



North Shore Community College 2020 Action Plan

Developed by: Amanda Dooling

Executive Summary:

Written by the MASSPIRG Students organization on the Danvers and Lynn North Shore Community College campus, this action plan was created in March 2020 to explain the actions to be taken for the rest of the duration of the Spring 2020 semester and continuing into Fall 2020. The plan was written with the goal of increasing the visibility of voting and registration both online and on the two campuses to increase the population of student voters. North Shore Community College's MASSPIRG Students, faculty, organizations and clubs in collaboration with the Office of Student Engagement will implement the plan through a group effort to increase the civic action and knowledge of students.

The primary goal is to increase visibility of registration and voting opportunities. The short term goals that will lead to the accomplishment of the primary goal, is to develop a team of coalition partners, write five and publish one Letters to the Editor, get three media hits by the end of the Fall 2020 semester, register students to vote during freshman orientation, and to get voting and registration information on the school website (including StudentVote.org). The long term goals are to strengthen the relationships with the coalition partners and to maintain registration and voting information both online using StudentVote.org and on campus. By pursuing the short term, long term and primary goals, we will accomplish the ultimate goal of providing every student the opportunity to register and exercise their voice through voting.

Leadership:

Our leadership team includes the following:

In addition to the MASSPIRG chapter at North Shore Community College, the leadership team consists of student groups and faculty members. Coalition partners for the plan (potentially) include the Student Government Association, Events Council, Criminal Justice Club, Environmental Club, Veterans Club, Women in Transition, Amanda Dooling with OSE, Jacob Rockwell - the SGA Advisor and OSE assistant coordinator, and Professor Jessica Burt. MASSPIRG will develop and continue to strengthen relationships with these partners through virtual meetings until it is possible to meet in person. By reaching out to many of the school's clubs, organizations and faculty members, we can build a greater reach to students.

Commitment:

Our campus has not yet 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, texting, direct phone campaigns, class announcements

Landscape:

Our campus demographic and voting data:

In the 2016 election voting rates were between 50% - 59% and during the 2018 midterm election was between 30%-39%. Approximately 5,065 students enrolled at NSCC this fall semester.

Goals:

Our campus democratic engagement goals are:

Short Term - 2020

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Long-term - 2022

Potential Polling Location on Lynn Campus

Continue the conversation to improve the culture of civic engagement on campus

Continue to increase voter participation based on the NSLVE reports

Strategy:

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

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive, Voter Trivia Event, Library Guides

During this fall semester, NSCC in collaboration with our MASSPIRG chapter has used a multi-pronged approach for reaching students about the 2020 election. Being in a virtual environment has had its challenges and its strengths. Voter Registration events were all virtual. The Office of Student Engagement partnered with the MASSPIRG chapter to host weekly drop in voter registration hours as well as make a plan to vote. The students of the MASSPIRG chapter directly did outreach to faculty about voting and provided resources to share with their classes. MASSPIRG student members also made some virtual class visits to talk with students about registering to vote as well as making a plan to vote. Other strategies included text and phone banking, party at the polls, election trivia events, NSCC Vote Event and debate party events.

MASSPIRG Strategy from Civic Engagement Plan

The two main tactics necessary to implement this vision at NSCC are as follows: Public Information Campaign and Peer-to-Peer Registration.

For the public information campaign, our goal would be to involve the professors and administration in making regular class or campus wide announcements regarding voter registration resources and help. We would also like to create a student friendly way to access voting resources via the school's website main page with higher traffic (StudentVote.org). Lastly, we would like to incorporate voting registration resources into the new student orientation program so that every new student will enter the school already registered to make it easier and more convenient to vote.

The peer-to-peer registration is to be conducted by our NVP coalition (virtually register students to vote via video classes - if we are not on campus yet). Our aim is to reach as many groups and communities as possible via the various student organization networks on campus. The Student Government Association and MASSPIRG Students will lead the efforts for "Get out the Vote" to mobilize students and provide nonpartisan election information as well as creating a contact list of those who wish to receive updates and information to help them make it to the polls.

NSLVE:

North Shore Community College has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:
In addition to utilizing the NSLVE data, NSCC will be using the data we have received from studentvote.org that will come from MASSPIRG chapter.

Reporting:

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

Our action plan was shared with members of the campus community. Moving forward, I will advocate for posting the plans on both our intranet and public facing website. It will be shared with the campus community and posted on the school's intranet. I will look into having it posted on the main public facing website