



NORMANDALE
COMMUNITY COLLEGE

Democratic Engagement Action Plan 2024



Table of Contents

[Executive Summary](#)

[Leadership](#)

[Commitment](#)

[Landscape](#)

[NSLVE](#)

[Goals](#)

[Strategies](#)

[Reporting](#)

[Evaluation](#)

Normandale Community College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Genavieve Lawler

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Normandale Community College in Bloomington, Minnesota for the 2024 election cycle. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. This plan further builds off of a plan developed in fall 2023. We will continue to add contributing coalition members in order to discuss this plan and future plans with stakeholders as we develop our goals and outcomes. Although this document focuses on the 2024-2025 year, this will be a working document for future cycles of civic engagement education programming.

The goals for Normandale Community College for the 2024 election are:

- To encourage students to become and remain civically engaged not only during their time at Normandale, but as citizens of society.
- To increase voter registration and turnout among students.
- To create a welcoming and educational environment regarding civic and political engagement.
- To encourage staff and faculty to be civically engaged and instill this in students.
- To review the data from the National Study of Learning, Voting and Engagement (NSLVE) and continue creating assessment goals based on this information.
- To broaden contributing members and perspectives to this action plan as we continue this work.

Leadership:

Our coalition includes the following individuals, campus groups, and organizations:

Genavieve Lawler – **Student Life Involvement Coordinator, Campus Voting Coordinator, & Student Senate Co-Advisor**

Colleen Cahill- **Director of Student Life**

Jordan Shoulders- **Student Services & Student Senate Co-Advisor**

Tim Lapanne- **Director of New Student Programs**

Marketing Department

Normandale Student Senate

Rochelle Nibbe- **Student Senate President**

Elizabeth Klages- **Political Science Department**

Politics & Law Club

Nancy Claycomb- **League of Women Voters- Bloomington Board Member**

LeadMN
ALL IN Campus Democracy Challenge

As we continue to develop this plan further, we hope to include more members and groups from the College and the community. We recognize that there are people, departments, and groups missing from our coalition and hope to open this opportunity to share perspectives for all who may be interested as we move forward. We have yet to meet as a full coalition, but this will be one of our larger goals.

In the event of a change in leadership, the role of the Campus Voting Coordinator will be integrated as part of the position description of the Student Life Involvement Coordinator. This Action Plan, along with voting resources and information will be documented, stored, and maintained in the Department of Student Life Teams channel.

Commitment:

Normandale Community College is committed to civic learning and engagement, as evidenced in the curricular, co-curricular, and extra-curricular programming offered throughout the academic year. By fostering collaboration amongst the clubs, organizations, academic programs, faculty, and staff members on campus, we work to make connections across departments and the institution as a whole.

Even though civic engagement is not explicitly stated within the mission, vision, and values, the espoused points contribute to the experience of each student as an individual in order to inspire them to critically think and evaluate their opportunities and potential. Normandale is dedicated to the formation of well-rounded individuals where we cultivate a community of connectedness and to meet students where they are at. The community encourages curiosity, learning more about civic engagement, politics, and elections falls under this category. This action plan aims to bridge our strategic plan with our goals of broader education and civic engagement.

Strategic Planning

- **Mission**
 - To cultivate a welcoming college community
 - To foster every student's talents
 - To build an equitable world
- **Vision**
 - Limitless human potential realized
- **Values**
 - **Caring-** We cultivate a college community where people feel a sense of belonging and connectedness. We recognize that people learn and work better when their needs are met and they feel safe. We have the courage to communicate with compassionate candor. We are a community of kindness and respect.
 - **Curiosity-** We nurture curious minds in our students and in our employees. We are genuinely curious about one another. Curiosity fuels our pursuit of learning and inspires us to find better ways of doing things. It drives us to ask good questions and to seek information to answer them. We are a community of curious people.
 - **Commitment-** We work hard to achieve our mission and goals. We dedicate ourselves to meeting all our students where they are and helping them pursue

their aspirations. We are conscientious stewards of the college's resources. We are a community that expects a lot of ourselves and takes pride and joy in our work.

