

**Raritan Valley Community  
College**



**ALL IN CHALLENGE:  
2020 Action Plan**

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## ALL IN ACTION PLAN

### Executive Summary

The ALL IN Challenge Action Plan was developed by the Director of Service Learning and Community Outreach, the Director of Student Life, and Assistant Director of Student Life in conjunction with Student Government Association members. Initially, a campus-wide team was convened that also included Student Clubs, Academic Affairs, Library and other campus members. The plan formalizes RVCC's commitment to:

- Helping students develop civic literacy as well as self-awareness as citizens;
- Promoting intentional service activities for college students to become democratically engaged in political processes;
- Enhancing dialogues about issues affecting students, the community, and the world; and
- Providing opportunities for students to effect positive change in their communities through knowledge, advocacy, and action.

Working to increase awareness of the political process, especially voter registration and voting, is the primary goal of this action plan. Education of our student voters is of paramount importance; the ability to make informed decisions when voting is critical to the functioning of our democracy.

RVCC has a rich history in student democratic engagement practices. RVCC joined the National Study of Learning, Voting and Engagement (NSLVE) in 2012, 2014 and 2016. This plan, effective February 1st, 2019 through December 31st, 2020, provides time for the students, faculty and staff to implement the goals as the nation participates in the midterm elections. The Director of Student Life and Director of Service Learning will collaborate with student clubs, faculty and staff to create and implement events and activities outlined in the plan.

## Leadership

RVCC's 2020 RVotes Matter campaign will be run by the Student Government Association (SGA), as was done in years prior, which is advised by Russel Barefoot and other members of the faculty. The SGA will then create committees responsible for the recruitment of student activists on the campus in order to help push the goal for increased voter turnout in local elections and the pursuit of civic duty. By the end of the SGA's one-year term, a new body of students will be formally elected and will continue the activities and goals as outlined within this action plan. These new students will be trained by prior SGA members in the procedure in how the SGA tackles the RVotes Matter Campaign, along with giving opportunities for these new students to experiment and implement new strategies within the campaign itself. In this way, the new team of students a part of the SGA will be able to effectively fulfill the goals as outlined within this plan, but also have their own level of creativity in the way they choose to design their plan in their respective term(s).

The SGA will work with a variety of different academic, special interest and civic minded clubs and organizations in order to help further the goals of the RVotes Matter Campaign, and will utilize these clubs and organizations to help sponsor events, work at promo tables, etc. Organized below are organizations and student led clubs that work with the RVotes Matter Campaign, on an external and internal level.

- I. Internal Organizations: Clubs and Organizations already on Campus and led by Faculty and Students
  - SGA (Student Government Association)
  - RVotes Campaign Committee (Hosted by the SGA)
  - Raritan Valley Community College Student Life Office (RVCC)
  - The Record (RVCC Student Newspaper)
  - RV Radio (RVCC Student Radio/Podcast Station)
  - Center for Teaching, Learning and Scholarship
- II. External Organizations: Organizations that, while not stationed on campus, help the RVotes Matter Campaign operate on campus.
  - CivicNation
  - New Jersey Students Vote Coalition hosted by Rutgers
  - PlatformWomen.Org
  - NJ Citizen Action
  - National Study of Learning, Voting and Engagement (NSLVE)
  - Rutgers Eagleton School of Politics
  - American Association of University Women (AAUW)
  - League of Women Voters

What these two lists show here is the breakdown in the leadership of the RVotes Matter campaign and how it works with the various external and internal organizations that interact to make the goal of improved voter rates possible. For starters, RVotes Matter events and promo tables are often manned by students a part of the SGA and are planned by the RVotes Campaign Committee, which then are publicized by the RVConnect app and fast cards created by the Student Life office. Furthermore, if a student club or organization wishes to host their own event independent of the RVotes Campaign that is civically minded, they can do so at their own discretion. What this allows for is a constant stream of civic information and opportunities for activism on campus and the continued participation of students without the holdbacks of having to acquire approval from parties within the RVotes Matter campaign.

