

**NOTE:**

**Washtenaw Community College organizes its voter registration and education advocacy activities on a semesterly basis. Due to the fast-pace of student graduation or completion at a community college, it is not possible to plan activities in the academic year before they occur. Instead, the Campus Vote Project Committee meets at the beginning of each semester to determine activities. Throughout the semester, the committee completes the activities, culminating in a final report.**

**The documents below include:**

**Fall 2021 Initial Report**

**Fall 2021 Final Report**

**Winter 2022 Initial Report**

**Winter 2022 Final Report**

**Fall 2022-Winter 2024 Vote Education and Engagement activities will be planned in September 2022.**

Campus Vote Project / All-In Democracy Challenge / TurboVote Engaged Community College

2021-2022 Reports

Authored by Alysha Rossetto, Ana Andrade, and Gabby Holback



**Washtenaw**  
Community College

**Campus Vote Project Action Plan**  
**Fall 2021 – INITIAL REPORT**



**CAMPUS  
DEMOCRACY  
CHALLENGE**



Campus Vote Project / All-In Democracy Challenge / TurboVote Engaged Community College  
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**CVP Fall 2021 Initial Report**

In 1965 Washtenaw County established a community college that serves to enrich the educational and professional development of the community. Through accessible and exceptional educational programs and services, Washtenaw Community College has implemented and executed the Campus Vote Project throughout its campus. The Washtenaw Community College Democracy Fellows focus on creating an all-inclusive environment that promotes positive civic engagement amongst the students. The Democracy Fellows are developing standards that may start on campus but will spread to the community. As we move forward, taking on many challenges in a school year unlike any other, we seek to implement, encourage, and educate our community on the importance of using our voice.

To create a reliable and effective action plan, our team of Democracy Fellows took into consideration the college's mission statement and values to successfully educate students and further encourage participation in elections.

***Teaching and Learning:*** *We embrace teaching and learning as our central purpose.*

A large percentage of WCC students continue to take classes online in the Fall 2021-22 school year. As a result of the non-election year, we have made it our priority to educate students about the important role they play in our elections. Due to the limited accessibility of students, we will continue to use social media platforms to reach as many students as we can. Social media has been proven to be one of the best marketing tools, we hope we can use it to our advantage in reaching as many people in the community as possible. We use our platforms to educate our community on topics such as redistribution, upcoming elections, and voter rights.

***Support:*** *We make every effort to help learners achieve success.*

We, the campus vote project team, make a huge effort in reaching out to students and not only provide them with the tools to register but also offer assistance in walking them through the process. Providing support might look like; tabeling events, social media posts including links, class drop-ins, or posted flyers with easily accessible QR codes/links.

***Diversity:*** *We respect differences in people and ideas.*

Washtenaw Community College is a diverse community with over 1000+ nationalities represented in our student body. It is a top priority to ensure our events are all-inclusive and continue to embrace equal representation throughout campus. This semester, our democracy fellows will use our NSLVE reports to identify holes, problem-solve, and eliminate holes to further embrace both equality and diversity on campus.

***Partnership:*** *We plan and work together with respect, trust, and honesty within the College and with the communities we serve.*

The Campus Vote Project at WCC has utilized many different resources throughout the semester to help achieve success. One of the most utilized resources is The League of Women Voters. The League of

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Women Voters has been a tremendous resource to help not only our team, but our community grow and learn more about voting registration.

***Innovation:*** *We seek the best possible ways to conduct our work.*

This unique hybrid school year has provoked many new ideas and strategies to reach our student body. While a few students have pursued classes back on campus, the majority have stayed online for the Fall 2021 semester. We are promoting the best possible practices because we look at every possibility from every angle, willing to tackle any new and exciting challenges that come our way. Our Democracy Fellows stay in contact with each other to ensure constant communication ensuring success in all aspects of our mission. Additionally, Democracy Fellows are required to participate in several training events equipping our fellows with tools to promote and implement the best possible practices for our community.

