



**Mid Michigan College
Mid Votes!
2022 Institutionalization Plan**

February 17th, 2022

Greetings,

Mid Michigan College is pleased to support the Mid Votes! Task Force and their Institutionalization Plan for the 2022 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.

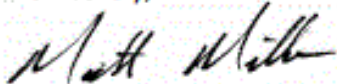
We support the goal of the Mid Votes! Task Force to institutionalize nonpartisan democratic engagement on campus. The democratic process provides students with an opportunity to engage at the local, state, and national level. This involvement helps students develop a sense of community and it fully complements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

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

I. Executive Summary

The Mid Michigan College Mid Votes! 2022 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 4,000 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 our 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 2022 Institutionalization Plan is based on modifications to the 2020 Plan and provides consideration for the midterm election year cycle. The 2022 plan will have a modification period from November 4th, 2022 to June 30th, 2023. During this time the Mid Votes! Task Force will review the success of the 2022 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 2024 Institutionalization Plan to take effect July 1st, 2023. 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 2022 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 & Equity
Jacob Hamric- History & Political Science Faculty
Judy Crawford- Mid Mentor
Kelley Eltzroth- Psychology Faculty
Marilee Kujat- Director of Educational Talent Search Grant
Diane Miller- Communication Faculty
Kati Sellers- Director of Mentoring
Rob Bejesky- Business & Economics Faculty
Shawn Troy- Dean of Workforce & Career Education

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

Central Michigan University/Central Votes
Campus Vote Project
Clare County Clerk's office
League of Women Voters
ALL IN Voting Challenge
Civic Influencers

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. The Task Force will be pursuing efforts to embed the task force into the college's shared governance efforts.

The Mid Votes! Task Force currently meets on an as needed basis, but plans to arrange for monthly meetings to occur during the Summer and Fall 2022 semesters. Smaller planning groups will be created for event planning and social media coordination efforts. A co-chair will be identified for the 2022 plan with the intent of that person becoming the chair for the 2024 Task Force.

III. Commitment

Institutional Commitment

Mid's new President Tim Hood signed the ALL IN Presidential Commitment in October 2020 and has continued to show support of civic and democratic engagement efforts across campus. Mid Michigan College was also awarded the Voter Friendly Campus designation for 2021-2022 and is applying for redesignation for 2023-2024. The institution has also established a voting information webpage to help connect students with the Michigan Secretary of State's Online Voter Registration system and to provide information to our campus community regarding the college's voter engagement efforts.

The Task Force has learned throughout our planning cycles 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 continue to work with Mid's executive leadership team to identify potential improvements to language used in Mid's 2022 strategic plan to provide an explicit commitment to educating students, staff, and our community about the importance of democratic engagement.

General Education Curriculum

In 2020, members of the 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 will continue discussions with Mid's General Education committee to advocate for embedding democratic engagement and civic participation across the academic curriculum in alignment with Degree Qualifications Profile (DQP) Civic/Democratic and Global Learning standards. The Task Force also plans to continue to advocate for more formalized review structures to achieve consistent assessment of civic learning outcomes across the academic curriculum and to advocate for further exploration of how to address information literacy across the campus community.

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

Year	Registration Rate	Voting Rate of Registered Students	Overall Voting Rate of Student Body
2014	59.7%	27%	16.1%
2016	54.9%	69.9%	38.3%
2018*	59.0%	51.2%	30.2%
2020	85.8%	67.5%	57.9%
<i>Total change Midterm years</i>	-0.7%	+24.2%	+14.1%
<i>Total overall change 2014 to 2020</i>	+26.1%	+40.5%	+41.8%

**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.*

Compared to national 2-year institution's NSLVE data for 2020, Mid appears to be about 2% ahead in the overall voting rate of the student body. Mid also saw significant gains in the areas of voting rates for registered students and overall voting rate of the student body. Mid Votes! anticipates that the 2022 Institutionalization Plan will help to continue to improve the overall voting rate and put us in the top 5 for community colleges in the state of Michigan participating in the ALL IN Challenge*. Mid has utilized the 2020 NSLVE data to create our 2022 goals and deliverables based off of midterm cycle data.

