



# Mesa Community College

## 2020 CAMPUS DEMOCRATIC ENGAGEMENT ACTION PLAN

Strategies to Increase Student Participation in Democracy and Student Voter Engagement  
Preparing Students to Become Engaged Civic Leaders

For the Southern & Dobson and Red Mountain Campuses

Submitted by  
Center for Community & Civic Engagement

# Table of Contents

Executive Summary.....	3
Leadership.....	4
Commitment.....	7
Student Learning Outcomes.....	8
Recognition & Achievement.....	10
Integration of Democratic Engagement in Curriculum & Co-Curriculum.....	10
Community & National Collaboration & Partnership.....	12
Landscape.....	13
Goals.....	15
Strategy.....	16
Reporting.....	19
Evaluation.....	19
Appendix A: Student Experiences.....	23
Appendix B: 4Cs Scoring Guidelines.....	27

2020  
CAMPUS DEMOCRATIC ENGAGEMENT ACTION PLAN  
Mesa Community College  
Center for Community & Civic Engagement

## Executive Summary

Mesa Community College is nationally recognized as an Aspen Prize Top 150 U.S. Community College and is known for service-learning, career and technical programs, civic engagement and innovative approaches to education. The college has served as a resource for career readiness, transfer education, workforce development and lifelong learning throughout its 50-year history. Host to more than 30,000 students annually, MCC offers degree and certificate programs online, at its two campuses, and additional locations. Through Guided Pathways with Integrated Support Services, MCC is transforming the ways it champions student success, college completion, university transfer and career attainment or advancement. MCC is a Hispanic Serving Institution and more than 50% of its students are the first in their family to attend college. Its American Indian Institute serves 22 federally recognized Arizona tribes and more than 30 out-of-state tribes. The diverse student body includes more than 400 international students representing over 60 countries. Award-winning faculty are dedicated to student success, providing the education and training that empowers MCC students to successfully compete in the workforce. Located in the East Valley of Phoenix, Arizona, MCC is one of 10 colleges in the Maricopa County Community College District. <https://www.mesacc.edu/>



The 2020 Campus Democratic Engagement Action Plan reaffirms the colleges' commitment to serve the community and prepare students to become engaged civic leaders through strategic pathways designed to increase student participation in local, state, and federal activities that support democracy. In accordance with ARS 15-1895, Mesa Community College's 2020 Campus Democratic Engagement Action Plan was developed to continue the college's commitment and involvement in civic engagement. Additionally, this plan is designed to increase student voter registration and voting in local, county, state, and federal elections. This plan will be administered at MCC's Southern & Dobson and Red Mountain Campuses under the direction of the Center of Community & Civic Engagement (CC&CE). The plan aspires to increase civic learning, political engagement and voter participation in meaningful and measurable ways. The plan outlines both short- and long-term goals with strategies that are sustainable and adaptable. The plan will focus on segments of the campus population who have traditionally been under-represented. The Campus Democratic Engagement Action Plan is designed to be reviewed yearly and revised accordingly. The plan also supports MCC proposed vision statement to "Inspire, Ensure Access, and Empower Action." The current Campus Democratic Engagement Action Plan will begin during the Summer 2020 and continue throughout the academic year. The College has partnered with many organizations and, recently, with the Ask Every Student project which will help develop resources to train faculty and students to support civic engagement.

The college continues to explore new approaches to support civic engagement and uses the data collected from the National Study of Learning, Voting, and Engagement (NSLVE) reports as well as input from faculty and students who are involved in civic engagement projects.

Funding and staff support for the 2020 Campus Democratic Engagement Action Plan is built into the Center for Community & Civic Engagement budget and therefore institutionalized (CC&CE). Special projects are supported through grants such as the Andrew Goodman Foundation (AGF), the Campus Election Engagement Project (CEEP), and ALL IN. Additional support comes from community partners and Mesa Community College.

The MCC Red Mountain Campus is fortunate to be a current polling place for the 2020 election. To support the Red Mountain Campus, dedicated part-time staff members were hired to implement and expand the civic engagement programs and activities on campus.

