## Moorpark College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by Moorpark College's Civic and Voter Empowerment Committee:

- **Judah Robinson**, Director of Student Advocacy, Associated Students of Moorpark College
- **Sean Rosskopf**, President, Associated Students of Moorpark College
- **Kristen Robinson**, Student Activities Specialist

### Executive Summary:

This nonpartisan democratic engagement action plan was developed by Moorpark College in California 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 goals for Moorpark College for the 2024 election are to educate community members about voter registration dates, voting dates, ballot initiatives, and candidates through campus engagement events/activities and electronic and print marketing collateral. Moorpark College will collaborate with internal and external stakeholders to achieve its goals, which are outlined below.

### Leadership:

Our campus-based leadership team includes:

- **Judah Robinson**, Director of Student Advocacy, Associated Students of Moorpark College
- **Sean Rosskopf**, President, Associated Students of Moorpark College
- **Rolland Petrello**, Communication Studies Department Chair and Professor; Forensics (Speech and Debate) Program Coordinator and Coach
- **Kristen Robinson**, Student Activities Specialist

Collaborations with the following student groups are also anticipated:

- **Jack Reed**, President of the Progressive People's Club at Moorpark College
- **Anthony De La Rosa**, President of the Young Americans for Freedom at Moorpark College
- **Neela Azizad**, President of the Muslim Students Association at Moorpark College
- **Emily Ernisova**, President of the Women in Engineering, Math, and Science Club at Moorpark College

Joint activities are scheduled with the following external agencies:

- **Buen Vecino** (contact: Willie Lubka)
- **League of Women Voters of Ventura County** (contact: Betsy Patterson or Jeanette Hosek)

## Commitment:

Moorpark College has demonstrated its longstanding commitment to civic engagement and fostering an informed and participatory electorate. Examples include its support and involvement in the City of Moorpark's Complete Count Census Workgroup in 2019-2020, as well as the inclusion of civic engagement in the institution's Education Vision Plan, which guides all strategic planning and resource allocation prioritizations for the College.

## Landscape:

Ventura County provides several resources to inform community members about ballot measures, candidates, election dates, voter registration information, and other important details to demystify the process of voting for residents in the area. For example, the Elections Division website (https://recorder.countyofventura.org/elections/) includes instructional videos, press releases, and other information, and they also offer the option of in-person appointments with an Elections Division representative for questions related to voter registration, candidate filing, and more.

The Elections Division allows for multiple ways of voting, making it relatively easy for Ventura County residents to cast their ballots. Vote by mail, ballot drop off boxes, and in-person voting are all permissible, as are provisional voting options for rare instances when people are displaced by natural disasters. Online resources allow for the tracking of ballots too. According to the County of Ventura Elections Division website, there are over 513,000 registered voters in Ventura County.

To vote at one's polling place on election day, or to receive a ballot in the mail, Ventura County residents must register no less than 15 days before the election. According to the City of Ventura website (https://www.cityofventura.ca.gov/1155/Voter-Registration), "after the 15 day deadline, eligible voters who have not registered may still vote by registering and casting a provisional ballot at the Ventura County's Elections Division (Government Center - Administration Building, Lower Plaza - 800 S. Victoria Avenue, Ventura)". This might be prohibitive for people who live outside of Ventura or for whom reliable transportation is an issue.

Moorpark College is a public community college and joined the ALL IN Campus Democracy Challenge in 2020. Our institution is designated as the following:  Minority-Serving Institution; Hispanic-Serving Institution; Champion of Higher Education for Excellence in Transfer in 2023; and the 2023 Aspen Institute finalist, Aspen Prize for Community College Excellence.

Moorpark College has 14,361 students. Here is a breakdown of demographic information accessed via the California Community College Chancellor's Office's DataMart system:

## Enrollment status:

| Enrollment Status Summary | | |
|---|---|---|
| | Spring 2023 | |
| | Student Count | Student Count (%) |
| Moorpark Total | 12,405 | 100.00 % |
| First-Time Student | 586 | 4.72 % |
| First-Time Transfer Student | 402 | 3.24 % |
| Returning Student | 1,480 | 11.93 % |
| Continuing Student | 8,660 | 69.81 % |
| Uncollected/Unreported | 1 | 0.01 % |
| Special Admit Student | 1,276 | 10.29 % |

## Gender:

| Enrollment Status Summary | | |
|---|---|---|
| | Spring 2023 | |
| | Student Count | Student Count (%) |
| Moorpark Total | 12,405 | 100.00 % |
| Female | 6,536 | 52.69 % |
| Male | 5,555 | 44.78 % |
| Non-Binary | 57 | 0.46 % |
| Unknown | 257 | 2.07 % |

