

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:

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

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.

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:

- 2 Faculty Members
- 2 Staff Members
- 2 Faribault Student Senators
- 2 North Mankato Student Senators
- 2 Student Senate Advisors
- 1 Student Civic Engagement Intern

Goals

1. Develop a collaborative, institution-wide, plan to provide consistent programmatic efforts around annual voting opportunities.
2. Encourage an involved community to achieve a civically engaged institution.

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.

Key Performance Indicator

1. There will be 600 Pledge Cards

2. 100% of Faculty will include census information on their upcoming syllabus.

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	

Spring 2020

Action Step	Responsible Area	√
Show the Census Video at Freshman start up	Student Life	
Start doing Voter Registration cards for the Democratic Primaries and the next 2020 presidential election?	NM & FB Senate	
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	
Ask Faculty to allow extra credit for verifying they participated in the census at inservice.	CTLE	
Host a civic engagement workshop/leadership opportunity. <ul style="list-style-type: none"> Invite the Local News 	NM & FB Senate	
Social Media competition; take a selfie and hashtag it to win a gift basket.	NM & FB Senate	
Ice Cream Social with Dr. Parker with reminder of the Census.	NM & FB Senate	
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 		
Report Census involvement to campus	SCC RIE/Admin	
Submit results and all required information to the ALL IN challenge	SCC Admin	

Evaluation & Reporting

1. South Central College will continue to participate in the National Study of Learning, Voting, and Engagement (NSLVE).
2. South Central College will receive the ALL IN Campus Challenge recognition seal.