



## **VOTER ENGAGEMENT PLAN**

MESA COMMUNITY COLLEGE

MESA, ARIZONA

**2018**

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### **I. OVERVIEW**

Our goal at Mesa Community College is to empower students, faculty, staff, and community partners to take a more active role in participating in the democratic process. We hope to accomplish this, in part, through the preparation of students to engage as informed voters and citizens. It is also our aim to help students to engage in strategies that will strengthen democracy, encourage long-term voter engagement and to take an active interest in developing public policy as organizers and advocates.

### **II. LEADERSHIP**

**Our Civic Action team is comprised of:**

Duane Oakes, Director of the Center for Community & Civic Engagement

(480) 461-7214

[duane.oakes@mesacc.edu](mailto:duane.oakes@mesacc.edu)

Danette Turner, Civic Action Team Coordinator

[danette.turner@cgc.edu](mailto:danette.turner@cgc.edu)

Lilly James, Andrew Goodman Fellow

Weston Gale, Andrew Goodman Fellow

### **Current and Past Community Partners included (but are not limited to)**

Andrew Goodman Foundation

Arizona Public Interest Research Group (PIRG)

Maricopa County Community College District Center for Civic Participation

Maricopa County Recorder's Office

Student Life & Leadership, Mesa Community College

Veterans Services, Mesa Community College

Dwayne Farnsworth, President, Constitution Week, Gilbert, Arizona

### **III. COMMITMENT**

One way MCC plans to attain its goals is to continue to encourage campus community enthusiasm by creating an interest in civic participation through increased voter registration and voter turnout during election cycles. We hope to accomplish this by providing ample opportunities to register to vote, through voter education and by helping to make voting easier.

Some new approaches to accomplishing our goals will include:

- Team members working with the Maricopa County Recorder's Office to receive training as voter registrars. This will provide students with greater access to knowledgeable people at election time.
- Asking faculty to allow volunteers to conduct voter registration during class

- Sponsoring bi-monthly voter registration drives to be held in high traffic areas
- Team members will encourage absentee ballot voting to MCCs out-of-state student population and provide educational materials on how to accomplish this.
- Post informational flyers and stickers around campus during elections to indicate where voter information may be found
- An information stand will circulate around campus with trained volunteers to answer questions or assist with voter registration.
- An election fair will be planned for the week prior to the General Election with invited guest speakers and other activities
- Designated dates such as Arizona's Birthday, Voter Registration Day, Constitution Day, and Black History Month participation, will receive special attention with events and planned activities
- Team members will approach campus clubs and organizations in an effort to secure potential volunteers and to raise awareness concerning issues.
- The Library will be asked to host a book table featuring volumes written on civics and government

#### **IV. LANDSCAPE**

MCC has actively worked to cultivate a culture of civic engagement. The Center for Community & Civic Engagement has sponsored the following over a number of years:

- Constitution Day. In the past this event has included free pocket Constitutions, a chance to ring an exact replica of the Liberty Bell after registering to vote, games, entertainment, food, and games.
- Voter registration tables manned at various events
- *Lunch with Our Leaders* featuring buffet meals accompanied by invitations to speak on topics such as the national budget, the Constitution, and civic engagement. These events have featured a number of local leaders including Congressional Representative Andy Biggs, Vice City of Mesa

Mayor David Luna, Maricopa County Registrar Adrian Fontes and Representatives Mitzi Epstein (D) and Jill Norgaard (R).

- Issues and Candidate Forums during the election cycles

## **V. GOALS FOR 2018**

- MCC will participate in *The All In* challenge in the following ways

Spring Semester 2018 – Fall 2018

### 1. January.

- a. The Civic Engagement Team will meet weekly throughout the Spring 2018 semester.
- b. Winter planning meeting. The team will meet together to finalize activities for the Spring semester.
- c. The Civic Engagement Team will sponsor voter registration efforts during welcome week with tables located near central tables.
- d. Tabling events will be held monthly throughout the year with voter registration forms offered and collected to be delivered to the Maricopa County Elections Office
- e. Train students to become civic and political leaders within their future communities.
- f. Encourage faculty, staff, and students to participate in the political process and to become civic minded in their actions and daily lives

### 2. February

- a. Jan. 31-Feb. 1 Volunteer Fest. At this event we will recruit students to both serve on the civic action team and register campus community members to vote.
- b. Feb. 14 Arizona's Birthday
- c. NAACP Black History Month participation. We hope to be able to partner with the NAACP to co-sponsor a civic action/voter registration event on campus.

