

# Voter Friendly Campus Designation Plan of Action

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2020 - 2021

# The Civic Engagement Team

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## 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

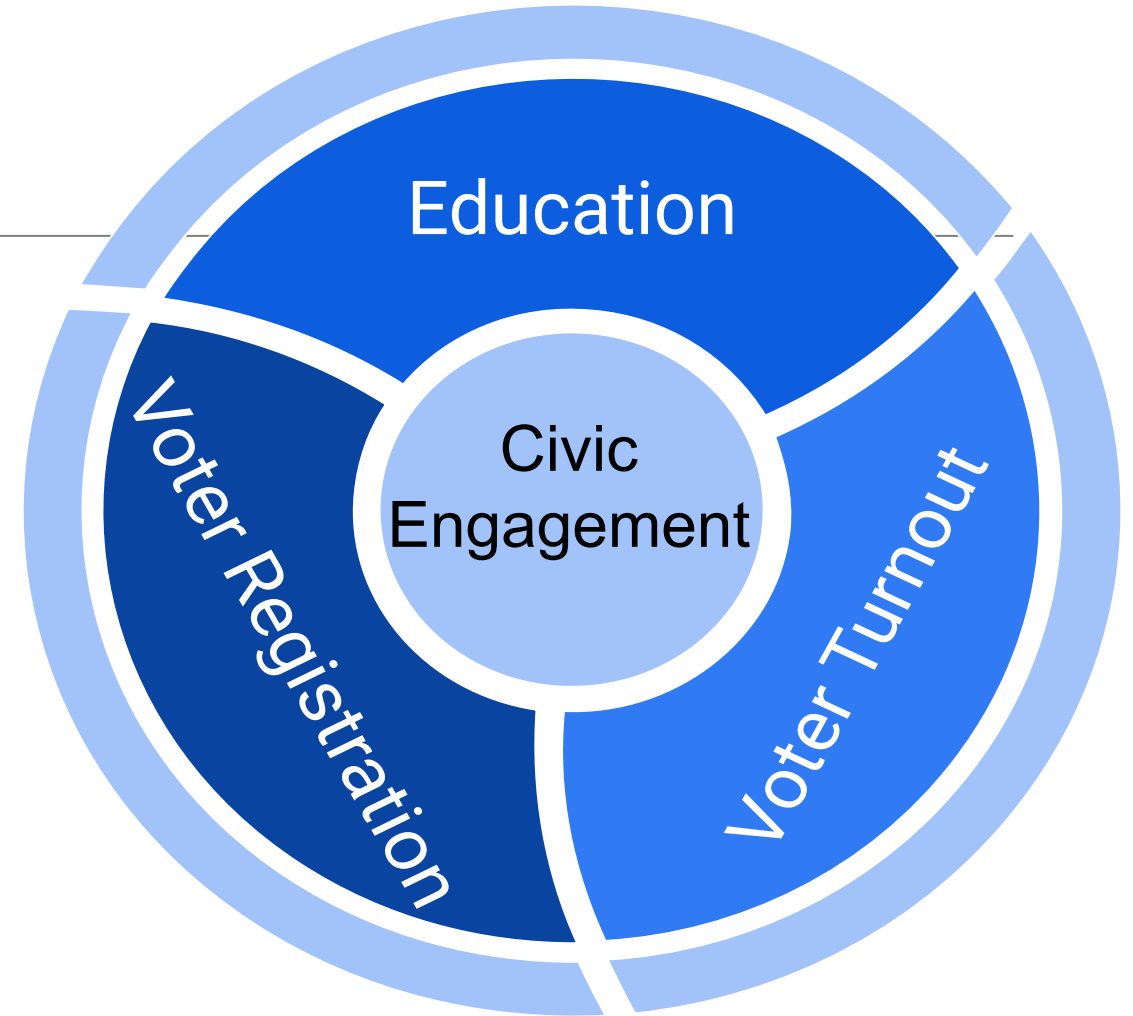
## College Employee/Departmental Team

- **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

# Purpose

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- 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

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## 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