## Leadership

**Permanent institutionalization:** The strength of the 2020 Campus Democratic Engagement Action Plan is tied to the vision, mission, and values of Mesa Community College. MCC has supported this plan by providing dedicated college resources, including physical office space and permanent employees, for the past 25 years. Currently, the director of the center that administers the plan is a full-time residential faculty with 30 years of higher education experience. Four board approved positions, including one dedicated to civic engagement and three part-time positions, help support the plans' programs and services. Additionally, 10-12 student work-study positions and approximately 20 student volunteers are recruited each year to focus on civic engagement support for the college and community.

**Student Leadership:** The Center for Community & Civic Engagement which implements the 2020 Campus Democratic Engagement Action Plan is dedicated to encouraging civic and servant leadership with the student body. The Center has strong, diverse student involvement and actively recruits students to become leaders within the department that will continue from year to year. Events such as the VolunteerFest and Phi Theta Kappa Honor Society orientations are planned continuously to identify these leaders. Voter engagement events are typically conducted under the guidance of the MCC Votes Team, which is composed of Andrew Goodman Ambassadors, Campus Election Engagement Program Fellows, Center for Community & Civic Engagement staff, and community partners. Team members are selected or recruited from a pool of student leaders who have either expressed an interest in participating or who have been recruited by preceding team members. Each semester, team members work together to develop leadership skills that will benefit event planning and execution. These students are also invited to serve on our Community Engagement Advisory Board and take an active voice in supporting the mission of the Center for Community & Civic Engagement at MCC. While most student volunteers remain for the entire year, some may participate for a single semester or event. Student leadership assignments are collaborative and created on an event-by-event basis.

**Administrative Leadership:** For over 28 years the college administration has shown support through full-time faculty and staff positions, permanent spaces allocation, and a college line item budget allocation for the Center for Community & Civic Engagement. Recently Dr. Lori Berquam, the Interim College President, re-signed the authorization for the Higher Education Presidential Commitment and encouraged participation in the Ask Every Student initiative.

## Mesa Community College

Mesa, AZ

2-year Public

Enrollment: 17662

Join Year: 2016



Dr. Nora Reyes, Senior Associate Vice President, Office of the President, has been a longtime supporter of civic engagement as well. As a faculty member, she incorporated service-learning, which incorporates civic engagement projects with academic instruction, into her classes for over fourteen years.

Dr. Reyes is the direct supervisor to Faculty Director, Duane D. Oakes, who oversees the Center for Community & Civic Engagement (CCCE) and the Campus Democratic Engagement Action Plan.

Kristina Bliss, Interim Associate Dean of Academic Affairs, also serves as a liaison

during campus events. She previously served as the Director of Student Life and Leadership and demonstrates a strong commitment to student and civic engagement.

**Faculty Leadership:** Faculty have played a key role in the support of civic engagement at Mesa Community College. The faculty were instrumental in establishing civic engagement as a student learning outcome in 2014. Faculty also helped to support the official name change for the center to include “Civic Engagement in 2015.” Most recently without the support of faculty, the proposed college vision, mission, and values may not have included civic engagement. In 1992, a dedicated full-time faculty position was created to support civic engagement at MCC. This was the faculty director position for the Center for Community & Civic Engagement. Faculty who have assisted in these endeavors over the years include Duane D. Oakes, Faculty Director, CC&CE; Dr. Brian Dille, Political Science Faculty; Patrice Nango, Philosophy & Religious Faculty and past Faculty Senate President; Dr. Tawn Hauptli, Education Studies Faculty and Department Chair; Dr. Debra Campbell, Philosophy & Religious Studies Faculty and others.

Faculty remain consistently involved from semester to semester and lend stability and continuity to programs and signature events. Currently, 14 faculty members serve on the Community Engagement Advisory board and give input to the civic engagement projects for the college. The Advisory Board meets six times throughout the academic year and includes a total of 60 members composed of faculty, staff, students, and community members.

**Community Leadership:** To date, the college has partnered with 354 community organizations that support civic engagement and service-learning projects at the local and state level. Some of these organizations include Clean Elections, NextGen, the City of Mesa, the Maricopa County Recorder’s Office, and the Secretary of State’s office. These partners encourage and support civic engagement efforts by attending the campus leadership and educational workshops, participating on the Community Engagement Advisory Board, and serving as keynote speakers. The community partners can engage and educate potential voters by focusing on the issues that

are directly affecting them. They continue to provide support and resources during registration drives and other related activities.

