

Montgomery College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Karla Silvestre

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Montgomery College's MC Votes committee for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The plan will be implemented on all three of our campuses, at our two workforce development sites, virtually, and in the community. The plan will be implemented in the spring semester in preparation for the primary elections and in the fall semester in preparation for the general election. The plan will be implemented through monthly meetings of the MC Votes committee, our communications plan, and coordination among key staff. The goals for Montgomery College for the 2024 election are:

1. Support Goal 1 of our new strategic plan by promoting civic opportunities at Montgomery College. The intended outcome of this strategic plan goal is the integration of civic engagement in the College's practices.
2. Promote use of ballot boxes on all three campuses. For the first time ever, the Board of Elections will place ballot boxes on each of our three campuses and one of our goals for the year is to promote this opportunity so it is well utilized.
3. Grow the peer-to-peer student ambassador program. We will pay 5 students that can commit to serving as an MC Votes student ambassador for two semesters.
4. Increase faculty participation in voter engagement efforts.
5. Promote the importance of party affiliation in Montgomery County primary elections.
6. Promote and implement new guidance on excused absences from class for student voting and poll work.

Leadership:

Our leadership team includes the following:

Students:

- Andre Guadalupe, student
- Stephanie Lazo, student
- Ludenie Metellus
- Precieux Dibala Poaty

Faculty:

- Joseph Stumpf, Chair of History and Political Science, Rockville Campus, Academic Affairs
- Rebecca Razavi Hillman Entrepreneurs Program Manager
- Jennifer Haydel, Humanities Chair, Academic Affairs
- Karl Smith Faculty and Director of the Institute for Race, Justice, and Civic Engagement
- Eric Benjamin, Interim Provost, Rockville Campus

Student Affairs:

- Lisa Hackley, Director of Student Life, Rockville Campus, Student Affairs
- Hannah Stocks, Student Service Learning Coordinator, Germantown Campus
- Schnell Garrett, Student Service Learning Coordinator (Takoma Park/Silver Spring campus)

Community Engagement:

- Karla Silvestre, Director of Community Engagement, Advancement and Community Engagement
- Gloria Bonilla, Voter Empowerment Coordinator & Community Engagement Assistant Director
- Shannon Roundtree, MD Corps Member, Student Lead
- Katie Nguyen Administrative Aide

Office of the President:

- Susan Madden Chief Government Relations Officer, Office of the President
- Sharon Wilder Chief Equity and Inclusion Officer, Office of the President

Communications:

- Staffan Sandberg, Digital Media Manager
- Stephanie Krasnoff, Marketing Specialist

Other MC Departments:

- Nik Sushka ATPA Program Director, Academic Affairs
- Roberta Buckberg Employment Services Specialist
- Clevette Ridguard Governance & Presidential Projects Program Manager
- John Libby Alumni Specialist

- Maria Adams Compliance Specialist
- Suzette Spencer, Director of Libraries

External Partners:

- Eliza Carney Civic Circle's Founder and President
- Gilberto Zelaya Community Engagement/Public Relations Officer, Montgomery County Board of Elections
- Susan Albertine, Montgomery County League of Women Voters, President
- Olivia Antigua, Civic Nation

Commitment:

Goal 1 of our new strategic plan outlines an increasing outreach by promoting (among other areas) civic opportunities at Montgomery College. The intended outcome of this strategic plan goal is the integration of civic engagement in the College's practices. The College's commitment is reflected in its MC Votes committee. The three co-chairs are selected by the College president. Three service learning coordinators are charged with promoting civic engagement on each campus.

The College's commitment to nonpartisan democratic engagement is communicated to the campus community through presidential communications such as the Monday Minute, remarks during opening meetings each semester, the MC Votes website, email communications to students encouraging them to register to vote, and memos to staff to encourage them to become election workers. Our president has signed the All IN Higher Education Presidents' Commitment to Full Student Voter Participation.

Landscape:

Montgomery College is a public 2-year institution and joined the ALL IN Campus Democracy Challenge in 2021. Our institution is designated as the following: Hispanic-Serving Institution.

Montgomery College has 40,342 students.

Regulations that affect our college

Who can Vote:

To register to vote, you must be:

- A U.S. citizen;
- A Maryland resident; and
- At least 16 years old*.

However, you cannot register to vote if you:

- Have been convicted of buying or selling votes;
- Are under guardianship for mental disability and found by a court to be unable to communicate a desire to vote; or
- Are currently serving a sentence of imprisonment for a felony conviction

*You may register to vote if you are at least 16 years old but cannot vote unless you will be at least 18 years old by the next general election.