The Normandale Student Senate has also taken the lead and had a strong role within civic engagement initiatives at Normandale. This past year, the Senate hosted Constitution Day and National Voter Registration Day events in collaboration with LeadMN, in which around 100 students were registered to vote and were provided information and literature regarding the voting process. Senate has also worked closely with The League of Women Voters Bloomington branch in hosting a Mock Election in which the Secretary of State, Steve Simon, attended and provided voting information to student attendees. Attendees also were able to simulate voting at a booth as well.

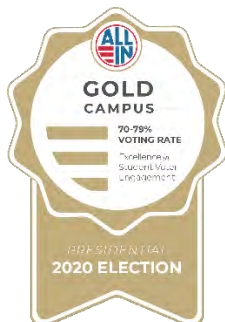
This is the first action plan that our institution has developed for ALL IN. With the newly implemented Minnesota legislation, each campus must have a voting coordinator. This role will help to bring continuity and organization to the coordination of the voting process, including voter registration and educational opportunities. This role will also include working with various departments within the College to inform students and make information more visible and available. Registration forms will be accessible to all students, Student Senate will be consulted on distribution methods and facilitating events in order to assist students in registering early and same day registration.

Normandale is committed to providing students with accurate, nonpartisan information. Students can view their ballot, find links to register to vote, and learn about the history and importance of civic engagement on Normandale's voting page. Students can view voting information and resources on the Normandale website: <https://www.normandale.edu/current-students/get-involved/voting.html>

Normandale Community College does not have a current signatory to ALL IN's Presidents' Commitment to Full Student Voter Participation. As we consult further with administration on this plan, this will be an agenda item taken into consideration.

In 2018, the inaugural year of the LeadMN Democracy Cup, Normandale won in the two-year public colleges category. This meant that Normandale had the highest voter turnout among the two-year public colleges in Minnesota. The competition is held every two years and the winners are determined by the NSLVE data.

Normandale Community College received the ALL IN Gold Campus seal for the 2020 election for their excellence in student voter engagement with a voting rate between 70-79%.



Landscape:

Normandale Community College is a public 2-year institution within the MinnState Colleges and Universities system. It is located in Bloomington, Minnesota. Normandale was founded in 1968 and is the largest college and second largest undergraduate institution in the Minnesota State Colleges and Universities system. In FY23, Normandale served almost 14,000 students in our for-credit courses and awarded more than 1,500 degrees and certificates in more than 60 programs of study.

Normandale Community College joined the ALL IN Campus Democracy Challenge in 2024.

Our campus demographic and voting data:

- In fall semester 2023, Normandale Community College had 9,720 enrolled students.
- 35% were full-time, while 65% were part-time
- 51% were returning students
- 72% were underrepresented
- 24% were First Generation
- 48% were Pell Grant eligible
- 49% were Students of Color
- The vast majority of students ~90% are in-state students from the 7-county metro area of Hennepin, Dakota, Scott, Carver, Ramsey, Anoka, and Washington.
- All students are considered commuter students, as Normandale Community College is not a residential institution.

Programming has not recovered to what it was prior to the COVID pandemic, however campus engagement has been increasing steadily as we shifted back to more on-campus events and activities. Within Normandale there has been support across departments and divisions and from the community for involvement in general, and in terms of democratic engagement. We have had many organizations reach out about voter registration support and have worked with the League of Women Voters- Bloomington and LeadMN to host events on campus to educate students about voter registration, important election dates, what voting day looks like, etc. Faculty have encouraged their students to attend these events and have sometimes offered extra credit to their students for attendance. I think all members of campus look forward to on-campus events being offered. However, we still have quite a few students participating in the hybrid or fully virtual classroom environment. One of our challenges has been how to involve these students and offer robust and meaningful programs for this demographic.

Normandale Community College has authorized the National Study of Learning, Voting, and Engagement (NSLVE) through 2033 and will receive campus voting data in the future from Tufts University.

