



PANTHERS VOTE

**CIVIC ENGAGEMENT
ACTION PLAN**



PELLISSIPPI STATE COMMUNITY COLLEGE

PROGRAM OVERVIEW

EXECUTIVE SUMMARY

This action plan was developed in May of 2022 by the Office of Student Engagement and Leadership (SEAL) to communicate our strategy for increasing voter registration, voter education, and voter turn out rates with our Pellissippi State Community. The planned activities outlined in this document will be carried out throughout the fall 2022 and spring 2023 semester on campus and through online platforms. This plan will be implemented by the Pellissippi Civic Engagement Coalition to help 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.



REGISTER



EDUCATE



MOBILIZE

GOALS

SHORT TERM

- Add voter registration to New Student Orientation through Comevo
- Add Civic Engagement duties to one of the roles of the Executive SGA members and their expected duties in accordance with the Constitution
- Inform students who are attending Pellissippi State from outside of their home state on how they can register to vote
- Provide ways for students to become informed about candidates each election period
- Create a calendar/timeline for the CE coalition containing deadlines for completing goals throughout the academic year. This will also be added to the Civic Engagement Action Plan

LONG TERM

- Increase total students registered to vote by 15%
- Develop a central and permanent Civic Engagement place on campus. This would include a place for voter and election information that students can always depend on
- Develop civic engagement within our college and expanding into our community beyond just voter registration. This would include increasing Pellissippi State's partnerships within the community and increasing the college's volunteering within the community.
- Increase Pellissippi State's civic engagement staff
- Host voting polls on campuses

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
- Hardin Valley Business and Community Alliance

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. Matt Spraker, Director of Student Engagement and Leadership

Monica Styles, Assistance of Student Engagement and Leadership

Delnita Evans, Coordinator of Student Engagement and Leadership

Stella Bridgeman, Campus Dean, Magnolia Avenue Campus

Lesli Bales-Sharrod, Interim Executive Director, Marketing and Communications

Karen Wright, Instructor of English

Dr. Jesse Cragwall, Instructor of Political Science

Dr. Shaquille Marsh, Professor of Communications Studies

Dr. Berry Shumpert, Interim Director of Access and Diversity

Erin Russel, Student Body President

Anika Schultz, SEAL Civic Engagement Coordinator

**THE PCEC WILL MEET MONTHLY AS WELL
AS AD HOC MEETINGS AS NEEDED**



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:

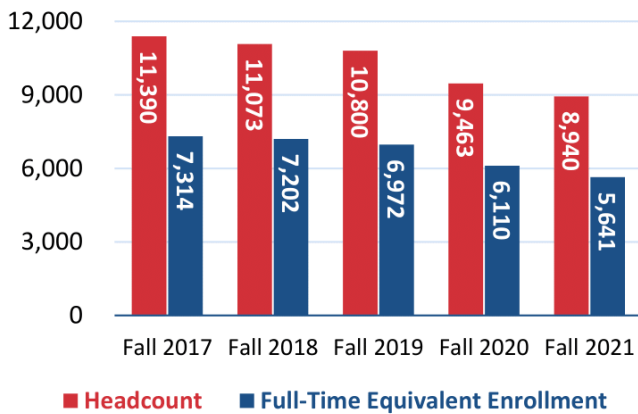
- **Accountability:** We are responsible for our actions and to each other. We conduct ourselves for the betterment of our students, the College and the community.
 - **Community and Civic Engagement:** We support and improve our community by educating and enriching its citizens, partnering with businesses 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.
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LANDSCAPE

