

Campus Vote Project / All-In Democracy Challenge / TurboVote Engaged Community College 2023-2024 Reports Authored by Michelle Hanke, Charlie Trumbull, and Christy Main

Second Submission Report

Executive Summary:

This action plan, crafted by Michelle Hanke and Christy Main, serves as a roadmap designed to facilitate the achievement of our overarching goal. The purpose of this plan is to systematically break down the goal into actionable steps, providing a clear and easily trackable path toward success. The plan will be implemented across the Democratic Engagement Action Plan guiding principles. Scheduled to run from October 4, 2023, to December 15, 2023, the plan outlines a concise timeline for execution. The methodology for implementation is structured to ensure efficiency and effectiveness throughout the entire duration.

Leadership:

Staff Member: Christy Main, Supervisor of Student Activities
Student Fellow: Michelle Hanke, Fellow
Student Fellow: Charlie Trumbull, Fellow
Faculty Member: vacant
Student Fellow: vacant

While our year began with new leadership with the Campus Voter Project, Michelle and Christy were committed to being all-in to increase the importance of voter education at Washtenaw Community College. Michelle and Christy began working in the Student Development and Activities Office in August and were asked to be a part of the Campus Voter Project. While we were committed, trying to recruit for additional vacant positions proved challenging. With posters around campus and talking to students and faculty, it was hard to recruit new members. This challenge meant we need to look into how transitions work from year to year, especially with new members. Our goal for the new semester is to work on a Leadership Succession Plan so there will be an easier transition for new members as the team can change as key leaders change roles within the institution or leave the institution. Creating a succession plan will not only provide guidance, it will also help with knowing individual roles and responsibilities. Some ideas we have for the Succession Plan includes providing mentorship opportunities for potential successors to learn from current team members. We also saw a need for setting realistic deadlines for our Succession Plan to be implemented to ensure a timely and efficient selection. Our Succession Plan will include the importance of WCC's values and the reason why participation is important to not only our department, but the university as a whole. Lastly, our Succession Plan will be routinely evaluated for effectiveness and recruitment strategies, where we will make adjustments based on feedback from the new team. In January, a new Fellow joined CVP as Michelle left the fellowship. Charlie Fuller came with lots of new ideas and fresh viewpoints. Their love of political advocacy became an asset to the team. Charlie came up with creative advertisements, pushed further ideas of spreading the word by creating an instagram,

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and came up with fun, new ideas to help us stand out. Since joining, the team came up with a plan that extends into the fall for future recruitment and program planning.

Commitment:

When thinking about our commitment to CVP, we refer to our college mission statement: "Our college strives to make a positive difference in people's lives through accessible and excellent educational programs and services." Michelle and I strive to relate our campus mission to CVP to make sure we provide campus with excellent service. We want our students to be informed about election laws and feel prepared for when it comes time to participate. We noticed right away that there seemed to be a lack of excitement when it comes to elections and a lack of knowledge and appreciation for voting, based on our conversation we had with the 101 participant during an event we hosted in the fall. We decided there was a need to educate the students we routinely worked with about the importance of voting. On November 16, 2023, Michelle and I hosted an event called Donuts and Democracy. During the event, we shared the importance of why voting matters and why students should register to vote. We provided opportunities for students to ask questions and clarify any misperception. While we did not get any student to register to vote, we found the event helpful with engagement to the campus community.

During the spring semester, we began implementing new ways of expanding our advertisement by creating a social media account and social media contest to gain followers. We also created an event to have students participate in a Mock election to get them ready for the primaries. We created a mock election focused on fun voting opportunities to get people in the habit of making a decision. We also then educated students on how to correctly fill out a ballot, as well as where to go to look up candidates' policies. Our plan to engage the campus more to continuously work on making the campus Voter-friendly. We plan on continuously utilizing Turbo Vote and our local League of Women Voters to increase voter registration for future semesters.

We also created a plan for further events and educational opportunities to get students registered to vote and pre-registered early. One idea is to work with the Dean of dual enrollment students (local high school) to create a presentation for pre-registering. We also thought of ways to get students interested in having discussions about which political policies mean the most to them by creating a Ice Cream and Social Justice event.

Landscape:

We will be continuously working with our League of Women Voters to increase the number of students registered to vote. With the upcoming changes to the age limit to being able to pre-register at the age of 16, we will want to make sure we are educating our students about voter law, so when they become eligible to vote, they feel confident in what to do.

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Goals:

Our goals for the year was to increase the importance of voting and encouraging students to vote. Moving forward to the upcoming semester, we will shift our focus to increasing the number of students registered to vote. We want to provide students with the ease of registering to vote on campus and answering any questions. We will utilize our WCC TurboVote to get students registered. We will be hosting tables. We will increase our communication with League of Women Voters to help aid us in the effort to increase registration amongst students. We will host a table to encourage students to register to vote once a month. We will host tables on different days than what the League of Women Voters do. Our goal is to continuously increase our registration rate by 10%, and our voting rate percent by 10%.

National Study of Learning, Voting, and Engagement (NSLVE) Free report:

According to our NSLVE data, we have seen an increase in the number of students who registered from 2018 to 2020. The number of students who voted in 2018 compared to the number of students who voted in 2020, increased by 1,284 students. Our percentage of in person voting during the 2020 year was 46% (Lower compared to 2018 when it was 92%), the percentage of not in person voting increased from 2018 to 2020 by 46%. With an upcoming election year, it will be really important to increase our number of registered voters amongst our students, and encourage them to go vote in the next election cycle.

Strategy:

As stated above in our Goal setting, we will be hosting registration tables once a month. It will also be important to still host education initiatives to continuously provide education around voting. Some ideas we have are to host a mock election, having a panel of students share their experience when it comes time to vote to help ease voting myths.

Reporting: Turbovote allows our team to report & keep track of newly registered students throughout the semester. The WCC Campus Vote Project team will keep an organized sheet to keep track of our progress throughout the semester. With our progress, we will share with our students up-to-date information. We can do this through our Student Life website known as Campus Connect where students can stay up to date with upcoming events. We can also work with our Student Newspaper, the Voice to increase our awareness of our events. With our new instagram page, we can also post what is going on politically in the world as well as local elections. Lastly, by creating posters to share results and upcoming events, we can increase our

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presence on our campus. We also plan on working with our Political Science teacher to see if there is a way to do programming together that can benefit both of our areas.

Evaluation:

When it comes to evaluation, we will first get our team on board with meeting more regularly as we plan to have a stronger commitment to the upcoming semester. We have a plan on getting additional help to increase our small team, as well as events for the new semester. We will use recruitment techniques to help encourage our student body to get involved with civic engagement and participate in their civic duty. We will utilize data and feedback from our events to evaluate the effectiveness of that event to make sure we are utilizing student opinion on what they want to see more of. We will utilize opportunities presented to us by All In, CVP, and NSLVE data to make sure we can use all resources available to make sure we are committed to increasing voting engagement across campus.