The college hosted the first Arizona Student Voting Summit with the support of national organizations including the Andrew Goodman Foundation, Campus Election Engagement Program, and ALL IN.

Recently, MCC was selected as one of only 31 colleges and universities to become one of the Ask Every Student Codesigner Campuses. This program will support the Campus Democratic Engagement Action Plan and help build the program at MCC. Additionally, plans are in process to investigate partnering with Inspired 2 Serve to help support inspiring individuals to be engaged citizens.

## **Center for Community & Civic Engagement Support**

**Duane D. Oakes** - Faculty Director, CC&CE- networks with new and existing national and community partners and presents programs to the leadership team, in addition to developing, planning, and implementing voter/democratic related activities

**Debra Ohlinger** - Civic Engagement Program Coordinator, CC&CE- coordinates the development and implementation of voter/democratic related activities and other civic engagement programs at the college

**Dawn Rhodes** - Service-Learning Program Coordinator, CC&CE- coordinates the development and implementation of the college's service-learning program and supports other civic engagement programs at the college

**Danette Turner** - Civic Engagement Program Support, CC&CE, Red Mountain Campus- supports civic engagement programs at the college

**Kelley Stewart** - Service-learning Program Support, CC&CE, Red Mountain Campus- supports civic engagement programs at the college

**Leigh Ann Counsellor** - Program Support, CC&CE, Southern & Dobson Campus- supports civic engagement programs at the college

The plan has been edited and reviewed by the following administrators, faculty, and staff:

**Nora Reyes** - Senior Associate Vice President, Office of the President

**Kristina Bliss** - Interim Associate Dean, Academic Affairs at the Red Mountain Campus

**Marcy Snitzer** - Interim Director, Institutional Advancement

**Elizabeth J. Csikar-Human** - Faculty Senate President and Anatomy and Physiology Faculty

**Deanna Villanueva-Saucedo** - Director of Community Engagement, Office of the Chancellor

**Dennis Mitchell** - Dean, Office of Institutional Effectiveness and Accreditation Liaison Officer

**Brian Dille** - Political Science Faculty

**Dawn Zimmer** - Media Relations Manager, Institutional Advancement

The plan has been supported and implemented by the following students and departments:

**Civically Engaged Students:**

**Andrew Goodman Ambassadors**

**Kim Morrow** - MCC Engagement Team, Student Lead, Student Government, Chief of Staff

**Elizabeth Ward** - MCC Engagement Team member, Student Government, Vice President

**Emma Ross** - MCC Engagement Team member

**Alec Schultz** - Ambassador Fall 2019 and Phi Theta Kappa Honors Society Officer

**Campus Election Engagement Project (CEEP) Fellows**

**Landon Peterson** -Fall 2019, Census 2020 Ambassador

**Vicente Ortiz** - Spring 2020, Census 2020 Ambassador

**Gabriel Castaneda** - Spring 2020, Census 2020 Ambassador

**Landon Kea** - Spring 2020, Census 2020 Ambassador

**Bianca Ibarra** - Spring 2020

**Mesa Community College Divisions**

**Mesa Community College Library** - Analicia R. De Anda - Library Faculty Janelle Alwyn (retired) - Library Faculty, supported many workshops, voter registration and education, student projects, campus events and library display

**Student Life & Leadership** - Past Director, Kristina Bliss - supported the Civic Action Team, supplied marketing materials such as posters, sandwich boards, bulletin board space to post flyers for events, popcorn and cotton candy machine, and personal social media

**Associated Students of Mesa Community College (Student Government)** - Past President, Leah Thompson; Past Vice President, Elizabeth Ward; Past Chief of Staff, Kim Morrow; Current Student Body President, Yudidt Nonthe - supported and participated in events and promoted voter registration

**MCC Veterans Services** - Willard “Bill” Clites, Director of Veterans and Disability Resource Services - provided a large 8’X12’ U.S. flag to hang on the clock tower for the Civic Engagement Week activities and the Constitution Day event

**Commitment**

Mesa Community College strives to build a reputation for presenting quality programs and implementing responsible and educational civic activities. MCC is committed to build a pervasive culture that promotes the ideals of democracy via civic education and participation as part of the institutional heritage. MCC is fortunate that student voting is important on multiple levels of leadership. On the classroom level, the faculty members embed and evaluate their classes using Civic Engagement as their Student Learning Outcome

(<https://www.mesacc.edu/about/office-institutional-effectiveness/student-outcomes/four-cs>).

