



## North Hennepin Community College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Lindsay Fort  
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### Executive Summary:

This nonpartisan democratic engagement action plan was developed by North Hennepin Community College in Minnesota for the 2024 election. The plan was created by the Campus Voting Coordinators and the Campus Voter Engagement Team. 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 North Hennepin Community College for the 2024 election are: To improve and build upon campus voter registration and participation and to promote positive civic dialogue. This will be accomplished through digital marketing (emails, videos, online platform posts) and in-person tabling and voter outreach activities inside and outside the classroom during the 2024-2025 academic year.

### Leadership:

Our Campus Voter Engagement Team/Voting leadership team includes the following:

Lindsay Fort – Dean of Student Development, Campus Voting Co-Coordinator  
Monte Stewart – Director of Student Life, Campus Voting Co-Coordinator  
Tarsha Davis-Martin – Coordinator for Student Life  
Shantell Gill – Student Senate, President  
Gabriel Alagha – Student Senate, Vice President

Additional representatives include:

Liz Hogenson – Director of Marketing  
Matt Klinkhammer – Web and Digital Media Content Coordinator  
Tata Fatoumata Dore – Student Representative in Student Life  
Hanh Le – Events/Programming Coordinator

Additional Collaborators

- LeadMN.org Voter Engagement Coordinator, Molly Leutz – Tabling and voter registration, Class Rap participation
- CAPI - Collaboration with Civic Engagement Organizers at local civic engagement nonprofit organization CAPI to promote voter initiatives, including increasing voting awareness, mock voting, and other voting engagement opportunities on campus.
- Greater Twin Cities (MN) Chapter of the Links, Inc – National Voter Registration Day event joint tabling and voter registration with Student Senate on our campus from 12pm-2:30pm and 5pm-7pm.
- Coordination with Hennepin County Elections Office to gather eligible voter information.
- Various faculty requests to promote voting wrap-around sessions in their classes.
- Support from MN Secretary of State's Office from Michael Wall, Youth Voter Outreach Specialist, on state requirements, template emails, and GOTV activity ideas.

Student Senators who are assisting with Get out the Vote tabling events:

Secretary - Houreratou Bande

Treasurer - Chidera Okoye

Public Relations Coordinator - Tanzeela Awais

Legislative Coordinator - Iman Richards

Diversity & Equity Coordinator - April Eason

Senators at Large - Kwadwo Appiah, Samten Dolma

### Commitment:

North Hennepin Community College does has a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation. President Rolando Garcia signed the commitment in 2024. The President provided a space for the Campus Voting Co-Coordinators to present to all college employees on our welcome back required duty days on August 21<sup>st</sup> to demonstrate the commitment to the entire college.

The College Leadership Team is fully committed to our campus participation in voter engagement activities and ensuring our campus is a place for constructive and collegial civic dialogue. We understand that many political issues and election topics are complex and nuanced, we aim to create a campus space that allows for respectful dialogue and open learning.

The campus has identified a Campus Voting Coordinator and supports the establishment of a team to lead this work on campus comprised of student leaders, staff, faculty and administrators. We have implemented a Co-Coordinator model for the Coordinator role, so that we have sustained programming in the case of someone not being able to complete a task and for long-term succession planning purposes to ensure continuity in this work from year to year. We also have a budget identified for voter outreach efforts for printing, promotion and event materials.

We also have support from the employee unions as well, in particular the MSCF faculty union, has promoted the importance of class raps and sharing voter information in the classroom to it's participants.

## Landscape:

North Hennepin Community College is a public community college and joined the ALL IN Campus Democracy Challenge in 2018. Our institution is designated as the following: Minority-Serving Institution, Asian American and Native American Pacific Islander-Serving Institution.

Our campus demographic and voting data:

North Hennepin Community College has 5,756 students. As of Fall 2023, NHCC had 7,121 unduplicated students with an FYE of 2,893.

- 29% of students are full-time and 71% are part-time students.
- 59% female, 40% male
- 50% age 18-25, 24% 26 or older (average age 23)
- 55% are students of color (41.5% Caucasian, 25.4% Black or African American), 14.9% Asian, 8.4% Hispanic, 5.5% 2 or more races)
- Population also includes international students, ranging from 25-75 yearly. There are some undocumented students and other student populations who are ineligible to vote.

We are a fully commuter campus with no residential component. We are located in Brooklyn Park, MN (<https://datausa.io/profile/geo/brooklyn-park-mn>).

North Hennepin Community 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 63.9%.  
Our 2020 campus voter registration rate was 74.7%.

Our 2018 campus voting rate was 46.1%.  
Our 2018 campus voter registration rate was 67.6%.

North Hennepin Community College has been recognized by ALL IN with the following seals of recognition for past elections: 2016 Bronze, 2018 Gold, 2020 Silver.

North Hennepin Community College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: National Voter Registration Day (2018); National Voter Education Week (2020).

General Minnesota Election Calendar information:

- Primary Election is August 13, 2024
- Mail in or In-person voting is September 20-November 4, 2024
- Register to vote in advance by October 15
- Election Day is November 5, 2024

Data Utilization:

The Campus Voter Engagement team utilized this data to make decisions about how to do outreach, what platforms we would promote the information on, and when we would build this outreach. For example, we focused our tabling on certain times of the day when we have high

classroom traffic using our class offerings heat maps, as a commuter institution this was important to focus in on our times with the most opportunities to connect with students. We also specifically partnered with local organizations (CAPI & Greater Twin Cities Chapter of Links) to help us focus on our direct community population of students that cross over with their target populations. We have also been intentional about our Student Senators leading our voter outreach (tabling, class raps) so that our BIPOC students hear and see from their direct peers about the importance of and steps for voting. Our Senate group is 100% representative from BIPOC communities.

