



## Sierra College

### Civic Engagement and Voter Empowerment

#### 2020 – 2022 Action Plan

#### **Sierra College Mission:**

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

#### **Sierra College Vision:**

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

#### **Sierra College Core Values:**

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

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

#### **About Sierra College:**

The college serves over 18,000 students each year at campuses and centers in Rocklin, downtown Roseville, Grass Valley, and Truckee. In addition to offering 126 degrees and certificates, the college provides a broad range of Community Education (not-for-credit) courses and is one of only four community colleges in the nation to have an Osher Lifelong Learning Institute (OLLI). Sierra has over 1,300 employees (526 full-time faculty and staff and over 800 part-time faculty) in four locations across the 3,200-mile district. In order to fulfill the commitment to voter outreach and registration, the College's two campuses shall serve as voting centers in the 2020 general elections.

#### **Landscape:**

Sierra College serves students in Placer, Nevada, Sacramento, and El Dorado counties. The main campus is located in Rocklin California, with an additional campus in Grass Valley and two centers, which are located in the cities of Roseville and Truckee. The college has repeatedly held events meant

to increase voter engagement such as Constitution Day, Political Awareness Month, and allowing voter registration groups on campus. The college also has various student-led groups focused on voter engagement, such as Political Science Club, Phi Theta Kappa Honor Society, Environmentally Concerned Organization of Students (ECOS) Club, and more. The effectiveness of these methods has not been recorded or evaluated. The upcoming 2020 Census may affect California's voting districts and would therefore affect voting registration and engagement of the students.

### **Civic Engagement and Voter Empowerment Mission:**

Civic engagement and voter empowerment are an essential part of the college experience, furthering democratic participation in our society. Through instruction, extracurricular activities, student clubs, internships, and peer-to-peer interactions, Sierra College provides opportunities to become civically engaged both on and off campus. The purpose of this action plan is to help demystify civic engagement and the election process and connect students with resources, services, and partnerships that will help them in their journey to become active and empowered global citizens.

### **Plan Development:**

Campus Life Coordinator, Juan Miguel Blanco, and Political Science faculty member, Betty Chan, developed this action plan with support from participatory governance: Student Senate, Academic Senate, Classified Senate, Management and Confidential Senate and the Sierra College Civic Engagement and Voter Empowerment Workgroup (CEVE). The CEVE Workgroup will make recommendations for consideration regarding civic engagement and voter empowerment to the Associated Students of Sierra College. The development of the CEVE Workgroup and the action plan was in response to California Assembly Bill 963 and Sierra College's efforts to streamline civic engagement initiatives throughout the District. The initial action plan was composed during the spring 2020 semester with the assistance of the senates. During this timeframe, Sierra College officially joined the ALL IN Campus Democracy Challenge. A draft copy of the plan was sent to the ALL IN Campus Democracy Challenge for feedback and review. The 2020 Democratic Engagement Action Plan Feedback helped inform the CEVE Workgroup in finalizing the Sierra College action plan.

### **Plan Implementation Locations:**

This plan is intended for implementation at all Sierra College campuses and centers in Rocklin, downtown Roseville, Grass Valley, and Truckee. As a majority of Sierra College courses are currently being conducted virtually, all events will be virtual for the Fall 2020 and Spring 2021 semesters and will not be campus specific.

### **Duration of the Plan:**

Sierra College aims for this initial action plan to span a duration of two years, until the 2022 midterm elections, at which time a new action plan will be created based on the 2020-2022 plan. This current plan will, therefore, be in effect from November 3<sup>rd</sup>, 2020 to November 8<sup>th</sup>, 2022. Based on the results of the 2020 Census, the action plan may be reviewed and/or modified by the CEVE Workgroup as needed. Additionally, the CEVE Workgroup will assess its efficacy and make recommendations for any necessary structural changes for the 2022 plan.

**Commitment:**

Sierra College is truly “the people’s college.” Sierra College departments, centers, and programs regularly partner and collaborate with the surrounding communities to provide engaging events & programs. From Pride Days to the publication of the student generated [Sierra Journal](#), Sierra College provides new and diverse learning opportunities for all. As denoted in Sierra College’s Values, the college is committed to empowering students in their education. Educating student about civic engagement and voter empowerment is foundational to Sierra College’s identity.

