



SIERRA
COLLEGE

The Wolverines' Civic Engagement & Voter Empowerment Plan



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Summary

Civic engagement and voter empowerment are essential to the college experience, furthering democratic participation in our society. Sierra College provides students opportunities to become civically engaged on and off campus through instruction, extracurricular activities, student clubs, internships, and peer-to-peer interactions.

The Sierra College Wolverines' Civic Engagement & Voter Empowerment Plan (CEVE Plan) outlines the strategy to achieve Sierra College's goal of becoming a leading institution for voter engagement and remaining committed to helping Sierra College's students become active and confident political citizens.

Sierra College's CEVE plan provides actionable steps that students can take to be involved in the democratic process. The plan also involves the students directly in formulating events, materials, and best practices.

This plan is a commitment to the continued support of these programs and a plan of action that requires regular evaluation and revisions when necessary.

Sierra College will achieve its goal of becoming a leading institution for voter engagement and remain committed to helping students become active and confident political citizens by implementing its Civic Engagement & Voter Empowerment Plan (CEVE). Sierra College's CEVE plan will build on current civic engagement strengths and further support the work of campus departments (including auxiliaries) to ensure Sierra College remains top tier among public institutions in voter information and registration.

About Sierra College:

The main campus of Sierra College is in Rocklin, California, with an additional campus in Grass Valley and two centers located in Roseville and Truckee.

Sierra College serves over 18,000 students each year at its campuses and centers. These students reside in Placer, Nevada, Sacramento, and El Dorado Counties. In addition to offering 126 degrees and certificates, the college provides a broad range of Community Education courses.

Sierra College is proud to be one of only four community colleges nationwide with an Osher Lifelong Learning Institute (OLLI). Sierra has over 1,300 employees in four locations across the 3,200-mile district. The College is working toward both campuses serving as voting centers in future elections.

Mission:

Sierra College's mission is to provide an inclusive and safe educational environment where learners are supported while challenging themselves and achieving their goals.

Vision:

Sierra College will be our region's preferred destination for higher education and training while eliminating achievement gaps among our students.

Core Values:

The following core values will establish our ethical principles and guide our institutional decision-making.

- Empower students in their education.
- Strive toward student success and continuous improvement.
- Be an inclusive and equitable community.
- Be responsive to the education and workforce needs of our local community and businesses.
- Demonstrate collaboration with all stakeholders in decision-making.
- Manage all resources in a manner that is sustainable and responsible.
- Support and model excellence and innovation in teaching, learning, scholarship, and creativity.

Background:

On October 8, 2020, California Governor Gavin Newsom approved [Assembly Bill 963 \(Petrie-Norris\)](#). This legislation added sections 66850-66852 to the Education Code as part of the Student Voter Registration Act of 2003. Effective January 1, 2020, AB 963 established the Student Civic and Voter Empowerment Program. This program is to be conducted by the Secretary of State in partnership with the California Community Colleges, California State University, and the University of California. This collaboration aims to give students direct access to voter information and registration (Section 2148.5 of the Elections Code).

Wolverines' Civic Engagement & Voter Empowerment Plan

CEVE Mission:

Civic engagement and voter empowerment are essential to the college experience, furthering democratic participation in our society. Sierra College provides students opportunities to become civically engaged on and off campus through instruction, extracurricular activities, student clubs, internships, and peer-to-peer interactions.

Sierra College will achieve its goal of becoming a leading institution for voter engagement and remain committed to helping students become active and confident political citizens by implementing its Civic Engagement & Voter Empowerment Plan (CEVE). Sierra College's CEVE plan will build on current civic engagement strengths and further support the work of campus departments (including auxiliaries) to ensure Sierra College remains top tier among public institutions in voter information and registration.

The Sierra College Wolverines' CEVE aims to help demystify civic engagement and the election process and connect students with resources, services, and partnerships to help them become active and empowered global citizens.

Commitment:

Sierra College is truly "the people's college." Sierra College's departments, centers, and programs regularly partner with the surrounding communities to provide engaging events and programs. From Pride Days to the publication of the student-generated [Sierra Journal](#), Sierra College offers new and diverse learning opportunities for all. As denoted in [Sierra's Core Values](#), the college is committed to empowering students through their education, including civic engagement and voter empowerment, which is foundational to Sierra College's identity.

