

Civic Engagement Action Plan Census and Voter Registration

Summary

This Civic Engagement Action plan was developed by the South Central College Student Senators (both North Mankato and Faribault) at the Fall 2019 LeadMN General Assembly.

Members Present:

<i>Hayley Qualley – NM Student Senate President</i>	<i>Vicky Coronado FB Student Senate President</i>
<i>Caleb Harmon- NM SS Vice President</i>	<i>Daniel Cruz-Baez- FB SS Vice President</i>
<i>Hunter Boe- NM SS Treasurer</i>	<i>Bonnie Frias- FB SS Secretary</i>
<i>David Dudley- NM SS Senator</i>	<i>Juana Cruz Baes- FB Senator</i>
	<i>Nur Nur- FB Senator</i>
	<i>Manny Seirra- FB Senator</i>

This plan was created to increase civic engagement on the South Central College campuses. In the calendar year 2020, there will be two large initiatives that need additional effort; the Census and a Presidential Election. Civic engagement among college students is vitally important to the sustainability of the state government. This plan will overview how various departments might engage in this work and will be submitted to the ALL IN campus challenge. Our main objective(s) are to make sure all students are counted in the 2020 Census and all students are registered to vote in the 2020 election. This plan will be implemented by a Civic Engagement Intern along with a Civic Engagement Taskforce utilizing a \$1000 grant.

Leadership & Commitment

South Central College has committed to strengthening our Civic Engagement through the establishment of a Civic Engagement taskforce. This taskforce has representation from Students, Student Affairs, Academic Affairs, and is supported by the Administration. The committee will begin forming immediately at the beginning of the Spring Semester. The group consists of:

- Kyle Cavenah (Civic Engagement Intern) Intern*
- Brian Yingst (Director of Student Engagement) Staff*
- Nicole Hamilton (Assistant Director for Student Life) Staff*
- Vicky Coronado (Student Senate President Faribault) Student*
- Doug Laven (Faculty)*
- Halleluyaa Mi'eessaa (Student Senate Secretary North Mankato) Student*
- Taylor Benton (Student Senate President) Student*

This group plans to work with the local chapter of the League of Women Voters and the Faribault Chamber of Commerce for the Fall 2020 election by hosting candidate meet & greets on campus for students and community.

The sustainability plan is to continue to support the Student Senates in Get Out the Vote (GOTV) efforts in collaboration with LeadMN.

Landscape

We have seen direct correlation between Census interaction and Pell Grant Eligibility. We have been planning to support the Census and Voter Registration because the results of the civic engagement directly affect the majority of our students.

- 36.0 % Pell Eligible
- 55.7% First Generation (Federal definition – parents did not graduate from college)
- 20.1% First Generation (MN State definition – parents did not attend college)

Knowing our student demographic, Student Senate and the institution have prioritized young voter mobilization to accurately represent the students at SCC.

Goals

1. *Short Term:* Develop a collaborative, institution-wide, plan to provide consistent programmatic efforts around annual voting opportunities.
2. *Short Term:* Encourage an involved community to achieve a civically engaged institution.
3. *Long-term:* to continue to grow involvement and engagement amongst young people in the community.

Outcomes

1. As a result of completing the Civic Engagement initiatives, South Central College will increase the college student voting rate for 2020.
2. As a result of completing the Civic Engagement initiatives, all students will have been exposed to the MN Campus Compact Census 101 & 102 videos.

Action Steps/Strategy

Below is a rough outline of the planned initiatives to take place in the 2019-20 academic year.