In collaboration with the California Secretary of State and respective registrar offices, both the Rocklin and Nevada County Campuses were designated as vote centers for the 2020 General Election. The CEVE Workgroup would like to develop this as an ongoing and sustained relationship. There is a future possibility to include Tahoe-Truckee Center as a vote center in the future.

The commitment of the CEVE Workgroup transcends beyond election years. The Workgroup aims at engaging students in non-election related activities. We believe that civic engagement is an ongoing process and has inherent values outside of elections and election cycles. We are committed to promoting this through college events every academic year. The CEVE Workgroup will make recommendations for consideration regarding civic engagement and voter empowerment to the Associated Students of Sierra College.

The CEVE Workgroup understands that some groups in our community are (have been and continue to be) historically underrepresented in civic engagement. This is by design, which is why the CEVE Workgroup commits to changing these statistics by actively engaging and partnering with departments and programs who serve disproportionately impacted students. The CEVE Workgroup aims to connect disproportionately impacted students to civic engagement by partnering with the following events/programs.

- College onboarding and outreach events:
  - Wolverine Welcome
  - Preview Day
  - Wolverine Week/Club Rush
- [Support & Equity Programs](#):
  - Puente Program
  - Umoja Learning Community
  - RISE
  - Wonoti Learning Community
  - TRiO
  - Guardian Scholars
  - CalWorks
  - EOPS/CARE/NextUp

- DSPS
- Undocumented Student Center

**CEVE Workgroup Membership:**

<b>MEMBER</b>	<b>TITLE</b>	<b>SENATE/CLUB/ORG</b>
Tajinder Bahia	Student Trustee/ASSC President	Student Senate
Iulia Tarasova	Director of Public Relations	Student Senate
Sahibpreet OtaI	Director of Social Media	Student Senate
William Taylor	Club President	Political Science Club
Greg Harnage	Classified Senate	Lead Student Services Technician, DSO
Tania Parks	Academic Senate	PT Faculty – Political Science
Zenaido Ramos-Bustos	Academic Senate	Faculty – Spanish
Serjio Acevedo	Management Senate	Director – Student Engagement Centers
Angela Galvan Torrens	President	League of Women Voters – Placer County

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

- **Goal I: Build and Sustain Partnerships & Collaboration**

<b>Specific</b>	Create a formal partnership with a community organization and student groups.
<b>Measurable</b>	Form at least one formal partnership with a community organization and two student clubs.
<b>Achievable</b>	The CEVE Workgroup will co-host at least one event with each group and invite such groups to be members of the CEVE Workgroup.
<b>Relevant</b>	Creating formal partnerships with outside groups models civic engagement by creating more robust connections to promote political awareness and create avenues for student groups to organize.
<b>Time Based</b>	Establish these partnerships/collaborations by the last day of Fall 2020 instruction (December 11, 2020).
<b>Inclusive</b>	Bipartisan group, composed of diverse constituents who are mindful of intersectional identities.
<b>Equitable</b>	CEVE Workgroup prioritizes partnerships and collaborations that have demonstrated records of voter empowerment, equitable practices, and nonpartisan civic engagement.

- In collaboration with Sierra College students, staff, faculty, and administrators and local partners, build and sustain civic engagement opportunities.
- Involve student clubs in civic engagement and voter registration events/programs.
- Collaborate and partner with the Student Engagement Centers.

- Incorporate voter registration in Sierra College’s onboarding events: Orientation and Preview Day.
- Partner with Phi Theta Kappa’s (PTK) Voter Initiative Committee to achieve the goal of their committee to build and sustain a voter base.

• **Goal II: Establish the Civic Engagement & Voter Empowerment Workgroup**

<b>Specific</b>	Establish the Civic Engagement and Voter Empowerment (CEVE) Workgroup made up of students, classified faculty, and management positions.
<b>Measurable</b>	The CEVE Workgroup will be considered established when all stakeholders: Student Senate, Academic Senate, Classified Senate, Management & Confidential Senate, one community organization form part of the Workgroup, and participate in established meetings.
<b>Achievable</b>	Coordinator partnered with various senates for recruitment efforts.
<b>Relevant</b>	The CEVE Workgroup will provide Sierra College with more holistic and inclusive views on civic engagement and voter empowerment with input from these various groups and channels.
<b>Time Based</b>	Establish the CEVE Workgroup by the end of Fall 2020 semester.
<b>Inclusive</b>	The CEVE Workgroup is made up of a diverse team of individuals from different communities within Sierra College that represent its commitment to diversity and inclusion.
<b>Equitable</b>	Centering on student’s experiences on voting and bringing student agency to the forefront by supporting student run CEVE Workgroup meetings, events, and programs.

