
PELLISSIPPI



VOTES

CIVIC ENGAGEMENT

ACTION PLAN 2020



PELLISSIPPI STATE
COMMUNITY COLLEGE

PROGRAM OVERVIEW

EXECUTIVE SUMMARY

This action plan was developed in July 2020 by the Office of Student Engagement and Leadership (SEAL) to communicate our strategy for increasing voter registration, voter education, and voter turnout rates with our Pellissippi State Community. The planned activities outlined in this document will be carried out throughout the fall 2020 semester on campus and through online platforms. This plan will be implemented by the Pellissippi Civic Engagement Coalition helping us accomplish our goals and further institutionalize Pellissippi State Community College's commitment to civic learning, democratic engagement, and youth participation in elections.

NON-PARTISAN

Pellissippi Votes is a non-partisan program that encourages informed and active participation in government and encourages student civic engagement through education and advocacy. Pellissippi Votes never supports or opposes candidates, political parties, or political positions.

The personal views and opinions of staff and students regarding certain parties and/or candidates do not reflect that of the program or institution and in no way affect the non-partisan work that we do to promote voter participation, education and civic engagement.

GOALS

SHORT TERM

- Secure Democracy Works (TurboVote) Contract Commitment from University
- Have Civic Engagement presence on our website
- Create Civic Engagement Coalition
- Increase registered student voters
- Provide voter education programs
- Mobilize students to vote

LONG TERM

- Integrate Voter Registration into student registration
- Participate in NSLVE study
- Implement "Ask Every Student Campaign"

LEADERSHIP

PELLISSIPPI CIVIC ENGAGEMENT COALITION

The Pellissippi Civic Engagement Coalition (PCEC) consists of organizational and departmental team members from across campus to further civic engagement through the promotion of student voter participation, increasing our students' understanding of the American democratic process, mobilizing students to go out and vote, and promote volunteer and other community strengthening engagement opportunities.

Members of the Pellissippi Civic Engagement Coalition include:

Dr. Jonathan Fowler, Dean, Liberal Arts

Alison Fox, Coordinator, Student Engagement and Leadership

William King, Student Body President

Dr. Shaquille Marsh, Faculty, Coach Pellissippi State Speech and Debate Team

Carrie Mills, Specialist, Social Media and Web Marketing

Dr. Matt Spraker, Director, Student Engagement and Leadership

Monica Styles, Assistant, Student Engagement and Leadership

Gayle Wood, Director, Access and Diversity

**THE PCEC WILL MEET
MONTHLY AS WELL AS AD
HOC MEETINGS IN THE
INTERIM**

COMMUNITY PARTNERS

- Office of the Tennessee Secretary of State
- Knox County Election Commission
- League of Women Voters of Knoxville/Knox County
- Students Learn Students Vote Coalition
- Tennessee Campus Democracy Network

COMMITMENT

INSTITUTIONAL MISSION

Pellissippi State Community College provides a transformative environment fostering the academic, social, economic, and cultural enrichment of the individual and the community. We are committed to student success in workforce training and certificate and degree programs.

OUR VALUES

Our mission is guided by our commitment to the following values:

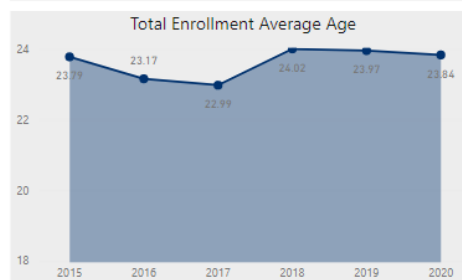
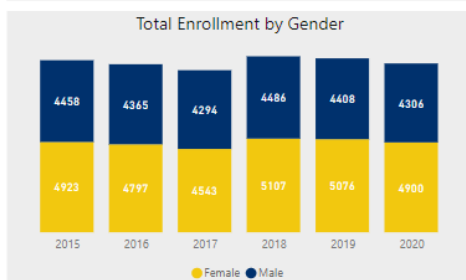
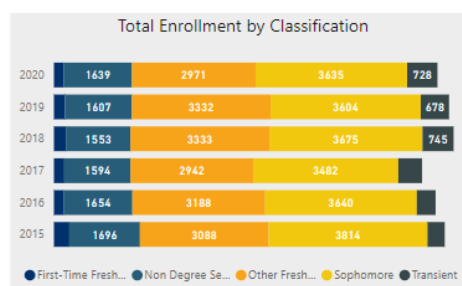
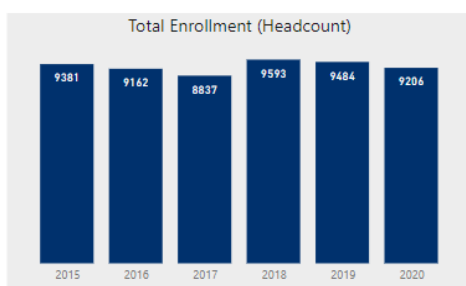
- **Accountability:** We are responsible for our actions and to each other. We conduct ourselves for the betterment of our students, the College and the community.
- **Community and Civic Engagement:** We support and improve our community by educating and enriching its citizens, partnering with businesses and nonprofit agencies, and providing service opportunities for our faculty, staff and students.
- **Diversity, Equity and Inclusion:** We show genuine respect for each other's differences and provide an open, accessible and equitable environment for all.
- **Excellence:** We pursue excellence and continuously look for better ways of doing all that we do.
- **Integrity:** We demonstrate honesty, transparency and responsibility in our actions and relationships.
- **Relationships:** We promote strong connections based upon a foundation of trust among students, faculty, staff and the community we serve.

