



2020 Voter Engagement Action Plan

Scottsdale Community College

Scottsdale, AZ

Executive Summary

Scottsdale Community College (SCC), one of the ten colleges making up the Maricopa County Community College District, is committed to a Voter Engagement Action Plan in AY 2020-2021 which we hope will increase the voter registration, civic learning and voting rates of our student body. Residing on the Salt River Pima-Maricopa Indian Community, we plan to collaborate with our American Indian Program, American Indian Studies and Indigenous Students Association to target these same goals to our host community. SCC is currently implementing Guided Pathways, so working to implement more co-curricular programming with our expert faculty will also be evident in our Action Plan. Finally, as we will be primarily offering classes online for our largely part-time students in the fall due to the ongoing pandemic, the majority of our efforts will be to provide virtual engagement practices with the help of our student-led Council of Student Leaders. This Plan was developed and will be implemented by a Team made up of college leadership, the SCC Center for Civic & Global Engagement, select faculty, student leaders, national and local community organizations, and local elections offices. As a recipient of the All In Challenge's Silver Seal Award and with strong support from our Administration, we look forward to continuing our dedication to these civic engagement goals.

Leadership: SCC Voter Engagement Team

The SCC Voter Engagement Team involved in creating the Plan included the following:

PRIMARY CONTACT: Therese Tendick, Director, SCC Center for Civic & Global Engagement (CCGE)

Jen Sydow, Council of Student Leaders (CSL) Advisor
Dr. Donna Young, Vice President for Student Affairs
Larissa Train, Dean of Students

Eric Sells, Marketing & PR Manager

Council of Student Leaders (CSL) student members: (Individuals to be determined by September 1, 2020)

CSL Chair and Chair of Civic Engagement Committee

CSL Vice Chair

CSL Civic Engagement Committee Members

Guided Pathways Fields of Interest (FOI) Faculty and Advisors

-Behavioral Science & Human Services FOI: Political Science, Administration of Justice Studies, and Sustaining and Advancing Indigenous Nations faculty

-Culture & Society FOI: American Indian Studies, History, Women and Gender Studies, Journalism and New Media Studies faculty

Club and Organization collaboration:

Honors & PTK

Indigenous Students Association

Latino Student Association

Male Empowerment Network

Women Rising

Sexuality & Gender Alliance (SAGA), LGBTQIA+ club

Community Partners

Deanna Villanueva Saucedo (Director of Community Engagement, Office of the Chancellor, Maricopa Community Colleges District) and sister colleges within Maricopa

SCOTT (Scottsdale Coalition of Today and Tomorrow)

Maricopa County Recorder's Office

Salt River Pima-Maricopa Indian Community

American Association of University Women

League of Women Voters

CEEP Fellow to be determined by end of August 2020

Commitment

Strongly supported by the Maricopa Community County College District's Value of Civic Engagement and SCC's mission of "promoting civic responsibility, sustainability and global engagement," SCC's [Center for Civic & Global Engagement's](#) mission is to "create quality programs and services that provide our students and employees with curricular and co-curricular opportunities that increase civic engagement and enhance global awareness."

In addition, our Interim President Chris Haines is supporting our campus being an Polling Site for the Primary and General Elections, will be signing the Higher Education Presidents' Commitment to Full Student Voter Participation, and is fully supporting this Center's efforts to increase civic learning and voter engagement. A budget has been allocated to fund promotion, CSL projects such as *SCC Votes!* buttons created in-house by students , a Student Public Policy Forum student project, faculty expertise and other needed materials.

According to the latest Tufts University National Study of Learning, Voting and Engagement (NSLVE) report, SCC's student voting rate increased to 39.1% in 2018 from a rate of 15.8% in 2014, an overall 23.3% increase. At the 2019 ALL IN Challenge Awards Ceremony held to recognize colleges and universities committed to increasing college student voting rates, Scottsdale Community College (SCC) received a Silver Seal for achieving a student rate between 30% and 39%. In addition, the voting rate of students registered to vote was up 32.2% in 2018, increasing from 26.3% in 2014 to 58.5% in 2018.

