

# NORCO COLLEGE

## Civic Engagement Action Plan 2024 - 2025 Academic Year

### **I. Executive Summary**

This action plan was developed by Edwin Romero, Associate Faculty, Student Activities Coordinator to communicate our strategy for increasing both the registration and turnout rates of voters at Norco College. The planned activities outlined here will be carried out over 2023 - 2024 Academic Year, on and around our campus in Norco, California.

The Associated Students of Norco College (ASNC) will lead this work at Norco College to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections.

### **II. Leadership**

Dr. Edwin Romero, Associate Faculty, Student Activities Coordinator will be overseeing our work to increase civic learning and democratic engagement on campus, supported in this work by the Associated Students of Norco College, who are supporting the efforts with human and financial resources. ASNC is composed of student leaders who effectively connect to their peers across campus. This coalition is diverse and inclusive of student representation from various parts of campus, including various majors, programs, and organizations who support communities that are historically underrepresented in democracy.

Our group plans to meet monthly and as needed in the ASNC office. In the event that our leadership leaves campus or is no longer involved in this work, we have a succession plan in place. Should the Coordinator leave, the Dean of Student Life shall assume or delegate the responsibility. Should ASNC become inactive, we will work with student leaders from various clubs and organizations.

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

- Student Senate for the California Community Colleges, California Secretary of State's Students Vote Project, All In Campus Democracy Challenge, A Band of Voters, & Pizza to the Polls.

### **III. Commitment**

Our institution, and our campus leadership, demonstrates a commitment to improving civic learning and democratic engagement. As stated in our [Mission Statement](#), under core commitments, it reads: Civic Engagement: Being fully engaged with the local community by listening to needs; establishing programs and partnerships to meet regional needs; forming alliances with other educational institutions to create a continuum of educational opportunities; and communicating information about Norco College programs and services to the external community.

We also see this same commitment reflected in our institution's values. They state, "Civic Engagement: Being fully engaged with the local community by listening to needs; establishing programs and partnerships to meet regional needs; forming alliances with other educational institutions to create a continuum of educational opportunities; and communicating information about Norco College programs and services to the external community."

We also have had a senior leader committed to civic learning and democratic engagement on our campus.

On campus, we've seen:

- Voter education resources
- Campus leaders promoting voting
- Voter registration tables

On campus, we've experienced:

- Voting in student body elections
- Registering to vote
- Civic Holiday events (such as National Voter Registration Day, Constitution Day, and Vote Early Day)

### **IV. Landscape**

Norco College serves approximately 12,000 students and is a diverse campus, reflecting the community we serve. We are Hispanic Serving Institution with 58.8% of students identifying as Hispanic or Latine. Additionally, 6.5% of our students identify as Black or African American and 9.2% identify as Asian or Pacific Islander ([Norco College](#)

[At-a-Glance](#)). Our students vary in age, socioeconomic status, and degree/ career goals.

Our institution has also utilized the Community College Survey of Student Engagement, conducts regular equity data assessments and other data-gathering efforts. They help to inform our institution's civic learning and democratic engagement efforts by the data is reported at the college committee level and is used to develop student success goals.

## **V. Goals**

Before setting our civic learning and democratic engagement goals on campus, we considered the following information:

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

- Currently, we do not have someone whose job responsibility is to foster civic learning and democratic engagement on our campus.
- The voter engagement work on our campus is very siloed within one office.
- The members tasked with the civic engagement effort are busy with various other projects and responsibilities.

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

- We don't have working relationships with community partners who are invested in civic learning and democratic engagement.
- The political views of our students do not generally align with our institution's surrounding communities.

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

- Our institution's mission statement, values, and strategic plan mention civic learning and democratic engagement.
- We have a coalition of people positioned to implement civic learning and democratic engagement on campus.
- We have processes in place for registering large percentages of our students.
- We have ways in which we communicate voting information to our students.
- We use the resources readily available to develop and implement civic learning and democratic engagement on our campus.
- We have sustainable or consistent funding.
- Voter engagement efforts on campus are nonpartisan.

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

- 1) To conduct at least one in-person voter registration event for students.
- 2) To place a voter registration link on the Norco College homepage.
- 3) To promote voter registration via social media and campus postings.

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

To establish a working group that can maintain an annual commitment to voter registration outreach efforts.

To achieve the 75th percentile in student voter registration percentage.

Establish partnerships with at least one local voter education organization to promote voting rights education.

## **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):

- Posters with QR codes to the Secretary of State's webpage for online voter registration and voter status. Posting in the student App, on the college social media, homepage, and emails with voter registration information. Booths hosted during Club Rush, Constitution Day, and National Voter Registration Day promoting voter registration.

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

- Hosting a booth on the last day to register to vote online, encouraging students to register.

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

- Ask faculty to make announcements in class about online voter registration. Inviting speakers to host critical discussions about civic responsibility and current affairs.

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

Establish a committee dedicated to civic engagement and voter empowerment.

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

We are not currently enrolled in the National Study of Learning, Voting, and Engagement (NSLVE). We will seek registration.

## **VIII. Reporting & Evaluation**

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

- Email to members of our campus coalition
- Email to campus administration

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

- Post on the campus website

We will collect feedback on this plan by:

- Regrouping with campus coalition to debrief and reflect
- Integrating feedback collection into individual campus efforts

We plan to evaluate our success by:

- Reviewing our NSLVE data and looking for improvements year over year
- Seeking 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