

Action Plan

Civic Engagement and Voter Empowerment



2024

Mission College | Santa Clara, CA



Table of Contents

Summary	Page 1
About Mission College	Page 2
Goals	Page 5
Our Action Plan	Page 9
Events	Page 10
Partnerships	Page 11
Evaluations	Page 12



Summary



Mission College is committed to sustaining our civic engagement and voter empowerment efforts. This commitment was cemented by the creation of the Civic Engagement & Voter Empowerment workgroup in July of 2024. After designating the Student Life Program Analyst as the Civic Engagement & Voter Empowerment Coordinator (CEVEC) for the college, the workgroup, co-chaired by the CEVEC and the Director of Outreach & Student Life took flight to establish goals and plan three events to bolster civic engagement and voter empowerment for the Mission College community before the November 2024 election.

These goals consisted of two short-term goals and one long-term goal:

- Within 2 years:
 - **Goal 1:** Register 250 Mission College community members to vote prior to the 2024 election with an emphasis on registering Black, Latinx, and AAPI voters.
 - **Goal 2:** Host a minimum of three election outreach events prior to the general election to increase civic learning, democratic participation, civic engagement, and voter turnout.
- Within 5 years:
 - **Goal 3:** Institutionalize a college workgroup to sustain civic engagement & voter registration efforts beyond the 2024 election.

With the intention of ensuring our diverse campus community is reflected in our efforts, we have established partnerships with community organizations such as the League of Women Voters, the Center for Common Ground, and 100 Black Men and 100 Black Women of Silicon Valley, Inc. along with campus partnerships with the Associated Student Government, the Dean of People, Culture, and Society, the Office of Student Services, and college shared governance groups. These partnerships will ensure the action plan is sustainable long-term.

The plan will be implemented as of August of 2024 through June of 2029 and will be re-evaluated on an annual basis to ensure the programming we offer is relevant and applicable to our evolving Mission College community.

For more information regarding the Civic Engagement & Voter Empowerment Action Plan, please contact the CEVEC Coordinator:

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About Mission College

Nestled in the heart of the ever-evolving Silicon Valley, Mission College in Santa Clara, California, has a storied history that mirrors the growth and development of the region it calls home. Founded in 1967 as part of the Santa Clara County Community College District, Mission College embarked on its mission to provide accessible education to local residents.

West Valley-Mission Community College District serves the communities of Campbell, Cupertino, Los Gatos, Monte Sereno, Santa Clara, Saratoga, Sunnyvale and San Jose.

Mission:

Mission College serves the diverse educational needs of our student population by providing equitable access and support towards completing associate degrees and certificates aligned with transfer and career pathways to meet educational and personal goals as well as the workforce demands of the city of Santa Clara and Silicon Valley.

Vision:

Empowering every student to find their mission.

Values:

At Mission, students are the highest priority. We value:

- Social Justice
- Equity
- Community
- Integrity
- Sustainability
- Excellence
- Curiosity
- Inclusivity
- Innovation
- Continuous Learning

About Mission College

While Mission College has created civic engagement and voter empowerment opportunities in the past, it was necessary to build out a more comprehensive plan that aligned with AB 2683 and also allowed for operational implementation of related events throughout the year. As a result, the Student Life Program Analyst position was created in Spring 2024 and was identified as the Civic Engagement & Voter Empowerment Coordinator for Mission College. With the understanding that civic engagement and voter empowerment, in order to be impactful and effective, must be a campus and community wide effort, the establishment for the Civic Engagement & Voter Empowerment workgroup took place in Fall 2024.

The creation of the Civic Engagement & Voter Empowerment workgroup is the first step in institutionalizing the efforts brought forth to emphasize Mission College's commitment to civic engagement and voter empowerment for the entire campus community.

The acknowledgement that civic engagement and voter empowerment is a campus and community wide effort remained true throughout the process of creating the action plan. The co-chairs of the workgroup began meeting in early May of 2024 to identify partners on Mission College's campus and within the district that could support in the efforts to empower and center student voices. A group of students, staff, faculty, and administrators were identified to brainstorm and plan how to effectively and sustainably create excitement on the campus around civic engagement. It was important to the co-chairs for members to be representative of the campus community and aligned with equity-minded practices.

Through the monthly workgroup meetings and the many conversations facilitated through email, the Civic Engagement & Voter Empowerment workgroup has created an action plan that goes beyond the 2024 election season. The workgroup hopes to institutionalize and integrate these efforts with the institutional goals outlined in 2024-2027 Strategic Education Master Plan.