Below are the results from the 2020 NSLVE campus report. Further detailed data can be found at this link: <https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:d6fca26f-c282-38ff-8979-b3aff2b34d6f>

Figure 1: Overall Student Voting Rate

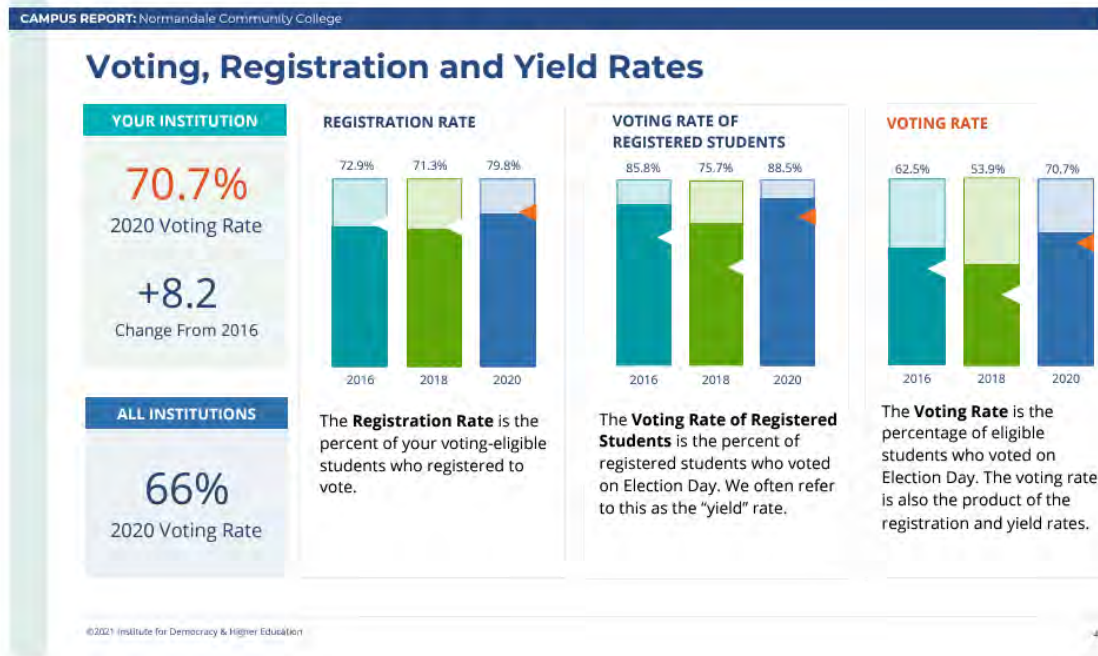


Figure 2: Student Voting and Registration Rates

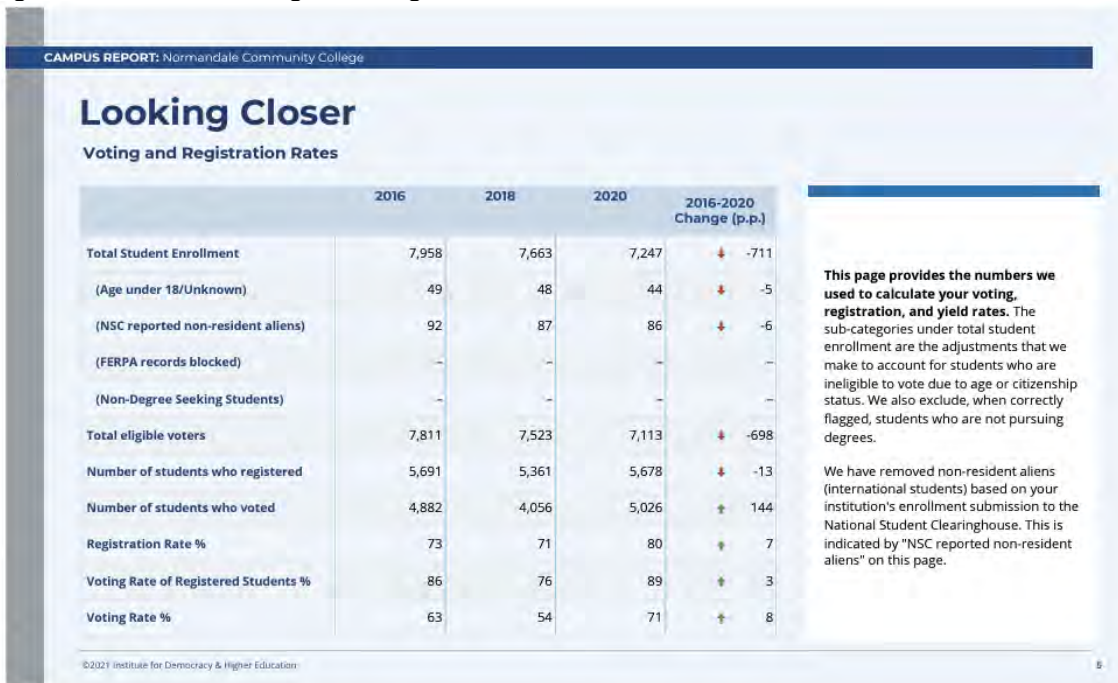


Figure 3: Comparison of Student Voting by Race & Ethnicity

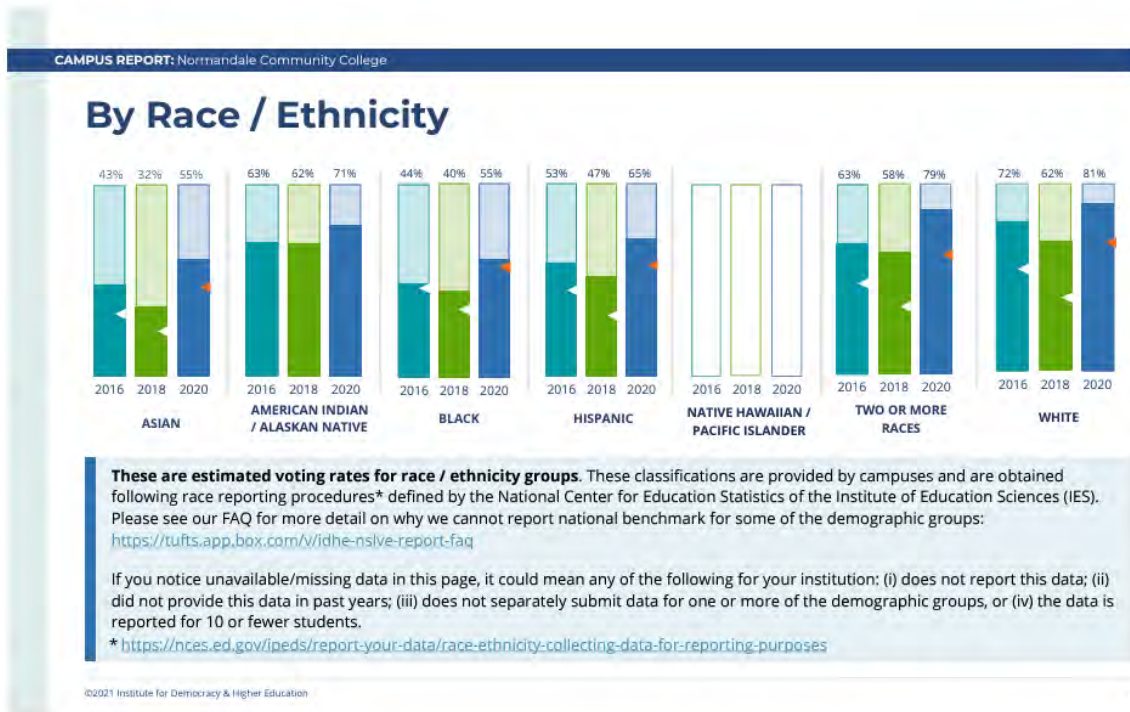
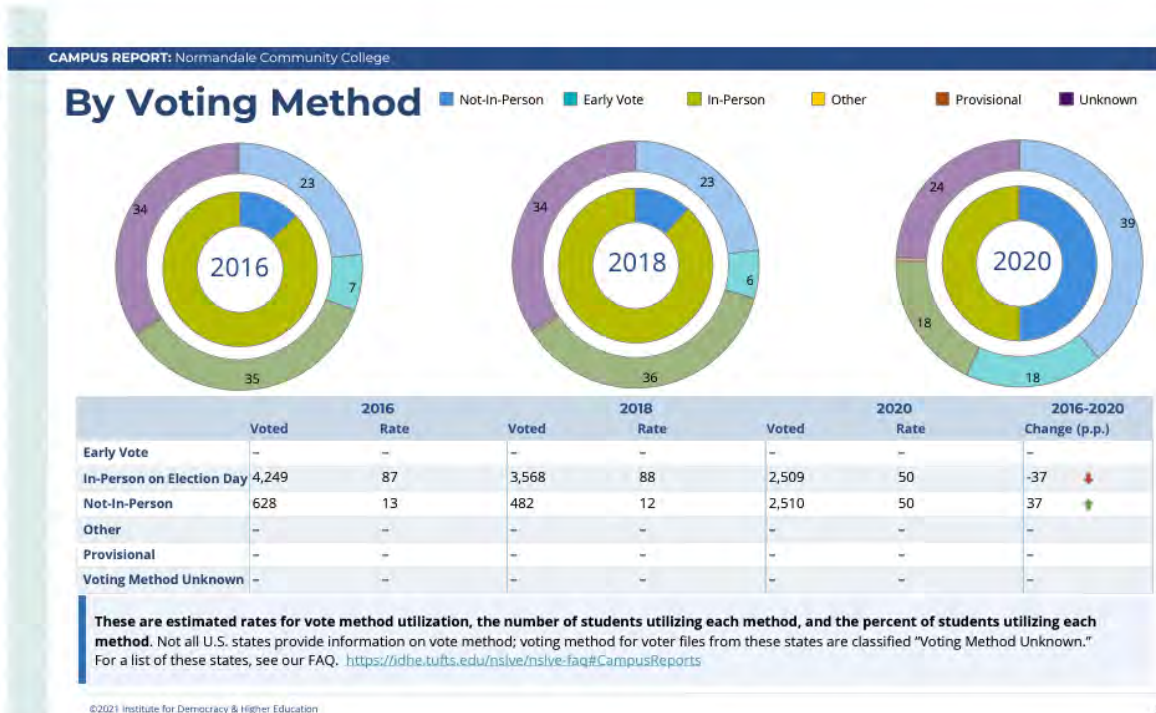