Fall 2019

Action Step	Responsible Area	√
Provide tools for senate to become knowledgeable for the census (provide stories, consequences, democratic value?) emails	FB & NM Senate	√
Order T-Shirts for Student Senators to wear every Monday for their meetings	FB & NM Senate	√
Provide Syllabus Statements to Faculty for their Spring 2020 Syllabus	CTLE	√
Create an FAQ card that will let people know the census will affect their life, and consequences for being undercounted in MN. <ul style="list-style-type: none">• Add the \$ amount per person per year.• Languages that the census is available in.	NM & FB Senate	√
Hang informational posters in classrooms over winter break.	Student Life	√
Post a banner on the Webpage on either the Current Students page or main page.	Marketing	√

Put a small reminder on the Scholarship application that the Census is coming	Foundation offices	Asked, not sure if completed.
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Spring 2020

Action Step	Responsible Area	√
Show the Census Video at Freshman start up	Student Life	Reminder showed instead.
Start doing Voter Registration cards for the Democratic Primaries and the next 2020 presidential election?	NM & FB Senate	Not Completed
We Count MN posters/pins/Shirts	Student Life	√
Post a D2L Announcement about the upcoming census dates with links to materials.	Julianne Brueske	√
Watch the Census 101 video on each class' first syllabus day.	CTLE	Faculty toolkit
Ask Faculty to allow extra credit for verifying they participated in the census at inservice.	CTLE	Faculty Toolkit
Host a civic engagement workshop/leadership opportunity. <ul style="list-style-type: none"> Invite the Local News 	NM & FB Senate	Not available
Social Media competition; take a selfie and hashtag it to win a gift basket.	NM & FB Senate	Not Completed
Ice Cream Social with Dr. Parker with reminder of the Census.	NM & FB Senate	Not Completed
Create Meme-related Voter Registration and Census pledge cards for students to sign and display.	NM & FB Senate	√
Dr. Parker bringing MN Campus Compact to a presidential forum to discuss Census Education with Faculty.	SCC Admin	√
Submit Census to the MN Campus Compact Presidential Awards.	SCC Student Life	√

Summer 2020

Action Step	Responsible Area	√
Senate rejoins to discuss next year's goals	NM & FB Senate	
Transition all Census Materials to voter registration. <ul style="list-style-type: none"> Absentee Ballot Polling places Voter Registration Secretary of State resources 	Student Life	
Report Census involvement to campus	SCC RIE/Admin	
Submit results and all required information to the ALL-IN challenge	SCC Admin	

Fall 2020

Action Step	Responsible Area	√
Announcement about materials released in Dr. Parker’s COVID Meetings during open announcement time.	Student Life, with support of Admin	
Create a Voter Registration Video via screen capture software.	Student Life	
Education Materials on Voter Registration at division meetings.	Student Life	
Incentivize Voting in some manner: Put it as a D2L Quiz. Put a DUE DATE to be a reminder. Ask faculty to participate and be involved. NOTE: A Faculty’s ICC Artifact may be tied into Civic Engagement within their Assessment plan.	All SCC	
Come up with a list of questions from students to ask any local politicians running for office; Politicians can submit video responses and we can release all responses to students; in replacement of an on-campus meet and greet.	Student Senate & Student Life	
Create a “How to do an Absentee Ballot” video posted on D2L as well as the Voter Registration Video.	Student Life	
Create and send a Voting Calendar & checklist in the Welcome Kit.	Student Life	
“Commercial” at Inservice announcing the educational resources and rallying support from faculty & staff.	All SCC	

NSLVE

According to the NSLVE 2014-2018 report, we had doubled our voter turnout from ages 18-29. We also saw an increase in Absentee Vote and Mail votes. Using this we figured we can streamline the voter information process (such as Registration) and the Census information by providing more electronic materials to capture more of this demographic.

We also noticed that the Voting Registration stayed fairly similar from 2014-2018, however voter turnout increased. We believe if we increase Voter Registration, we’ll see a large uptick in voter turnout.

Evaluation & Reporting

1. South Central College will continue to participate in the National Study of Learning, Voting, and Engagement (NSLVE).
 - a. The NSLVE will provide information on Voter Registration & Turnout.
2. South Central College will receive the ALL IN Campus Challenge recognition seal.

Key Performance Indicator

1. There will be 600 Pledge Cards
2. 100% of Faculty will include census information on their upcoming syllabus.
3. 100% of Faculty will include Voter Registration Information on their D2L Page.