As a very large percentage of our students transfer to Arizona universities such as Arizona State University and the University of Arizona, the community college sees their time here as critical to developing civic responsibility and

global awareness. The Elections provide an excellent opportunity for CCGE to engage students (particularly its student government, the Council of Student Leaders) and a designated Team in the development and implementation of a Voter Engagement Action Plan.

Landscape

[Scottsdale Community College \(SCC\)](#) is one of ten colleges within the [Maricopa Community College District](#) in the greater Phoenix metropolitan area. SCC currently enrolls approximately 8,200 students with 78% attending part time. We have an average age of 26, and demographics of 58% White, 21% Hispanic, 4% American Indian, 4% Asian, 4% African American, 4% Two or more races, 4.5% Unspecified and <1% Native Hawaiian/Other Pacific Islander. The college is situated on Native American land owned by the Salt River Pima-Maricopa Indian Community and hosts over 500 Native American students from multiple Arizona tribes. The campus borders the vibrant suburb of Scottsdale, Arizona, and offers signature associate degree programs in SCC's School of Film + Theatre, Hospitality & Tourism Management, Nursing, Culinary Arts, and over 25 other technical and university transfer programs. Given these demographics and physical location, a facet of the plan is to make special efforts to reach out to underrepresented students, especially the Native American and Hispanic groups.

We are currently implementing an advising and academic structure which follows the Guided Pathways to Success model in order to give students solid access, advising and career skills within all of our programs. What this means is that we are mandated to implement much of our programming in conjunction with faculty in our nine Fields of Interest (FOIs). Hence, we will continue to reach out to faculty to present virtual co-curricular events and projects including, for example, creating open virtual discussions on Media Disinformation with our Journalism faculty and screening social activism documentaries with our Scottsdale School of Film + Theatre faculty during Hispanic Heritage Month.

With the evolving social distancing mandates due to the COVID-19 pandemic, our normal student engagement activities will require innovation as we look at new methods, new social media campaigns, and new ideas from our current students. Challenging as it will be, SCC is committed to keeping our civic engagement goals at the forefront.

SCC Goals

The Advisory Council began planning for events and projects in early Spring 2020. In the end, the Goals set forth for the 2020-21 Academic Year include:

- 1) Increase the number of SCC students registered to vote by increasing access through Voter Registration events, celebrations and projects
- 2) Create a more educated voter by providing voter education resources, events and materials
- 3) Create and implement virtual student engagement opportunities in collaboration with faculty to bring SCC expertise to our community
- 4) Help the SCC community make informed political decisions by conducting presentations in conjunction with community partners such as the Scottsdale Coalition Of Today and Tomorrow, Maricopa County Recorder, Maricopa County Community Colleges Office of Community Engagement, Salt River Pima-Maricopa Indian Community, Arizona State University, and the Association of American University Women
- 5) Conduct training for the Council of Student Leaders and other student leaders on campus in democratic processes, elections and civil dialogue related to political discussions

Strategies: SCC Votes! Voter Engagement Plan

Voter Registration

- “Get an ID = Get Registered” Campaign: As the CCGE functions as SCC’s Student Life office where all new students get their Student Identification card, the “Get an ID = Get Registered” campaign will consist of offering every student the opportunity to register to vote when getting an ID.
- August: All-campus email sent to all students reminding them of responsibility of eligible voters to be registered by deadline and informing students of resources.
- New Student Orientations: coordinated efforts to educate and inform
- Welcome Week Limited Tabling: August 24-28, League of Women Voters, Student Center
- Welcome Week Virtual Club Fair, August 27, League of Women Voters and Association of American University Women
- September 17, Constitution Day, live streaming presentation, Q&A and Voter Registration drive with Maricopa County Recorder Adrian Fontes
- September 22: National Voter Registration Day: CSL Voter Registration social media campaign, videos from campus leadership and CSL members, information on how to check registration status, possible #couchparty, etc.
- Increased use of Artie the Artichoke mascot to create voter registration awareness (*Smartie Artie Votes*)