Closed Primary

Maryland has a closed primary system which requires you to be affiliated with a political party to vote in its primary contests.

If registered as unaffiliated, you will only be able to vote in any nonpartisan primary election held in your jurisdiction, such as a primary election to select nominees for the board of education.

Party affiliation does not have an impact in the General Election as all voters in the precinct receive the same ballot.

Same Day Voter Registration

Register and vote the same day during early voting or on Election Day. You must bring identification that proves where you live.

Mail-in Ballot Voting: Requesting a mail-in ballot

To vote by mail, you must request a ballot.

Ballots will not be automatically mailed to voters for the May 14, 2024 Presidential Primary election. To request a mail-in ballot you must register to vote or be a registered Maryland voter.

Presidential Primary Dates

Early Voting - May 2, 2024 - May 9, 2024

Election Day - May 14, 2024

Presidential General Dates

Early Voting - October 24, 2024 - October 31, 2024

Election Day - November 5, 2024

2024 PRESIDENTIAL PRIMARY AND GENERAL ELECTION VOTER REGISTRATION DEADLINES

Deadline to register to vote OR update name, address, and/or party affiliation:

2024 Primary Election: Tuesday, April 23, 2024 (5:00 pm in person and 11:59 pm online)

2024 General Election: Tuesday October 15, 2024 (5:00 pm in person, 11:59 pm online)

All registered voters are required to keep their voter registration information current.

To participate in a party's primary election, you must be affiliated with the party.

You can update your name, address and/or party affiliation:

[Online](#) (online option requires a Maryland issued Driving License or ID)

DEADLINES TO REQUEST A MAIL-IN BALLOT FOR 2024 PRESIDENTIAL PRIMARY AND/OR GENERAL ELECTION

To request a mailed or faxed mail-in ballot - Tuesday, May 7, 2024

To request a mail-in ballot delivered via internet - Friday, May 10, 2024

To request a mail-in ballot in person - Tuesday, May 14, 2024

To request a mail-in ballot in person, please visit Montgomery County Board of Elections.

Demographic Breakdown Fall 2023 (credit students)

Hispanic 29%

Black 25.4%

White 19%

Asian 12.8%

Foreign/unknow 9.6%

Multi race/Native American/Pacific Islander 4.2%

Average Student Age 23.1

Part time students 65.6%

Full Time students 34.4%

Average case load (credits and billable) 9.0

Montgomery College has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in fall 2023. Our NSLVE authorization runs through 2033.

New NSLVE data not yet available.

Our 2020 campus voting rate was 58%.

Our 2020 campus voter registration rate was 72.7%.

Our 2018 campus voting rate was 41.7%.

Our 2016 campus voting rate was 53.3%.

Montgomery College has been recognized by ALL IN with the following seals of recognition for past elections: 2020 Bronze.

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Compare NSLVE data from 2020 to 2022 to develop goals for the General election. This information will help us create realistic goals for increased voter registration and student voting metrics.
- Support Goal 1 of our new strategic plan by promoting civic opportunities at Montgomery College. The intended outcome of this strategic plan goal is the integration of civic engagement in the College's practices.
 - The presidential remarks for Spring and Fall Opening meetings will include language about collegewide support for voter engagement activities.
 - There will be increased outreach on each campus and Workforce Development sites by College employees and MC Votes Student Ambassadors
 - A memo from the President will be sent to employees encouraging them to become poll workers.
- Promote use of ballot boxes on all three campuses. For the first time ever, the Board of Elections will place ballot boxes on each of our three campuses and one of our goals for the year is to promote this opportunity so it is well utilized.
 - Collect baseline data in terms of the use of the ballot boxes on each campus
 - Implement a robust communications and outreach campaign to promote the use of the ballot boxes
- Grow the peer-to-peer student ambassador program.
 - We will pay 5 students that can commit to serving as an MC Votes student ambassador for two semesters.
- Increase faculty participation in voter engagement efforts.
- Promote the importance of party affiliation in Montgomery County primary elections.
 - Develop student developed fliers that explain the importance of party affiliation in a closed election
- Promote and implement new guidance on excused absences from class for student voting and poll work.
 - Create communications so faculty and students are aware of this new guidance.

