

# Civic Engagement Action Plan Census and Voter Registration

## Summary

The South Central College (SCC) Student Senators (North Mankato and Faribault) developed this Civic Engagement Action plan on April 23<sup>rd</sup> at the Spring 2022 Student Voter Summit.

### **Members Present:**

*Taylor Benton – NM Student Senate President      Vicky Coronado FB Student Senate President*

*Elita Olson- NM Vice President*

*Faith Jameson- FB Senator*

*Jess Dewar- NM Senator*

*Nate Good- NM Senator*

This plan will increase civic engagement on the South Central College campuses. In the calendar year 2022, Civic engagement among college students is vitally important to the sustainability of the state government, and local elections impact day-to-day student lives. This plan will overview how various departments might engage in this work. Our main objective is to ensure all students are registered to vote in the 2022 election. Student leaders will implement this plan and require support from all South Central College constituents.

## Leadership & Commitment

South Central College plans to work with the local chapter of the League of Women Voters and the Faribault Chamber of Commerce for the Fall 2022 election by hosting a candidate meet & greet on campus for students and the community.

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

## Landscape

During the 2020 Election, South Central College saw an 8.6% increase in voting and registration yield rates (*2021 Institute for Democracy & Higher Education*). However, SCC Voter turnout was lower than the national average for higher education institutions.

## 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 2022.

## Action Steps/Strategy

Below is a rough outline of the planned initiatives for the 2022-23 academic year.

Action Step	Responsible Area	√
Do a student takeover of Social media with non-partisan voting resources. Create shareable content that encourages getting out to vote.	Marketing	
Speak with Administration and an Election clerk to establish an early vote location or polling place on each campus.	Student Senate	
Provide Syllabus Statements to Faculty for their Fall 2022 Syllabus	CTLE	
Post Key Voting Dates at all Campus Activities to remind students/create excitement. Hype key milestones, like early voting, absentee ballot deadline, etc.	Student Life	
Hang key voting dates in every classroom.	Student Life	
Host a Vote-By-Mail party, complete with stamps and envelopes for ballots. Include a campus official who can serve as a witness, if necessary.	Student Senate	
Provide Faculty with information about when, where, and how to vote.	Student Life	
Participate in Vote Early Day. Most voters can cast their ballot prior to Election Day. Vote Early Day makes that process easier by helping all eligible voters understand their voting options while celebrating the act of voting early.	Student Senate	
Work with the Student App to publish information about getting out the Vote	Student Life	
Partner with local election clerks to recruit students to be poll workers on election day. This can engage young students who may not be eligible to vote yet.	Student Senate	
Host Lunch & Learns about issues affecting South Central College students.	Student Senate	
Organize a walk/ride to the polls on election day.		
Work with commuter students/distance learners on how to identify their polling place.		
Apply to be a voter-friendly campus and submit an action plan to the All-In Campus Democracy Challenge.	Student Senate	
Provide Voter Registration forms in different languages.	Student Affairs	
Include Voter Registration information at all significant campus events.	Student Life	
Send out regular campus-wide emails with important voting information.	Student Life	
Decorate the NM Café to increase Voting visibility.	Senate	

### **NSLVE 2020 Report**

- SCC increased our early voter turnout by 13%.
- SCC saw a 13% increase in voter turnout for ages 18-21. A 10% increase for ages 22-24.
- SCC had a significant increase in voter turnout from BIPOC students.
- While SCC increased in almost every measure, we are 0.3% lower than the All-institution average.

### **Evaluation & Reporting**

1. South Central College will continue participating 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. 100% of Faculty will include Voter Registration Information on their D2L Page.
2. South Central College will provide Voter Registration Information to the entire student body twice per election period.