At the time of writing this action plan, the following people make up the RVotes Matter Campaign, categorized by their role within the organization, is as followed:

**Faculty/Staff:**

Lori Moog, Director of Service Learning and Community Outreach

Russell Barefoot, Director of Student Life

Alaysha Walker, Assistant Director of Student Life

**Students involved within the RVotes Matter Campaign:**

Dominick Zona, Senator of the Student Government

Jaylenn “Ne’Cole” Riverra, Executive Vice President of the Student Government

Samantha Carhuaricra, Vice President of Info and Media of the Student Government

Amzie Clawson, President of the Record

Victoria Elacqua, prior member of the RVotes Matter Campaign

## Commitment

In understanding the institutional commitment Raritan Valley Community College has to furthering the civic interests of the students that attend classes on campus, one only has to look at the mission statement posted on the college website. It reads,

*“Raritan Valley Community College is an educational community that works to develop critical thinking, foster intellectual curiosity, promote leadership, encourage social responsibility, support personal growth, and sustain engaged citizenship within a diverse population of students and community members.”*

Along with all the other points Raritan Valley Community College attempts to help develop within their students on campus, one of the most important aspects listed here is the encouragement of social responsibility and sustaining engaged citizenship within a diverse population of students. Raritan Valley Community College hosts a wide variety of students from different backgrounds, thus ensuring that the campus vocalizes the opinions of a diverse audience and allowing for the institution to have a holistic approach in creating an environment that is equitable for all students, regardless of background.

Furthermore, the commitment to diversity statement Raritan Valley Community College upholds ensures that the administration is steadfast in maintaining an environment that is not only conducive to civic and political thought, but also an environment that is accepting of an individual regardless of their race, religion, age, sex, etc. The full statement, found on the Raritan Valley Community College main school website, reads as follows,

*“Raritan Valley Community College values all aspects of diversity including but not limited to race, sexual orientation, religion, age, sex, national origin, disability, socioeconomic status, and political and philosophical perspectives. We rely on diversity to enrich the intellectual environment for students and employees. We support educational access and opportunity by recruiting and retaining a diverse college community. We foster diversity by developing and maintaining curricular and social programs that infuse the contributions of all people, and by preparing students to excel in a global society. Our commitment to diversity is reflected in the College’s Mission Statement and Strategic Goals, all of which support excellence in teaching, learning and professional development in a welcoming and respectful climate.”*

What both of these statements show is an institutional commitment for students, faculty and administration to uphold a standard that makes free political thought and the pursuit of civic activities possible for the student population of Raritan Valley Community College, without the exclusion of people based on the way that they live.

Another key point regarding the civic activity of students from the Raritan Valley Community College campus is the inclusion of the Student Engagement Transcript. While students on campus are not mandatory for students to graduate, the Student Life office of Raritan Valley Community College allows the active tracking and documentation of participation and assistance at Student/Administrative events on campus, which provides another key way for transfer students looking to go to a four year university a chance to show commitment to civic involvement on campus to perspective universities.

## Landscape

**Campus Climate:** Through the continued work by the administration and student organizations on campus, Raritan Valley Community College has been able to foster an environment conducive to student civic activism and democratic engagement. Furthermore, special interests clubs and cultural organizations, hosted by students and advised by faculty, have been able to host events that deal with political and social justice topics, which has allowed for a unique opportunity for a dialogue to be opened in regards to current contemporary civic ideas.

On campus, the following activities are conducted on a year to year basis that demonstrate Raritan Valley Community College's landscape being conducive to democratic expression, along with key variables that influence the landscape of Raritan Valley Community College, such as...

### I. Local Election Events:

- Within RVCC's 2019 year, the campus was able to host, from the RVotes Matter Campaign and independant club event hosting, local candidates from a variety of different political and social backgrounds who answered questions regarding their campaigns and small "meet and greet" events that promoted students to get involved in local elections to see changes reflected in their community that coincide with their club or organization.

### II. Service Learning Opportunities

- Raritan Valley Community College offers a wide array of service learning opportunities to students that can allow for an individual student to get course credit and volunteer hours placed on a specialized transcript in order to display work done within local communities. While not inherently political in nature, this also presents students opportunities to learn about ways in which they could get involved within the community, along with being rewarded from civic work being done by said individual through the service learning office at Raritan Valley Community College.

### III. International Students

- Raritan Valley Community College hosts a wide variety of students that may be in the process of obtaining U.S. Citizenship or who might be undocumented immigrants of families currently working to become U.S. Citizens. In this way, Raritan Valley Community College has an environment that is diverse in ethnicities, along with diverse in civic backgrounds, while still maintaining the dedication to provide this group with the necessary opportunities to still be as actively involved as someone that may already have U.S. Citizenship, or otherwise.



IV. College Forum & General Assembly

- Raritan Valley Community College also gives the unique ability to attend assemblies oriented towards students and faculty/administration in order to see social and civic justice properly maintained on campus.

