

Sierra College
Civic Engagement and Voter Empowerment
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 (non-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.

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.

Civic Engagement and Voter Empowerment Mission:

Civic engagement and voter empowerment is an essential part of the college experience. Through instruction, extracurricular activities, student clubs, internships, and peer-to-peer interactions, students are exposed to and explore opportunities to become civically engaged and involved in their communities. Our aim is to help demystify civic engagement and voter empowerment and connect students with resources, services, and partnerships that will help them in their journey to become active and empowered citizens residents of California/students/world citizen/global citizen.

Goals:

- **Partnerships & Collaboration**
 - 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
- **Civic Engagement & Voter Empowerment Council**
 - The council will be composed of appointed members from Student, Academic, and Classified Senates, Management and Confidential Senate, administration, and local partners
 - Once a semester, key stakeholders will meet to review the Sierra College Civic Engagement & Voter Empowerment Action Plan
 - The council will evaluate ongoing efforts to increase voter registration amongst Sierra College students
- **Programming/Events**
 - Organize, plan, and host at least three voter registration booths per academic year.
 - Organize, plan, and execute at least three events/programs every academic year beyond federally mandated events/programs.
 - The Civic and Voter Empowerment Coordinator (“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 Coordinator 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.
- Tap into 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 and Fall 2020 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, and Classified 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.

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 web page

Fall 2020

- Execute planned virtual events, programs, webinars
- Create voter empowerment Social media challenges and campaigns
- Establish the Civic Engagement and Voter Empowerment (CEVE) Council and work with the senates to appoint representatives

- It is encouraged that the CEVE Council meet once prior to the November 03, 2020 Presidential Election
- **Post COVID-19:** The Spring 2021 semester is still uncertain. If on-ground courses are allowed to resume, the CEVE Council will need to determine what programs & events to execute. Possible events may include:
 - Voter registration booths
 - Guest speakers

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.
- Ensure that civic engagement and voter empowerment is sustained through the cultivation of campus and off campus partners. 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.

Sierra College (Civic Engagement) Signature Programs and Activities:

- 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.
- 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.
- Constitution Day – Constitution Day falls on September 17th and is federally mandated. Campus Life and student clubs host interactive activities and hand out pocket size constitutions to students during this celebration.
- 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.
- 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.

- Big Time - Big Time is a traditional celebration of Spring by local tribes. The event features dance performances, vendors, and speakers. The event will also educate 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.
- 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.