## Goals:

Our institution's nonpartisan democratic engagement goals are:

- Create a Campus Voting Engagement Committee/Team by July 1, 2024. This team will create the specific actions and plans for events, outreach, and communication to campus for the Fall 2024 election season. The goal is for this committee to be comprised of students, faculty, staff and administrators.
- Update the Campus Voting Information Webpage by August 1, 2024.
- To hold 4 or more voter information tabling or education events in Fall 2024.
- Create a voting video lead by an NHCC student that highlights the what/why of voting and promotes the NHCC voting website. This video will be embedded in the learning management system for all students to see when they log onto their classes.
- Voting website and resources will also be linked in a visible widget in D2L (students' learning management system) for their courses.
- Visit 20 classrooms for class raps

## Strategy:

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

Fall 2024

- Present to all faculty and staff on August 21, 2024 on a Campus Duty Day on our Voter Engagement activities, their role in engaging students in civic dialogue and how they can support the work on campus.
- Class Raps (Classroom presentations) in conjunction with LeadMN Leaders (various dates and times)
- Pathways Day (September 17<sup>th</sup>) – Tabling and Workshops as part of the overall campus Guided Learning Pathways Day
- Intended Events: National Voter Registration Day Event, Student Senate hosted Constitution Day Event
  - Mock Voting, Voter Information and Registration, and Polling Place identification events throughout September-October leading up to election on November 5
  - Student Senate collaboration with CAPI, League of Women Voters, and Greater Twin Cities Chapter of the Links community partners to host 10+ fall semester Get Out The Vote! tabling events that promote voter education/registration, mock voting, and polling place identification:

- August 29 (afternoon): Welcome Back Senate/Voting tabling around Bingo event w/ CAPI
- August 29 (evening): Welcome Back Senate/Voting tabling around Bingo w/ CAPI
- September 5: CAPI meeting with Student Senate to discuss voter education
- September 10: Get Out the Vote Tabling Event
- September 16: CAPI meeting with Student Senate to discuss voter education/registration tabling on National Voter Registration Day
- September 17: Pathways Day Tabling as part of National Voter Registration Day
- League of Women Voters and Greater Twin Cities Chapter of the Links promoting throughout the day.
- September 19: LeadMN at NHCC tabling/completing class raps
- September 25: Get Out the Vote Tabling Event
- October 2: Get Out the Vote Tabling Event
- October 8: CAPI Tabling with Student Senate as part of CARE Week Resource Fair (Voter Engagement/Voter Education/Registration/Mock Voting)
- October 15: Tabling to promote voter registration; Mock Voting
- October 29: Tabling for the plan to vote, finding polling place, Mock Voting
- November 5: Election Day Tabling
- Social media campaigns on college social media and student mobile app
- Student Senate is considering steps to decrease voter participation barriers such as providing transportation to the polling places from campus or other items
- Send 2 stand alone voting information emails to all students (Sept 25 & Nov 1)
- Send information in the Weekly Student Emails and 1-2 text message campaigns
- Provide information on our campus voting information website
- Post on D2L (all classes have a D2L page) Announcements (Oct 7-11 & Oct 28-Nov5)
- Class Raps scheduled from September 1-October 15
- Post on the NHCC Mobile App once a month (August – November)
- Created a voter engagement video by a student, [see video here](#).
- Created a video for faculty to post on D2L for class if could not do a class rap, see video: <https://go.screenpal.com/watch/cZQD2NVShBQ>

At each event, we will help students check if they are registered to vote, register to vote, look up polling places and sample ballots, and provide how to vote during election information. We also hope to engage in non-partisan good practices around constructive political dialogue and general civic engagement. We will also share the procedures with campus regarding when and how to engage in political action on our campus (where can political or policy driven groups table, how to host events, etc) within our campus policies.

#### Spring 2025

- Email to campus regarding voter outreach data and voting information for off-cycle election opportunities
- Civic engagement program opportunities, focused on civic dialogue and impact of elections on campus. Intended dates: February 2025.
- Mobile App post (two times in semester)

- Campus Voting Co-Coordinator and Campus Voting Engagement team will meet and do an evaluation of our efforts and document successes and challenges for the next cycle.

## Evaluation:

We will evaluate our action plan in the following ways:

North Hennepin Community 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.

We will do a feedback session with our Student Senate and with our campus leadership team for feedback on the process and action steps we took and seek ideas for improvement for future engagement and action plans, intended date is December 2024.

We will also use our online data to track views on our website, D2L announcements, our emails sent/opened, and the videos posted. We want to assess which activities had the best engagement and reach.

We will use all of this data to draft a report of our successes and challenges for voter engagement activities. This will shape our recommendations to campus leadership for future voter engagement models and plans on campus.

## Reporting:

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

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above. We will link to this page on our campus voting information webpage, [www.nhcc.edu/voting](http://www.nhcc.edu/voting). An introduction of the campus action plan will be given on opening day, the Wednesday before classes starts, during the Presidential and Executive Tam updates. This will encourage all instructors to allow classroom presentations and encourage sharing of voting information in classrooms and offices across campus. An all campus email of our action plan will be sent out to students and employees the second week of the semester with the NSLVE reports and action plans, prior to the regular events happening that will share information.

Once election season has wrapped up, we will share the voter engagement results with our campus via email and posting on the All In Website. We will share any recommendations we have for future voter engagement activities and plans.