Furthermore, between the years of 2014 to 2018, Raritan Valley Community College has experienced a massive growth in voter registration and activism on campus, as show below in the study conducted by NSLVE in the NSLVE Campus Report...

**Voting and Registration Rates**

	2014	2018	Change
Total Student Enrollment	6,820	7,480	+660
Total Eligible Voters	6,371	6,439	+68
Number of Students who Registered	3,479	4,470	+991
Number of students who voted	915	2,668	+1,753
Registration Rate	54.6%	69.4%	+14.8%
Voting rate of registered students	26.3%	59.7%	+33.4%
Voting Rate	14.4%	41.4%	27.1%
Difference from all institutions	-5.3%	+2.3%	

Source - NSLVE Campus Report for Raritan Valley Community College

What this information shows here is a clear increase in voter turnout from students on campus after catering, with greater attention, to student civic activism and giving greater opportunities for students to get active in a democratic capacity. In between the four years between 2014 and 2018, Raritan Valley Community College as able to accomplish an impressive feat in respects to being above the average of total institutional student registered voters, as displayed in the table below by in the Carnegie Classification in respects to the Midterm Elections...

**How Your Numbers Compare**

2014 Average in all Institutions	2014 Voting Rate at RVCC	Difference from All institutions	2018 average in ALL institutions	2018 Voting Rate Average at RVCC	Difference from All Institutions
19.7%	14.4%	-5.3%	39.1%	41.4%	+2.3%

Source - NSLVE Campus Report for Raritan Valley Community College

What these two tables of statistics provided from the NSLVE, and the previously mentioned elements found on the Raritan Valley Community College campus, show is a clear landscape that the college is dedicated and conducive to continued civic thought and expression by students on campus and a dedication by local community leaders to help these students receive legislation that they feel is in the best interests of the college and community around them.

## Goals

With the success of the last action plan increasing the voter rate to a staggering 41.4%, as noted in the landscape, the RVotes Matter Campaign, in cooperation with all parties involved with the RVotes Matter Campaign, would like to see an increase of the voting rate category, at a minimum, by **10%** and increase the number of students registered to vote by **5%** on campus. These goals will accomplish two objectives, as listed below.

- I. **Keep RVCC Ahead of the Curve:** Raritan Valley Community College already achieved the ALL IN CHALLENGE Gold Award for its across the board increase in voting rates during the 2018 Midterms, and the RVotes Matter Campaign would like to see this number stay consistent.
- II. **Room for innovation:** In maintaining the same strategy as our previous ALL IN action plan, the RVotes Matter Campaign can expect similar results, while also giving room to try new, experimental strategies that could benefit voter turnout rates.

Another note about the goal the RVotes Matter Campaign has reached is the upcoming importance of the upcoming 2020 Presidential election. When talking about civic activism, it is crucial to understand what drives an individual to get out and physically represent what they want to see for the society around them. With the current political situation being as polarizing as it is, the RVotes Matter Campaign expects a substantial increase in student activism on campus that could see an increase in total student voting registration rates and voting attendance, regardless of the candidates the individual students choose to vote for. By taking advantage of the current wave as a result of the upcoming national election, the RVotes Campaign can see an increase that would fulfill the two objectives listed above.

In short, by having our goals situated at a reasonable level, the organizations a part of the RVotes Matter campaign can expect, by continuing to use time tested strategies, an predicted increase over the time period between 2014-2018 while also having a margin for experimentation with different strategies that could be as effective as ones already employed by the RVotes Matter Campaign. These goals are also in line with the S.M.A.R.T.I.E. technique of determining solutions, as they are specific, measurable through the strategies conducted by the Action Plan, attainable as demonstrated by our previous NSLVE report, relevant to the needs of students and time based, given the nature of the ALL IN Action Plans.

Below will include a breakdown the information provided about our goal and how it is applicable to the S.M.A.R.T.I.E. system.

**S. Specific:** The goals listed as a 10% voting rate increase and 5% voting registration increase provide the RVotes Matter Campaign a clear standard to uphold within the action plan.

**M. Measurable:** The RVotes Matter Campaign will employ several different strategies that help determine the rate as to which students on campus are registering to vote and the effectiveness of the campaign as a whole. See the “Strategy” page for more detail.