Strategy:

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

Montgomery College coordinates its student voter action and engagement efforts through the MC Votes committee. The Office of Community Engagement convenes monthly meetings of the MC Votes committee. This committee is led by a representative from Student Affairs (Lisa Hackley, student life director for the Rockville Campus), Academic Affairs (Professor Joe Stumpf, chair of the History and Political Science Department), and the Office of Community Engagement (Karla Silvestre, director). Our student voting coordinator is Gloria Bonilla, associate director for community engagement. She also coordinates our MC Student Ambassador program for peer-to-peer engagement with students. The monthly meetings are used to plan activities for the year, advocate for voter empowerment improvements at the College, learn about and promote different departments' efforts in voter engagement, and coordinate efforts. We used our data from the National Study of Learning, Voting, and Engagement to guide our work. Our data from 2020 told us that many of our students were registered to vote but only half of them were turning out to vote on election day. Since then, we targeted some of our activities to get out the vote during early voting and on election day. We partner with the League of Women Voters for Montgomery County, the Montgomery County Board of Elections every year, and sororities and fraternities. These groups regularly conduct outreach activities on campus to encourage students to register to vote, check their registration, and sign up to become election workers. A few years ago, the League of Women Voters conducted a study on student voting and best practices which we have used to guide our work. They recommended in-person outreach, peer-to-peer contact, use of social media to have students challenge their networks to use social media to get out the vote, and to help students know what to expect when they get to the voting booth. We tried to direct our activities to meet some of these best practices by conducting tabling on all three campuses, recruiting six MC Votes student ambassadors, passing out voter guides so students could study the candidates, and implementing a robust communications plan including social media.

One of our unique strategies is the MC Votes Student Ambassador program. These are students (some paid and some volunteer) who work to promote voter engagement on campus. They conduct outreach on each campus passing out information on voter registration, poll worker opportunities, and other information such as polling locations. They work with faculty so they can speak to their classes and engage with their peers directly. They also produce videos encouraging students to register, vote on election day, and encourage others to vote. We have found the MC Votes Student Ambassador program to be an effective strategy to encourage student voter participation.

Faculty at Montgomery College are emailed a document with important election dates to bring up with their students and are referred to the MC Votes website to find other resources such as Project Pericles so they can integrate voter education in their classes. Other faculty invite local elected officials to their classes to discuss several topics of importance to students, civic education, elections, and current events. The faculty representative of our MC Votes committee presented to all faculty chairs on several occasions about the resources available to them on voting so they could plan to integrate lessons into the courses for the spring and fall semesters.

The Office of Student Life holds numerous events throughout the year to engage students in voting and civic education (see list of events below). For example, on National Voter Registration Day, they hosted the League of Women Voters to conduct in-person outreach on each of our campuses and organized fun trivia activities to connect with students around voting. The Office of Compliance, Risk, and Ethics sends out a reminder to all students on how they

can register to vote several times a year. The communication is visually appealing and contains both College, county, and state resources. In addition, the Office of Communications and the Office of Community Engagement promote voting information through newsletters, social media, and videos in multiple languages.

Sampling of events conducted in the past academic year that will be repeated in FY24.

8/8/22 Event title: New Student Resource Fair. Number of people contacted/reached: 12

8/31/22 Event title: Board of Elections Information & Voter Registration Table. Number of people contacted/reached: 26

9/1/22 Event title: Voter Turnout Outreach Project. Number of people contacted/reached: 8

9/13/22 Event title: Board of Elections Information & Voter Registration Table. Number of people contacted/reached:12

8 9/13/22 Event title: Get out the Vote Post Card Writing. Number of people contacted/reached: 60
9/13/22 Event title: League of Women Voters attended Volunteer Fair to recruit volunteers. Number of people contacted/reached: 128

9/14/22 Event title: Volunteer Fair. Number of people contacted/reached: 60

9/14/22 Event title: MC Votes Initiative/Club Program Tabling. Number of people contacted/reached: 7 attendees

9/15/22 Event title: Voter Registration notice to MC students. Number of people contacted/reached: Current and recent MC students in "all student" email list 67,941

9/15/22 Event title: Constitution Day. Number of people contacted/reached: 96

9/20/22 Event title: National Voter Registration Day. Number of people contacted/reached: 144

9/20/22 Event title: Voter's registration (LWV). Number of people contacted/reached:17

9/21/22 Event title: MC Votes Initiative/Club Program Tabling. Number of people contacted/reached:7

9/28/22 Event title: Club Rush/Resource Fair. Number of people contacted/reached: 30

9/28/22 Event title: Club Rush (LWV). Number of people contacted/reached: Approx. 50

October 2022 Event title: Get out the Vote Post Card Writing Campaign. Number of people contacted/reached: 2,450 (writers + recipients collegewide).

