# Engage the Election: 2018 Action Plan

## Johnson County Community College

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➢ Main Contact: Tara Karaim, Community-Based Learning Coordinator, 913-469-8500 ext. 3570, tkaraim@jccc.edu

➢ NSLVE Data
   o 2012 Voting Rate: 48.8% (1.9% higher than all institutions, 74.4% registration rate, 65.6% voting rate of registered students)
   o 2014 Voting Rate: 22.5% (3.4% higher than all institutions, 60.9% registration rate, 36.9% voting rate of registered students)
   o 2016 Voting Rate: 51.9% (1.5% higher than all institutions, 70.6% registration rate, 73.5% voting rate of registered students)

➢ Leadership:
   o Staff: Tara Karaim (community-based learning coordinator), Anna Page (director of the honors program), Pam Vassar (director of student life), Cassie Fulk (manager of student activities), Anne Turney (manager of student life and leadership development)
   o Faculty: Terri Easley-Giraldo (communications), Andrea Vieux (political science)
   o Student Groups: Honors Student Association, Phi Theta Kappa, Civic Leadership Program
   o Other Partners: The Democracy Commitment, League of Women Voters, the All-In Challenge, Loud Light

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**OVERVIEW:** Johnson County Community College is interested in electoral engagement because it aligns with our mission to "inspire learning to transform lives and strengthen communities." The office of Community-Based Learning hopes to strengthen communities through empowering students to enact change through learning about and engaging with the election. Our plan is to collaborate with staff and faculty on campus to host a series of events to engage students with the election.

**LEARNING OBJECTIVE:** This programming fits into our institutional learning outcome of Social Responsibility, which states: Be prepared to practice community engagement that reflects democratic citizenship, environmental responsibility, diversity, and international awareness.

Our goals for the Engage the Election 2018 are:
1. Knowledge: Educate students on the importance of voter registration, the importance of democratic citizenship, the logistics of the electoral process, and the specifics of election issues. We will measure this from surveys given to students who participate in Engage the Election programming.
2. Civic Engagement: With a more educated student population, we aim to increase voter registration by 15% from 2014 and increase voter rate by 20% from 2014. We also hope students will meet new people on campus and learn about other points of view. We aim to aid students in experiencing the diversity of Johnson County Community College, which is a reflection of the diversity of our community as a whole.

**EVENTS:**

**9/17/18 – Constitution Day – CoLab Collaboration Center**

Every year student life hosts an event for Constitution Day. They use the Collaboration Center on campus as a place where students can come pick up a constitution, vote on which right is most important to them, and participate in a Kahoot trivia game that consists of questions that are present on the citizenship test. We thought this would be a good place to start our programming. We teamed up with the League of Women Voters to register people to vote. Students were also able to pick up their Engage the Election Passports. The purpose of the passports is to provide students with the schedule of events, motivate them to attend more events by earning stamps (and raffle entries) with each event they attend, educate students with inserts about the history of the right to vote and facts about voting around the world, as well as provide surveys inquiring about their experiences. These can be turned in on Election Day for prizes and entries into a raffle.

We had 36 total student participants and 4 volunteers.

**9/25/18 – National Voter Registration Day – Tabling Event**

We set up tables in a high traffic area of campus for the League of Women Voters and student volunteers. The League of Women Voters registered students to vote on paper and the student volunteers had iPads to register people online as well as to show students how to vote early and order mail-in ballots. There was a third table with surveys and info about the election candidates, so as to include students who may not be able to register to vote. If a student volunteered, registered, or participated in the activity, they earned a stamp in their passport.

We registered 28 voters, gave out 16 surveys, and had 5 volunteers.

**10/11/18 – CAV Talk and Deliberative Dialogue – CoLab Collaboration Center**

The department of student life brought in a writer from the local newspaper, the Kansas City Star, to discuss the issue of education in the gubernatorial race. A political science faculty

member opened with a presentation on how education is funded, the writer spoke, and then a communications faculty member hosted a deliberative dialogue about the lecture.

We had around 50 attendees and 2 volunteers.

**10/16/18 – Last Day to Register to Vote – Tabling Event**

This looked similar to the National Voter Registration Day set-up, except we paired with Loud Light as well. Loud Light is a Kansas nonprofit that aims to increase youth civic engagement. They brought pizza and distributed it to anyone who checked if they were registered to vote, who registered to vote, or who took part in a candidate word search puzzle.

It is estimated that we gave out about 200 pieces of pizza; we had about 7 volunteers.

**11/6/18 – Election Day Party – CoLab Collaboration Center**

We will host an event in the campus Collaboration Center celebrating Election Day. Students will be able to turn in their passports for prizes and enter the raffle. They will earn more prizes for more events they attend and a raffle entry for every event they attend. We also started a social media campaign by distributing posters and digital signage on campus with the hashtags #JCCCVotes and #BeAVoter. Students can get an additional entry into the raffle if they show us their post at the party.

**DATA COLLECTION AND ASSESSMENT:**

The Engage the Election Passports not only allow us to gauge the amount of participation in all events, but they also allow us to distribute surveys about our programming. The questions on the survey are as follows:

*Rate your level of agreement with the following statements:*

*The Engage the Election campaign increased my knowledge of issues on the midterm election ballot.*

*Strongly Agree          Agree       Disagree       Strongly Disagree*

*The Engage the Election campaign increased my awareness about issues concerning and the history of the right to vote.*

*Strongly Agree          Agree       Disagree       Strongly Disagree*

*The Engage the Election campaign taught me about issues in my community.*

*Strongly Agree          Agree       Disagree       Strongly Disagree*

*The Engage the Election Campaign connected me with new students, staff, and faculty at JCCC.*

*Strongly Agree          Agree       Disagree       Strongly Disagree*

*Any other comments?*

We hope to gauge engagement based on social media posts as well. Finally, we will rely on the upcoming NSLVE report to assess if we reached our goal of increasing voter registration and voter turnout.