Voter Education

- Update Website: [Voter Registration & Resources webpage](http://www.scottsdalecc.edu/student-life/civic-global-engagement/voter-registration-resources) [http://www.scottsdalecc.edu/student-life/civic-global-engagement/voter-registration-resources] was developed to provide resources that include such sites as:
 - [Register to Vote - ServiceArizona](#)
 - [Campus Vote Project](#) (Deadlines, locations, materials)
 - [Arizona Clean Elections](#) (Voter Education Guide and Candidate Information)
 - [Your Vote Your Voice](#) (Register online/absentee)
 - [When We All Vote](#) - nonpartisan state information
 - [League of Women Voters](#)
 - [BallotReady](#), [VoteSmart](#), [Ballotopedia](#) - research your ballot
 - Faculty resources such as
 - [ASU Center for Race & Democracy](#) (Delivering Democracy Lectures)
 - [Ask Big Questions](#) - engage in reflective conversations
 - CEEP resources such as the [Higher Education Civic Engagement Resource Collection for Online Learning](#) - lesson plans, multimedia, games, quizzes
- Social Media
 - Continued use of *SCC Votes!* logo to be used for all PR
 - With the help of SCC Marketing, a schedule for posting events, deadlines, links was developed for SCC’s Facebook, Twitter and Instagram
 - Sponsor part of SCC’s 50th Anniversary celebrations, October 5-9, with voter education messaging
- On-campus Communication

- o Daily Buzz: Daily employee email communication with weekly announcements leading up to Election Day
- o Moving weekly Daily John (bathroom stall flyer) to virtual announcement with at least one quadrant displaying “Did You Know?” Facts, upcoming Voter Education events, announcing CCGE SCC Votes! webpage, etc.
- o Creating Civic Engagement Corner in monthly student email newsletters
- Faculty Outreach
 - o Faculty informed of CCGE website, events, resources
 - o Send pre-recorded election-related topics and videos out to faculty to disperse to students via Canvas or use in curricula
 - o Faculty within the Behavioral Science & Human Services FOI will be provided voter registration and education resources to share with their students via Canvas. In an inventory of use of 2020 Elections in non-Political Science curriculum, examples include:
 - Business Communication: Studying social styles, temperaments, and personality types and discussing how candidates’ communication style impacts audience public perception.
 - International Business: Studying ideologies of capitalist and socialist societies and how political global relationships impact business opportunities.
 - Leadership: Discussing how to lead and manage in climates where there are diverse ideologies, cultures, religions, and belief systems. The course has in the past offered an Honors assignment related to the importance of engaged and knowledgeable leadership which resulted in a student presentation entitled “Pizza, Politics, and Privilege.”
 - English 101: Selecting a political advertisement or speech as the context for a rhetorical analysis in which they identify the basic components of the rhetorical situation (author, intended audience, subject, textual form, and context) and then explain how ethos, pathos, and logos work together to appeal to the intended audience.
- Student Participation
 - o Council of Student Leaders: The Chair also serves as the chair of CSL’s Civic Engagement Committee and will lead many of the student-driven efforts for Voter education on campus. A student survey to ascertain student ideas for virtual engagement will be developed over summer 2020.
 - o Clubs: Many of the 25 clubs and organizations at SCC will be encouraged to incorporate the voter registration and voter education messaging throughout the semester.
 - CSL will ask to do *Quick Ads* during their virtual meetings
 - CSL will work with the Indigenous Student Association to increase voter registration and education on the Salt River-Pima Maricopa Indian Community.
 - Friendly competitions between clubs such as TikTok Challenges and Kahoot Quizzes will be encouraged.
 - SCC Student Nurses Association may hold a virtual panel discussion on community health and voting.

- o Democracy Wall: Typically, SCC hosts a Democracy Wall in the Student Center. Thought-provoking prompts related to Elections 2020 are posted on the whiteboard each week by the Council of Student Leaders. Examples include the following: “What do you think is the most important issue facing our state today in this election and why?” or “Are you voting in this year’s election? Why or why not?” Voter registration and engagement information will be provided. Since traffic will be exceptionally light in the Student Center this fall, we will be looking for ways to display and provide for student interaction online, through a blog or Canvas discussion, for example.
- o Chancellor’s Civic Leadership Medallion: Students will be encouraged to get engaged civically to qualify for the annual award dedicated to those who have demonstrated exceptional civic leadership.
- o Student Public Policy Forum: One to five students will be enrolled in Maricopa Community College’s SPPF program, an experiential and academic program which provides an overview of local, state and national public policy-making and leadership development through hands-on advocacy in Washington, DC. A campus project will be completed by the team of SCC students and will reflect advocacy for underrepresented populations.