## **Leadership Team**

The Democracy Fellows at WCC have used the college's core components to create an action plan. A crucial part of success is community. We need support and active participation from our community to ensure and encourage a voter-friendly campus. This includes support from our students, faculty. Because we are a Community College funded by the tenants in Washtenaw County, we endeavor and promote working with the community to guarantee every individual is working together to stimulate the change that meets the needs of the community as a whole.

### Office of Student Development and Activities

Peter Leshkevich is the Director of Student Development & Activities at WCC. He is responsible for the department's organization and execution of all programs on campus that promote development beyond the classroom. With the overlap of student development and campus-wide civic engagement, Peter is the chairperson for the Campus Vote Project. Pete heavily encourages collaboration between the administration, faculty, students, and community. Pete helps recruit the CVP team, through the semester he utilizes CVP to guide and teach the team crucial skills such as; budgeting, S.M.A.R.T. goals, event planning, marketing, and basic administrative communication skills.

### Faculty

Faculty on campus is a wonderful resource we utilize. In past semesters, the WCC faculty has let CVP Democracy fellows take over a few minutes within a class period to educate students on voter registration and rights. They also have volunteered to participate in our TurboVote Registration events and help advocate for CVP and motivate the student body and community to get involved.

### Campus Vote Project Team

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Our Democracy Fellows for the Fall of 2021 are Alysha Rossetta and Gabi Holback. Although it may be small, this group works endlessly to educate themselves and consistently innovate new practices to guarantee equal engagement.

#### Washtenaw County LWV

The local League of Women Voters has been a tremendous resource for our team to utilize throughout the semester. In past semesters, they have helped us reach our registration goals. Typically, they set up tables to assist and educate students on their rights as a citizen and help them get registered. Covid-19 has heavily impacted our methods of civic engagement, leaving room for new and creative ways. In addition to registration support, our team (especially as a result of Covid) uses the League of Women Voters for learning opportunities. In return, we help spread their message in various forms such as promoting their organization through marketing.

#### **Commitment**

The WCC mission statement is as follows: “Make a positive difference in people’s lives through accessible and excellent educational programs and services.” Our semester, as a Campus Vote Project team, is curated carefully around the college's mission statement to guarantee a Voter-friendly Campus.

The Campus Vote Project team uses the resources around them to verify and hold accountable to their commitment to increasing voter engagement on campus. Originally, The Campus Vote Project team was established on campus to address the overwhelming issue of voter turnout by college-age students. Based on previously collected data, our team over the past few years has increased voter turnout by an incredible amount. Some resources our team utilizes are TurboVote and the local LWV to host tables around campus. Through a variety of “user-friendly” resources, Washtenaw Community College is committed to its student body.

#### **Landscape**

Washtenaw Community College has adopted NSLVE to record and analyze voter registration Information. In the most recent NSLVE reports, WCC students' voter registration rate increased from 74.8% in 2016 to 85.5% in 2020. WCC students' voting rate increased from 51.5% in 2016 to 64.9% in 2020. Our democracy fellows at WCC use a variety of tools, including NSLVE to evaluate the overall landscape of our program.

To maintain successful results, the team will continue to make education the top priority in non-election years. Our team will identify our successes and continue to implement them throughout the campus.

#### **Goals**

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Every year, the WCC Campus Vote Project Team kicks off their first meeting by setting goals. First, the team establishes a baseline number of new civic participants. Our goals revolve around the college's mission statement, we seek to develop active and productive participants.

Our team has worked hard to innovate new ideas to reach the WCC community. Because it is a non-election year, our team agreed that educating our community on the importance of voting is our top priority. We believe education initiatives, civic involvement, and registration are three great ways to promote civic engagement on campus.