Figure 4: Student Voting by Method



Normandale Community College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus:

- ALL IN Campus Democracy Challenge
- Ask Every Student Commitment Campus
- Constitution Day
- Mock Election initiative
- National Voter Registration Day Community Partner
- League of Women Voters- Bloomington Tabling at Campus Involvement and Resource Fairs
- Student Senate Voter Registration Tabling events
- Students Learn Students Vote (SLSV)
- TurboVote access for students to find their voter registration information

The Minnesota State Legislature has also passed legislation in 2023 to ensure additional accountability measures be in place at Minnesota colleges and universities. The new requirements include:

- Designation of a campus voting coordinator
- Provide registration forms to each student each semester
- Consultation with campus student government
- Accessible webpage on the college website with voter and election information
- Submission of annual campus voter engagement report/plan
- Preparation of the list of currently enrolled students
- Written agreement to the county auditor to provide student housing lists for each election year

Important Minnesota Upcoming 2024 Election Dates & Deadlines

- Vote by mail or in person June 28th through August 12th for the Presidential Primary
- Primary Election Day- August 13th
- Vote by mail or in person September 20th through November 4th for Election Day
- Register in advance by October 15th to save time on Election Day
- Register same-day on Election Day on November 5th
- Election day- November 5th

Goals:

Normandale Community College's nonpartisan democratic engagement goals are:

Short term goals (2024): Since this is our first edition of our Action Plan, our main focus this year will be to increase access to educational and voting materials, establish the plan, and build the coalition. We will plan to host events on the Civic Holidays and coordinate closely with the Student Senate to facilitate these events. We will also hopefully have a chance to meet as a full coalition.