Goals



Civic Engagement & Voter Empowerment Mission

In alignment with Mission College’s 2024-2027 Strategic Education Master Plan’s (SEMP) goals which include the three Mission College Student Equity Plan goals (**Goal 1:** Centering our students’ experiences, particularly African American, Latin X, and students with disabilities into developing student-ready policies, procedures, and practices. **Goal 2:** Continuous equity, anti-racism, and anti-sexism -based professional learning for all college constituents. **Goal 3:** To use the Student Equity plan as an anchor in developing Mission College’s new Instruction/Student Services Master Plans and Strategic Plan.), the Civic Engagement & Voter Empowerment Workgroup created the following goals:

Within 2 years:

- **Goal 1:** Register 250 Mission College community members to vote prior to the 2024 election with an emphasis on registering Black, Latinx, and AAPI voters.
- **Goal 2:** Host a minimum of three election outreach events prior to the general election to increase civic learning, democratic participation, civic engagement, and voter turnout.

Within 5 years:

- **Goal 3:** Institutionalize a college workgroup to sustain civic engagement & voter registration efforts beyond the 2024 election.

The workgroup also acknowledges the importance of civic engagement beyond the community college context in that the community that our students belong to plays a significant role in their ability to develop as civically engaged members of society. In order to move towards achieving our goals, the workgroup will be utilizing S.M.A.R.T.I.E. goals to ensure our efforts are specific, measurable, attainable, relevant, time-based, inclusive, and equitable.

Goals

Goal 1: Register 250 Mission College community members to vote prior to the 2024 election with an emphasis on registering Black, Latinx, and AAPI voters.

Specific- Establish a partnership with the League of Women Voters of Santa Jose and Santa Clara County, 100 Black Men and 100 Black Women of Silicon Valley, and other non-partisan organizations who serve underserved communities.

Measurable - At least one consistent partnership will be established with a non-partisan voter engagement organization.

Achievable - College has the resources to support this effort in partnership with the identified organizations

Relevant - Establishing partnerships with community organizations emphasizes the workgroup's mission of civic engagement expanding beyond the college context.

Time-Based -A deadline of November 4th, 2024 is set as this is the last day to register to vote while maintaining the partnership for at least 2024-2026.

Inclusive - The non-partisan organizations that we partner with will inclusive, diverse, equity-focused, and involve aspects of civic empowerment and education.

Equitable - Partnering with diverse and non-partisan community organizations will support our efforts to increase student voter registration, particularly for black, latinx, and AAPI student populations

Goals



Goal 2: Host a minimum of three election outreach events prior to the general election to increase civic learning, democratic participation, civic engagement, and voter turnout.

Specific - Establish partnerships with non-partisan organizations to participate in events, along with the associated student government, faculty, and staff.

Measurable - A minimum of two events will be hosted to ensure there are opportunities for engagement from the Mission College community.

Achievable - College has the resources to support this effort in partnership with the identified organizations.

Relevant - The events will include voter registration support along with opportunities for students to engage civically. Given Mission College's diverse population and with the awareness that not all of our community members are eligible to register to vote, these events will provide opportunities for the community to civically engage through community service and volunteer opportunities, too.

Time-Based - At least 2 events will occur before the November 4th, 2024 election and will continue into the Spring semester.

Inclusive - It is important for our community partners to be diverse, equity-minded, and reflective of our campus community. Our partnerships with the League of Women Voters, 100 Black Men and 100 Black Women of Silicon Valley, and the Center for Common Ground, among others, are key to ensuring our goal is achieved.

Equitable - Mission College has a diverse population and we understand not all of our community members are able to register to vote. Because of this, our events will include opportunities for community members to engage with campus and community organizations that provide civic engagement through community service opportunities, internships, and other means.

Goals

Goal 3: Institutionalize a college workgroup to sustain civic engagement & voter registration efforts beyond the 2024 election.

Specific- In collaboration with the Vice President of Student Services and the Mission College President's Office create a charge to establish the Civic Engagement and Voter Empowerment workgroup as an official entity of the college.

Measurable - Create the Civic Engagement and Voter Empowerment workgroup charge within the 2024-2025 academic year.

Achievable - College has the resources to support this effort in partnership with the identified organizations.

Relevant - While the presidential election cycle occurs every 4 years, there are many opportunities to engage civically both on and off campus such as Participatory Governance Elections, Board of Trustee elections, and city council elections. It is important to institutionalize the workgroup to maintain the mission of civic engagement beyond the presidential election.

Time-Based - Within the next year, create an official charge with the goal to institutionalize the workgroup within 5 years.