*Education: Social Media and Washtenaw Weekly*

Throughout the semester, Alysha will design and post on the WCC Student development & Activities social media custom content that is catered to educating our followers. Alysha will also be utilizing the Washtenaw Weekly, a weekly newsletter sent to all students, by including information on topics such as redistricting. Our team ensures and cross-checks each post to guarantee non-partisan content.

*Civic Involvement: Personal Testimonies and Club Drop-ins*

This semester, Alysha will be hosting several informational tables in the Student Center. While hosting the table Alysha talks to students and gets personal testimonials about the importance of voting. Taking the time to talk to students allows students to get involved and help reach more of the student body. Gabi will be responsible for reaching out to club members. Reaching students who are already involved on campus is a great way to increase participation. Several times throughout the semester, Gabi will reach out to club leaders and drop into club meetings, talking to students about the importance of voting.

*Registration: Flyers & Tabling*

Every Two weeks Gabi prints and posts an informational flyer around campus. Each flyer contains an easy access QR code allowing students to get registered through Turbo Vote. Alysha will host a table in the student center to get direct interaction with the student body, get students registered, and answer any questions they have.

**Team Initiatives**

Initiative Name	Team Lead
3 Monthly Washtenaw Weekly (Edu: Interest Maps, Redistricting, Census, Voter Rights)	AR

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Monthly Social Media (Testimonials: Why Voting is Important - Ask in WW)	<b>AR</b>
Tabling In Student Center (Testimonials and Social Media)	<b>AR</b>
Informational Flyers and Handbills - Every 2 Weeks	<b>GH</b>
Club Information Sessions - 2 Visits	<b>GH</b>

Covid-19 continues to host some unique barriers to our methods of civil engagement. As a commuter college, we face unique challenges in addition to the pandemic. Luckily, Washtenaw Community College is slowly allowing more activities on campus. To tackle this semester with unique challenges but even more unique opportunities, our fellows use the resources we have around us to ensure success. The fellows utilize resources such as; administrative assistance, workshop opportunities, CVP toolkits, other Michigan community colleges, and CVP representatives. To help reach most of the community, we continue to use Loomly and Google drive this semester, we also are using the Washtenaw Weekly, tabling events, and additional marketing such as flyers & handouts to further engage the student body. Because 2021 is not an election year, we have made it our priority to educate our community on the importance of using their voice.

Unfortunately, the college no longer allows email blasts to the student body. As an alternative, the college has created The Washtenaw Weekly, an email that is sent out once a week including an enormous amount of information and events that are happening currently on campus. By getting a little representation in the Washtenaw weekly we can help educate students. Because the majority of campus is still online, blast emails are a great way to reach the student body as a whole. Alysha is responsible for creating content to include in the Washtenaw weekly, her content might be; Interest Maps, Redistricting, Census, or Voter Rights.

While most of the world remains online, social media has become an extremely efficient way to reach our student body. Posting monthly will help encourage and remind students of important topics revolving around civic engagement. Using social media also allows for simple instructions and convenient links for the students. Alysha will create content and schedule using Loomly to help educate our community.

The student center is a highly visible location with lots of foot traffic to reach a large number of students that come through. Alysha is responsible for setting up tabling events for our students. Tabling is an easy way to reach a large number of people in a short period of time. Our team will equip each table

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with important information and resources to make getting registered easy and encouraging for our students.

Informational flyers and handouts are a great way to get representation on campus. Our team will cycle a new flyer every two weeks. Gabi is responsible for designing, printing, and posting flyer notifications throughout campus. Each flyer has up-to-date information on voter registration information, including an easy access QR code for Turbo Vote.

This semester, our democracy fellows are intrigued by the idea of class drop-ins. This is something that the fellows have done in the past. To increase engagement with this practice the team has decided it would be best to reach out to club leaders and execute in club drop-ins. Club members are already involved on campus and are likely going to be interested in further involvement in the WCC community. Gabi is responsible for reaching out to clubs and club leaders to increase involvement.

