



MiraCosta College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Terrence Shaw & Kristen Huyck

Executive Summary:

This nonpartisan democratic engagement action plan was developed by MiraCosta College in California for the 2024 election. This action plan aims to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for MiraCosta College for the 2024 election are:

1. **Educational Workshops and Seminars:** Organize a series of nonpartisan educational events to inform students about the electoral process, key issues, and the importance of voting.
2. **Collaboration with Local Organizations:** Partner with civic organizations that can help facilitate voter registration and education.
3. **Social Media Campaigns:** Utilize social media platforms to engage students, disseminate information, and encourage participation in the electoral process.
4. **Peer-to-Peer Outreach:** Develop a network of student ambassadors trained and empowered to conduct peer-to-peer voter registration and education.

Leadership:

Our leadership team includes the following campus groups and organizations:

Terrence Shaw, MS.Ed. - Director of Student Life & Leadership

Jared Rodrigues, Ph.D. - Director of Student Services, San Elijo.

Kristen Huyck, Ed.D. - Director of Public and Governmental Relations, Marketing and Communications

SJAC / IDEA

History Department - Leslie

Sociology



Ethnic Studies

Additional Contributors:

- XXXX, Associated Student Government (ASG)
- League of Women Voters
- Rotary of Oceanside

Commitment:

[MiraCosta College's Core Competencies](#) describe the broad general education learning outcomes students should have gained when completing transfer preparation (60 units including CSU or IGETC general education) or a degree and through their exposure to different support and enrichment programs and services. Upon commencement of studies and progressing toward the completion of an educational goal, MiraCosta College students prepare for the twenty-first-century challenges. Of these is Personal And Social Responsibility And Efficacy, which includes:

- Civic knowledge and engagement - local and global
- Intercultural competence and respect for diverse perspectives
- Teamwork and collaborative skills
- Ethical reasoning and action
- Goal-setting / project-planning and completion
- Skills for ongoing personal, academic, and professional growth

The Civic Engagement Action Plan aligns with the College's Core Competencies.

Furthermore, MiraCosta College is proud to participate in the [ALL IN: Campus Democracy Challenge](#).

Landscape:

MiraCosta College is a public community college serving coastal North San Diego County and joined the ALL IN Campus Democracy Challenge in 2022. Our institution is a proud Minority Serving Institution, a Hispanic-serving institution.

Our campus demographic and voting data:

During the 2021/22 academic year, MiraCosta College served:



17,551 Credit Students
4,134 Noncredit Continuing Education Students
5,261 Not-for-credit Community Education Students

Demographic breakdown

- 42% Hispanic/Latinx
- 34% White
- 9% Asian
- 7% Two or more
- 3% Black/African American
- 3% Unknown
- 1% Middle Eastern or North American
- 1% Pacific Islander

2,446 Veteran/Active Duty/Dependent Enrollment

MiraCosta College is in the process of working with the National Study of Learning, Voting, and Engagement (NSLVE). Currently, we need access to campus voter registration and voter turnout data.

Goals:

Our campus democratic engagement goals are:

Collaborate with the National Study of Learning, Voting, and Engagement (NSLVE) for the 2024 General Election.

MiraCosta College is in the process of working with the National Study of Learning, Voting, and Engagement (NSLVE). Currently, we need access to campus voter registration and voter turnout data.

MiraCosta College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: Ask Every Student - a national joint initiative that facilitates collaboration between campus leaders and nonprofit partners to help campuses ask every student to participate in the democratic process and achieve full student voter registration, and National Voter Registration Day (2024).

Attendance at events

Presentation to historically marginalized students

Developing education materials



Collaborate with Student Equity

How voting has impacted various communities

Goals:

Our institution's nonpartisan democratic engagement goals are:

Strategy:

MiraCosta College implemented these strategies to increase nonpartisan democratic engagement and student voter participation.

- Establish a website for students and staff to gain information about voting and elections: miracosta.edu/vote2024
- All In To Vote: Have XX Take the All In To Vote Pledge
- [ENGAGE YOUR CAMPUS WITH ALL IN \(All in Challenge\)](#)
- 'Billboard to promote the Midterm Election. The image ran from XXXX - XXXX 2024. ASG collaborated with our Public Information Office to create a midterm election billboard displayed in our Student Center. This billboard included important dates for registration deadlines, early voting, and election dates. The billboard also included information and a QR code directing students to where they could register to vote.
- Utilize social media to educate students, staff, alumni, and the community
 - Sample videos:
 - [Register to Vote](#)
 - [2024 General Election: GOTV](#)
- [National Voter Registration Day](#): a holiday on September 17, 2024 to encourage us to register to vote. Your campus can prepare plans for in-person and online voter registration drives.



- [National Voter Education Week](#): a nonpartisan voter education campaign held annually during the first week of October. NVEW equips voters with the tools and information they need to confidently cast their ballots, serving as a resource hub for leaders of any community and context who want to help their networks make their voices heard.
- [Vote Early Day](#): Help support shorter lines during Election Day by celebrating on October 29, 2024, to encourage more people to vote early.
- Provided Free Ride to the Polls. MiraCosta College applied for a grant through the Students Learn Students Vote Coalition in partnership with Lyft to provide ride codes to students to get them to their closest polling location. Students were provided with \$20 Lyft codes.
- Hosted a polling location on 1 Barnard Drive, Oceanside Campus
- Host Events: TBD

Board of Trustees- MiraCosta College- hosted by ASG

Movie and Discussion

Voter registration

Evaluation:

We will evaluate our action plan in the following ways:

- The overwhelming participation of students and community at the various hosted events.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website: <https://allinchallenge.org/campuses/miracosta-college/>.

Our institution has permitted ALL IN to publish our NSLVE reports on our campus page on ALL IN's website.

Strategy:

MiraCosta College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- Events
- Public Education / Voter Education
- Library Exhibit
- Service Learning



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