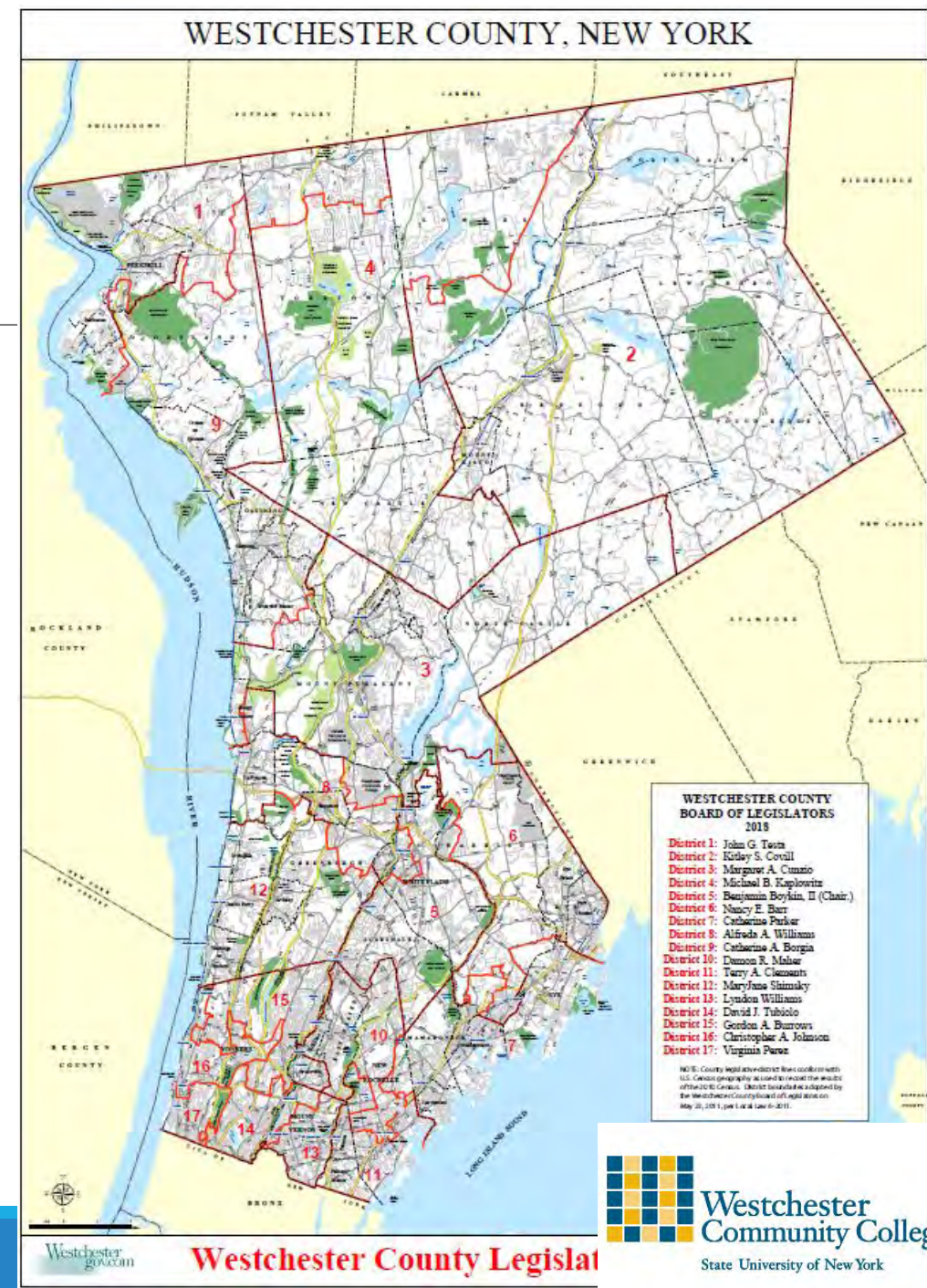
# Local Registration Data

## 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



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## 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

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- 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

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## 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.)

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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

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## Goals

- Increase student voting turnout to 50% in Election 2020
  - (7% increase from Election 2016)

**Pledge to**



# 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%

	2016			Change
	Enrolled	Voted	Rate	
Agriculture and Agriculture Operations	33	17	51.5%	n/a
Business, Management, and Marketing	1,704	610	35.8%	n/a
Communication and Journalism	369	185	50.1%	n/a
Computer and Information Sciences	636	262	41.2%	n/a
Education	76	32	42.1%	n/a
Engineering and Engineering Technologies	621	222	35.8%	n/a
Family and Consumer/Human Sciences	440	206	46.8%	n/a
Health Professions	499	250	50.1%	n/a
Law Enforcement, Firefighting, and Protective Services	796	290	36.4%	n/a
Legal Professions and Studies	123	73	59.4%	n/a
Liberal Arts and Sciences, and Humanities	4,854	1,991	41.0%	n/a
Natural Resources and Conservation	77	41	53.3%	n/a
Personal and Culinary Services	108	44	40.7%	n/a
Public Administration and Social Service Professions	321	147	45.8%	n/a
Visual and Performing Arts	420	191	45.5%	n/a
Unknown	1,081	711	65.8% ↑	27.5

# Voter Turnout Efforts

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- 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



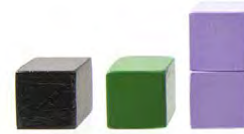
# Additional Challenges to Consider

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- 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)

# 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)

# 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.)

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- Summer 2021
  - NSLVE Data Released (CET)
  - Share results and adjusted plan with campus (WCC)



# Plan, Evaluation and Results

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- 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

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TBD

Secretary, Student Government and  
Chair of Civic Engagement Committee  
[sgasecretary@sunywcc.edu](mailto:sgasecretary@sunywcc.edu)

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