### **Reporting**

Turbovote allows our team to report & keep track of newly registered students throughout the semester. The WCC Campus Vote Project team keeps an organized sheet to keep track of their progress throughout the semester. Keeping students up-to-date is crucial to ensure inclusion throughout campus. Fall of 2021, WCC released a news post to the community sharing the impressive NSLVE results. The news post also provided personal testimonies from the Campus Vote Project fellows.

### **Evaluating**

After establishing our plans, the team meets regularly to evaluate and collect data throughout the semester. Using a wide variety of recruitment techniques will help encourage our student body to get involved with civic engagement on campus. At each meeting, our team updates a spreadsheet with the approximate number of students that we have reached since the previous meeting. TurboVote allows us to gather data and get an accurate number of students reached this semester. The annual NSLVE reports are a great resource for our team. We take the previous Years NSLVE Report, evaluate it, find the holes in our process and use it to improve our campus. Collecting data throughout the semester helps our team better support the WCC community and ensures equal opportunity for every student.



# Washtenaw Community College

## Campus Vote Project Action Plan Fall 2021 – FINAL REPORT



**CAMPUS  
DEMOCRACY  
CHALLENGE**



**Institution:** Washtenaw Community College

**Coalition Members:**

- Alysha Rosetto - WCC Student
- [Gabrielle Holback](#)-WCC Student
- Peter Leshkevich - WCC Staff

### **Overview**

During the fall semester of 2021 there were not any major elections going on, so our team decided to take this time to focus on voter education compared to an election year when we mostly focus on voter registration. Due to the ongoing pandemic and new variants and the fact that many students choose to continue with online classes, our on campus community was still very small. This led to our focus to be primarily on virtual events and online communication with the student body.

This semester our focus was primarily on voter education and registration. This year the state of Michigan was working on redistricting based on new information from the 2020 census, so we choose to talk about what this process is and why it is important. For this semester most of our initiatives continued to be online due to the ongoing pandemic. We split up the work among the two student fellows, Alysha planned to make two posts a month on different topics related to voting, one Washtenaw Weekly post a month, and do a tabeling even on campus to get students registered an also gain some student testimonials on why voting is important to them. Gabbi planned to make informational flyers and handbills to have around schools to spread information on different topics related to voting, and she also planned on doing two club visits to try and get students registered to vote. Overall we reached many of the goals we set at the beginning of the semester, but unfortunately some goals such as the final Washtenaw Weekly post and club drop-ins had to be pushed until the next semester.

### **Coalition**

This semester our team was made up of two students and one staff member. The two student fellows were Alysha and Gabrielle. Peter, the director of Student Activities and Development, was the faculty advisor that oversaw all the projects and led the meetings to make sure everyone was keeping up on their tasks. He also helped to get any items that we needed to complete our goals.

Alysha was a returning fellow that has been with the program for two years, her primary focus was voter education while also pushing voter registration. This semester she continued to focus on social media posts, which has been one of the more effective

tools we have. She also took on labeling and making writing posts for the Washtenaw Weekly emails once a month.

Gabrielle was a new fellow and student at WCC, but had experience with clubs and leadership positions. She was responsible for creating informational handbills and flyers that would be posted around campus and at different WCC offices. She also took on the responsibility of going to two different club meetings, either virtual or in person, to try and get students registered to vote and talk about the importance of civic engagement.

### **Action Plan Analysis**

This semester our team still had to deal with the ongoing Covid-19 pandemic. In person classes were offered on our campus, but many students continued to be mostly online and large gatherings were still not a safe possibility. This is why our team chose to continue to focus on reaching the student body virtually, while doing small in person events.

### Social Media Posts

This semester our student Fellow, Alysha, was responsible for making two monthly posts starting in October. These posts were on different topics related to voting and the importance of civic engagement. Posts were made on the Student Development and Activities social media pages, where we were able to reach 389 students and have 25 students sign up for turbovote. These social media posts included statements from fellow students on why voting was important to them and information on how voting laws have changed in the state of Michigan in recent years.

