



**PARADISE VALLEY
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Voter Registration & Civic Engagement

Action Plan

2024

Submitted by: Emma Magaña

Executive Summary

The purpose of this action plan is to outline the goals and potential strategies to increase civic engagement of students, faculty, and staff at Paradise Valley Community College.

This plan will be implemented virtually unless otherwise specified. We will be reaching out to students through social media, PV Newsletter, and our website. PV is moving towards in person events and activities. Events are being held in person. We will attempt to collaborate with student clubs, organizations, and the involvement of faculty in classrooms. A previous action plan was submitted in previous, however, this action plan will be specifically for the duration of August - December 2024. This draft includes new additions to our strategies since the last draft was submitted in 2021.

Who developed this action plan?

The Voter Registration & Civic Engagement Action Plan for Paradise Valley Community College was developed by Emma Magaña, Student Services Specialist, in Student Life and Leadership.

What is this action plan for and what does it seek to accomplish?

This action plan was created to encourage students to become civically engaged. It seeks to accomplish having Civic Engagement as a priority for all of PV through all stages of college experience beginning from registration. Offering resources on voter education during New Student Orientation, and offering civic engagement opportunities during the First-Year Experience.

What is the duration of time that the plan is in effect?

The duration of this plan is set from late June through December of 2024.

Leadership

There is currently no official committee or group assigned to Civic Engagement at PVCC. Emma will be working with the list of people below on projects, events, and the delivery of civic engagement opportunities and events. All strategies will be coordinated by Emma, with the help and/or collaboration of:

❖ **Staff:**

- Steva Faranci, Office Assistant
- Emma Magaña, Student Services Specialist
- Michelle Cunneen, Student Service Specialist Sr.
- Mike Ho, Director of Student Life and Leadership

❖ **Organizations:**

- Ryan Drysdale, Associate Director of ALL IN Campus Democracy Challenge
- Barrie Stachel, Stand Indivisible AZ
- Osvaldo Alvarez, LUCHA AZ
- Gina Mendez, Empower AZ
- Higher Education-Student Voter Engagement

❖ Voting and Registration Rates:

- 2014 Voting Rate: 15.2%; Registration Rate: 58.6% (26% voting rate of registered students)
- 2018 Voting Rate: 38.6%; Registration Rate: 65.2% (59.2% voting rate of registered students)
- 2020 Voting Rate: 61.4%; Registration Rate: 76.5% (80.3% voting rate of registered students)

❖ Voting Rate by Age Group:

➤ Age	2014	2018	2020
18-21	11%	36.7%	67%
22-24	13.8%	34.6%	55%
25-29	8.2%	30.4%	49%
30-39	14.3%	38%	54%
40-49	23.1%	49.3%	55%
50+	50.3%	70.4%	75%

In summary, the NSLVE data shows that about 65.2% of our students were registered to vote in 2018 and 59.2% made it to the polls. We need to target our younger students, as our highest voting rates are for students ages 30 and above. This can be achieved through specific methods of communication and events that are best suited for our younger students. For example, social media must be used specifically to inform, engage and interact with students.

Goals

❖ **Short Term Goals:**

- Create fun in-person events to help with voter registration, voter education and voter engagement
- Discussion-based delivery on civic engagement and voting education
- Focusing on creating strong relationships with faculty to incorporate civic engagement, voter education, registration in the syllabus and curriculum

❖ **Long Term Goals:**

- Increase voter participation by the next election
- Create civic engagement resources for students for NSOs (New Student Orientation)
- Incorporate civic learning into class curriculum
- Be able to contact students using a texting app or a mass texting platform
- Create and guide student-lead events

Events

❖ Fall 2024

- Adulting 101: Voter Registration & Education - 9.9 - 9.12
 - Workshops delivered by outside organizations that focus of voter education and registration
- Rock the Vote - 9.9 - 9.12
 - A mini concert performed by our Center for Performing Arts department in our Student Union
- Propositions Poster Display - 9.16 - 9.20
 - Trifold with a break down of what the propositions mean
- NVRD & Constitution Day: Cupcakes & Constitutions - 9.17
 - Word cross puzzle for students and mini Constitutions
- Club Constitution Review Day - 9.24
 - Clubs and organizations reviewing their constitutions
- Free Speech Week Theme: Disagree Better - 10.21 - 10.27
 - Topics: Hate Speech, Online Speech, Protests