



Norco College 2020 Democratic Engagement Action Plan
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Executive Summary:

With COVID-19 shutting down our college for in-person gatherings, our plans have changed regarding voter engagement. As a result, we have developed an online and social media strategy. This semester, we have sent out emails to students weekly and posted on social media every other day. We have also shared addresses of voting locations, and information about Absentee Ballots and Mail-In Ballots.

The Office of Student Life has taken the lead on Civic and Voter Engagement with our top goals being to spread the word to our returning students and help new students register to vote, if they have not done so already.

Leadership:

Our leadership team includes the following:

Dr. Edwin Romero, Student Activities Coordinator/Faculty Member
Angel Lizardi, Administrative Assistant, Student Life
Carmen Parra, Student Employment Specialist
Kaytlyn Blank, Athletic Trainer

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

Have not been able to track these rates. There are 15,000 students attending our college.

Goals:

Our campus democratic engagement goals are:

Short Term: 25% of student body voting in 2020 election; Long Term: 50% of student body voting in 2022 election.

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

COVID-19 has limited us to only virtual events and online marketing.

NSLVE:

Norco College has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website.

Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.