### Washtenaw Weekly Posts

In previous semesters our team was able to send out blast emails to the entire college, but unfortunately Washtenaw Community College does not allow us to use this resource anymore. Instead they created a weekly newsletter that is sent to every student via email. The initial plan was for Alysha to write three monthly posts for the Washtenaw Weekly, but due to unforeseen circumstances she was only able to write two different pieces. Washtenaw Weekly has a limit on the number of words used in each post so Alysha wrote small pieces for the Washtenaw Weekly, and linked longer articles onto WCC Votes Campus Connect page. The two Washtenaw Weekly posts and corresponding articles were on the history and impact of Gerrymandering and the fight for voting rights.

### Personal Testimonies

Part of our plan for social media posts was to have students give testimonies on why they vote and why they believe civic engagement is important. Alysha set up a table in the Community Center in order to help register students to vote and get testimonials from students that could be posted on social media. Alysha was able to help register four students and get six testimonials from students for the social media posts.

### Club Drop-ins

This semester many clubs did not meet on campus and instead had meetings online via zoom. Our team planned on meeting with at least two different clubs, but unfortunately due to scheduling conflicts and difficulty getting responses our team was only able to meet with one club. Gabrielle was able to have one meeting via zoom with a club and reach a total of 15 different people.

### Flyers and Pamphlets

Our student fellow Gabrielle took on the responsibility of making informational flyers and pamphlets and put them all over the school. This semester Gabrielle was able to make four different flyers on an array of topics related to voting and civic engagement. On each pamphlet there was a QR code that students could scan and it would take them directly to WCC Turbovote where they could either register to vote or check their registration status.

### **Successes**

Our social media posts continued to reach a large number of students, and is still one of the best ways we have to reach students during the ongoing pandemic. Through our Washtenaw Weekly posts and corresponding Campus Connect articles we have been able to spread important information about voting rights and how our electoral systems work. Our flyers have also been a great way to get important information out to our students and have helped to make registering to vote easier and more accessible. We continue to have a great support system in our faculty advisor Pete, and the resources he makes available will continue to help us further our goals in increasing civic engagement on campus.

### **Barriers**

The Covid-19 pandemic has continued to be a barrier, but we have been able to find new ways of reaching out to the student body virtually. We still have not been able to have a large virtual meeting due to a lack of responses from club leaders and teachers. We will need to continue to reach out to people and be more persistent in getting timely responses, and also hopefully building better relationships with those on

campus so that we can have a better chance of hosting larger virtual events. The only other barrier we faced was unforeseen scheduling conflicts for the fellows, but this did not completely hurt our ability to complete the majority of our goals in a timely manner.

### **What's Next**

The midterm elections of 2022 will be taking place during the 2022 fall semester, which will be one of our main focuses during the winter and fall semester. Our focus will probably shift from education to registration, and continuing to inform students of new laws that make voting more accessible. The Covid-19 pandemic will more than likely continue to affect the type of events and goals that we will have. Classes are still more than likely going to be mostly online, but we hope to be able to host some small events in-person if it is safe to do so.

Alysha will be returning as a fellow for her final semester, but unfortunately Gabrielle will not be back and we will need to find a new student fellow. We also hope to focus on creating more long term plans that future fellows will be able to work off of, so that they are not completely starting from scratch. We also want to focus on strengthening relationships we have with other organizations on campus so that we have a larger network that can provide us with more resources and easier access to larger audiences.

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Our Democracy Fellows for the Winter of 2022 are Alysha Rossetta and Ana Carolina De Carvalho Ferreira Andrade. Although it may be small, this group works endlessly to educate themselves and consistently innovate new practices to guarantee equal engagement.