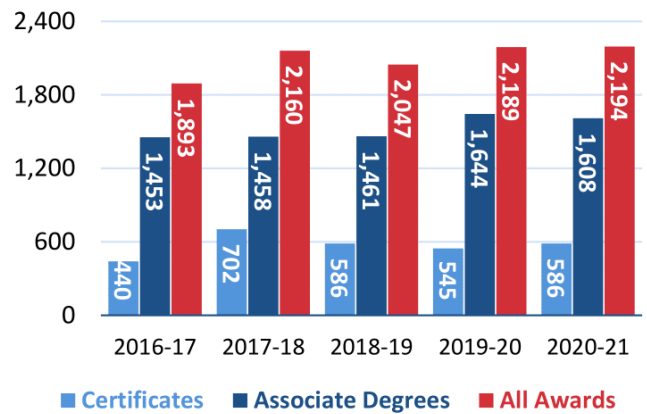


Pellissippi State Community College 2022 College Profile

Fall Enrollment



Awards Earned



25%

of students at Pellissippi State in fall 2021 were adult students, age 25 and older.

15%

of students at Pellissippi State in fall 2021 were dual enrolled high school students.

24%

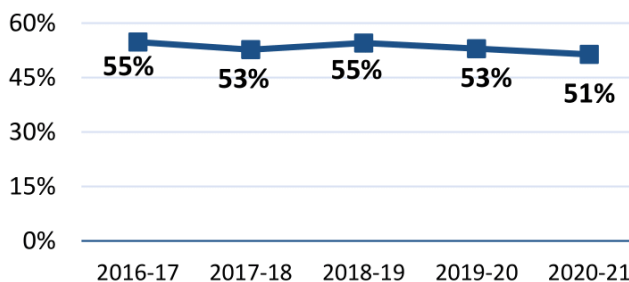
of students at Pellissippi State in fall 2021 were Pell Grant recipients.

Fall 2021 Students

	Pellissippi State	All TN Community Colleges
Total Enrollment	8,940	74,543
Female Students	53%	62%
Male Students	47%	38%
White Students	80%	69%
Black Students	6%	15%
Hispanic Students	6%	7%
All Other Races	8%	9%

Student Success

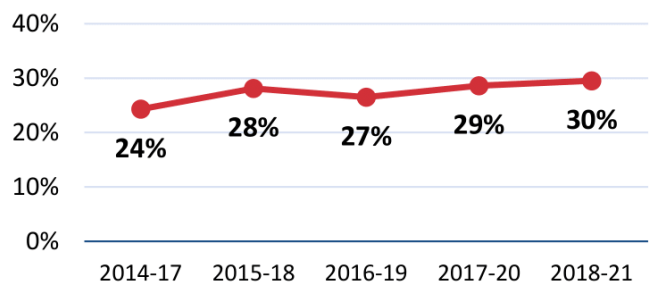
First-Year Retention Rate



TBR Community College System: 51.5% for 2020-21

Percent of first-time, full-time students from each cohort who continued the next fall or graduated within a year.

Three-Year Graduation Rate



TBR Community College System: 26.0% for 2018-21

Percent of first-time, full-time students from each cohort who earned a degree or certificate at a TBR community college within 3 years.

LANDSCAPE

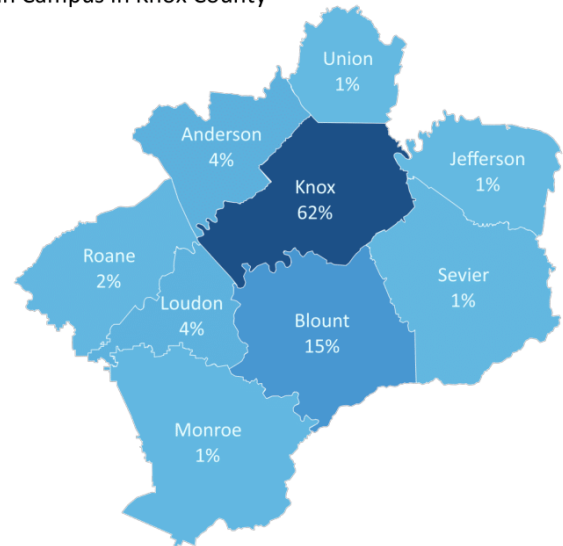


Pellissippi State Community College 2022 College Profile

Pellissippi State Students by County and High School

Where did students live?	Number of students who enrolled in fall 2021
Knox County	5,407
Blount County	1,326
Anderson County	382
Where did students graduate from high school?	Recent high school grads who enrolled in fall 2021
Bearden High School	148
Hardin Valley Academy	141
Farragut High School	118

Main Campus in Knox County



Among all Pellissippi State students enrolled in fall 2021, 62% were from Knox County.

