

# **SUNY Corning Community College, 2024 Voter Engagement Plan**

## **Leadership Team**

Daisia Farley, Director of Student Life and Advisor to Student Government

Jennifer Sellers, Director of Innovative Learning Sites

Babatunde Ayanfodun, Chief Diversity Officer

Sky Moss, History Professor

Kathleen Craig, Student Accessibility Coordinator

Shalena Clary, Director of Financial Aid

Jennifer O'Hara, Government and Law Professor

Don Sherman, Director of Marketing and Communications

The leadership team includes a mix of campus stakeholders. All have direct and frequent interaction with students. Additionally, a student will be recruited to join the leadership team when the fall semester starts.

## **Commitment**

SUNY Corning Community College is committed to improve civic engagement and education on campus for the upcoming 2024 election and beyond. The CCC President has signed on to the All In President's commitment letter. The College has also signed onto the All In Campus Democracy Challenge.

## **Campus Background**

- Brief history

Under the sponsorship of the Corning-Painted Post School District, Corning Community College opened its doors in September 1958 with eight faculty members and a student body of 118. The Spencer Hill campus opened in Fall of 1963. The college received its first Middle States accreditation in June 1964. In the mid 1980s CCC became the first regional community college in New York. Unlike other New York community colleges, Corning receives funding from Steuben, Chemung, and Schuyler counties through a chargeback system that provides revenue based on the number of students from each county. Under this system the College continues to prosper. In August 2007, the Academic and Workforce Development Center in Elmira opened its doors to address the need for skilled employees, to attract new jobs to the region, and to assist the success of entrepreneurs and established businesses. The Center now houses many credit and non-credit courses, including the new welding facility, while also housing community

service partners. In 2014, the College opened Perry hall and welcomed its first cohort of students living on campus. In 2016, the College was ranked the top two-year college in New York State and welcomed the first class of students to the Southern Tier STEM Academy. The STEM Academy is a concurrent enrollment program for area high school students sponsored by the Greater Southern Tier BOCES. In 2023, the College adopted a new mission, vision, and values. The mission is “Empower Our Students. Elevate Our Community.” The Vision is “To be the educational heart of the community where all identities thrive, students reach new heights, and transformative partnerships grow.” The following values have been adopted: equity, connectedness, exploration, collaboration, critical thinking, creative expression, and grit.

- Data from last election

Corning Community College has been collecting and sharing our NSLV Reports for a few years now. Our 2022 report shows moderate participation with a voting rate of 24.4%. As this was a midterm election we expected to see lower turnout. We have set our targets based on the 2020 numbers. As this was a presidential election year we anticipate some similarities. In 2020, 71% of eligible students were registered to vote. Of those registered 72% actually voted. This translates to a student voting rate of 51%. With a more robust team of champions in 2024 we are hopeful that the number of students participating in the 2024 election will increase over the 2020 numbers.

- Current Efforts

Our 2024 efforts have been off to a slow start. In Spring 2024, our election resource webpage was updated. We offered two voter registration drives with the local League of Women Voters. A team of campus representatives has begun working in collaboration to plan activities for Fall 2024 and beyond.

Goals

1. To take a more active and holistic approach to civic in engagement during the 2024-25 academic year and beyond.
2. To collect usable data to track civic engagement on campus.
3. Improve on the 24-25 efforts to increase activities and student participation in the 25-26 academic year.

Strategy

We will engage multiple strategies with a heavier target for fall 2024. Strategies will include civic holidays, educational guides, registration guides, and lectures/forums.

Date	Description	Responsible Party/Parties
August 16, 2024	Presentation to EOP students	EOP Director, Jennifer Sellers
Early September	Email all students a link to the voting resource page	Marketing and committee

September 17th	League of Women Voters Tabling	Student Life
September 19th	Constitution Day Trivia	Student Life
September 19-27	National Youth Leadership Summit Participants staff voter registration table	Jennifer Sellers
October 7th	Email to all student and employees sharing election resources and applicable leave time for voting	Marketing, committee, and HR
October 7-11	National Voter Education Week of Events	Student Life/ Student Association
October 7th	League of Women Voters Tabling	Student Life
October 9th	League of Women Voters Tabling	Student Life
Mid October	Issues forums	Diversity Center and Professors
October 29th	League of Women Voters Tabling	Student Life
November 5th	Election Day giveaway	Student Life
November 6	Post Election Discussion	Diversity Center, Sky Moss, Jen O'Hara

#### Civic Holidays:

- August 1 - National Poll Worker Recruitment
- September 17 - NVRD & Constitution Day
- October 7-11 - National Voter Education Week
- October 29 - Vote Early Day
- November 4 - Election Hero Day
- November 5 - Election Day

#### Reporting

Participation in events will be tracked through attendance numbers kept in a spreadsheet. The spreadsheet will also include the type of engagement- education, registration, etc. In coordination with various offices on campus we will attempt to track the number of voter registration forms distributed.

#### Evaluation

The efforts will be evaluated used a number of statistics- resource webpage traffic, number of registration forms distributed/received, number of students at events, number of clicks on emails. The final evaluation of our efforts will be the voting rate as reported in the next NSLVE report.