

New College of Florida Democratic Engagement Action Plan: 2022-2023 Academic Year

I. Executive Summary

This action plan was developed by Jada McNeill, to communicate our strategy for increasing both the registration and turnout rates of voters at New College of Florida. The planned activities outlined here will be carried out over 2022-2023 Academic Year, on and around our campus in Sarasota, Florida.

The following groups will be leading this work at New College of Florida in order to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Undergraduate Students
- Faculty
- Student Affairs Staff
- Campus Vote Project

The mission of our initiative is:

- NCF V.O.T.E. is the name of the voting initiative developed by New College of Florida's Office of Student Activities and Campus Engagement (SA[u]CE), an office within New College's Division of Student Affairs. SA[u]CE created the acronym V.O.T.E. to stand for voting, outreach, training, and education, and its initiative encompasses and integrates all of these components to promote and normalize democratic engagement into all aspects of campus life.

II. Leadership

Jada McNeill- Asst. Director of Civic Engagement will be overseeing the work to increase civic learning and democratic engagement on campus. She will be supported in this work by:

- **Core Team:**
- Campus Vote Project Fellows
- NewCo Vote Coalition (when it begins, this group of students will help with democratic engagement initiatives across campus)
- Faculty- Michael Gorup, Frank Alcock
- Vice President of Student Affairs- Marjorie Thomas
- Asst. Director of Student Involvement- Lesley Nickels
- Director of Student Activities-Dani McCalla
- Asst. Director of Student Success- Kaylie Stokes (orientation)
- Director of Outreach (when the new person gets hired)

- **Off Campus Collaborators:**
- League of Women Voters
- Sarasota County Supervisor of Elections
- City of Sarasota
- Democracy Works
- IDHE
- Ask Every Student
- Build Local Power

- **Future groups/people to be involved:**
- President of NCF- Pat Okker
- More faculty
- Resident Assistants (RAs)
- New College Foundation (Alumni)
- Issue-Based Student Organizations
- Student Government (NCSA)

This coalition is diverse and inclusive of:

- Leaders who can help with outreach and power building by bringing more people across campus into our work and representation from different parts of campus, including student leadership and alumni.
- This group will plan to meet once a month once the coalition is official.

We are also partnering with the following organizations from the Students Learn Students Vote Coalition to support our efforts on campus:

- Democracy Works
- All In
- IDHE

- League of Women Voters
- National Conference on Citizenship
- Vote Early Day

III. Commitment

On campus, we've seen:

- Voter education resources
- Political clubs or student organizations
- Voter registration
- Protests / rallies
- Civic engagement opportunities (poll workers)

On campus, we've experienced:

- Voting in student body elections
- Political speakers
- Walks / rides to polls
- Town halls
- Registering to vote
- Civic Holiday events (such as National Voter Registration Day, National Voter Education Week, and Vote Early Day)
- Deliberative dialogues
- Voter friendly campus designation

The emphasis on civic learning and democratic engagement could be increased. Students at NCF are really interested in advocacy for social issues.

IV. Landscape

The following tables provide a brief overview of the landscape of our campus. This information is based on data collected from Fall 2020 when our total student enrollment was 675.

Enrollment Data:

| Undergraduate | Graduate | Full Time | Part Time |
|---------------|----------|-----------|-----------|
| 97.00% | 3.00% | 97.00% | 3.00% |

| In-State | Out-of-State | International Students | On-Campus Residents | Commuter |
|----------|--------------|------------------------|---------------------|----------|
| 83.00% | 17.00% | 0.00% | 90.00% | 10.00% |

Gender Demographics:

| Men | Women | Non-Binary | Transgender |
|--------|--------|------------|-------------|
| 35.00% | 65.00% | 0.00% | 0.00% |

Age:

| 18-21 | 22-24 | 25-29 | 30-39 | 40-49 | 50+ |
|--------|--------|-------|-------|-------|-------|
| 97.00% | 97.00% | 3.00% | 3.00% | 3.00% | 3.00% |

Racial Demographics:

| Asian | American Indian / Alaska Native | Black | Hispanic | Native Hawaiian / Pacific Islander | White | 2 or More Races |
|-------|---------------------------------|-------|----------|------------------------------------|--------|-----------------|
| 4.00% | 0.00% | 4.00% | 18.00% | 0.00% | 67.00% | 4.00% |

Students at NCF register at a high rate, but there is a challenge to get students involved in civic learning/democratic engagement outside of registration. The barriers may be intense coursework or lack of interest in some of the opportunities.