#### Washtenaw County LWV

The local League of Women Voters has been a tremendous resource for our team to utilize throughout the semester. In past semesters, they have helped us reach our registration goals. Typically, they set up tables to assist and educate students on their rights as a citizen and help them get registered. Covid-19 has heavily impacted our methods of civic engagement, leaving room for new and creative ways. In addition to registration support, our team (especially as a result of Covid) uses the League of Women Voters for learning opportunities. In return, we help spread their message in various forms such as promoting their organization through marketing.

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To maintain successful results, the team will continue to make education the top priority in non-election years. Our team will identify our successes and continue to implement them throughout the campus based upon what evidence shows is most effective.

#### **Goals**

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*Education: Social Media, BlackBoard Site, Campus Connect Articles, & Washtenaw Weekly*

Throughout the semester, Alysha will design and post on the WCC Student development & Activities social media custom content that is catered to educating our followers and preparing them for the upcoming Midterm Elections. Alysha will work to update WCC's BlackBoard site, so that the most up to date voter information is accessible to students when they access their BlackBoard. Alysha will also write a monthly article for Campus Connect, WCC's community website, on different voting topics such as the Midterms, Primaries, etc.

Ana will be utilizing the Washtenaw Weekly, a weekly newsletter sent to all students, by including information on topics such as redistricting. Our team ensures and cross-checks each post to guarantee non-partisan content.

*Civic Involvement: Washtenaw Voice & Vote-Day Checklist*

This semester, Ana will work with the writing staff at our campus newspaper to write an article on recent changes to Michigan's Electoral Districts and other important voter information. Alysha will create a Vote-Day Checklist for students as a way to help them prepare for the upcoming election. This way we're not only registering them to vote, but also creating a plan for them to actually exercise their right and vote.

*Registration: Flyers & Tabling*

Every Two weeks Ana prints and posts an informational flyer around campus. Each flyer contains an easy access QR code allowing students to get registered through Turbo Vote. Alysha will also incorporate voter registration information into all her social media and campus connect posts.

### **Team Initiatives**

Initiative Name	Team
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	Lead
Update BlackBoard site.	AR
Monthly Social Media Posts ( “why voting matters”, important dates)	AR
Monthly Campus Connect Articles (Midterms, Primaries, Redistricting)	AR
Create a Vote-Day Checklist	AR
Washtenaw Weekly Posts - Every Week	AD
Informational Flyers and Handbills - Every 2 Weeks	AD
Washtenaw Voice Article	AD

Covid-19 continues to host some unique barriers to our methods of civil engagement. As a commuter college, we face unique challenges in addition to the pandemic. Luckily, Washtenaw Community College is slowly allowing more activities on campus. To tackle this semester with unique challenges but even more unique opportunities, our fellows use the resources we have around us to ensure success. The fellows utilize resources such as; administrative assistance, workshop opportunities, CVP toolkits, other Michigan community colleges, and CVP representatives. To help reach most of the community, we continue to use Loomly and Google drive this semester, we also are using the Washtenaw Weekly, Campus Connect, and additional marketing such as flyers & handouts to further engage the student body. Because 2022 is a midterm election year, we have made it our priority to educate our community on the importance of using their voice and prepare them for the upcoming election.

Unfortunately, the college no longer allows email blasts to the student body. As an alternative, the college has created The Washtenaw Weekly, an email that is sent out once a week including an enormous amount of information and events that are happening currently on campus. By getting a little representation in the Washtenaw weekly we can help educate students. Because the majority of campus is still online, blast emails are a great way to reach the student body as a whole. Ana is responsible for creating content to include in the Washtenaw weekly, her content might be; Redistricting, Primaries, Midterm Elections, etc.

While most of the world remains online, social media has become an extremely efficient way to reach our student body. Posting bi-weekly will help encourage and remind students of important topics revolving around civic engagement. Using social media also allows for simple instructions and

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convenient links for the students. Alysha will create content and schedule using Loomly to help educate our community.