** Mid's 2020 NSLVE data delivery was delayed and unfortunately Mid was unable to compete in the ALL IN national and state challenges due to being unable to meet data submission deadlines.*

General Education Courses

According to a Fall 2020 survey, the following academic disciplines at Mid include Civic/Democratic and Global 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, Midterm Elections, 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 diverse voices. 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+. The Task Force will continue to work with Mid's Office of Student Life and TRiO department to develop and enhance student engagement efforts related to civic learning and civil discourse.

Challenges

The primary challenge that the Task Force has encountered in the last two years is the COVID pandemic. This has decreased the potential for face-to-face engagement with students and staff as well as decreased our ability to host on-campus events.

Members of the Task Force are also concerned about students' levels of information literacy and political polarization. The Task Force is working towards 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 collegiate-focused voting organizations will be essential to the work that needs to occur across our campus community as these organizations can provide essential resources and act as a conduit to information about what is and is not working at other community colleges.

V. Goals

For the year 2022, Mid's goal is 70% of total eligible student voters registered and 55% of registered student voter turnout. Mid plans to reapply to continue our "Voter Friendly Campus" designation, to receive a Platinum Seal from the All In Campus Democracy Challenge, and to be in the top 5 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 course program reviews and to formalize assessment structures related to these specific outcomes. The Task Force also recognizes that the shift towards automatic voter registration by the State of Michigan allows our team to focus more of our energy and time on improving voter turnout.

VI. Strategy

Objectives

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

Goals Outline (Based on Midterm NSLVE Data)

1. Registration/Turnout

- a. For the midterm year 2022, Mid's goal is **70% of total eligible voters registered**
 - i. Multiple on campus Voter Registration Drives
 1. Partner with League of Women Voters and local County Clerks
 - ii. Provide paper registration documents that can be easily located on campus
 1. Provide stamps and envelopes for students in need
 - iii. Manage and maintain Mid's Voter Information website link for the Michigan Online Voter Registration System
 - iv. Encourage young adult students to consent to register when they turn 18 and/or renew their driver's license
 1. Partnership with our Dual Enrollment team and the Educational Talent Search program
- b. For the November 2022 election, Mid's goal is **55% of registered student voter turnout**
 - i. Provide non-partisan informational tables and emails about how to locate polling locations and how to find out what is on your local, state, and national ballot
 - ii. Ensure a website link exists for the Michigan Voter Information Center website 'find your polling location' and 'apply for an absentee ballot' and share this information with our campus community
 - iii. Remind students via email and on social media about voting dates and times
 1. 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
 2. Encourage students to vote on November 8th 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. 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
- b. Connect student groups with community groups who are interested in similar issues
- c. Seek a student representative for the Task Force

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.
 - iii. Offer at least one event for Constitution Day
 1. Provide free copies of the Constitution for students and staff
- b. Identify opportunities for hosting Information Literacy sessions and connecting with already established general education learning outcomes to improve competency around information literacy.
- 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. Participate in national Voter Registration Day

4. Data Collection/Assessment

- a. Continue to participate and review NSLVE reports on a biennial basis
- b. Work with Faculty and Academic 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, 2021
 - ii. Assess feedback from ALL IN and update plan
 - iii. Finalize Institutionalization Plan and submit May 31st, 2022
- d. Participate in the Voter Friendly Campus program
 - i. Complete self-assessment
 - ii. Submit finalized institutionalization plan by May 31st, 2022
 - iii. Implement plan through November 6th, 2022
 - iv. Analyze efforts and report back by January 31st, 2023
 - v. Earn Voter Friendly Campus Designation March 2023
- 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. Sponsor a prize for Mid's Student Showcase to encourage and support learning related to democratic engagement and civic participation

5. *Transparency and Visibility*

- a. Maintain Voter Information website on the Mid webpage
 - i. Publicly share our NSLVE data and our 2022 (and future) Institutionalization Plan(s)
 - ii. Publicly share our awards and accolades for our voting efforts
 - iii. Provide useful links to voting information
- b. Create a succession plan for Mid Votes! Committee

6. *Collaboration*

- a. Continue partnership with Central Michigan University/Central Votes and identify opportunities to work together and co-host events
- b. Local County Clerks
- c. League of Women Voters
- d. Campus Vote Project
- e. Civic Influencers
- f. 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 ALL IN Challenge and Voter Friendly Campus. Mid Michigan College signed an authorization agreement with NSLVE in 2018. 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 2022 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 2022 Mid Votes! Plan and outcomes will be submitted for consideration for Mid Michigan College to continue as designated Voter Friendly Campus.