The college demonstrates their strong support of this mission as civic engagement is introduced to all new faculty during new faculty orientation. Funding is offered by the college in the form of Mini-Grants to the faculty to help them learn how to introduce a civic engagement project into the classroom. Embedded at the course level, civic engagement is defined as “encompassing actions to promote the quality of life in a community, through both political and non-political processes.” The Center for Community & Civic Engagement assists in designing, implementing, and encouraging student participation in civic engagement events including voter education seminars, issues forums, and democratic roundtable discussions.

Thanks to MCC’s institutional commitment, a culture of civic engagement and democratic participation is readily cultivated on campus. One of the strongest programs that support this culture is the Student Learning Outcomes listed below.

## Student Learning Outcomes

Student Outcomes Assessment is a term used to describe the measurement and documentation of what Mesa Community College students are achieving in their studies at the college. The faculty also developed the Institutional Student Learning Outcomes that are embedded at the course level. At Mesa Community College these outcomes are known as the “MCC’s 4 Cs” and are consistent with the Vision, Mission, and Values of the college:

- **Communication** - The purposeful development, expression, and reception of a message through oral, written, or nonverbal means.
- **Critical Thinking** - The mental process of effectively identifying, determining, gathering, evaluating, and utilizing resources to innovate and/or to accomplish a specific task.
- **Civic Engagement** - encompasses actions to promote the quality of life in a community, through both political and non-political processes
- **Cultural and Global Engagement** - encompasses the awareness of cultural systems, events, and creations and an ability to apply this cultural and global awareness to human interaction and expression

The Civic Engagement outcome is the most relative pursuant to this action plan. The areas that are used to assess the civic engagement outcome in each college course is based on the following 5 focus areas:

- **Inclusiveness** - demonstrate an ability to engage respectfully with others in a diverse society
- **Application of knowledge** - apply the knowledge of one's own study and experiences to active and ethical participation in civic life
- **Demonstration of civic identity and commitment** - provide evidence of experience in and reflection on civic engagement activities
- **Civic communication** - communicate and list to others in order to establish personal and professional relationships to further civic actions
- **Engagement in civic action and reflection**- demonstrate the ability to deliberate and collaborate on issues and problems to achieve a civic aim

The civic engagement scoring guideline is uploaded into canvas courses to assist faculty with assessing civic engagement assignments as part of their courses.

<https://www.mesacc.edu/sites/default/files/pages/about-mcc/institutional-effectiveness/student-outcomes/4Cs%20Scoring%20Guidelines%20AY2018-19.pdf>

According to Trisha White, MCC’s Director of the Office of Institutional Effectiveness, the following data points represent the number of residential and adjunct faculty who implemented a civic engagement assessment for that year:

Academic Term	Residential Faculty	Adjunct Faculty
Fall 2016 - Spring 2017	15	4
Fall 2017 - Spring 2018	25	14
Fall 2018 - Spring 2019	27	17
Total	67	35
Faculty Involvement	102	

## Mesa Community College Vision, Mission, Values

The proposed 2020 Mesa Community College Vision, Mission, and Values listed below represent a commitment to civic engagement at Mesa Community and support the Center for Community & Civic Engagement.

**Vision:** Inspire, ensure access, and empower action

**Mission:** We create an inclusive and vibrant learning community where everyone is supported to achieve success.

### Values:

- **Diversity, Equity, and Inclusion:** Diversity is our greatest asset. We create systems, environments, and interactions that welcome, engage and support all learners.
- **Leadership:** As leaders in our communities, we behave boldly in the face of challenges as we set high expectations, explore new approaches, and hold ourselves accountable through data and transparency.
- **Continuous Improvement:** We cultivate an adaptable learning environment that welcomes all to experiment, make mistakes, build skills and grow.
- **Integrity:** We do what’s right, even when it’s hard. We model vulnerability and hold ourselves to high standards in the way we work, learn, and interact with one another.
- **Community:** Our people and the community we serve are the beating heart of our institution. We make a positive difference in the lives of our students, community and each other by cultivating meaningful relationships, being inclusive, practicing kindness and promoting active citizenship and civic engagement.