In collaboration with the [California Secretary of State](#) and respective registrar offices, the Rocklin and Nevada County Campuses were designated vote centers for the 2020 General Election. The CEVE Workgroup will develop this as an ongoing and sustained relationship. There is also the possibility of including the Tahoe-Truckee Center as a vote center in the future.

Staffing:

To raise civic awareness and participation, Sierra College commits to having a staff member serve as the Civic and Voter Empowerment Coordinator. The Coordinator shall be nonpartisan and will ensure adherence to the plan.

Events:

In every academic year, the college will hold a minimum of three election outreach events to increase civic learning, democratic participation, civic engagement, and voter turnout.

Goals

The CEVE Workgroup:

The CEVE Workgroup aims to engage students in non-election-related activities. Civic engagement is an ongoing process with inherent values outside of elections and election cycles. We are committed to promoting this through college events every academic year. The CEVE Workgroup understands that some groups in our community have been, and continue to be, historically underrepresented in civic engagement. This is why the CEVE Workgroup is committed to changing these statistics by actively engaging and partnering with departments and programs that serve disproportionately impacted students. The CEVE Workgroup aims to connect disproportionately impacted students to civic engagement by partnering with the following events and programs:

Support & Equity Programs:

- Puente Program
- Umoja Learning Community
- RISE
- Wonoti Program
- TRiO
- Guardian Scholars
- CalWorks
- EOPS/CARE/NextUp
- SAS (formerly DSPS)
- Undocumented Student Center
- CommUnity (The Village, PRIDE, UNIDOS, Wonoti)

College onboarding and outreach events:

- Wolverine Welcome
- Preview Day
- Wolverine Week/Club Rushes

The CEVE Workgroup employed the S.M.A.R.T.I.E framework in its goal design.

Goal I: Designate Sierra College as a Certified Vote Center

Specific	The Workgroup will communicate with Placer, El Dorado, and Nevada counties and the California Secretary of State (SOS) to begin the process of designating Sierra College campuses and centers as certified vote centers.
Measurable	The Workgroup will schedule to meet with the mentioned counties by Fall 2023. The Workgroup will schedule to meet with the SOS by Spring 2024. The Workgroup will initiate communications with Sierra College facilities regarding vote center options.
Achievable	Colleges and Universities throughout the United States have certified vote centers, increasing student access to civic engagement. The Workgroup will reach out to colleges and universities that have established a certified vote center to determine best practices and other planning information.
Relevant	With the construction of the new residence halls, students will have close access to exercise their right to vote.
Time Based	This goal is intended to be completed before the 2024 Primary Election in Spring.
Inclusive	This goal is inclusive because anyone and everyone (who is eligible to vote) can participate in voting through a Sierra College-certified vote center.
Equitable	This increases voter turnout by providing more options and access to voting by reducing common barriers to voter participation.

Goal II: Build stronger relationships with the two campuses and two centers within the District

Specific	Create a formal partnership between the two campuses and two centers to meet AB 963 requirements.
Measurable	Evaluate and reestablish partnerships each year to ensure the partnership achieves its goal.
Achievable	Host active and/or passive programs on each campus and centers – that are tied to national civic/voter events as per AB 963.
Relevant	Aligns with the mission of Sierra College and encourages students to think critically and actively participate in the civic engagement process, which may challenge their perspectives and values.
Time Based	Plan a calendar of events during the Fall 2022, Spring 2023, and Summer 2023 semesters. Implement in Fall 2023.
Inclusive	Partnering with our diverse faculty, student organizations, and community partners to ensure all voices are represented.
Equitable	Collaborate with CommUnity (the focused branch of Sierra Supports that prioritizes equitable institutional engagement and support services for our most disproportionately impacted students at Sierra College) to connect students to civic engagement and voter empowerment opportunities.