Voter Education Events & Projects

- Summer 2020: Working to get SCC approved as an Election Polling Site in collaboration with Maricopa County Recorder’s Office, the Chancellor’s Office of Community Engagement and the Salt River Pima-Maricopa Indian Community.
- June 4: Community Advocates Roundtable Discussion on Presidential Preference Election Debrief and Preparing for the AZ Primary
- June 4 & 18: SCOTT “Meet the Candidate” events to provide citizens the opportunity to meet local Scottsdale Mayoral and City Council Candidates and receive information on voter registration
- September 17: Constitution Day Celebration: CSL will coordinate a social media event as well as limited tabling event with Constitution Day games, quizzes, Constitution FAQs, and free popcorn; Student Center
- September 17, Maricopa County Recorder Adrian Fontes presenting on the US Constitution and interacting with students via a live streamed presentation.
- September 22: National Voter Registration Day, coordinating multiple organizations for voter registration
- September 15- October 15: Hispanic Heritage Month “Telling Our Stories” panel discussion on documentary related to social activism; Mi Familia Vota assistance with voter registration and education.
- October TBD: Civil Dialogue Training on Disinformation with Journalism instructor and class. Educational resources provided.
- October 15: CSL Luncheon or Lunch-In with College President: Election-themed discussion with College Administration, Council of Student Leaders and Club Leaders
- October 22: “Don’t Guess When You Vote” and “Know Your Props!” information campaign or hybrid event to incorporate local issues, candidates, props, etc..
- Possible Scottsdale City Council Candidate Virtual Forum, co-sponsored with SCOTT (Scottsdale Coalition of Today and Tomorrow) and facilitated by members of the SCC Council of Student Leaders. Open to the public.

- Council of Student Leaders: “Leadership Learning Series” will include discussions on facets of democratic process evident in the SCC student government and importance of diverse perspectives for effective group decision-making. Student Learning Outcomes have been developed relative to this learning and a qualitative assessment will be conducted to monitor knowledge gained.
- October 26 - November 2: “What Do I Need to Know?” Resources available to better understand and prepare the community for voting on Tuesday, November 3rd.
- November 3: If SCC is an approved Election Polling Site, student and community volunteers will be coordinated to meet compliance and participation requirements.

Reporting

As event attendance, student surveys, faculty evaluations, and outside agency data are received, the Center for Civic & Global Engagement will collect these and report out as needed to the Dean of Students, Vice President for Student Affairs and SCC Voter Engagement Team. In addition, the District’s Office of Community Engagement and Legal Counsel require reports related to Voter Engagement Plans be made public to meet compliance as mandated by the MCCCDD Governing Board. Annual results are also required for Unit Strategic Planning reports. Finally, CCGE will work with SCC Marketing to make public appropriate accomplishments, achievements and awards.

Evaluation

Anticipated Challenges: SCC is in many ways a typical community college with challenges for engaging busy, working, family-committed commuter students in campus projects. Challenges include communication of events, reaching underrepresented students, and addressing apathy of demographics of the student population. This is exacerbated this year with the majority of courses being conducted online and few students physically being on campus. For that reason, the CCGE will work hard to engage students in and out of the classroom, work with clubs, and faculty will be contacted to collaborate with CCGE on presentations, offering Extra Credit, and creating curricula modules relevant to the 2020 Elections.

Measuring Success: SCC will compare the NSLVE 2016 General Election and 2018 Midterm Election and other voter registration data to the 2020 turnout. In addition, event attendance will be kept and, as appropriate, short evaluations will be disseminated to event audiences. Faculty feedback and student success data from those using the Elections in their curricula as evidenced by Student Learning Outcomes will also be gathered. Finally, student surveys conducted with student leadership in clubs and the CSL will also be evaluated at the beginning and end of the academic year.

Conclusion

Scottsdale Community College will have the support needed from District and College leadership to address the voter registration, civic learning and voter education goals outlined in this Voter Engagement Action Plan and, despite the challenges of this new world of virtual student engagement, looks forward to supporting the Civic Engagement mission through these multiple, varied and innovative strategies.

Submitted by

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