LANDSCAPE



PELLISSIPPI STATE
COMMUNITY COLLEGE

Student Enrollment | Spring Census



STRATEGY

REGISTRATION

TURBO VOTE

Pellissippi State will be utilizing the TurboVote online engagement tool. TurboVote guides students through the process required for registration and provides information on important eligibility requirements, such as type(s) of ID needed to complete the state's online process. TurboVote can also help students register to vote using a paper form.

NEW STUDENT ORIENTATION

PSCC is asking all New Student's through New Student Orientation to become civically engaged by registering to vote. We have done this through messaging in the required NSO Brightspace module.

WEBSITE

The PSTCC.edu site will have a link to direct students to the co-branded TurboVote page where users can receive voter registration, absentee ballot request assistance, sign up for text messaging and email reminders about their upcoming elections.

VOTER REGISTRATION WEEK (VRW)

VRW 2020 is September 21-25. We will use this week to promote voter registration and TurboVote tool and catch those that did not register on National Voter Registration Day. We will ask faculty to remind students and conduct an all-out social media campaign with videos and messaging. During this week we will also highlight the Secretary of the State of Tennessee's #GoVoteTN campaign which asks for students to post on their social media using the #GoVoteTN.

NATIONAL VOTER REGISTRATION DAY (NVRD)

NVRD 2020 is September 22, 2020. We will provide some campus promotion for our limited in-person students, as well as promoting NVRD on all media platforms. We will also be utilizing a Pellissippi Votes Snapchat filter for students to brag about registering to vote!

<https://nationalvoterregistrationday.org/about/>

INFORMATION TABLES

With limited access to campus and classes we will have a small tabling Information Tables with informative handouts on how to register to vote.

OPPORTUNITIES AT EVENTS

We will promote voter registration and TurboVote tool at our limited campus events this fall: video and slides at Drive-In Movie event, printed flyer at drive-up car wash, etc..

STRATEGY

EDUCATION

WHAT TO EXPECT

This is a program to include social media and special broadcast about how to cast the ballot in Tennessee and the counties our students live in. To help increase students' level of comfortability heading to the polls on Election Day we will hold sessions on "Do you know what's on the ballot?" providing students with sample ballots so that they know what to expect in voting booths. We will also provide them with options to research candidates through recommendations to bi-partisan websites that break down the issues they care about.

DEBATE WATCH PARTY

The final presidential debate for 2020 is scheduled to be held October 22, 2020. We will host a Zoom call party where we will screen-share the debate and participants will get the chance to dialogue in the chat box and post-debate guided discussion.

CONSTRUCTIVE DIALOGUE ROUND TABLE

We are working with Access and Diversity, Speech and Debate, Equity and Compliance, Counseling Services, and Student Engagement and Leadership to provide a round table discussion on constructive dialogue and civil discourse.

BEYOND PROTESTS

This will be a social media campaign and guided online discussion on how protests can be valuable, however, take that passion to the ballot box and vote your values.

CONSTITUTION DAY

On Constitution Day (Thursday, September 17, 2020) we will screen the film: Breaking the Silence followed by a panel discussion.

IMPORTANCE OF LOCAL ELECTIONS

We will offer a program on the importance of local elections and how there is more to vote on than just a president every four years. This section will discuss the what, why, and how of local politics and civic engagement.

STRATEGY

MOBILIZATION

I Voted!

We will utilize a specific branded Pellissippi Votes Snapchat filter for students to show the world they do their civic duty!

TurboVote

TurboVote helps students vote by sending reminders for the elections for which they're eligible to vote—national, state, and local. Students can choose to receive reminders by email, text, or both. These reminders alert students 30 days before an election, as well as the day before. If they have elected to vote in-person, TurboVote will also provide their polling place address, hours of operation, and any ID requirements, when available.

INSTITUTIONALIZATION

PARTNERSHIP WITH TURBOVOTE

Through our partnership with TurboVote engagement tool, We will create a page on the SEAL site that has information and links to civic engagement resources, and a TurboVote PSCC page.

NEW STUDENT ORIENTATION

PSCC is asking all new students through New Student Orientation to become civically engaged by registering to vote. We have done this through messaging in the required NSO Brightspace module.

ALL IN CHALLENGE

Pellissippi State is participating in the The All IN Campus Democracy Challenge #allin4democracy which is a national awards program. "The Challenge encourages higher education institutions to help students form the habits of active and informed citizenship, make democratic participation a core value on their campus, and cultivate generations of engaged citizens who are essential to a healthy democracy." allinchallenge.org

NSLVE

This year Pellissippi State Community College will begin participating in The National Study of Learning, Voting, and Engagement (NSLVE). "NSLVE is a service to colleges and universities interested in learning about their students' voting habits, as well as a national database for research on college student voting; more broadly, political learning and engagement in democracy. Launched in 2013 by the Jonathan M. Tisch College of Civic Life at Tufts University, NSLVE is the signature initiative of the Institute for Democracy and Higher Education." <https://idhe.tufts.edu/nslve>

REPORTING & EVALUATION

REPORTING

- The Pellissippi Votes Action Plan will be shared with key internal stakeholders via email.
- It will be made available to the public as posted on the Civic Engagement and Volunteerism page of the PSTCC.edu website.
- NSLVE Report will be shared on the Civic Engagement and Volunteerism page of the PSTCC.edu website.
- The plan will be shared with the Marketing office for use at their discretion.
- The plan will be reviewed annually by the Office of Student Engagement and Leadership.

EVALUATION

The work described in this plan will be evaluated annually according to program goals and institutional strategic plans. New goals will be set according to NSLVE data and other measures.



PELLISSIPPI STATE
COMMUNITY COLLEGE



TENNESSEE CAMPUS

— DEMOCRACY NETWORK —

