provide free copies of the Constitution for students and staff
- c. Offer "Voting 101" videos or training
- d. Provide information and education about primary voting
- e. Make intentional inclusion of connections to voting in classroom content and discussions
 - i. Promote faculty encouragement of civic engagement
- f. Offer nonpartisan events related to State and Local ballot proposals
- g. Provide links to nonpartisan and properly vetted sites where students and staff can locate information about candidates, ballot initiatives, etc.
- h. Explore opportunities to host non-partisan events in collaboration with community partners
- i. Host "Bring it to the Table" documentary and table events
- j. Host Erin Byrnes from University of Michigan's Big Ten Challenge to facilitate sessions on civil discourse and political discussion
- k. Participate in national Voter Registration Day by hosting events on campus
- l. Offer Diversity and Inclusion training for Mid Votes! Task Force members through Campus Vote Project
- m. Consider development of an independent study course for students interested in Political Science or related careers based around Campus Vote Fellowship to help increase student voice and participation in Mid Votes! efforts across campus

4. Data Collection/Assessment

- a. Continue to participate and review NSLVE reports on a biennial basis
- b. Work with faculty and Deans to evaluate assessment and learning outcomes data related to democratic engagement and civic participation
 - i. Reported through the General Education Committee
 1. Assessment of civic and global learning proficiencies with general education courses
- c. Participate in the ALL IN Challenge at both the state and national level
 - i. Submit Institutionalization Plan for feedback by December 15th, 2019
 - ii. Assess feedback from ALL IN and update plan
 - iii. Finalize Institutionalization Plan and submit May 31st, 2020
- d. Participate in the Voter Friendly Campus program
 - i. Complete self-assessment
 - ii. Submit finalized institutionalization plan by May 31st, 2020
 - iii. Implement plan through November 6th, 2020
 - iv. Analyze efforts and report back by January 31st, 2021
 - v. Earn Voter Friendly Campus Designation March 2021
- e. Collaborate with Mid's Institutional Research Office and Strategic Communications to assess student demographics and trends
 - i. Explore NSLVE report to look for populations which may be underrepresented in registration and/or turnout
 - ii. Identify communication strategies that would appeal and attract underrepresented campus populations towards democratic engagement
- f. Request that a category be added to Mid's Student Showcase to encourage and support learning related to democratic engagement and civic participation

5. Census 2020

- a. Support efforts to increase census self-reporting response rates in Clare, Gladwin and Isabella counties
- b. Identify opportunities to educate students, staff and community members regarding the impact of the census results
- c. Host a special event/lecture related to redistricting and representation

6. Transparency and Visibility

- a. Create a Mid Votes! Website
 - i. Publicly share our NSLVE data and our 2020 (and future) Institutionalization Plan(s)
 - ii. Provide useful links to voting information
- b. Integrate Mid Votes! as an official college governance committee by 2021
- c. Create a succession plan for Mid Votes! Committee

7. Collaboration

- a. Explore opportunities to connect with similar efforts at Central Michigan University
- b. Local County Clerks
- c. League of Women Voters
- d. Campus Vote Project (Sumaiya Ahmed)
- e. Campus Election Engagement Project (Ellen Wehrman)
- f. University of Michigan Big Ten Voting Challenge (Erin Byrnes)
- g. Michigan Youth Coalition (contact TBD)
- h. ACLU- Michigan Election Law (Sharon Delonte)
- i. Secretary of State Office for the Collegiate Task Force

VII. REPORTING

The Mid Votes! Institutionalization Plan will be shared with our campus community via the college's webpage at www.midmich.edu. This plan will also be shared directly with the Campus Election Engagement Project, the Campus Vote Project and the ALL IN Challenge. Mid Michigan College signed an authorization agreement with NSLVE in 2018. Mid has now received reports for both the 2014/2018 MidTerm elections and the 2012/2016 Presidential elections. Mid will continue to participate in the NSLVE process and will use these reports to inform our planning work and assess our progress. Information related to NSLVE and voter engagement data will be made public through the website and through any relevant press releases related to the achievements of the Mid Votes! Task Force efforts.

VIII. EVALUATION

The Mid Votes! Task Force will evaluate progress on the 2020 Institutionalization Plan on both an ongoing and biennial basis. During the election cycle, the Task Force will meet to coordinate and plan campus events related to efforts outlined in the Institutionalization Plan. After the November Midterm or Presidential election, the Task Force will meet to discuss the progress that was made in terms of on campus events and engagement efforts. Campus events will be evaluated by attendance rates and entry/exit polling data. The Task Force will also work with the Democracy Fellows to assess attempts to engage diverse populations across campus. Once NSLVE data becomes available, each team member will receive a copy of the report and convene to analyze the success of the plan and set future goals. Mid's Office of Institutional Research will also receive a copy of the NSLVE data and will provide assistance to the Task Force with the data analysis. A full evaluation of the 2020 Mid Votes! Plan and outcomes will be submitted for consideration for Mid Michigan College to become a designated Voter Friendly Campus.