Campus Connect is a great resource for our fellows to reach a large portion of our student body who continues to be mostly online, but are interested in being involved with events happening on campus. Campus Connect is our Schools online version of a bulletin board, it is meant to allow clubs and organizations to advertise different events happening on campus, and also show what their organization is about. This is why it is such a good resource for our fellows, and is definitely something we hope to give more attention to in the future.

Informational flyers and handouts are a great way to get representation on campus. Our team will cycle a new flyer every two weeks. Ana is responsible for designing, printing, and posting flyer notifications throughout campus. Each flyer has up-to-date information on voter registration information, including an easy access QR code for Turbo Vote.

Blackboard is where students go to get information from their teachers, check their grades, and usually where they are expected to turn in their work. This is why posting voter information on this website is so important, this is probably the most visited website that our fellows have access to so we want to make sure we utilize it.

This semester, our democracy fellows are focusing on voter education and getting students prepared for the upcoming midterm elections. Also, with the recent changes to how our electoral lines are drawn and the decrease in number of districts Michigan has, our fellows are interested in teaching students how our redistricting system works and how to prepare for changes in polling locations. This is why writing a Washtenaw Voice article will be helpful for our students, and the Vote-Day checklist will also help them prepare for the changes in polling locations.

## **Reporting**

Turbovote allows our team to report & keep track of newly registered students throughout the semester. The WCC Campus Vote Project team keeps an organized sheet to keep track of their progress throughout the semester. Keeping students up-to-date is crucial to ensure inclusion throughout campus. Fall of 2021, WCC released a news post to the community sharing the impressive NSLVE results. The news post also provided personal testimonies from the Campus Vote Project fellows.

## **Evaluating**

After establishing our plans, the team meets regularly to evaluate and collect data throughout the semester. Using a wide variety of recruitment techniques will help encourage our student body to get involved with civic engagement on campus. At each meeting, our team updates a spreadsheet with the approximate number of students that we have reached since the previous meeting. TurboVote allows us to gather data and get an accurate number of students reached this semester. The annual NSLVE reports are a great resource for our team. Loomly is a social media website that allows us to track interaction across all our social media sites. We take the previous Years NSLVE Report, evaluate it, find the holes in our process and use it to improve our campus. Collecting data throughout the semester helps our team better support the WCC community and ensures equal opportunity for every student.

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**Washtenaw**  
Community College

**Campus Vote Project Action Plan**  
**Winter 2022 – FINAL REPORT**



**CAMPUS  
DEMOCRACY  
CHALLENGE**



**Institution:** Washtenaw Community College

**Coalition Members:**

- Alysha Rossetto - WCC Student
- Ana Andrade - WCC Student
- Peter Leshkevich - WCC Staff

### **Overview**

During the winter semester of 2022 there were not any major elections going on, so our team decided to take this time to focus on voter education compared to an election year when we mostly focus on voter registration. Due to the pandemic results and the fact that many students chose to continue with online classes, our on campus community was still very small. This led to our focus to be primarily on virtual events and online communication with the student body.

This semester our focus was primarily on voter education and registration. This year the state of Michigan was working on redistricting based on new information from the 2020 census, so we choose to talk about what this process is and why it is important. For this semester most of our initiatives continued to be online due to the ongoing pandemic. We split up the work among the two student fellows. Alysha planned to make two posts a month on different topics related to voting on social media, one article post a month on Campus Connect, and start to create a vote-day checklist. Ana planned to make informational flyers and handbills around school buildings to spread information on different topics related to voting, two Washtenaw Weekly posts a month, and start to create a one page post for the Washtenaw Voice magazine. Overall we reached many of the goals we set at the beginning of the semester, but unfortunately some goals such as finishing the vote-day checklist and finishing the one page for the Washtenaw Voice magazine had to be pushed until the next semester.