**A. Achievable:** Given the increase Raritan Valley Community College saw on it’s 2014-2018 NSLVE voter registration report, it would be easy to expect that the RVotes Matter Campaign would be able to achieve a 10% increase on campus by maintaining a similar strategy as the ones employed by prior campaign members.

**R. Realistic:** With the already present 20%+ increase the RVotes Matter Campaign already experienced within their 2014-2018 NSLVE report, the current RVotes Matter Campaign opted to take advantage of the current wave within national politics but also maintain strategies used by prior RVotes Matter Campaign members in order to ensure the campus stays civically active.

**T. Timebound:** This action plan is time bound and covers a one-year period, which gives the RVotes Matter Campaign a period that makes achieving this goal attainable but also one that could be built on by following generations of RVotes Matter Campaign members.

**I. Inclusive:** All clubs, organizations and individuals within Raritan Valley Community College, including faculty, administration and third party programs, are able to join into civic and political opportunities brought by the RVotes Matter Campaign, and themselves afforded the opportunity to host events that could benefit the students as a whole.

**E. Equitable:** the RVotes Matter Campaign does not target a specific political affiliation, demographic or group, but rather gives students of all backgrounds, orientations and affiliations the opportunity to have a positive impact on their schooling environment in a civic context.

## Strategy

In accordance to our goal and Raritan Valley Community College's commitment to create an environment conducive to civic activism, the RVotes Matter Campaign, in conjunction with the Student Government Association, the Student life Office and the RVotes Committee, will implement the following strategies:

Strategy #1: Increase branding for events that promote civic activism and participation in local elections

- I. Use slogan: RV Votes Matter with branding materials such as posters, fast cards, etc.
- II. Set-up promo tables around campus for voter registration.
- III. Link the RVCC's Library website to the Student Life homepage which includes voter registration information.
- IV. Post information about the SGA activities and important dates in Lion's Den.
- V. Create fast cards to brand the project. Suggested slogan: RVotes Matter next to the college logo. On the back the card can have website address, social media information and link to library's website and the RVConnect Phone App.
- VI. Make an announcement about project at All College Day to encourage greater participation.
- VII. Announce SGA voter engagement and registration campaign at first and second Forum meetings.
- VIII. Work with the Raritan Valley Community College Marketing Department to keep project on social media and in the press. Take pictures at events and during activities to post on social media.
- IX. Utilize the RVConnect Application in spreading awareness of events going on campus to the student body.

Strategy #2: Continue to further educate Raritan Valley Community College students on local candidates and the importance of civic activism

- I. Direct students to visit the RVCC's library's website dedicated to voter registration with information and resources on how to become an Educated Voter
- II. Pass out Constitutions and voter registration forms during Constitution Day. Continue having SGA wear Ben Franklin costume.
- III. Set-up tables at student picnic and involvement fair with voter registration information. Invite AAUW and League of Women Voters to set-up a table at the events.
- IV. Develop a Student Club competition to get the most people registered. The club with the highest amount of people registered will be awarded \$250.00 to use towards their own individual events. This will be announced at the SGA General Assembly and via email.

- V. Create electronic and paper displays with voter issues and place around the campus so that students can write what concerns them. These issues can be further discussed at the Leadership Series being planned.
- VI. Encourage faculty to inform their students about the importance of voting and to participate in SGA activities. One strategy is to get invited to the Academic Department meetings where the Department Chairs meet.
- VII. Offer a workshop led by Dr. Elizabeth Matto on *Getting Out the Vote: Engaging Young Adults in the 2020 Election & Beyond*

Strategy #3: Create identifiable measures to determine total turnout at elections from RVCC Students

- I. Offer a Leadership Series to include a faculty panel to talk about voter education, issues and registration and invite their students to attend for extra credit.
- II. Pledge to vote cards, having students write out how they are planning to reach a polling station, where they plan on going to vote and what time they plan on voting.
- III. Create a hashtag on the RVConnect app that encourages students to post of their commitment to vote and any other civic activity related activity that could measure turnout.
- IV. Placement of Absentee Ballots on campus that will be sent in during student-hosted events to encourage individuals to vote while not having to actually go to physical ballots.

Timeline:

### RVOTES MATTER CAMPAIGN EVENTS

Daily Voter Registration Tables located in the Library, Student Life and Welcome Stations.  
Forms are in English and Spanish.