Inclusive - The workgroup should consist of members that are representative of the college community such as students, staff, faculty, and administrators, and should consider the demographic makeup of the Mission College community when organizing civic engagement and voter registration efforts.

Equitable - Members of the workgroup should include diverse voices that are representative of the college community and should derive from areas such as the AANAPISI/AANHPI SAP program, the Umoja program, the Puente program, among others.

Our Action Plan

Civic Engagement and Voter Empowerment can play a critical role in the educational experiences of the Mission College community. At its core, Mission College is deeply committed to community engagement and dedicated to academic excellence and closing equity gaps. Because of this, the Civic Engagement & Voter Empowerment workgroup was created. The workgroup's makeup consists of diverse voices who are dedicated in ensuring students are at the center of everything we do. Each member has committed to advancing equity through civic engagement and voter empowerment in their own way.

The workgroup members include the following:

Yesenia Melgoza - Co-chair, Student Life Program Analyst, & Civic Engagement & Voter Empowerment Coordinator

Connor Keese - Co-chair & Director of Outreach & Student Life

Priscila G de Franca Moreira - Associated Student Government President

David Hsueh - Student Representative

Liz Bogatin-Starr - Academic Senate Representative

Dr. Maisha Jones - Dean, People, Culture, & Society

Hai Nguyen - History Faculty

Javier Huerta - English Faculty, Puente Program Co-Coordinator

Dr. Omar Murillo - Vice President, Student Services

Events

The Civic Engagement & Voter Empowerment workgroup has planned the following events to support our goals:

Pizza the Vote - Tuesday, September 17, 12-3pm

- Voter registration event facilitated by the League of Women voters and Mission College volunteers handing out pizza to students while registering them to vote.

Voter Education Week Social Media Takeover! - October 7-11

- Hosted by the Associated Student Government via Instagram (@asgmissioncollege), the ASG will be providing informational posts, resources, and videos to their constituents and the Mission College Community.

Dial for Democracy - Tuesday, October 15, 12-3pm

- ASG lead event supported by the Center for Common Ground consists of making phone calls to voters from underserved communities to encourage them to register to vote.

Votechella - Thursday, October 17, 12-3pm

- Voter empowerment & civic engagement festival consisting of graffiti artists, beatboxers, dancers and more performers from Hip Hop Congress, shave ice truck, and opportunities to be civically engaged through community service and voter registration, tabling from community partners, and more!

These events are set to occur before the November 2024 election to bolster voter registration efforts and increase voter education for the Mission College Community.

Partnerships

Beyond these planned events, the workgroup is coordinating additional efforts to increase civic engagement opportunities for the Mission College community. This includes a Week of Service in the Spring semester where community members will have the opportunity to participate in community service efforts, a variety of education opportunities facilitated through our partnerships with local non-profit organizations such as Hip Hop Congress, 100 Black Women of Silicon Valley and 100 Black Men of Silicon Valley, and much more.

A special thank you is in order to the following collaborators for their support in our efforts:

**San Jose & Santa Clara County League of Women Voters
The Center for Common Ground
Hip Hop Congress
100 Black Men of Silicon Valley, Inc.
100 Black Women of Silicon Valley, Inc.**

We would also like to thank our collaborators at Mission College and at the West Valley-Mission Community College District (WVMCCD) for their support and efforts:

**Mission College Associated Student Government
Mission College Marketing Department and Benjamin Demers, Director of Marketing
WVMCCD Chancellor's Chief of Staff, Cade Story-Yetto
Katherine Bailey of KJ's Café**

Evaluation

While Mission College has not previously engaged in civic engagement evaluation in the past, the Civic Engagement & Voter Empowerment workgroup will establish an evaluation process to ensure our efforts are effective. We are actively engaging in reflection and inquiry through the utilization of data to identify gaps and remove barriers for our campus community to civically engage. Further, we are in the process of enrolling into the National Study of Learning, Voting, and Engagement (NSLVE). With the support of the Dean of Institutional Effectiveness, Alfred Gallegos, and the Mission College President, Dr. Seher Awan. The Civic Engagement & Voter Empowerment workgroup are ready to engage to ensure our efforts are meeting our student and campus community's needs.

Finally, the Civic Engagement & Voter Empowerment workgroup plans to establish a partnership with the Office of Institutional Effectiveness and the Institutional Effectiveness Committee at Mission College to ensure the action plan is effective and meeting the goals of both the CEAVE action plan and aligns with the goals of the Strategic Education Master Plan (SEMP) for Mission College.