## Center for Community & Civic Engagement Vision, Mission

**Vision:** Working together to inspire individuals to be engaged citizens

**Mission:** To promote excellence in teaching and learning through civic engagement programs that:

- cultivate service-learning
- collaborate with the community
- develop co-curricular service projects
- encourage civic and servant leadership
- foster social responsibility
- promote personal growth

<https://www.mesacc.edu/community-civic-engagement>

## Recognition and Achievement

- [Carnegie Community Engagement Classification in 2015](#). This designation demonstrates that the campus mission, culture, leadership, resources, and practices support dynamic and noteworthy community engagement.
- [The President's Higher Education Community Service Honor Roll](#) This award is a federal recognition an institution can receive for its commitment to community service. MCC received this award every year that it was presented.
- [Voter Friendly Campus](#) 2016, 2018, 2019 - designated by the national nonpartisan organizations Fair Election Center's Campus Vote Project and NASPA – Student Affairs Administrators in Higher Education - [Voter Friendly Campus](#) (VFC) assists the leadership team in developing strategies to engage students, faculty, administration, and community partners in the democratic process.
- [2019 ALL IN Challenge silver seal](#) November 21, 2019 - awarded for achieving a 30 to 39 percent student voter engagement rate during the 2018 midterm election - Student participation in elections has increased from the 2014 midterm election to the recent 2019 midterm election. According to the National Study of Learning, Voting, and Engagement (NSLVE), an initiative of Tufts University's Institute for Democracy & Higher Education, voter turnout at the more than 1,000 institutions participating in the study increased by 21 points from 19 to 40 percent. NSLVE data on MCC reveals that its student voter engagement increased by 23.4 points from 13.5 to 36.9 percent.

## Integration of Democratic Engagement in Curriculum and Co-Curriculum

Mesa Community College and the Center for Community & Civic Engagement support student leadership and co-curricular events. These events are created to enrich and enhance the students' academic experience at Mesa Community College.

## Curriculum Integration

As noted above, Mesa Community College faculty are encouraged to incorporate civic engagement in their courses as part of the student learning outcomes. Over the past 3 years, 92 faculty have incorporated service-learning and civic engagement assignments into 585 courses. One of the unique courses that Mesa Community College offers in almost every discipline is an Independent Module Course for 1,2 and 3 credits where students can be mentored by a faculty on a civic engagement project. Over the last 3 years, 98 independent courses were created at Mesa Community College.

**Independent Module** – Students have the option to register for a stand-alone service-learning course. This is an academic credit course where the faculty advisor builds assignments based on individual civic engagement experience at the service site. There is no lecture period to attend, however, the student receives a letter grade in this class on their transcript.

<https://www.mesacc.edu/community-civic-engagement/service-learning/independent-module>

**In-Course Module** - Integration of service-learning projects into existing courses allows students to participate in civic engagement projects as part of the curriculum. This option is an opportunity for students to engage in learning by applying information and skills taught in their course curriculum. Listed below are two of the many courses that incorporate civic engagement projects into their courses with a link to more information about the service-learning program.

<https://www.mesacc.edu/community-civic-engagement/service-learning/course-module>

- **Political Science** – focuses on study topics such as the history of political thought; justice and morality in individuals, society, and government; political and governmental processes; the American political system; legal and constitutional issues; proposals for improving governmental structure and policy; how political behaviors compare in different countries, regions, or time periods; international relations; and practical political problem-solving
- **Honors Leadership** – This course is an interdisciplinary study of leadership focusing on the development of leadership skills involving students in real-world civic engagement projects.

## Co-Curriculum Integration

**Becoming a Civic Servant-Leader Workshop** – In this workshop students learn about the civic engagement programs and how to become a servant-leader. Students also learn how to find their passion for public service and how to create an endeavor to make a difference in the world.

Facilitators include the following:

- Duane Oakes - Faculty Director, Center for Community & Civic Engagement, MCC
- Hilary Allen - Program Manager, Up to Us Programs, Net Impact
- Alicia Briancon - AZ & NV Director Campus Election Engagement Project
- Rebekah Harding - Assoc. Director, Learning & Engagement Ronald Reagan Presidential Foundation & Institute

**Voter Education Workshop** – This workshop is a non-partisan event during Civic Engagement Week. This workshop teaches potential voters how to register to vote and check their voting history. They also gain knowledge about how to confirm whether their mail-in ballot was received and counted ensuring their vote has not been purged. Additionally, they learn how to fact-check statements made by elected officials and candidates. Moreover, they are given the tools to find candidates who best reflect their values.