- The CEVE Workgroup will be composed of the following members: 5 appointees of the Student Senate, 2 appointees of the Academic Senate, 1 appointee of the Classified Senate, 1 appointee of the Management and Confidential Senate, and nonpartisan local partners (League of Women Voters). These positions shall be filled by students or staff appointed by their respective committees, or volunteers approved by current members of the CEVE Workgroup.
- Throughout the Fall 2020 semester up until November 3<sup>rd</sup>, key stakeholders such as the Sierra College Academic Senate will meet to review the Sierra College Civic Engagement & Voter Empowerment Action Plan.
- The CEVE Workgroup will evaluate ongoing efforts to increase voter registration amongst Sierra College students and propose new ideas for increasing civic engagement amongst its student population.
- The CEVE Workgroup will participate in various planning and resource gathering events such as the California Student Voting Summit.

- **Goal III: Programming/Events:**

<b>Specific</b>	Organize, plan, and execute events/programs every academic year as federally/state mandated.
<b>Measurable</b>	Organize, plan, and execute at least three voter registration booths and one event/program per academic year.
<b>Achievable</b>	At least three members of the CEVE Workgroup will partner with student services to host three voter registration booths/virtual workshop. The CEVE Workgroup will organize an annual event in conjunction with community partners and the support of the college.
<b>Relevant</b>	Voting is at the core of civic engagement and providing a safe, easy, and friendly environment for students to register to vote will contribute to increasing student voters nation-wide.
<b>Time Based</b>	Host a CEVE event/program every fall and spring semesters.
<b>Inclusive</b>	Invite clubs and Academic Senate standing committees especially identity-based clubs/committees in implementing CEVE initiatives.
<b>Equitable</b>	Collaborate with Sierra College signature programs and events to ensure that voter registration opportunities are provided to the students, a majority of whom are 18-25 years of age, which is a demographic historically underrepresented in voting.

- California Secretary of State Office provides grants, that if awarded, may be used to fund CEVE programs and events. The Associated Students of Sierra College-Student Senate may also allocate funding for these events.
- Organize, plan, and host at least three voter registration booths per academic year.
- Organize, plan, and execute events/programs every academic year as federally/state mandated.
  - The CEVE Workgroup will explore the possibility of additional events/programs as feasible.
- The Civic and Voter Empowerment Coordinator hereafter referred as Coordinator will work with campus Marketing to ensure that voter empowerment events and key voting and elections related dates are prominently displayed on academic and college calendars and social media outlets.
- Collaborate with the Associated Students of Sierra College to incentivize student club participation in events.
- Collaborate with faculty to sync relevant course content with civic engagement and voter empowerment efforts/initiatives.
- Collaborate with student clubs in organizing District wide events.
- Cultivate relationships with local and state governmental entities tasked with the implementation of the state's elections process through coordinated programming, including virtual programs.

- In collaboration with IIT and Marketing, the CEVE Workgroup will organize, plan, and host virtual programs that help the campus community understand how voter access laws and policies are implemented through the state's elections process.
- Leverage community resources by inviting community-based organizations to engage with us in the civic education of our students and campus voter empowerment through existing "Signature Programs and Activities."

### **Strategy & Implementation:**

- **During COVID-19:** Due to COVID-19 prognostics and future implications, Sierra College has decided to move instruction for Summer 2020, Fall 2020 and Spring 2021 semesters online. This will impact delivery of civic engagement and voter empowerment programs and events.