Long term goals (2-4 years in the future): Once we have our bearings and a better sense of the capacity of our coalition members, this work will have continuity and an established plan of

flow and responsibilities. For future election cycles, it would be ideal to strengthen our relationships and networks with local community and national organizations. Local election officials and those who have knowledge on these topics would be an invaluable resource for the College, as they can provide insight and possibly present in a workshop or panel session. Each year will give us a better understanding of the landscape and needs of our students, so taking the time to assess and analyze data we collect will allow for us to better meet the needs of our students.

Voter Turnout: Increase student voter turnout rate from 70.7% in 2020 to 78% in 2024 and 82% in 2026. As we had an increase of 8.2% from 2016, I think a goal of 8% this year is reasonable. Will reassess, as 8% increase is not realistic every cycle. It would be ideal to hit the 80-89% seal at some point in the future.

Voter Registration: Increase voter registration rate from 79.8% in 2020 to 86% in 2024, matching the steady increase from 2016 of around 7%. Will reassess, as this increase is not realistic every cycle. It would be ideal to hit the 80-89% seal at some point in the future.

Participation gaps: Address participation gaps in NSLVE data and aim to work with students in identity groups that had lower turnout rates.

Programmatic Goals:

- Grow our coalition to include more voices and representation from around the College and the community
- Integrate voter registration into more events and touch points
- Utilize our current student ambassadors to share voting resources and information
- Network and develop relationships with local election officials
- Have our president/chancellor sign the [ALL IN Higher Education Presidents' Commitment to Full Student Voter Participation](#) by December 2024.

Metrics and evaluation:

- Track attendance at events and registrations collected
- Establish who will collect and analyze the data


Strategies:

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

- Utilization of Civic Holidays such as Constitution Day, National Voter Registration Day, National Voter Education Week, Vote Early Day, and Election Hero Day
- Voter registration information and tabling during Welcome Week, Orientation sessions, Involvement Fair, Wellness & Resource Fair in the early fall
- Educational events such as speakers and workshops in collaboration with the League of Women Voters- Bloomington and LeadMN on topics such as the history of social justice and civil rights and voting, voter suppression, civil dialogue, the electoral college, the importance of local elections, creating space before and after the elections, voting resources as well as candidate forums, panels, tabling etc.
- Offer information for faculty to share with students on Desire to Learn (D2L), our online Learning Management System.

- Collaborate closely with student groups, particularly identity-based groups such as Asian Cultural Club (ACC), Latinos United at Normandale in Action (LUNA), Black Student Union (BSU), Muslim Student Association (MSA), etc.
- Work side by side with the Normandale Student Senate on tabling, Mock Election, and civic holiday events. Additionally, review the NSLVE data and action plan with the Senate and any other interested constituents at the college.

The following table highlights initiatives first established in fall 2023. We plan to continue with these efforts, as well as adding to this list.

		Voter Engagement Plan FY24		
#	Initiative / Task	Deadline / Timeline	Person Responsible, Partners	Results/Recommendations for Future
Required Tasks per Policy 2.3.1.1 – Student Voter Registration				
1.	Transmit a message of referral to a centralized voter registration website or platform that provides voter registration forms. Each campus shall identify one person to be the “Campus Vote Coordinator” to ensure compliance with this procedure. The Coordinator’s contact information must be posted on the institution’s website.	Added 11/3/23	Genna Lawler; Marketing & Communication Team	New website: https://www.normandale.edu/current-students/get-involved/voting.html
2.	Consult with their campus student association to determine the most effective means of distributing voter registration forms, supporting election day registration of students, and how to promote ‘get out the vote’ activities.	Throughout summer and fall 2024 meetings with Senate	Genna Lawler; Student Senate	
3.	Provide students attending on-campus orientation with a physical voter registration form or access to the online form.	In place- In Zone Org offices; Senate space in English, Spanish, Hmong, Somali and other languages available upon request	Genna Lawler; Tim Lapanne	•
4.	Provide students attending an online orientation with a link to the Minnesota Secretary of State’s website or another centralized voter registration website or platform that provides voter registration forms.	In place (Check in with Tim)	Genna Lawler; Tim Lapanne	•