**Moderator Training** – Facilitated by the Director of Community Engagement, Maricopa Community Colleges, Deanna Villanueva-Saucedo, this training encourages student interaction to help them discuss difficult issues, learn a new skill set, enhance existing facilitation skills, and incorporate public deliberation into their workgroup, club, committee or community. The students receive a certificate after this four-hour training course.

**Does Democracy Work?** – Hosted by Dr. Brian Dille, MCC Political Science Faculty - This workshop addresses why many people don't bother voting by telling themselves, "My vote doesn't matter," or "It's rigged, so why bother." Dr. Dille focuses on these concerns and explains why civic participation is still working.

**Leadership in Politics** – Hosted by Avery Oliver with Arizona Clean Elections - A leadership development workshop that clarifies how to be a leader in the political world, what it takes to run for public office, and how to get funding for smaller campaigns.

## Community and National Collaborations and Partnership

The college has collaborated with community and national partners. The benefits of these collaborations include; increasing creativity and out of the box thinking, additional flexibility in events and activities, advanced learning possibilities, and opportunities to improve voter education and registration.



The [Citizens Clean Elections Commission](#) is a non-partisan commission founded in 1998 after Arizona voters passed the Citizens Clean Citizen Elections Act ([A.R.S. Title 16, Chapter 6, Article 2](#)). The Act established a system for voter education, clean funding for candidate campaigns, and campaign finance enforcement. The purpose of the Act is to restore citizen participation and confidence in the political system, improve the integrity of Arizona State government, and promote freedom of speech under the U.S. and Arizona Constitutions.



The [Andrew Goodman Foundation](#) (AGF) was created to make young voices and votes a powerful force in democracy. AGF awards \$500 scholarships to three student ambassadors every semester. They also support voter education and engagement with a \$1,000 grant per year to assist with programming and fund training. AGF focuses on youth leadership development, voting accessibility, and social justice initiatives on campuses across the country by providing mini-grants to student leaders of select institutions of higher learning.



[Campus Election Engagement Project](#) (CEEP) is a national nonpartisan project that helps administrators, faculty, staff, and student leaders at America's colleges and universities engage students in federal, state, and local elections. Two to four CEEP Fellows receive a \$500-\$1,000 scholarship each semester. CEEP Fellows help other students understand how to engage in their communities and bring positive change on a local

level. Through activities, events, and tabling, CEEP Fellows share the importance of voting.



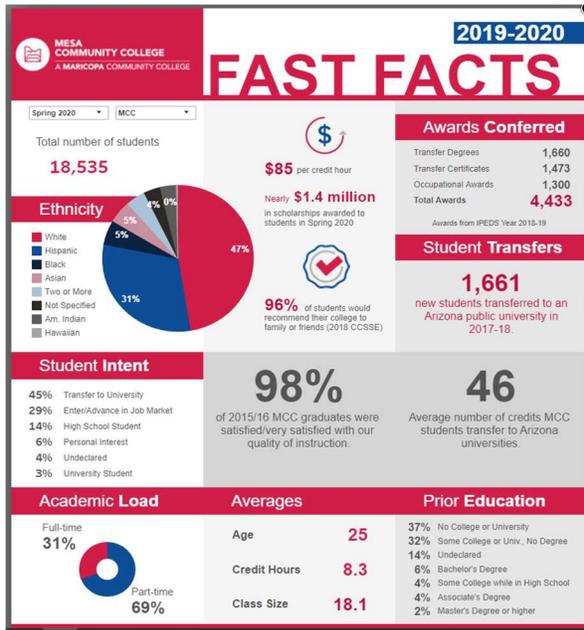
[ALL IN Campus Democracy Challenge](#) is a national awards program. MCC has participated with ALL IN since 2016. ALL IN assists in empowering colleges and universities to achieve excellence in student democratic engagement. The college was awarded an ALL IN grant of \$1,000 to implement the fall Voter Engagement projects. The college is currently planning activities and events that can be flexibly offered both in-person and virtually.