Popular Areas of Study

Program Area	Degrees & Certificates in 2020-21
University Parallel/ Tennessee Transfer Pathways	1,030
Business & Related Services	283
Engineering & Related Fields	248
Computer & Information Sciences	167
Communications Technologies	157

Tuition & Fees

\$4,326

2021-22 annual
tuition for in-
state students

\$352

Other
mandatory fees
for 2020-21

Tuition & mandatory fees in 2020-21 for students enrolled in 15 credit hours in Fall and Spring semesters.

Contact Pellissippi State

Main Campus:

10915 Hardin Valley Road
Knoxville, TN 38101

Phone Number: 865-694-6400

Website: www.pstcc.edu

Apply: www.pstcc.edu/admissions

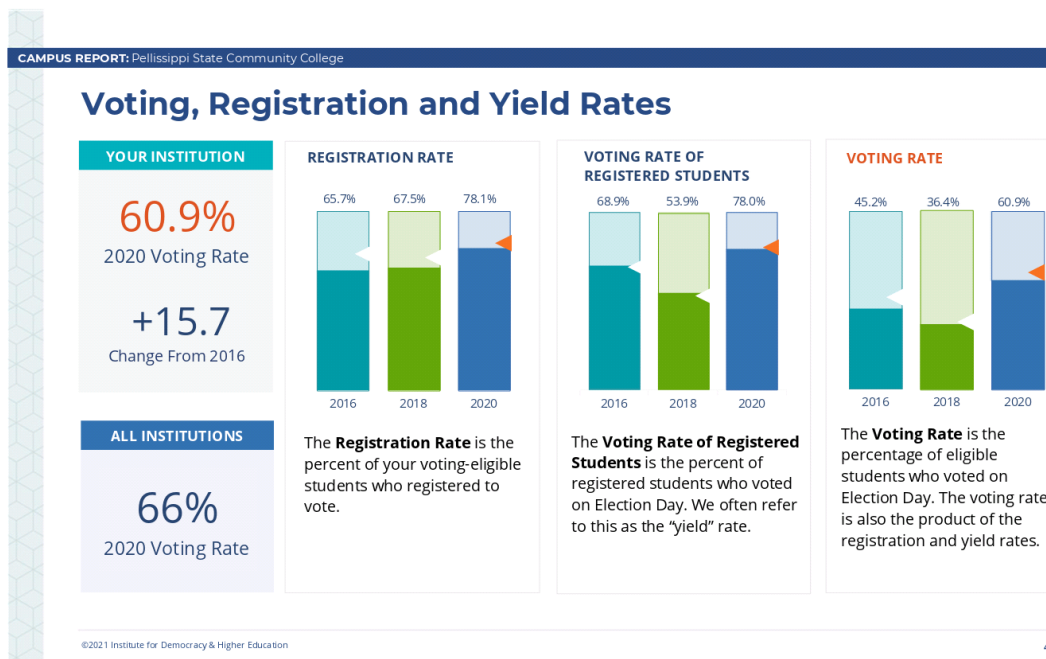
TBR—The College System of Tennessee does not discriminate on the basis of race, color, religion, creed, ethnic or national origin, sex, sexual orientation, gender identity/expression, disability, age (as applicable), status as a covered veteran, genetic information, and any other category protected by federal or state civil rights law with respect to all employment, programs and activities sponsored by the Board. Full Non-Discrimination Policy available online.

