PTCC Voter Engagement Action Plan

2024-2025 academic year

Executive Summary

This nonpartisan voter engagement action plan was developed by Pine Technical and Community College to increase voter engagement for FY25. Our campus serves a diverse student body engaged in both in-person and online education. The purpose of this action plan is to increase nonpartisan voter engagement, student voter registration, education, and turnout in the 2024 elections election. The efforts outlined in this plan began in Spring 2024 to prepare for the Minnesota Primary Election and will continue into Fall 2024 for the General/Presidential Election and beyond.

This plan was developed in consultation with members of our campus including representatives from the Academic/Student Affairs leadership team, Student Senate leadership, and LeadMN. Our efforts are supported by campus leadership and are in compliance with all state requirements. Continued planning and execution of this plan will be coordinated by the Campus Voting Coordinators: Santhi Sheehan-Lusk (Student Success Advisor-Student Life), Jennifer Haavisto (Registrar) and Student Senate Leadership.

As we go into our second year of having an active voter engagement plan, we have noticed that our efforts have not reached all members of our campus community and students do not understand the importance of voting. We are working to increase our efforts in reaching our online and hyflex student population. We will continue to evaluate our efforts throughout the year and make any adjustments as needed.

Leadership

The efforts of our Voter Engagement Action Plan are supported by our campus leadership, including President, Joe Mulford and Vice President of Academic Affairs, Mike Colestock. Other members of the ASA team include: Dean of Health Science and Liberal Arts, Therese Salber; Dean of Student Success, Farfum Ladroma; and Dean of Student Affairs, Kierstan Peck.

Additionally, student representatives from the PTCC Student Senate involved:

- Mackinzie Crandall (Student Body President)
- Brianna Urban (Vice President)
- Jemi Keranen (Parliamentarian)
- Trent Welp (Treasury)
- Aubree Bankey (Secretary)

Student Senate leadership meets on a regular basis in both the Fall and Spring semesters. These meetings provide an opportunity for them to set goals and review reports and to help plan events on campus. They work with the Campus Voting Coordinator who is also the Student Life

Advisor. This allows for a better bridge in communication between Student Senate Leadership and ASA leadership.

Commitment

Pine Technical and Community College's voter engagement efforts align with our institutional Co-Curricular Outcomes to foster community involvement and Resourcefulness.

Co-Curricular Learning Outcomes:

- **Community Involvement**

Students will be able to build community through involvement outside the classroom.

Students will be able to:
1. Build connections with their peers
2. Build connections with professional networks within their field of study
3. Build connections with the local community

- **Resourcefulness:**

Students will be able to effectively use resources to navigate their academic careers and personal lives.

Students will be able to:
1. Identify and define their problem or need
2. Identify and access appropriate resources to meet that need
3. Possess appropriate skills and knowledge to independently deploy that resource

Student Learning outcome

Pine Technical and Community College joined All In Campus Democracy Challenge in 2018. This helped empower PTCC to achieve excellence in nonpartisan democratic engagement. It has been a challenge with the lack of staff to dedicate the time needed in order to create an engaged campus, but we have committed to work harder on achieving more active participation with voter registration and hopefully we can become a more active campus moving forward.

With the new law passed in 2023 related to College and University engagement with voter registration and election, our institution has made it a priority to adherence to state laws and emphasize our commitment to voter registration and education.

Landscape

Pine Technical and Community College (PTCC) is a public, 2-year institution located Pine City Minnesota. PTCC is a part of the Minnesota State Colleges and University System, which comprises of 26 colleges and 7 universities.

In March, PTCC documented a historic high in the number of students served. With approximately 900 on-campus (undergraduate) students and 1300 college-in-the-schools students (Post-Secondary Enrollment Option and Concurrent Enrollment), PTCC has surpassed its previous *Fiscal Year Equivalent (*FYE)* record of 819 in 2019, achieving 832 FYE in 2024. With our consistent growth in enrollment it is vital that we expand our efforts for voter engagement. Minnesota consistently ranks high in voter turnout, providing a supportive environment for our voter engagement efforts.

Goals

Pine Technical and Community College acknowledges that we face several issues when it comes to voter registration. We have not made optimal use of our available resources to help develop our voter engagement on campus. We have slacked in the past on collecting data and analyzing it. We are working on this and hope to improve our voter engagement rates in the future. Below are some of our short- and long-term goals.

Short Term Goals

- Increase voter registration and voting rate of eligible registered students.
- Increase awareness about voting and the importance of it to our student population and our community.
- Stay up to date on our campus voting resources and make sure there is effective communication throughout the year.

Long Term Goals

- Engage in more conversations related to voter engagement and possibly integrate into the curriculum.
- Increase our relationships with LeadMN and other community partners to enhance our voter engagement.
- Get better data collection on PTCC's voter population and create more strategies for better engagement.

Strategy

Initiatives

PTCC has adopted the following initiative in 2023 as part of our efforts to enhance voter engagement and education on campus. We have implemented most of our initiatives and we plan to improve them over the years.

1. Research and Understand the Audience:

- Conduct surveys or focus groups to understand the specific needs, concerns, and interests of the student body and the community.
- Identify potential barriers to voting or civic engagement.

2. Collaborate with Student Organizations:

- Partner with PTCC Student Senate and other relevant organizations to leverage existing networks (i.e., LeadMN).
- Organize regular meetings with student leaders to discuss and plan engagement activities.

