



# North Shore Community College 2024 Democratic Engagement Action Plan

Developed by: Frederic MacDonald-Dennis

## **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by North Shore Community College in Massachusetts for the 2024 election. 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 Shore Community College for the 2024 election are: increase voter registration and participation.

## **Leadership:**

Our leadership team includes the following:

William Heineman, President  
Kristine Goodwin, Interim Assistant Provost  
Amanda Dooling - Assistant Dean of Students  
Gary Miller, Assistant Director of Planning, Research,  
and Resources  
Frederic MacDonald-Dennis, Director of Student  
Engagement

We will also partner with the Massachusetts Public Interest Research (MASSPIRG) Group

## **Commitment:**

North Shore Community College is committed to providing each student with challenging and meaningful opportunities to grow and learn. To this end, we have developed a set of essential learning outcomes designed to encourage students to think critically, to grow academically and to engage culturally, for their own benefit and for the benefit of our society. Embedded in courses across the curriculum, these outcomes enhance curricula and reinforce the mastery of proficiencies that will serve our students well in future endeavors.

The design of these outcomes is intended to reflect the importance of critical thinking, not as a single outcome but as a theme, which is inherent in all of the other outcomes. The Intercultural Competency Outcome is designed for students to be able to identify their own cultural norms within a framework of other cultural perspectives. Students will be able to articulate their individual, social and civic responsibilities as members of a global community.

We provide many leadership education and experiential opportunities for our students to help

them uncover their leadership potential, harness and use their power to advocate for positive change on campus, across the local community, and beyond.

North Shore Community College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

**Landscape:**

North Shore Community College is a public community college and joined the ALL IN Campus Democracy Challenge in 2018. Our institution is the following: Minority Serving Institution, Hispanic-Serving Institution.

**Demographic Data**

Enrollment	5743
Full-Time	24%
Part-Time	76%
Male	35%
Female	63%
White or Unknown	46%
Hispanic/Latine	35%
Black	9%
Multi-Race	5%
Asian	4%
Average Age, Full-Time	24
Average Age, Part-Time	26
Age 18 or Older	90%
Matriculated in Career/Vocational Programs	64%
Matriculated in Transfer Programs	36%
Not-Matriculated	24%

## Voting Data

North Shore Community College has authorized NSLVE to gather our voting statistics:

Voter Registration Rate 2020	75%
Voter Turnout Rate 2020	52%
Voter Registration Rate 2022	71%
Voter Turnout Rate 2022	22%

Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Silver, 2020 Bronze, 2022 Bronze. We are hoping for at least silver this year.

## Goals

Our campus democratic engagement goals are:

Increase student voter turnout rate to 60% in 2024.  
Increase student voter registration rate to 80% in 2024.

## Strategy

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

- We will disseminate information about the constitution and the importance of voting.
- We will use our weekly newsletter and President's updates to encourage voting.
- We will place a visible registration button in the campus portal to make it easy for students, staff, and faculty to register to vote. Voter registration button in Portal
- We will celebrate Voter Registration Day by tabling and emailing students to encourage them to register.
- We will hold 4 tabling events promoting voter registration.
- We will partner with Massachusetts Public Interest Research (MASSPIRG) Group to provide information to students and to assist them with voter registration by staffing tables and speaking to students.
- The Student Government Association (SGA) leaders are asked to vote and encourage their constituents to as well. In addition, they will help with tabling and getting out the

vote at the “Donut Forget to Vote” event.

- The Director of Student Engagement and Leadership Development will give a speech to SGA about the importance and history of voting in the US.
- We will hold a voter education session on the ballot questions. We will provide education about all of the questions with a special emphasis on the questions we think will most impact their lives.
- Students will be sent links to Ballotopia to view their ballots in advance of Election Day.
- President Heineman will send a message to faculty and staff encouraging them to vote and asking them to remind students to vote.
- The Office of Student Engagement will send messages to students encouraging them to register and vote.
- The Office of Student Engagement will text students on Election Day encouraging them to vote.
- On election day we will hold a program called “Donut Forget to Vote.” We will provide donuts to students and remind them to vote.
  
- We form a group of staff and faculty to offer support to those who need it following the election.

### **Evaluation**

We will use the NSLVE report as a measurement of our success.

### **Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website

<https://allinchallenge.org/campuses/north-shore-community-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

The plan will be shared with the President's Cabinet

