


Voter Friendly Campus Designation

Plan of Action

2022 - 2023

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The Civic Engagement Team

Student Team

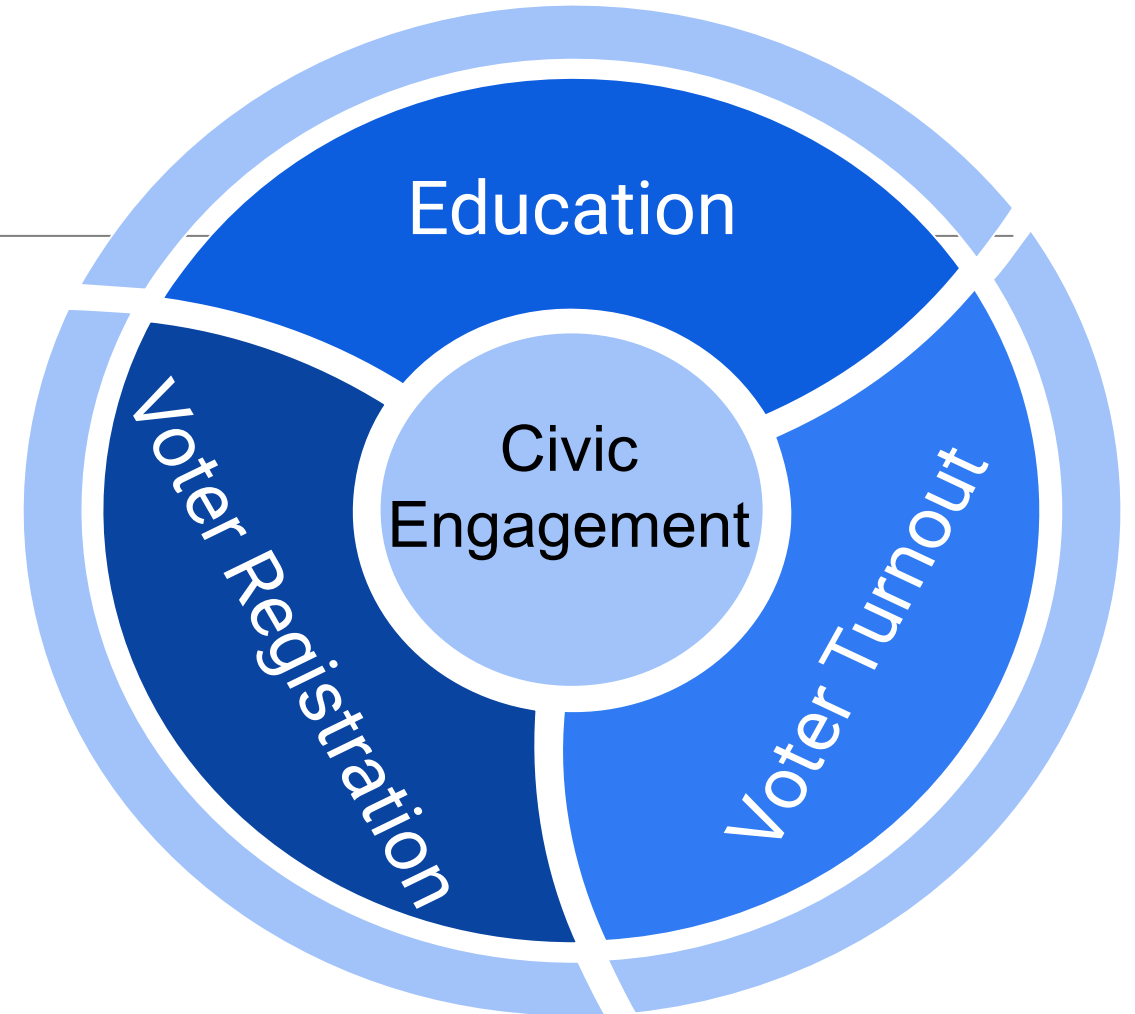
- Natalia Jaramillo Chair, Secretary, Student Government Association Civic Engagement Committee
- Student Government Association Senators
- TBD, President Political Activist Club
- TBD, Vice President, Political Activist Club
- Vaughn Robinson, President, Student Government Association

College Employee/Departmental Team

- **Tiago Machado, Director of Student Involvement**
- Dr. Shawn Brown, Chief of Staff & Vice President for Strategic Operations
- Glenetta Phillips, Program Specialist, Center for Career Education and Applied Learning
- George Keteku, Professor, Liberal Arts and Social Sciences
- Department of Creative Communication
- Department of Information Technology
- Department of Institutional Research
- Department of Student Involvement

Purpose

- To create a college culture where civic engagement is valued and cultivated through educational efforts, increased student registration, and increased voter turnout which will continue beyond a student's collegiate experience.



Registration

Goals

- Analyze data on the number of students currently registered to vote based on campus collected data.
- Increase the voting rate for all fields of study and demographic groups over 30% through intentional registration efforts.
- Based on data, increase student registrations from 54.8% as identified in the 2018 NSLVE Report to 60% for 2022.
- Create and distribute Register to Vote Signage for all events and throughout campus.