10/1/22 Event title: Mailing postcards. Number of people contacted/reached: 500

10/4-12/22 Event title: Postcard writing. Number of people contacted/reached: 214

10/4/22 Event title: Voter Education session "Let Your Vote=Your Voice". Number of people contacted/reached: 32

10/10– 11/8/22 Event title: Get Ready to Vote Collegewide tabling. Number of people contacted/reached: 223

10/6- 10/17/22 Event title: Be a Voter! Postcard Writing Campaign. Number of people contacted/reached: 331 postcards

10/10/22 Event title: Postcard writing classroom. Number of people contacted/reached: 30

10/12/22 Event title: Postcard writing parties. Number of people contacted/reached: 126

10/12/22 Event title: MC Votes Initiative/Club Program Tabling. Number of people contacted/reached: 19

10/13/22 Event title: MC President Campus Inauguration Post Card Writing Party. Number of people contacted/reached: 118

10/17/22 Event title: Voter Registration. Number of people contacted/reached: 40

10/19/22 Event title: MC Votes Initiative/Club Program Tabling. Number of people contacted/reached: 18

10/26/22 Event title: Every Vote Counts: Close Elections in the United States (interactive event). Number of people contacted/reached: 28

10/27/22 Event title: Voter Engagement Instagram Reel. Number of people contacted/reached: 1,103 views & 51 likes from GT student life account. Also shared by several other IG accounts including @ montgomerycollege.

10/26/22 Event title: Amharic language Get Ready to Vote video.

10/31/22 Event title: MC Votes Tabling. Number of people contacted/reached: 10

11/1/22 Event title: MC Votes Student Presents to GT Open Senate Meeting. Number of people contacted/reached: 32 (estimate)

11/1/22 Event title: MC Votes Tabling. Number of people contacted/reached: 23

11/1/22 Event title: Let's Talk! Voting Rights. Number of people contacted/reached: 20 (estimate)

11/2/22 Event title: MC Votes Tabling. Number of people contacted/reached: 20

11/3/22 Event title: MC Votes Tabling. Number of people contacted/reached: 20

11/8/22 Event title: MC Votes Tabling. Number of people contacted/reached: 6

11/8/22 Event title: MC Votes Initiative "MD Elections are Today/ Do not forget to Vote!". Number of people contacted/reached: 31

11/8/22 Event title: MC Votes Tabling. Number of people contacted/reached: 60 (estimate)
11/22/22 Event title: Social media promotion

1/24/23 Event title: Voting Information with League of Women Voters. Number of people contacted/reached: 150

2/7/23 Event title: Voter Information & volunteer recruitment with Board of Elections and League of Women Voters Board of Elections and League of Women Voters. Number of people contacted/reached: 106

2/8/23 Event title: Voting Information with the League of Women Voters. Number of people contacted/reached: 200

2/8/23 Event title: Presentation "State of the Union: What to Expect in 2023". Number of people contacted/reached: 35

2/15/23 Event title: Spring Volunteer Fair with League of Women Voters and Montgomery County Board of Elections. Number of people contacted/reached: 100

2/20/23 Event title: Presentation on January 6th insurrection, concerns about electoral college, and national system of voting. Number of people contacted/reached: 100

3/6/23 Event title: Presentation on the history of women's voting in the United States. Number of people contacted/reached: 40

3/21- 4/28/23 Event title: MC Student Outreach. Number of people contacted/reached: 65

4/1-4/28/23 Event title: Class Presentation to inform/educate MC students about MC Votes and student participation. Number of people contacted/reached: 47

April-May 2023 Event title: Survey to conduct faculty survey on how best to encourage student civic engagement. Number of people contacted/reached: 40

5/5/23 Event title: Voter Registration notice. Number of people contacted/reached: 74,516

Evaluation:

We will evaluate our action plan in the following ways:

Montgomery College will use the National Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both. Student Life conducts surveys with students to gauge satisfaction with the event and how much they learned about a topic. We also track the number of people reached at every outreach event. We have applied for the Carnegie Foundation's Classification for Community

Engagement but we did not receive the classification. We did meet to understand our feedback from the Classification staff.

Reporting:

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

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

Our report will be posted on our MC Votes website and it is shared as required by law with the Maryland Higher Education Commission. Our NSLVE data is also an indicator for Goal 1 of our strategic plan. Therefore, that data will be shared publicly along with other indicator data for our strategic plan.