Voter Friendly Campus Designation

Plan of Action

2020 - 2021
The Civic Engagement Team

**Student Team**
- TBD, Secretary, Student Government Association Civic Engagement Committee
- John Henry, Former Chair, Student Government Association Civic Engagement Committee
- Bryan Goodman, Former Secretary, Student Government Association
- Luis Merlo, President Political Activist Club
- Sebastian Loreti, Vice President, Political Activist Club
- Gianna Jimenez, President, Student Government Association
- Rion Montgomery, Vice President, Student Government Association

**College Employee/Departmental Team**
- Tiago Machado, Director of Student Involvement
- Dr. Shawn Brown, Chief of Staff & Vice President for Strategic Operations
- Patrick Dannenhoffer, Web Manager
- Glenetta Phillips, Program Specialist, Center for Career Education and Applied Learning
- Rosemarie Serrano, Curriculum Chair for Performing Arts
- Department of Information Technology
- Department of Institutional Research
- Department of Student Involvement

Bold font indicates Voter Friendly Campus Contacts
Purpose

- To create a college culture where civic engagement is valued and cultivated through educational efforts, increased student registration, and increased voter turnout which will continue beyond a student’s collegiate experience.
Registration

Goals

- Gather data on the number of students currently registered to vote
- Based on data, increase student registrations by 7% (~650-700)
- Expand TurboVote efforts to college registration platform
Local Registration Data

Westchester County

Estimated Current County Voting Age Population: 754,654 Individuals (2019 Census)

Estimated Current Voting Age Population Registered: 643,268 Individuals (As of February 2020)

Estimated Percentage of Voting Age Population Registered: 85%
Registration Efforts

Multi-tiered Marketing Campaign

• Expanded outreach via social media platforms from the college, Student Involvement, and student groups
• Continued email and text notifications of upcoming registration deadlines

Expand TurboVote Efforts

• TurboVote info and link to be provided in student handbook (Fall 2020)
• TurboVote link available on MyWCC (Fall 2020)
• Integration of TurboVote into first time student portal user introductory survey.
Education Goals

• Host digital or campus education events
  ◦ Host two local congressional debates.
  ◦ Host four voter information presentations
• Leverage digital and social media platforms for education
• Take 25+ students to SUNY Lobby Day in Albany (Spring 2021)
Education Efforts

Leveraging Technology

• Multi-tiered Education Campaign
• Expanded outreach via social media platforms from the college, Student Involvement, and student groups
• Host digital events through Zoom
Education Efforts (Cont.)

Hosting In-Person or Digital Events

- Local Congressional Debates
  - NY-16 and NY-17
- Voter Information Presentations
  - Issues in Immigration
  - Poverty and Financial insecurity
  - College Affordability
  - Understanding Elections and the Electoral College
Education Efforts (Cont.)

Collaborate with:

• Campus faculty in the following subject areas: Political Science, History, Law, Social Sciences, Journalism, and Communications

• On campus clubs and organizations: Student Government Association, Political Activist Club, College Democrats, College Republicans, Viking Newspaper, Power 88.1

• Off campus educational organizations: League of Women Voters, Local ACLU Chapter, NYPIRG
Voter Turnout

Goals

• Increase student voting turnout to 50% in Election 2020
  ◦ (7% increase from Election 2016)
National Study of Learning, Voting, and Engagement Study Data - 2016 Election

Westchester Community College Statistics
• Total Student Enrollment: 12,158 students
• Total Student Turnout: 5,272 students (43%)

National Voter Turnout Statistics:
• Voting Age Population: 61.4%
• Age 18-29 Turnout: 46.1%
Voter Turnout Efforts

- No classes scheduled for Election Day
- Multi-tiered marketing campaign using email, text, and social media to encourage voting
- Mailers sent out to students leading up to Election Day
- Digital Student Government Association “I Voted” Photo Challenge
Resources

• Funding
  • Department of Student Involvement has included $5,000 in funding for civic engagement activities for 2020-2021 (pending final FSA approval)
  • Student Government Association can allocate funding to the Civic Engagement Committee
  • Political Activist Club can request funding from the Student Government Association events
  • Student Government Association funds SUNY Lobby Day transportation (Spring 2021)
• Volunteers
  • Political Activist Club and Student Government Association confirmed
• Technology
  • Access to Student Involvement and Student Government Association Zoom, Facebook, Instagram, and YouTube.
  • Direct partnership with WCC Creative Communications for access to College social media
Additional Challenges to Consider

• Student Apathy
  • “My vote does not count”
  • “I have too much on my plate to go out of my way to vote”
  • “It is not my current priority”

• Various Student Types: part time, full time, evening, online, extension centers, etc..

• Virtual format (due to COVID Crisis) will make it difficult to reach students

• Immigrant, International, and Undocumented students
  • Do not want to alienate students from civic engagement
  • These individuals do not have the right to vote, but offer valuable perspectives on current legislation
Timetable

• Summer 2020
  ◦ Getting TurboVote on MyWCC (WCC)
  ◦ Integrate TurboVote in first time student Registration Survey (WCC)
  ◦ Event planning: requesting speakers for presentations and setting up virtual town halls (CET)
  ◦ Email and social campaign for primary elections (CET)

• September 2020
  ◦ The College Affordability Issue (ST)
  ◦ Constitution Day Celebration (CET)
  ◦ Email and social campaign about voter registration (CET)

Teams Responsible for Item: (WCC) - College Employee Team, (ST) - Student Team, (CET) Entire Civic Engagement Team
Timetable (Cont.)

• October 2020
  ◦ Local Candidate Debate for NY 16 & 17 (CET)
  ◦ Issues in Immigration (ST)
  ◦ Poverty and Financial insecurity (ST)
  ◦ Understanding Elections and Electoral College (ST)
  ◦ Email and Social Campaigns about Voter Issues and Upcoming Election Day (CET)

• November 2020
  ◦ VOTE! - if eligible to do so (CET)
  ◦ Election Day Zoom Viewing Party (November 3rd) (ST)
Teams Responsible for Item: (WCC) - College Employee Team, (ST) - Student Team, (CET) Entire Civic Engagement Team

Timetable (Cont.)

• December 2020
  ◦ Debrief meeting with Civic Engagement Team (CET)
  ◦ Evaluate and adjust plan (CET)

• Spring 2021
  ◦ Survey ascertaining reasons for students’ political apathy/involvement
  ◦ SUNY Lobby Day trip (CET)
Timetable (Cont.)

• Summer 2021
  ◦ NSLVE Data Released (CET)
  ◦ Share results and adjusted plan with campus (WCC)
Plan, Evaluation and Results

- Data will be gathered with the help of the NSLVE and from TurboVote
- Civic Engagement Committee will meet to discuss:
  - Evaluate Events
  - Review TurboVote data
  - Review NSLVE data (Summer 2021)
- College Website and Email Sharing
  - Plan will be included on civic engagement website
  - Plan will be emailed to all faculty, staff, and administrators
  - Data collected will be posted on civic engagement website and emailed to all students for easy access
Designated Contacts for Recommendations and Questions

TBD
Secretary, Student Government and Chair of Civic Engagement Committee
sgasecretary@sunywcc.edu

Tiago Machado
Director of Student Involvement
Tiago.Machado@sunywcc.edu
914-606-6731