

## ALL IN Campus Democracy Challenge Action Plan Template

In order to help your campus prepare a 2020 action plan, we've created this Google Doc to collect key information for an action plan. We will turn the responses into a Word document that we will email to you. This document can serve as your 2020 action plan. We'll add a PDF version of that plan to your campus page on our website. Campuses must submit a 2020 action plan by November 3rd to be eligible for national awards and state recognition where applicable. Completing this form will produce a document that qualifies as an action plan. This document can be the starting place for your 2022 action plan after this election.

We anticipate that it will take 15-20 minutes for you to complete this form. Thank you for your efforts to institutionalize nonpartisan democratic engagement on your campus.

- 1) Are you currently working on an action plan to submit by the November 3 deadline? If yes, great! Let us know how we can support you in drafting and submitting your action plan before or on November 3, and there is no need to complete this form unless you want this to be your action plan submission. If no, please continue to provide a brief update with the following questions. Submitting this form will count as an adhoc 2020 action plan.
  - a) **Yes**
  - b) No
- 2) Institution Name
  - a) Middlesex Community College, Massachusetts
- 3) Name of person completing action plan
  - a) Kelly Bowes, Coordinator of Civic and Service-Learning
- 4) Email address of person completing the action plan
  - a) BowesK@middlesex.mass.edu
- 5) **Executive Summary:** Share a few sentences or paragraphs about the democratic engagement work happening on campus. Who developed this action plan (person or committee name)? Which campus or campuses will this action plan be implemented? What does this action plan seek to accomplish? When does this action plan start and end? Who or which department is in charge of this action plan? What are your topline short-term and long-term goals?
  - a) This plan was developed by Kelly Bowes, Coordinator of Civic and Service-Learning with input from student leaders, the Associate Dean of Students, The Provost and others. It will be implemented primarily virtually as we are completely due to COVID 19. The action plan began at the start of the fall semester and will be evaluated at the end of the fall semester. The Coordinator of Civic and Service-Learning is in charge the plan with support from others. Short term goals are to increase voter registration rates and engagement and to make sure students are aware of when, where, how and why to vote, especially with COVID-19 changes. We also want to work together with other offices on campus and community partners to offer students events and opportunities to learn about democracy and the democratic process as well as to encourage them to take action

on the issues that are important to them. We are an NSLVE campus so we are hopeful that our registration rates and voting rates continue to increase and we hope our virtual registration and engagement efforts are successful. Long term goals are to infuse civic learning in everything we do on our campus, including ensuring that civic learning occurs in as many courses as possible. We plan on creating a civic engagement focused first year experience seminar within the next year or so.

- 6) **Leadership:** Who is on your leadership team? Include name, title, and department. This may include faculty, staff, administrators, students, community and national partners, and local elections officials.
  - Kelly Bowes, Coordinator, Office of Civic and Service Learning
  - Rebecca Newell, Associate Dean of Students
  - Phillip Sisson, Provost
  - Steve Rossi, Director, Student Engagement
  - Maria McDuffie Clarke, Coordinator, International and Multicultural Affairs
  - Alex Benthian, Campus Organizer, MASSPIRG at MCC
  - Salena Mam, Student Intern/MCC student, MASSPIRG at MCC
  
- 7) **Commitment:** Has your campus signed the Higher Education Presidents' Commitment to Full Student Voter Participation?  
(<https://www.allinchallenge.org/higher-education-presidents-commitment-to-full-student-voter-participation/>)
  - a) Submitted to president, waiting on approval (we are in the midst of a presidential transition so it might need to wait until next administration arrives in July)
  
- 8) **Commitment:** Has your campus sent information about the election and voting to students?
  - a) **By email**
  - b) By mail
  - c) **By posting on institutional social media channels**
  - d) **Other**
  
- 9) **Landscape:** What are your past voting rates? How many students are on campus? What is the demographic breakdown of the student body?
  - a) In 2016, 70% of our students were registered and 73% of our registered students voted (51.6% of our total population)
  - b) **Total enrollment:** 10,957
    - i) **First Generation college student:** 40%
    - ii) **White:** 57.1%
    - iii) **Hispanic/Latino:** 17.1%
    - iv) **Asian:** 12.3%
    - v) **Black/African:** 7.9%
    - vi) **Two or more races:** 2.6%

- 10) **Goals:** What are your short-term (2020 election) and long-term goals (2022 and beyond)?
- a) Short term goals are to increase voter registration rates and engagement and to make sure students are aware of when, where, how and why to vote, especially with COVID-19 changes. We also want to work together with other offices on campus and community partners to offer students events and opportunities to learn about democracy and the democratic process as well as to encourage them to take action on the issues that are important to them. We are an NSLVE campus so we are hopeful that our registration rates and voting rates continue to increase and we hope our virtual registration and engagement efforts are successful. Long term goals are to infuse civic learning in everything we do on our campus, including ensuring that civic learning occurs in as many courses as possible. We plan on creating a civic engagement focused first year experience seminar within the next year or so
- 11) **Strategy:** Has your campus organized or will your campus organize any of the following events?
- a) In-person voter registration drives
  - b) In-person voter education events (e.g. film screenings, debates, lecture series, etc.)
  - c) **Classroom voter registration presentations (in-person or virtual)**
  - d) **Virtual voter registration drives (e.g. Couch party text banking events, etc.)**
  - e) **Virtual voter education events (e.g. film screenings, debates, lectures series, etc.)**
  - f) **Pledge to vote drive**
  - g) **Other**
- 12) **Strategy:** What events, tactics, and strategies are happening on campus this election?
- a) Voter Registration Drives
  - b) Virtual Speakers
  - c) Voter Education Week Events
  - d) Zoom forums and discussions
  - e) Debate watch parties
  - f) Post-election conversations
  - g) Social Media and email marketing
- 13) **NSLVE:** Has your campus authorized the National, Study, of Learning, Voting, and Engagement (NSLVE)? (<https://idhe.tufts.edu/nslve/participating-campuses>)
- a) **Yes**
  - b) No
- 14) **Evaluation:** How will you evaluate success of your action plan and strategies? What metrics will you measure from specific events and strategies in addition to NSLVE data? Who will do the evaluation?
- a) The aforementioned leadership team will complete an evaluation post election, and then regularly after that point. We will use NSLVE data, event participation and student surveys to measure.

15) **Reporting:** Will your action plan, once complete and returned to you by the ALL IN Challenge, be posted on a campus website and shared with members in the campus community?

- a) **Yes**
- b) No
- c) Other