## Age:

| Enrollment Status Summary | | |
|---|---|---|
| | Spring 2023 | |
| | Student Count | Student Count (%) |
| Moorpark Total | 12,405 | 100.00 % |
| 19 or Less | 5,062 | 40.81 % |
| 20 to 24 | 4,387 | 35.36 % |
| 25 to 29 | 1,131 | 9.12 % |
| 30 to 34 | 639 | 5.15 % |
| 35 to 39 | 379 | 3.06 % |
| 40 to 49 | 436 | 3.51 % |
| 50 + | 369 | 2.97 % |
| Unknown | 2 | 0.02 % |

## Ethnicity:

| Enrollment Status Summary | | |
|---|---|---|
| | Spring 2023 | |
| | Student Count | Student Count (%) |
| Moorpark Total | 12,405 | 100.00 % |
| African-American | 258 | 2.08 % |
| American Indian/Alaskan Native | 22 | 0.18 % |
| Asian | 1,027 | 8.28 % |
| Filipino | 69 | 0.56 % |
| Hispanic | 5,132 | 41.37 % |
| Multi-Ethnicity | 1,056 | 8.51 % |
| Pacific Islander | 22 | 0.18 % |
| Unknown | 194 | 1.56 % |
| White Non-Hispanic | 4,625 | 37.28 % |

Moorpark 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.

Our 2020 campus voting rate was 70.8%.
Our 2020 campus voter registration rate was 82.4%.

Our 2018 campus voting rate was 43.1%.
Our 2018 campus voting rate was 69.9%.

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

Moorpark College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: ALL IN's Community of Practice for Hispanic-Serving Institutions; National Voter Registration Day (2022); National Voter Education Week (2022); Vote Early Day (2022).

## Goals & Strategies:

Our institution's nonpartisan democratic engagement goals are:

**Website Update:**
- We will update the Voter and Civic Engagement page on the Moorpark College website to include the latest voter information, deadlines, and resources. (Update by January 16, 2024.)

**Campus-Based Marketing:**
- Design and distribute banners and posters encouraging voter registration with accessible QR codes. (Create and print by January 16, 2024.)
- Place banners and posters at strategic locations around campus. (Work with campus facilities team to complete by January 22, 2024.)
- Create free voting-themed apparel to distribute during spring events. (To be completed in time for distribution at events referenced in next subsection.)

**Voter Registration Drives Opportunities:**
- Host voter registration opportunities during key campus events, including:
  - Club Rush on February 5th and 6th
  - Valentine's Day event on February 14th
  - Multicultural Day (date TBD)
  - Earth Day on April 20th
  - More Events to be Announced

**Information Dissemination:**
- Conduct a comprehensive information campaign on the issues for the November 5, 2024 ballot.
- Disperse flyers containing California voter information and deadlines. (Create by January 16, 2024.)
- Identify potential locations for advertisements, including but not limited to:

- o   Counseling
- o   Health Center
- o   Library
- o   Student Center
- o   Health Science Building
- o   Bathrooms
- o   Raider Walk
- o   Digital Marquees
- o   Performing Arts Center
- o   Gymnasium
- o   Parking structures
- Distribute information both virtually and in person to meet the diverse needs of all students.

## Communication Channels:
- Utilize various communication channels for outreach:
  - o   All-student Emails
  - o   Flyers, banners, and posters
  - o   Social Media
  - o   Moorpark College Website

## Important Dates in 2024:
- Keep students informed about crucial civic engagement dates:
  - o   March 5th, 2024 - State Primary Election
  - o   November 5th, 2024 - Presidential Election

## Collaboration with Student Groups and Committees:
- Leverage collaboration with various student groups and committees, emails sent out in December 2024, offering invitation to participate in encouraging student voters.
- Target all student clubs and organizations, with specific requests to collaborate with:
  - o   Progressive People's Club at Moorpark College
  - o   Young Americans for Freedom at Moorpark College
  - o   Women in Engineering, Math, and Science (WEMS) Club at Moorpark College
  - o   Muslim Students Association at Moorpark College
  - o   Jewish Club at Moorpark College
  - o   Environmental Club at Moorpark College
  - o   Additional Clubs Will Be Invited to Collaborate

## Evaluation Strategies:
- Implement event evaluations to assess the effectiveness of voter registration activities.
- Conduct campus and committee debriefings to gather feedback and identify areas for improvement.

## Evaluation:

The Civic and Voter Empowerment Workgroup will regularly review and update the action plan based on feedback and changing circumstances. The group will collaborate to remain informed about any updates or changes in California voting regulations and deadlines and augment its efforts as necessary.

Moorpark 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.

## Reporting:

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

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