### 3. March

- a. Speakers' Forum
- b. Tabling event with informational pamphlets
- 4. April
  - a. Spring Gala
  - b. Tableting event
- 5. May
  - a. Finals, *Take-a-Break and Stay Awake* refreshment table with voter registration forms
- 6. June-August
  - a. Plan for activities in the Fall.
- 7. September
  - a. Constitution Day: Election staff from Maricopa County Elections Department, The Liberty Bell replica from the Arizona state capitol grounds, student life and student government, LDSSA
  - b. National Voter Registration Day: We will be hosting a registration table

Goals will be tracked and measured following each activity during our weekly meetings. Reports will be written to help measure results

## **VI. STRATEGY**

Activities and events will be planned and hosted by the Civic Engagement team via the Center for Community and Civic Engagement. Most of the work will be conducted by the students with the Andrew Goodman scholars taking turns being responsible for alternating activities. Each event will be targeted toward the student population.

## **VII. REPORTING**

Reporting will take place in the form of reports, media blurbs within the community and college. Our reports will be available to any interested party. The data will be based on both qualitative and quantitative studies and will serve as the basis scheduling calendar event. The reports will also be made available to

the college administration, school newspaper, student Facebook and Twitter accounts. The data will also be used to assist in the development of future programs. We will also examine the data found in our National Study of Learning, Voting, and Engagement (NSLVE) reports. This will further help us to breakdown which events were most successful and which once should be discontinued. Internally we will make our findings available. Some points may be broadcast over the MCC station.

## VIII. EVALUATIONS

- Voter registrations will be tracked in order to determine high registration areas and activities.
- Particular sites may be maximized for student convenience including online, on the school website, and at the Clock Tower courtyard. Data obtained will help to guide next year's voter registration efforts.
- The MCC Civic Engagement Team will hold a panel meeting during the summer to determine how to best use survey and data results from activities in planning events for the Fall 2018 semester.
- Voter rates will be tracked
- NSLVE report will be used as an opportunity to learn how to improve student voting rates. The results will be used to further inform the following Spring 2019 semester efforts.
- As each event occurs the planning committee will hold a plus/delta review to monitor and/or document successes and to evaluate those areas that may need improvement. Since these endeavors are new in their existence and implementation, we are currently in the process of establishing baselines from which to gage future successes. In the future we will document and track raw quantitative data e.g. attendance/registration numbers as well as gather qualitative data from plus/delta follow-up meetings and surveys **Policy and systems** - We will advance progress in

policy areas by soliciting input and feedback from participants and partners.

**Ongoing-** The following projects were held during the Fall 2016 semester. It is planned that these will continue to expand throughout the following years.

- a. Constitution Day Celebration:** In keeping with H.R. 4818, Consolidated Appropriations Act, 2005, the CC&CE aspires to encourage Americans to learn about the Constitution and to commemorate this document during Constitution Week. In 2016, a Constitution Day celebration was held September 16<sup>th</sup> in the courtyard to encourage students to learn more about the Constitution. This celebration included a ringing of a life-sized Liberty Bell, performances, video, voter registration and informational booths, popcorn and sno-cones. A re-enactor also appeared as Thomas Jefferson. Next year it is hoped to expand with patriotic displays and contests, and speeches from government representatives during a rally.
- b. Voter Registration:** In 2017, MCC was named a Voter Friendly Campus, one of 83 in 23 states to receive this designation through the national nonpartisan organization Campus Vote Project (CVP) and National Association of Student Personnel Administrators (NASPA). It received this distinction due, in part, to the following activities: During the recent presidential election cycle, a number of tabling events were held as part of MCC's *Get Out the Vote* campaign. Student volunteers from campus organizations helped as volunteers such as St. Scholastica and the OCA Asian Pacific American Advocates, Greater Phoenix Chapter, and Arizona Public Interest Research Group, (PIRG) came together to register voters on several occasions independently in the courtyard with registration tables also available during Voter Education events. It was estimated that collectively, approximately

400 MCC community members were registered as a result of these events. We plan on earning this again.

- c. Voter Education:** MCC partnered with MCCCDC on several occasions to host voter education events including a Propositions and District Candidate forums.
- d. Get out the Vote:** Tabling events helped to instruct students on how to fill out voting ballots properly, polling place maps and election pamphlet distributed.

## New Projects

**Andrew Goodman Foundation's *Vote Everywhere*** – We are currently working towards establishing a partnership with the Andrew Goodman Foundation's *Vote Everywhere* program.

**MCC Voter Polling Place** – We hope to better prepare students to live lives as engaged citizens in acting and leading in the pursuit of the public good by example. We are moving toward becoming a polling place to increase democratic participation and open new conversations relative to Civic Engagement.





Constitution Day and the Arizona State Capitol Liberty Bell



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