V. Goals

Before setting our civic learning and democratic engagement goals on campus, we took the following information into consideration.

We know our campus faces following challenges internally when it comes to get out the vote efforts and registering voters:

- We can't be a voting site because we are too small
- Most students come to NCF already registered to vote
- Limited staff and students that focus on voter engagement on campus
- Limited funds
- Voter Engagement is not institutionalized

We also know our campus faces the following challenges externally when it comes to get out the vote efforts and registering voters:

- FL Vote Laws
- Reliable and consistent transportation

With that said, we know our campus has the following strengths when we approach our voter engagement work:

- High voter registration & voter turnout
- Students passionate about advocacy/social justice
- Consistent programming that connects democratic engagement and advocacy
- Strong dialogic discussions about current issues
- Voter Friendly Campus designation
- Won awards in the ALL IN Democracy challenge

With this in mind, we have set the three goals that we would like to achieve over the next academic year:

- By Fall 2022, we will have the NewCo Vote Coalition developed to include faculty, staff, and students to further our voter engagement efforts on campus.

- By Fall 2022, improve voter registration during Orientation by having 25% of the new students signed up for TurboVote
- By Fall 2022, we will have the president send messaging about the importance of civic learning, democratic engagement, and voter registration.

We have also set three goals that we would like to achieve over the next five years:

- Developing a comprehensive democratic engagement series where students can earn credit that exhibits their civic competencies through event, workshop and program attendance
- Buying in First Year Studies faculty to include voter engagement within their courses (ex. Adding TurboVote to syllabi)
- Having a team of paid students to lead the NewCo Vote coalition and NCF V.O.TE .programs on campus .

VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

These are tactics that we **are already doing** in the **short term** (within the next year):

- -Participate in NSLVE
- -Celebrate the Civic Holidays (NVRD, NVEW, VED)
- -Vote Information page developed on main New College website
- Designated Voter Friendly Campus

These are tactics that we **plan to do** in the **short term**:

- -Intentionally incorporate voter engagement within orientation
- -Have a GOTV week during Midterms & General Elections
- -Build a vote coalition that consists of students, staff, and faculty

These are tactics that we **hope to do** in the **short term**:

- Work with student newspaper to do a segment on TurboVote
- **Work with student government to increase democratic engagement efforts**
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These are tactics that we **are already doing** for the **long term** (beyond the next year):

- Building out a co-curriculum transcript around democratic engagement for students

These are tactics that we **want to do** in the **long term**:

- Have paid student workers that focus on democratic engagement

These are tactics that we **hope to do** in the **long term**:

- Become an early voting site

VII. National Study of Learning, Voting, and Engagement (NSLVE)

Our campus has access to our National Study of Learning, Voting, and Engagement (NSLVE) data for Fall 2020. In Fall 2020 our registration rate was 92.6. In comparison to the data from four years prior in our NSLVE report, this rate increased.

In Fall 2020, our voting rate was 82.1 and our voting rate among registered students was 88.7. During this year, our voting rate was higher than the national average.

In our NSLVE report, we had racial data for the following groups:

- Asian
- American Indian / Alaska Native
- Black
- Hispanic
- Hawaiian / Pacific Islander
- White
- 2 or More Races

For the racial groups that have recent voter turnout data, we saw the following groups increase in voter turnout compared to four years ago.

- Hispanic
- White
- 2 or More Races

VIII. Reporting & Evaluation

We plan to share this Action Plan internally when it is complete by taking the following actions:

- Emailing core team, and coalition

We plan to share this Action Plan externally when it is complete by taking the following actions:

- Post on the campus website
- NCF Newsletter

We will collect feedback on this plan by:

- Regrouping with campus coalition to debrief and reflect

We plan to evaluate our success by:

- Reviewing our NSLVE data and looking for improvements year over year
- Seeking out feedback throughout the action planning process from people outside of our action planning team
- Revisiting our goals, identifying goals achieved and not achieved, and adjusting our short and long-term goals accordingly