



## Voter Engagement Plan

### Scottsdale Community College

### Scottsdale, AZ

#### Overview

[Scottsdale Community College \(SCC\)](#) is one of ten colleges within the [Maricopa Community College District](#) in the greater Phoenix metropolitan area. SCC currently enrolls approximately 8,200 students with 73% attending part time, an average age of 26, and demographics of 63% White/non-Hispanic, 15% Hispanic, 5% American Indian, 5% Black/non-Hispanic, 5% Asian/Pacific Islander and 7% Unspecified. The college is situated on Native American land owned by the Salt River Pima Maricopa Indian Community which borders the vibrant suburb of Scottsdale, Arizona. Signature associates degree programs are found in SCC's School of Film + Theatre, Hospitality & Tourism Management, Nursing, Culinary Arts, and over 25 other technical and university transfer programs.

Strongly supported by the Maricopa Community College District's Value of Civic Engagement and SCC's mission of "promoting civic responsibility, sustainability and global engagement," SCC's [Center for Civic & Global Engagement's](#) mission is to "create quality programs and services that provide our students and employees with curricular and co-curricular opportunities that increase civic engagement and enhance global awareness." According to the latest Tufts University National Study of Learning, Voting and Engagement (NSLVE) report, SCC's voter registration rate was 61.41% of eligible students, with 42.66% of eligible voters voting in the 2012 presidential elections. The rate of registered voters who actually voted was 69.46%. As a very large percentage of our students transfer to Arizona universities such as Arizona State University and the University of Arizona, the community college sees their time here as critical to developing civic responsibility and global awareness. The Fall 2016 Elections provide an excellent opportunity for CCGE to engage students (particularly its student government, the Council of Student Leaders, or CSL) and a designated Team in the development and implementation of a Voter Engagement Plan.

## SCC Voter Engagement Team

The SCC Voter Engagement Team involved in creating the Plan included the following:

PRIMARY CONTACT: Therese Tendick, Director, SCC Center for Civic & Global Engagement (CCGE)  
Jen Sydow, CCGE Assistant Director and CSL Advisor  
Dr. Donna Young, Interim Vice President for Student Affairs and staff  
Nancy Neff, Director, SCC Institutional Advancement & Community Engagement (IACE) and Social Media Coordinator  
Dr. Nick Damask, Political Science faculty  
Dr. Dilip Kumar, Economics faculty  
Katherine Roxlo, SCC Adjunct Geology faculty

### Council of Student Leaders student members:

Itzel Barrios Caire, CSL Chair and Chair of Civic Engagement Committee  
Kerry Calhoun, CSL Vice Chair  
Marcos Palacios, CSL Civic Engagement Committee  
Alejandra Gomez Aguilar, CSL Civic Engagement Committee  
Constantin Borges, CSL Civic Engagement Committee

### Club collaboration:

Latino Student Association  
Women Rising

### Community Partners

Lawrence Robinson, Director, Maricopa Community Colleges, Center for Civic Participation  
American Association of University Women  
League of Women Voters  
Mi Familia Vota  
OCA- Asian Pacific American Advocates

## SCC Goals

The Advisory Council began planning for events and projects as early as Spring 2016. In the end, the Goals set forth for the 2016-2016 Academic Year include:

- 1) Increase the number of SCC students registered to vote by increasing access through Voter Registration events, celebrations and projects
- 2) Create a more educated voter by providing voter education resources, events and materials
- 3) Conduct presentations in conjunction with faculty to bring SCC expertise to our community
- 4) Help the SCC community make informed political decisions by conducting presentations in conjunction with community partners such as Arizona State University, Maricopa Center of Civic Participation, and the Association of American University Women
- 5) Conduct training for the Council of Student Leaders and other student leaders on campus in democratic processes, elections and civil dialogue related to political discussions

## SCC Votes! Voter Engagement Plan

### Voter Registration

- “Get an ID = Get Registered” Campaign: As the CCGE functions as SCC’s Student Life office where all new students get their Student Identification card, the “Get an ID = Get Registered” campaign will consist of offering every student the opportunity to register to vote either with a hard copy form or online at iPads on the CCGE counter.
- August: All-campus email sent to all students reminding them of responsibility of eligible voters to be registered by deadline and informing students of resources.
- Welcome Week Tabling: August 22-26, League of Women Voters, Student Center
- Welcome Week Club Fair tabling, August 25, League of Women Voters and Association of American University Women, Student Center
- Mi Familia Vota Voter Registration, September 15, in conjunction with Latino Student Association, Student Center
- One Arizona Student Vote Coalition, email invitation to faculty to present a Voter Registration rap in their classrooms
- September 27: National Voter Registration Day: CSL Voter Registration tabling. SC Cafeteria; in conjunction with community partner OCA

### Voter Education

- New Website: A new [Voter Registration & Resources webpage](http://www.scottsdalecc.edu/student-life/civic-global-engagement/voter-registration-resources) [http://www.scottsdalecc.edu/student-life/civic-global-engagement/voter-registration-resources] was developed to provide resources that include such sites as:
  - [Arizona Secretary of State](#) (Arizona Election and Election Results)
  - [Campus Vote Project](#) (Deadlines, locations, materials)
  - [Arizona Clean Elections](#) (Voter Education Guide and Candidate Information)
  - [Your Vote Your Voice](#) (Register online/absentee)
  - [I citizen](#) (Civic engagement app that empowers citizens to make their voices heard on civic and political issues)
  - [ASU Center for Race & Democracy](#) (Delivering Democracy Lectures)
- The Democracy Commitment
  - Resources shared with faculty, staff and students
  - Fall 2016 Webinar Series “Citizenship Under Siege: Promoting Listening, Learning and Engagement” will be used by Sociology faculty member Manny Pino
- Social Media
  - Development of SCC Votes! Logo to be used for all PR
  - With the help of IACE (marketing), a schedule for posting events, deadlines, links was developed for SCC’s Facebook, Twitter and Instagram
- On-campus Communication
  - Daily Buzz: Daily employee email communication with weekly announcements leading up to Election Day