Registration Efforts

Analyze data on the number of students currently registered to vote based on campus collected data.

- In 2020 the college created a registration question pertaining to voter status.
- Focus efforts on students who identify as eligible but not registered and on those that declined to answer.

As of 3/15/22	Fall 2020		Spring 2021		Fall 2021		Spring 2022	
Eligible and Not Registered	1411	8.59%	1489	8.01%	1572	10.75%	1476	11.29%
Eligible and Registered	7601	46.28%	10237	55.10%	7523	51.42%	6385	48.84%
Ineligible to Vote	1256	7.65%	1751	9.43%	1377	9.41%	1155	8.83%
Declined to Answer/Opted out	3858	23.49%	5101	27.46%	4158	28.42%	4057	31.03%
No Response	2297*	13.99%	0	0%	0	0%	1	0.01%

*Program started in July 2020 after the registration period had begun so not all students were able to answer.

Registration Efforts

Increase the voting rate for all fields of study and demographic groups over 30% through intentional registration efforts.

- The 2018 NSLVE data shows that less than 30% of students from these fields of studies voted in the 2018 elections.
 - Business, Management, and Marketing; Computer and Information Sciences; Engineering and Engineering Technologies; Human Services; Law Enforcement, Firefighting, and Protective Services; Liberal Arts and Sciences and Humanities; Fitness Studies; Culinary; and Visual and Performing Arts
- The 2018 NSLVE data shows that less than 30% of students who identify in the following race/ethnicities voted in the 2018 elections.
 - Asian; Hispanic; 2 or more races
- Create strategic plans to increase registration among these groups

Registration Efforts

Based on 2018 NSLVE data, increase student registrations from 54.8% as to 60%.

- General enhanced marketing with creative communications using various media.
 - Interactive “Voter Registration Tuesday” posts on college, student involvement social media.
 - Voter Registration banner in WCC GetInvolved! application.
 - Campus-wide emails during first week of classes, Constitution Day, National Voter Registration Day and a countdown leading to the Voter Registration deadline.
 - Campus-wide texting during first week of classes, Constitution Day, National Voter Registration Day, and on the last day to register to vote.
- On campus registration tables and events.
 - Weekly voter registration tables in different buildings and parking lots.
 - Large scale event on National Voter Registration Day
 - Daily events and tabling the last week of voter registration.

Registration Efforts

Based on 2018 NSLVE data, increase student registrations from 54.8% as to 60%.

- Work with the Faculty Senate and the Vice President of Academic Affairs to have voter registration information added to all syllabi and learning management software.
- Partner with schools, faculty and co-curricular experiences
 - Contract with Motivote to gamify the voter registration and turnout process.
 - Create a competition between the four schools on campus, between clubs and organizations, and between athletic teams. Winning groups will have bragging rights and will be invited to a special lunch with the College President and local political leaders will be invited.
- Create Civic Engagement Warrior Program
 - Students will visit classrooms to share information on how to register to vote.

Education

Goals



- Market and share information on Election Inspector opportunities for students
- Host digital and on-campus education events
 - Create social media polls in September on college instagram on which topics should be covered for October events.
 - Host two voter information presentations on hot topics.
- Partner with faculty to infuse current issues into curriculum as it relates to their field of study.
- Leverage digital and social media platforms for education purposes
 - Partner with IssueVoter to provide students with current and up to date information on political action currently affecting their community.

Education Efforts (Cont.)

Collaborate with:



- Campus faculty in the following subject areas: Political Science, History, Law, Social Sciences, Journalism, and Communications
- On campus clubs and organizations: Student Government Association, Political Activist Club, Viking Newspaper, Power 88.1
- Off campus educational organizations: League of Women Voters, Local ACLU Chapter, NYPIRG

Voter Turnout

Goal

Increase our voter turnout rate from 27% in 2018 to 35% in 2022.

- Campus-wide email from the College President the Friday before the election with a 2 question survey
 - Do you plan to vote?
 - Yes - Why?
 - No - Why not?
 - Use data from that survey to send targeted communication to respondents on Monday.
- Motivate challenge elements that align with making a plan to vote and following through with text and email reminders.

Pledge to



Voter Turnout Goal

Increase our voter turnout rate from 27% in 2018 to 35% in 2022.



- Mailers sent out to students leading up to Election Day
- No classes scheduled for Election Day.
- Multi-tiered marketing campaign using email, text, and social media to encourage voting and to share “Find my Polling Location” information

Resources



- Funding
 - Department of Student Involvement has included \$2,000 in funding for civic engagement activities for 2022-2023
 - Student Government Association has allocated \$1,000 in funding to the Civic Engagement Committee for 2022-2023
 - Political Activist Club can request funding from the Student Government Association events
- Volunteers
 - Student Government Association confirmed
- Technology
 - Access to Student Involvement and Student Government Association Zoom, Facebook, Instagram, and YouTube.
 - Direct partnership with WCC Creative Communications for access to College social media

Designated Contacts for Recommendations and Questions

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Chair of Civic Engagement Committee

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