

York County Community College Action Plan 2022



Executive Summary

This action plan was developed in November 2022 by Maya Eichorn, a student fellow with Maine Students Vote. Our goal is to outline our strategy for increasing voter registration and turnout amongst students at York County Community College. The activities outlined here will be carried out in the coming years on and around our campus in Wells, Maine. The plan will be implemented by leadership on campus and by interested students to institutionalize York County Community College's commitment to civic engagement. The outcome will increase civic learning, election engagement, and youth participation in local government.

Leadership

Name	Role	Contact Information
Maya Eichorn	Student Fellow with Maine Students Voter & Student Representative on the College Cabinet	sMayaEichorn@yccc.edu
Jennifer Laney	Dean of Students	jlaney@yccc.edu
Robin Muller	Director of Student Engagement	rmuller@yccc.edu
Chris Burbank	Director of Campus Safety	cburbank@yccc.edu
Michael Fischer	President of York County Community College	mfischer@yccc.edu
Allyson Gardner	Maine Students Vote Director	allyson@mainestudentsvote.org

Faculty Champions

Name	Department	Contact Information
David Susman	English / Humanities	ydsusman@yccc.edu
Lisa Murphy	Social Sciences	lmurphy@yccc.edu

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Commitment

How does your campus and its leadership demonstrate commitment to improving civic learning and democratic engagement?

Our campus and its leadership commit to improving civic and democratic learning and engagement with the creation of a “voting club.” This club will bring together students and staff who have a dedication to working on civic engagement. We will follow our mission statement’s commitment to working in partnership with our communities to create the most life-enhancing experience possible. We will hold to our campus values: accountability, cooperation, and empowerment. With the help of professors, we will make classrooms a space to educate students about democracy and civic engagement. Our voting club will help bring students into the efforts to increase civic participation.

Landscape

Data: <https://nces.ed.gov/collegenavigator/?s=ME&pg=3&id=420440#finaid>

In the fall of 2021, the total student enrollment was 1,381. This amount has slightly grown with the increase in in-person classes.

Ages:

- 68% 24 and under
- 32% over 24

Other helpful demographic info:

- 100% undergraduate
- 41% Pell Grant recipients

- 22% full-time
- 78% part-time

- 66% men
- 34% women

- 2% Asian
- 2% Black
- 2% Hispanic / Latino
- 0% American Indian / Alaska Native
- 0% Native Hawaiian / Pacific Islander

- 86% White
- 2% 2 or more races
- 4% Unknown

Challenges:

Challenges include the rebuilding of the student life department after shut-down during the Covid-19 pandemic. There are not many systems in place to facilitate voter outreach, so we must create new systems. The student body, and the number of students on campus, is smaller than it might have been in pre-pandemic years. There is also a smaller number of student groups and activities to partner our efforts with.

Strengths:

We have an excited and engaged administration. Our faculty and staff are open to hosting in-class events and partnering with students on voting efforts. With the help of the administration, we are laying the groundwork for a voting club to work in tandem with a student senate to increase civic participation. We have a fellow working on campus who is committed to working long-term to create systems on campus for voter education and outreach.

Goals

- By 2022, register the campus for NSLVE.
- By 2023, using the NSLVE report, create a plan for voter outreach in future years that specifically targets groups with low voter participation.
- By 2023, create a “voting club” to bring together staff stakeholders and interested students to work on voter outreach.
- By 2023, our “voting club” will include multiple people who represent marginalized communities on our campus.
- By 2023, using the NSLVE report, we will create a plan to ensure that marginalized communities vote at the same rates as white students.
 - By 2024, this plan will be complete and action steps will be implemented.

Reporting & Evaluation

This plan will be shared internally through the student senate, college cabinet, and a voting club. These groups of stakeholders will use this plan to facilitate action steps for increasing civic participation levels. We will share the report externally with community groups in order to work in partnership with them to increase civic participation. At events, we will track how many people get registered to vote, how many registered voters turn up, and how many other community members were there. By tracking how many people we reach through our efforts, we will be able to see how effective our action steps are. We will utilize NSLVE data to see changes in our voter participation over time, and the effects of our efforts. This data will help us to change strategies in the future so that they are as effective as possible.

Strategy

Planned activities will help reach students where they are and encourage them to engage more fully with democracy. Planned activities will include voter registration drives, voter education tables, in-class presentations on civic education, get-out-the-vote activities, and campus-wide emails about important civic dates. Voter registration drives will help to increase the percentage of students registered to vote, and get-out-the-vote work will increase the number of people who actually vote. By offering food, informational hand-outs, and raffle prizes at tables, we will be able to entice students into interacting and engaging with civics. Through in-class presentations, we will be able to reach students with busy schedules, who would otherwise be unable to attend events and tables. Campus-wide emails will help increase outreach to students who are fully online. We will work with professors of online classes to reach out to these students more directly. We will also reach students through posters on campus that provide information about voting.

Date	Activity
Sep. 20	National Voter Registration Day tabling event
Sep. 30	Maine Youth Voting Summit (encouraging campus to attend & helping to organize)
Oct. 3 - 7	National Voter Education Week - tabling daily in the main foyer
Oct. 11 - 14	Coordinating registration/education presentations in classrooms by fellow
Oct. 17 - 21	Coordinating registration/education presentations in classrooms by fellow; promotion of Vote Early Day
Oct. 28	Vote Early Day
Oct. 31 - Nov. 4	Get out the vote activities; tabling to create voter plans with students and community members; in-class presentations about voter education
Nov. 8	GOTV tabling at campus “coach-ella” event - when students register for classes for next semester
Nov. 8	Election Day!