Goal III: Sustain partnerships and collaboration with community partners and student organizations

Specific	Sustain partnership with The League of Women Voters – Placer County along with students and faculty.
Measurable	Sustain at least one formal partnership with a community organization and the student body.
Achievable	The Workgroup will continue to co-host at least one event with each group and invite such groups to be members of the Workgroup.
Relevant	Creating formal partnerships with outside groups model civic engagement by creating more robust connections to promote political awareness and create avenues for student groups to organize.
Time Based	Sustain these partnerships from at least 2022 to 2024.
Inclusive	Continue partnership with the bipartisan group, composed of diverse constituents who are mindful of intersectional identities.
Equitable	The Workgroup prioritizes partnerships and collaborations that have demonstrated records of voter empowerment, equitable practices, and nonpartisan civic engagement.

Educational Events:

- Constitution Day – September 17th; Campus Life and student clubs host interactive activities. Pocket-size US Constitutions are handed out.
- Know Your Rights Presentation – [Associated Students of Sierra College \(ASSC\)](#) hosts this event once every semester. Students learn about their constitutional rights and how to navigate the parameters of free speech on college campuses.
- Cesar Chavez Higher Education Speaker Series – An annual forum that brings nationally recognized experts to address the most pressing issues facing our nation. Attended by students, staff, faculty, and the greater community. These forums initiate ongoing dialogue about contemporary issues.
- Big Time - A traditional celebration of Spring by local Indigenous tribes. The event features dance performances, vendors, and speakers. The event also educates students and the public about local Indigenous People.
- Earth Day - A multi-day event celebrated at the Rocklin and Nevada County Campuses. Events include workshops, vendors, activities, student presentations, and tabling by environmental organizations. Sierra College has celebrated Earth Day since its official worldwide inauguration in April 1970.
- Black Heritage Celebration – A multi-day event highlighting and celebrating Black culture in the United States of America. Past celebrations include short talks, guest speakers, poetry, and other events.
- Mes de Latinx – (National Hispanic Heritage Month) is a multi-day event celebrated from September 15th to October 15th. The event highlights and celebrates Latinx histories, cultures,

and contributions to the United States of America. Past celebrations include short talks, guest speakers, poetry, and other events.

- Campus Safety Walk – The Gender Equity Committee, in partnership with ASSC, hosts a Campus Safety Walk in the fall and spring semesters. Volunteers split into teams to walk different zones to look for lights that are not working or that are too dim and areas that may need repair. Teams will turn over their notes to The Gender Equity Committee for record-keeping and the scheduling of repairs. Facilities and Campus Safety assist with providing students with information about the campus, safety concerns, and upcoming projects.
- UndocuAlly Training - Designed for faculty and staff to foster sensitivity to undocumented students' challenges in the classroom. Participants are introduced to information necessary for understanding the experiences of undocumented students and students from mixed-status families.
- Campus Cleanup – A day set aside during the fall and spring semesters to beautify the Rocklin Campus. Student leaders and club advisors participate in this event.
- Women’s HERstory Month – Celebrated in March with various events centering on women’s experience, and HERstory, such as workshops and presenters, form part of the month-long celebration.

Evaluation

- Evaluate civic engagement activities and impacts by collecting and assessing data on student voter registration and voter turnout in partnership with the National Study of Learning, Voting and Engaging (NSLVE) to strengthen and implement our best practices.
- Provide students with the instrument to evaluate voter empowerment events/programs.
 - Link to the evaluation form will be sent to all participants for virtual events.
- Ensure civic engagement and voter empowerment are sustained by cultivating campus and off-campus partners, such as the League of Women Voters. Cultivating civic engagement includes providing campus incentives for carrying out this plan through the “All In Democracy Challenge.”
- Work with the California Secretary of State to properly implement and evaluate Sierra College’s CEVE Plan.
- The CEVE Workgroup will evaluate the action plan every semester to ensure that goals are met and accomplished.

Reporting

The Sierra College action plan and NSLVE data will be shared publicly via the CEVE webpage. The CEVE Workgroup will work with Marketing to showcase accomplishments via social media platforms and co-write press releases.

Conclusion

This action plan will increase voter turnout within Sierra College, Placer, Sacramento, El Dorado, and Nevada Counties and increase student civic engagement in the democratic process within their community, district, the state of California, and the nation.

Sierra College Wolverines