3. Educational Workshops and Seminars:

- Host workshops on civic engagement, the electoral process, and local issues.
- Invite guest speakers, local officials, or experts to share insights and answer questions.
- Focus on providing non-partisan information to encourage unbiased participation.

4. Voter Registration Drives:

- Set up on-campus voter registration booths during peak times (fall and spring terms).
- Work with local election officials to facilitate the voter registration process.
- Provide information on absentee and early voting options.

5. Informational Campaigns:

- Develop a multi-channel campaign (i.e. social media, posters, emails, etc.) to disseminate information about key election dates, polling locations, and voter requirements.
- Highlight the impact of local elections on the community.
- Promote the website and show students where they can get more information.

6. Debate and Candidate Forums:

- Encourage students to attend and engage with candidates.
- Livestream events for online participation.
- Invite candidates to tour the campus and meet with the campus community.

7. Community Partnerships:

- Collaborate with local organizations and businesses to expand outreach efforts.

- Host joint events or co-sponsor programs that promote civic engagement.

8. Early Voting Initiatives:

- Advocate for and provide information about early voting options.
- Host events on campus to encourage early voting participation.

9. Social Media and Online Engagement:

- Utilize social media platforms to share information, deadlines, and updates.
- Create engaging content such as infographics, videos, and polls to capture attention.

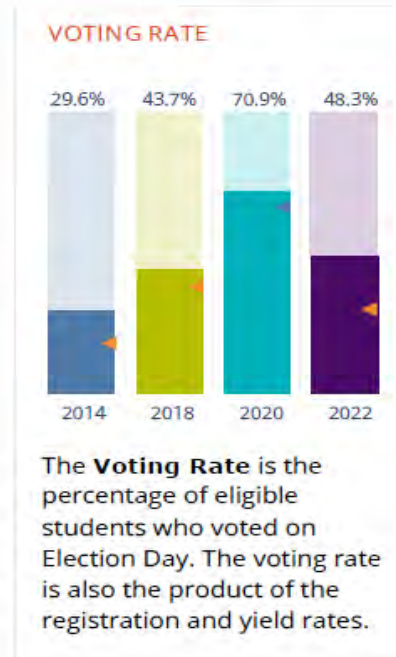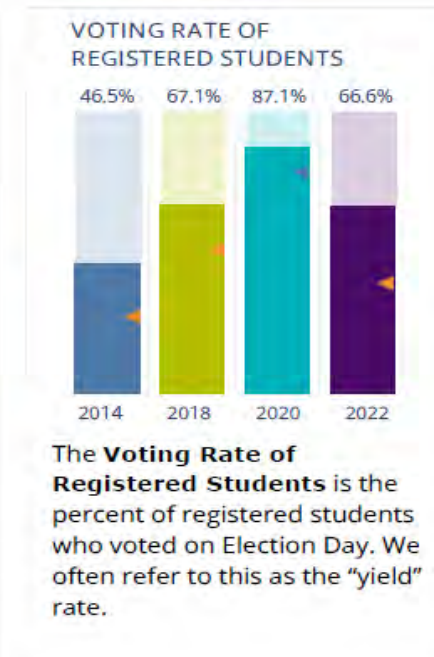**10. Compliance efforts with local and state government:**

- Coordinate with Pine County Records office regarding applicable student list, 20 days in advance of an election.
- Report the PTCC Voter Engagement Plan by November 30th each year to the Minnesota Office of the Secretary of State and other applicable parties.

Events

- **Constitution Day & National Voter Registration Day:** Tabling in the PTCC student Lodge to increase awareness and help students register. Send out emails to students with the links to register and to our website with our voter registration resources.

- **National Voter Education Week 10/7-11:** Social media campaign, email blasts, and tabling events.

- **Vote Early Day 10/29:** Social media campaign on early voting options for students and email blasts.

- **Election Day 11/5-** Social Media post, email blasts to students to remind them to vote.

NSLVE

Our voter registration and voting rates from the 2022 NSLVE report are below.

REGISTRATION RATE

2014	2018	2020	2022
63.7%	65.1%	81.4%	72.5%

The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

VOTING RATE OF REGISTERED STUDENTS

2014	2018	2020	2022
46.5%	67.1%	87.1%	66.6%

The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the "yield" rate.

VOTING RATE

2014	2018	2020	2022
29.6%	43.7%	70.9%	48.3%

The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

By Age Group

	2014	2018	2020	2022
18-21	27%	47%	72%	49%
22-24	17%	30%	60%	38%
25-29	28%	30%	66%	34%
30-39	26%	36%	65%	44%
40-49	34%	52%	80%	61%
50+	58%	63%	83%	62%

Voting is habit-forming and young voters will often continue as voters in subsequent elections. Also, elected officials and public opinion polls solicit opinions from people they can locate - people in the voter files. Our 2020 data showed a surge among the youngest voters on college campuses, yet 2022 saw a return to past trends, with older students voting at higher rates than their younger counterparts. This change underscores the importance of continued need for institutionalized learning -- working with students to help them understand their political voice and power as they arrive on campus.

We will continue to work as a campus to increase voter registration and show the importance of having a voice in our community.

Reporting

We will update our PTCC's voter resources and information page to include this new engagement plan as well as make sure the information is up to date for our students and our community members online at pine.edu

Evaluation

We will evaluate effectiveness through voter turnout data, NSLVE reports, event participation, tabling efforts, social media engagement, and feedback from our leadership team. Continuous assessment throughout the semester will help guide adjustments to our strategies and goals.