#### **Spring 2020**

- Create the Sierra College Civic Engagement & Voter Empowerment Action Plan
- Present the action plan to and receive constructive feedback from Academic, Student, Classified, and Management & Confidential Senates and other college constituents
- Submit the Sierra College Civic Engagement & Voter Empowerment Action Plan to the Vice President of Student Services for review
- Collaborate with Marketing to add important election dates and deadlines to Sierra College calendars
- Plan, schedule, and organize at least two (2) virtual events/programming for Fall 2020.
  - Myths about U.S. Voting (Trivia)
  - Constitution Day Trivia

#### **Summer 2020**

- Collaborate with Marketing to add important election dates and deadlines to Sierra College calendars
- Collaborate with Marketing to finalize the Civic Engagement & Voter Empowerment webpage
- Finalize three informational webinars on topics ranging from demystifying voter fraud and the importance of mail in ballots in the 2020 elections.

#### **Fall 2020**

- Execute planned virtual events, programs, webinars
- Create voter empowerment Social media challenges and campaigns
- Establish the Civic Engagement and Voter Empowerment (CEVE) Workgroup and work with the senates to appoint representatives
- The CEVE Workgroup will meet every week prior to the November 03, 2020 Presidential Election

- **Post COVID-19:** The Spring 2021 semester will also be conducted virtually. Possible events may include:
  - Voter registration booths
  - Guest speakers
  - Informational forums and discussions on the outcome of the 2020 election and what this means for our country and Sierra College students going forward
  - Including voter registration information at Preview Day and other onboarding events meant for new students
  - Encourage students to enroll in Political Science classes, which all have learning outcomes that encourage student participation in government

### **Evaluation:**

- Evaluate civic engagement activities and impacts by collecting and assessing data on student voter registration and student 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 that civic engagement and voter empowerment is sustained through the cultivation of campus and off campus partners such as the League of Women Voters. This 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 Civic Engagement and Voter Empowerment Action Plan.
- The CEVE Workgroup will evaluate the action plan every semester to ensure that goals are being 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.

### **Sierra College (Civic Engagement) Signature Programs and Activities:**

Signature programs and activities are college wide collaborations between student, staff, faculty, and the community. Through these programs and activities, students are exposed to current issues, which may impact their lives, while also learning self-agency. The CEVE Workgroup will partner with Sierra College signature programs to include voter registration information/booths at selected events.



- Free Tax Preparation – Business faculty and students are trained and assist Placer County residents and Sierra College students with free tax preparation during tax season. Sierra College Rocklin Campus is also a Placer County Free Tax Prep Site.
- Constitution Day – Constitution Day falls on September 17<sup>th</sup> and is federally mandated. Campus Life and student clubs host interactive activities and hand out pocket size constitutions to students during this celebration.
- Know Your Rights Presentation – Once a semester, ASSC hosts a “Know Your Rights” Presentation. 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 in nationally recognized experts to address the most pressing issues that face our nation. Attended by students, staff, faculty, and the greater community. These forums initiate ongoing dialogue about contemporary issues.
- Big Time - Big Time is a traditional celebration of Spring by local tribes. The event features dance performances, vendors, and speakers. The event also educates students and the public about local indigenous tribes.
- Earth Day - Earth Day is a multiday event which is celebrated on the Rocklin and Nevada County Campuses. Events consists of workshops, vendors, activities, student presentations, and tabling by environmental organizations. Sierra College has celebrated Earth Day since its official world-wide inauguration in April of 1970.
- Black Heritage Celebration – Black Heritage Celebration is a multiday event that highlights and celebrates black culture in the United States of America. Past celebrations have consisted of short talks, guest speakers, poetry, and other events.
- Mes de Latinx – Mes de Latinx (National Hispanic Heritage Month) is a multiday event which is celebrated from September 15<sup>th</sup> – October 15<sup>th</sup>. The event highlights and celebrates Latinx histories, cultures, and contributions in the United States of America. Past celebrations have consisted of short talks, guest speakers, poetry, and other events.
- Campus Safety Walk – The Gender Equity Committee in partnership with ASSC host 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 too dim, and areas that may need repairs (sidewalks). 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 - UndocuAlly Trainings are designed for faculty and staff to foster sensitivity to the challenges undocumented students face in the classroom. Participants are introduced to information necessary for understanding the experiences of undocumented students and students from mixed-status families.
- Campus Cleanup – Campus Cleanup is 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 – Women’s HERstory Month is celebrated in the month of March. Various events centering on women’s experience (i.e. 100-Year Anniversary Women’s Suffrage

Celebration) and HERstory such as workshops and presenters form part of the month-long celebration.