LANDSCAPE

According to data received from participating in the NSLVE survey, Pellissippi State experienced growth in registration and participation.

From 2016-2022, the percentage of Pellissippi State students who voted increased from 45% to 61%, increasing by 16%.

In 2016, the number of students who were registered to vote was 5,219 with only 3,594 students who actually voted. We saw a large improvement here, as the numbers of students registered to vote and those who actually voted increased in 2020, although the total student enrollment had decreased by 687 students. In 2020, 5,647 students were registered to vote and 4,406 of those actually voted. From 2016 to 2020, we saw the total number of students who *registered* to vote went up by 428 students and the number of students



In 2016, there were 7,943 eligible voters while only 3,594 students voted. However, in 2020, there were 7,232 eligible voters, a decrease by 711 students, but the number of students who voted was 4,406, an increase in students who voted by 812 students.

We also saw an improvement on registration rates from 2016 to 2020. In 2016, the registration rate of students was at 66%, while in 2020, the registration rate was at 78%. This was an increase of 12%.

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.

ONLINE NEW STUDENT ORIENTATION

Pellissippi State will be offering students the opportunity to become civically engaged by providing them with the Voter Registration / Turbovote link on the required New Student Orientation modules.

WEBSITE

The Pellissippi State website will provide students with a link to the TurboVote page where users can receive voter registration, absentee ballot request assistance, sign up for text messaging and email reminders about their upcoming elections.

NATIONAL VOTER REGISTRATION DAY

On this day, September 20th, we will have booths set up outside all all locations to encourage students to register to vote (using TurboVote).

STATE AND FEDERAL GENERAL ELECTION DAY

On this day, November 8th, we will run social media posts, have labeling and signs around campus to remind students to get out and vote. On this day we will also highlight the Secretary of the State of Tennessee's #GoVote campaign.

OTHER EVENTS

At the other events that Pellissippi hosts throughout the fall semester, we will have an information table set up to encourage students to register to vote and to answer any other questions they may have regarding voting or elections. This will include in- person Orientation, Welcome Week events, Magnolia Block Party, Involvement Fair, and Knoxville Electric Vehicle event.

EDUCATION

National Disability Voter Registration Week

On **September 13th**, Tennessee Commissioner of the Department of Intellectual and Developmental Disabilities, Brad Turner, will come to kick off National Disability Voter Registration Week. He will talk to education students about disabilities within the education environment. All students will also be invited to a lunch meet-and-greet with Commissioner Turner where we will focus on how the community can bring disability issues to the forefront of elections and to hold elected officials accountable for policies and decisions that affect people with disabilities.

CONSTITUTION DAY EVENTS

Friday, **September 17, 2022** we will observe Constitution Day (which is on Saturday September 17, 2022) with several activities. We will have a presentation by Dr. Jesse Cragwall, along with a provided lunch, titled: "We The People." We will also screen a film Friday, hosted by SGA, titled "We the People". Finally, we will have an interactive passive program throughout the week hosted by SGA.

WHAT TO EXPECT AT THE POLLS

This event will take place during Voter Education Week, October 3-7. This is a way for students to become more informed about how to vote. Special social media posts and booths will provide students with the knowledge they need going into voting day. We will work to provide students with sample ballots so they know what to expect in voting booths. Furthermore, we will work to get mock voting booths on campus for students to be able to experience what voting is like, prior to election day. This may be done with League of Women Voters Knox County Election Commission.

EDUCATION

INFORMATIONAL BOOTHS AT CAMPUS EVENTS

At all events, such as Fall Fest, there will be a Civic Engagement booth set up as an educational source for students. Along with encouraging the students to register to vote, there will be information about candidates running, why every vote matters, why local elections matter, and bi-partisan websites for students to research candidates.

TOWN HALLS

We are reaching out to candidates who are running in the 2022 elections and asking them if they will come and speak to students. We will also work with SGA to set up informational town halls on who is running in the election and what the candidates stand for.