<b>Day, Date</b>	<b>Event Name</b>	<b>Location</b>	<b>Time</b>	<b>Event Type</b>
Thursday, 9/10/20	Voter Registration Table hosted by the League of Women Voters	Courtyard	12:30-2:30 pm	Promo Table
Tuesday, 9/15/20	Constitution Day	Library & Student Life	ALL DAY	Constitutions & Voter Registration Forms

Thursday, 9/17/19	Voter Registration Table hosted by the League of Women Voters	Cafeteria	12:30 - 2:30 pm	Promo Table
Tuesday, 9/24/20	<b>National Voter Registration Day</b>	Cafeteria, 2nd Floor, College Center	12:30 - 2:30 pm	Promo Table
Tuesday, 9/24/20	Voter Registration Table hosted by the League of Women Voters	Conference Center	1:00 - 2:30 pm (College Hour)*	Promo Table
Wednesday, 9/30/20	(1) Puppies, Politics & Pizza (2) Voter Registration Table hosted by the League of Women Voters	Sculpture Garden outside of school Library	1:00 - 2:30 pm	Open Discussion & Promo Table
Thursday, 10/1/20	(1) Getting Out the Vote: Engaging Young Adults in the 2020 Election & Beyond presented by Dr. Elizabeth Matto (2) Voter Registration Table hosted by the League of Women Voters	Conference Center, Rooms A&B	1:00 - 2:20 pm (College Hour)	Keynote Speaker & Promo Table
Monday, 10/5/20	(1) Women Who Rock and Write Event led by Nalani and Sarina (2) Voter Registration Table hosted by the League of	Nash Theatre	1:00 - 2:20 pm	Free Musical Performance & Discussion & Promo Table

	Women Voters			
Tuesday, 10/13/20	(1) Puppies, Politics & Pizza featuring Aldo Martinez, Immigration Lawyer (2) Voter Registration Table hosted by the League of Women Voters	Sculpture Garden outside of school Library	1:00 - 2:20 pm (College Hour)	Open Discussion & Promo Table
Thursday, 10/22/20	(1) Become an Informed Voter: A Voters Education Panel Discussion led by RVCC Faculty (2) Voter Registration Table hosted by the League of Women Voters	Conference Center, Rooms A&B	1:00 - 2:20 pm (College Hour)	Panel Discussion & Promo Table
<b>Tuesday, 11/3/20</b>	<b>VOTE TODAY</b>			
Tuesday, 11/3/20	Vote Together Party	Cafeteria	1:00 - 2:20 pm (College Hour)	FREE Cupcakes & Promo Tables

\*At RVCC, Tuesdays and Thursdays from 1:00 - 2:20 pm are called “College Hour”, a fixed time dedicated to students to participate at events and to take a break from Academic classes.

An important element to note of this timeline is that this is the timeline of events strictly for the Student Government and members of the RVotes Committee. Other student organizations are able to host their own politically minded and civic activism events entirely independent of the events hosted by these two bodies.



## Reporting

The RVotes *ALL IN Challenge Democratic Engagement Action Plan* will be annually reviewed by the Student Government Association, Student Life office and the RVotes Committee in order to assess the process as to which these organizations use this plan in determining events or activities designed to increase student civic activism and/or voter registration on campus. These three parties will then, in accordance to the action plan, determine the implementation of these events and activities on campus. Events and activities that did not receive an outcome that aid in our goal will be subsequently revised in our next action plan.

All NSLVE Voter data will be referenced and linked to on our individual pages on the RVCommons Portal, as to allow for students to, independently, create projects or activities outside of the three main parties associated with the RVotes Matter campaign.

## Evaluation

In terms of evaluating the success of the RVotes Matter Campaign and the *ALL IN Challenge Democratic Engagement Action Plan*, the RVotes Committee and Student Government Association will track the effectiveness through a variety of different methods, which includes:

- I. The number of fast cards passed around on campus;
- II. The attendance of politically charged events on campus, utilizing sign ins from the RVConnect App;
- III. The attendance and participation of students within the RVotes Committee, hosted by the student government;
- IV. The number of absentee ballots taken by students in order to cast votes anonymously and on their own time;
- V. The number of students that register to vote at the RVotes Voter Registration Drives that happen across campus;
- VI. The attendance of students at local freeholder meetings;
- VII. Other means that will be implemented on campus that become available as time goes on.

With these different means of evaluating the success of the RVotes Matter Campaign in conjunction to the goal as outlined within this action plan, the organizing bodies of the RVotes Matter Campaign will be able to effectively evaluate the success of the strategies of this year's campaign and will further expand on these strategies in the following years.