### **Coalition**

This semester our team was made up of two students and one staff member. The two student fellows were Alysha and Ana. Peter, the director of Student Activities and Development, was the faculty advisor that oversaw all the projects and led the meetings to make sure everyone was keeping up on their tasks. He also helped to get any items that we needed to complete our goals.

Alysha was a returning fellow that has been with the program for two and a half years, her primary focus was voter education while also pushing voter registration. This semester she continued to focus on social media posts, which has been one of the more effective tools we have. She also took on making writing posts for the Campus Connect page once a month.

Ana was a new fellow at WCC, but had experience with clubs and leadership positions. She was responsible for creating informational handbills and flyers that would be posted around campus and at different WCC offices. She also took on the responsibility of writing two posts for the Washtenaw Weekly emails every month.

### **Action Plan Analysis**

This semester our team still had to deal with the Covid-19 pandemic. In person classes were offered on our campus, but many students continued to be mostly online and large gatherings were still not a safe possibility. This is why our team chose to continue to focus on reaching the student body virtually instead of doing in person events.

### **Social Media Posts**

This semester our student Fellow, Alysha, was responsible for making two monthly posts starting in March. These posts were on different topics related to voting and the importance of civic engagement. Posts were made on the Student Development and Activities social media pages. These social media posts included voting importance and information on how voting laws have changed in the state of Michigan in recent years.

### **Washtenaw Weekly Posts**

In previous semesters our team was able to send out blast emails to the entire college, but unfortunately Washtenaw Community College does not allow us to use this resource anymore. Instead they created a weekly newsletter that is sent to every student via email. Washtenaw Weekly has a limit on the number of words used in each post so Ana wrote small pieces for the Washtenaw Weekly, and linked them to Alysha's

longer articles onto WCC Votes Campus Connect page. The two Washtenaw Weekly posts and corresponding article were about Redistricting.

### Flyers and Pamphlets

Our student fellow Ana took on the responsibility of making informational flyers and pamphlets and put them all over the school. This semester Ana was able to post different flyers on an array of topics related to voting and civic engagement. On each pamphlet there was a QR code that students could scan and it would take them directly to WCC Turbovote where they could either register to vote or check their registration status.

### **Successes**

Our social media posts continued to reach a large number of students, and is still one of the best ways we have to reach students during the ongoing pandemic. Through our Washtenaw Weekly posts and corresponding Campus Connect articles we have been able to spread important information about voting rights and how our electoral systems work. Our flyers have also been a great way to get important information out to our students and have helped to make registering to vote easier and more accessible. We continue to have a great support system in our faculty advisor Pete, and the resources he makes available will continue to help us further our goals in increasing civic engagement on campus.

### **Barriers**

The Covid-19 pandemic has continued to be a barrier, but we have been able to find new ways of reaching out to the student body virtually. We still have not been able to have a large virtual meeting due to a lack of responses from club leaders and teachers. We will need to continue to reach out to people and be more persistent in getting timely responses, and also hopefully building better relationships with those on campus so that we can have a better chance of hosting larger virtual events. The only other barrier we faced was unforeseen scheduling conflicts for the fellows, but this did not completely hurt our ability to complete the majority of our goals in a timely manner.

### **What's Next**

The midterm elections of 2022 will be taking place during the 2022 fall semester, which will be one of our main focuses during the winter and fall semester. Our focus will probably shift from education to registration, and continuing to inform students of new laws that make voting more accessible. The Covid-19 pandemic will more than likely

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continue to affect the type of events and goals that we will have. Classes are likely going to be mostly online, but we hope to be able to host some small events in-person if it is safe to do so.

Ana will be returning as a fellow for the fall semester, but unfortunately Alysha will not be back and we will need to find a new student fellow. We also hope to focus on creating more long term plans that future fellows will be able to work off of, so that they are not completely starting from scratch. We also want to focus on strengthening relationships we have with other organizations on campus so that we have a larger network that can provide us with more resources and easier access to larger audiences.