NATIVE AMERICAN HERITAGE CELEBRATION

November 1 we will hold a Native American Heritage celebration that will include a lecture, interactive exhibits, cultural dance presentation, and passive educational experiences.

ELECTION HERO DAY

November 7th, we will launch a social media campaign promoting this day and recognizing the immense importance of those who work the election.

MOBILIZATION

VOTE EARLY DAY

On this day, October 28th, we will run social media posts informing student that they can vote early

"I VOTED" SNAPCHAT FILTER

We will utilize a specific branded Pellissippi Votes Snapchat filter for students to show the world they voted.

TurboVote

We will continue to partner with TurboVote and use their website as a means by which students can register to vote. Students can register at <https://pstcc.turbovote.org/>

REMINDERS

We will table, provide signage, and utilize social media to remind students to go and vote on Election Day

INSTITUTIONALIZATION

PARTNERSHIP WITH TURBOVOTE

We will create a page on the Student Engagement and Leadership website (SEAL) that has information and links to civic engagement resources as well as the TurboVote page.

NEW STUDENT ORIENTATION

We have provided a spot under the required New Student Orientation that provides students with a link to register to vote. This is one way that we can get new students to become civically engaged quickly.

REPORTING & EVALUATION

REPORTING

- The Pellissippi Civic Engagement Action Plan will be shared with key internal stakeholders via email.
- This will be made available to the public as posted on the Civic Engagement and Volunteerism page of the Pellissippi 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.

TIMELINE

PLANNING TIMELINE

June

- Civic Engagement Coalition is selected and meets for the first time
- Put a voter registration link in NSO
- Begin working on Pellissippi hosting voter polling
- Members of the Civic Engagement Coalition and members of SGA will attend Tennessee Higher Education Civic Engagement luncheon with TN Secretary of State Trey Hargett

July

- Civic Engagement Coalition meets
- Finalize who our committee partners will be
- Work on volunteering plan for the 2022-2023 school year

August

- Civic Engagement Coalition meets
- Begin talking with candidates about coming to speak with our students
- SGA works on upcoming Town Hall regarding the General Election- candidates who are running on the General Election come and speak to student. There will also be bipartisan information about the candidates running

September

- Civic Engagement Coalition meets
- September 13- National Disability Voter Event
- September 16- We the People Constitution Day Event and movie night screening the film "We the People."
- National Voter Registration Day, Sep. 20, we will have booths set up at all campuses
- SGA works on information about candidates
- SGA works on what will be at the CE table at fall fest
- Finalize the Pellissippi-branded snapchat filter that will be available on election day
- Deadline to register to vote is on October 9th- promote students to register to vote

TIMELINE

October

- Civic Engagement Coalition meets
- At Fall Fest, have CE table set up with information on candidates running, how to register to vote, and a place for students' ID's to be checked to make sure they are eligible to vote
- National Voter Education Week, Oct. 3-7, we will host "What to Expect at the polls".
- On Vote Early Day, October 28, social media posts will run to inform students that they can vote early
- Pellissippi SGA hosts Town Hall that will consist of who the running candidates are, information about them, and other information
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November

- Civic Engagement Coalition meets
- On Election Hero Day, November 7th, social media posts will promote the holiday.
- State and Federal General Election day, Nov. 8, we will run social media posts, labeling and signs around campus reminding students to get out and vote

December

- No scheduled activities due to Winter Break

January

- Civic Engagement Coalition meets
- Post election evaluation

February

- Civic Engagement Coalition meets

March

Civic Engagement Coalition meets

April

- Civic Engagement Coalition meets

May

- New Civic Engagement Coalition is selected and meets
- Civic Engagement Action plan is created, finalized and submitted



MISSISSIPPI STATE
COMMUNITY COLLEGE



TENNESSEE CAMPUS
— DEMOCRACY NETWORK —