- Development of weekly Daily John (bathroom stall flyer) with at least one quadrant displaying “Did You Know?” Facts, upcoming Voter Education events, announcing new CCGE SCC Votes! webpage, etc.
- Faculty Outreach
  - Faculty informed of CCGE website, events, resources
  - Faculty inventory of use of 2016 Elections in non-Political Science curriculum. Examples include:
    - Business Communication: Studying social styles, temperaments, and personality types and discussing how candidates’ communication style impacts audience public perception.
    - International Business: Studying ideologies of capitalist and socialist societies and how political global relationships impact business opportunities.
    - Leadership: Discussing how to lead and manage in climates where there are diverse ideologies, cultures, religions, and belief systems. Has included student presentation entitled “Pizza, Politics, and Privilege.” An Honors Leadership assignment is related to the importance of engaged and knowledgeable leadership.
    - English 101: Selecting a political advertisement or speech as the context for a rhetorical analysis in which they identify the basic components of the rhetorical situation (author, intended audience, subject, textual form, and context) and then explain how ethos, pathos, and logos work together to appeal to the intended audience.
  - Faculty collaborating as presenters, such as Dr. Nick Damask, Political Science, and Dr. Dilip Kumar, Economics
- Student Participation
  - Democracy Wall: SCC hosts a Democracy Wall in the Student Center. Thought-provoking prompts related to Elections 2016 are posted on the whiteboard each week by the Council of Student Leaders. Examples include the following: “What do you think is the most important issue facing the nation today in this year’s presidential campaign and why?” or “Are you voting in this year’s election? Why or why not?” Voter registration and engagement information will be provided.
  - Arizona Town Hall: One to five students will be selected and registration, room & board and transportation paid for to participate in the November 13, 2016, Arizona Town Hall in Mesa. Through this three-day experience, students learn of the unique process of creating out of hundreds of diverse viewpoints, a unified statement on an election issue.
  - Student Public Policy Forum: One to five students will be enrolled in Maricopa Community College’s SPPF program, an experiential and academic program which provides an overview of local, state and national public policy-making and leadership development through hands-on advocacy in Washington, DC. A campus project will be completed by the team of SCC students and will reflect advocacy for underrepresented populations.

## **Voter Education Events & Projects**

- September 13: “Running & Winning”; Association of American University Women cohosted an event at Coronado High School with a panel of distinguished local elected officials discussing the process, pitfalls and successes of female politicians. Facilitators include members of SCC’s Women Rising women empowerment club.
- September 15: Constitution Day Celebration: CSL will coordinate a tabling event with Constitution Day games, quizzes, Constitution FAQs, and free popcorn; Student Center
- October 6: “The Road to the Whitehouse: A one-hour informative discussion on the lengthy, expensive and just a little bit crazy process we have in America to elect our President.” Dr. Nick Damask, Political Science faculty, SC Turquoise Rm; Free and open to the public.
- October 6: Maricopa Colleges Governing Board Candidates Forum: District 2 (includes SCC) and At-Large candidates will present platforms and discuss current issues critical to the future of Maricopa Community Colleges. SC Turquoise Room. Open to the public.
- October 13: CSL Luncheon with College President: Election Theme discussion with College Administration and Council of Student Leaders
- October 19: Presidential Debate Watch and Civil Dialogue Session hosted by Arizona State University’s Institute for Civil Dialogue and the Hugh Downs Human Communication Department. The training will include members of the Council of Student Leaders and will be open to the public. Student Center
- October 27: “Clinton vs. Trump: The Election We’ve All Been Waiting For” – a stimulating but civil discussion by a panel of four faculty members on current presidential candidates and what attracts voters to their platforms. SBE118, 1:30-2:30p, open to the public.
- November 3: “Know Your Props!” poster sessions on local propositions, their facts, pros and cons and backers. Created by CSL; SC Cafeteria.
- Council of Student Leaders: “Leadership Learning Series” will include discussions on facets of democratic process evident in the SCC student government and importance of diverse perspectives for effective group decision-making. Student Learning Outcomes have been developed relative to this learning and a qualitative assessment will be conducted to monitor knowledge gained.

## **Resources**

Budget: Developed to include \$2825 in funding for events (printing of flyers, posters, handouts, and refreshments), Arizona Town Hall participation, Student Public Policy Forum project, and Council of Student Leaders Luncheon.

Material Resources include laminated SCC Votes! 17X22” posters and 4X5” handouts, SCC Votes! buttons created in-house by CSL, voter registration forms, iPads for Voter Registration loaned from SCC Media Center.

Support Resources include SCC Faculty expertise as well as expertise and time donated by community partners such as Leagues of Women Voters and ASU Institute for Civil Dialogue.

## **Assessment**

Anticipated Challenges: SCC is in many ways a typical community college with challenges for engaging busy, working, family-committed students in campus projects. Challenges include communication of events, reaching underrepresented students, and addressing apathy of demographics of student population. For that reason, the CSL will work hard to engage students in and out of the classroom, work with clubs, and faculty will be contacted to collaborate with CCGE on presentations, offering Extra Credit, and creating curricula modules relevant to the 2016 Elections.

Measuring Success: SCC has received the results of the 2012 National SLV and voter registration data will be compared to the 2016 turnout as well as to national data. In addition, event attendance will be kept and, as appropriate, short evaluations will be disseminated to event audiences. Faculty feedback from those using the Elections in their curriculum will also be gathered.

### **Submitted by**

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