5.	Communicate to students who reside in Minnesota, North Dakota, South Dakota, Iowa or Wisconsin as early as possible in the fall semester the instructions for how students may register to vote, making available information regarding State registration deadlines, residency requirements, and absentee voting, as applicable.	Provided via TurboVote access on Normandale website.	Genna Lawler; Marketing & Communication Team- Steve Geller	•
6.	Communicate a reminder to students after the voter registration deadline has passed, on how they can register to vote on Election Day.	This info will be provided fall semester through October 15 th and then same day registration info will be provided.	Genna Lawler; Marketing & Communication Team; Student Senate	• Communicated via the Roar; Student Senate tabling; TVs
7.	Ensure that all physical Minnesota voter registration forms received from students at the campus are submitted in timely manner to the Minnesota Secretary of State or county elections office.	October 15 deadline to mail in forms (encourage students to register online)	Genna Lawler; Student Senate; LeadMN- for forms collected when they are present	• We did not collect the forms, we just made them available • LeadMN collected the forms that were filled out on GOTV Day
Additional Tasks				
8.	Request Student assistance with voter engagement efforts/Voter engagement workgroup.	Senate will work on this via tabling and promoting on social media through Nov 4 th .	Genna Lawler; Student Senate	
9.	Celebrate and promote Civic Holidays: Constitution Day, National Voter Registration Day, National Voter Registration Week, Vote Early Day, and Election Hero Day	9/25/23; Bridget from LeadMN came out and we got students registered to vote; ongoing each year	Genna Lawler; Student Senate	
10.	Promote Voter Registration on campus via posters on campus	Posters up on campus via Senate and Student Life	Genna Lawler; Student Senate	Put these up with help of Senate
11.	Create TV slide promoting Voter Registration	Student Life will send to Pavel	Genna Lawler; Pavel Ignatenkov	Senate PR chairs to create imagery
12.	Work with students interested in voter engagement efforts/Voter engagement workgroup to implement ideas/respond to feedback.	Ongoing	Genna Lawler; Student Senate	Partner with League of Women Voters- Nancy Claycomb

Evaluation:

We seek to evaluate the effectiveness of our efforts to increase voter turnout and civic engagement on campus. Assessment and evaluation may live in the Department of Student Life with assistance from the Institutional Research Department for further analysis of our results and data collected.

NSLVE Data: Normandale Community College has authorized the National Study of Learning, Voting, and Engagement (NSLVE), and we will use our campus voting data to help with the evaluation of our action plan and nonpartisan democratic engagement efforts. As 2024 is the first year of our action plan, we will look to the results of the next NSLVE report in order to assess our goals and outcomes in terms of voter registration, turnout, and engagement.

Metrics beyond NSLVE data:

We will look to collect data via methods such as:

- Attendance at events,
- Number of pledges to vote,
- Voter registrations collected at events,
- Surveys to collect further information about the audience receiving our messaging

Data Collection: Overall, we have been looking to increase the assessment of our programs, events, and activities. We have an institutional research department and hope to partner more closely with this department as part of the coalition. The Department of Student Life and Student Senate will be collecting a large part of the data, as the organizers and staff of the events hosted on campus.

Ideas for data collection include student ID swipes, a counting clicker, sign in sheet, as well as collecting pledge cards and voter registrations forms. We would likely store this data in our own spreadsheets hosted in the Student Life Teams channel or hopefully establish a Coalition Teams channel. We would also be willing to add looking into a tracking system as an agenda item in our Coalition meetings. This data would be collected and organized in order to inform and contribute to future action plans and future coalitions.

Reporting:

This action plan will be shared internally and externally. The campus action plan and NSLVE reports will be shared on and be made available to administration and all students on the Voting Information and Resources page on the Normandale Community College website:
<https://www.normandale.edu/current-students/get-involved/voting.html>

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

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