[Campus Vote Project](#) encourages students to vote across the nation. March 26, 2019– Mesa Community College was designated a Voter Friendly Campus by the national nonpartisan organizations Fair Election Center's Campus Vote Project and NASP. A yearly campus voting report is submitted and judged to see if the college meets the designation of a Voter Friendly Campus. Campus Vote Project works with universities, community colleges, faculty, students and election officials to reduce barriers to student voting.

## Landscape

As noted above, the 2020 Campus Democratic Engagement Action Plan is administered under the direction of the Center for Community & Civic Engagement at Mesa Community College. Mesa Community college serves 30,000+ students enrolled at our two comprehensive campuses – Southern and Dobson and Red Mountain, and other satellite locations including the Downtown Center and online programs. For over 28 years civic engagement and service-learning have been standard features of the Mesa Community College landscape. Accordingly, the CC&CE has set a goal of encouraging active participation for all students in the election process of the community. MCC demographics are reared as 45% male and 54% female (collegetuitioncompare.com). Other race/ethnicity categories featured at MCC include Asian, Black, Native American, and Pacific Islanders. The college also hosts more than 400 international students representing over 60 countries.



(Fast Facts 2019-2020 Mesa Community College)

MCC’s overall approach to voter registration has been successful. This approach includes registration drives, Voter Registration Day events, and voter education seminars to name a few. According to the 2014 & 2018 NSLVE Report, *Student Voting Rates for Mesa Community College*, the MCC registration and voting rates are rising. Early voting is by far the most popular method of casting a ballot among the student population. The goal is to continue this upward trajectory despite setbacks presented by the COVID-19 shutdown. To assist in this endeavor, the college is using the information found in our NSLVE report to identify underrepresented

groups and segments of the community who appear to lag in full voter participation. For example, the data reveals that while voting rates in every category rose between 2014 and 2018 at MCC, the groups with the smallest increases appear to be students in the 18-21, 22-24, and 25-29 age brackets. Consequently, during the Fall 2020 semester, the college will target these pockets of the student population. The college will also place an additional emphasis on males, who lag slightly behind the female student population in voter participation.

The college committed to becoming better at coordinating with instructors to plan events around class schedules and tailoring topics to align with course competencies. Some activities planned for the upcoming semesters include student drop-ins and pop-up registration events. Elected officials will also visit the campus regularly in order to participate in panel discussions and to serve as keynote speakers during issues forums. Voter education workshops will also be scheduled; emphasis will be on barriers that our target audiences face. Some of the barriers include; a lack of information as to when and where voting occurs, how to register, and lack of knowledge as to what or whom to vote for. In the past, this approach resulted in growth in voter participation in every age category, particularly among segments of the target groups, one of whom showed a 25.3 increase in voter turnout.

While there have been several state elections laws that have changed or have been implemented in the last legislative session (e.g. SB1072, SB1090, SB1054), there have not been any that have yet adversely affected the college. The student voter turnout indicates that the college has been successful in many of the efforts made. One lesson learned from the past includes an increased awareness of and need for a larger talent pool of committed community partners and those within our institutional infrastructure who are willing to support the college goals in reaching every student. Future barriers to be addressed will be a lack of interest in voting or the perception that a single vote does not count.

## Goals

The Center for Community & Civic Engagement is dedicated to creating a campus culture that encourages responsible civic leadership and promotes student participation in the democratic process. Care was taken when developing the goals of the center to make each one Specific, Measurable, Achievable, Realistic, Timebound, Inclusive, and Equitable (SMARTIE).

### Short Term Goals:

1. Assemble a team of new and diverse student leaders by August 2020
  - a. Three Andrew Goodman Ambassadors
  - b. Four Campus Election Engagement Project Fellows
2. Plan 3-4 activities for the fall semester that are open to all students with a focus on students that traditionally have lower voter participation
3. Develop 3-4 curriculum modules that foster democratic engagement that may be easily inserted into courses by fall semester
4. Organize 3-4 campus wide virtual events for the fall semester that focus on civic and voter education including National Voter Registration and Constitution Day events
5. Provide greater opportunities for voter education by organizing weekly informational booths in high traffic areas
6. Add an additional 3-4 new community partners to the campus coalition
7. Organize 3-4 events at the Red Mountain Campus that encourage students to use the on-campus polling site
8. Have at least a 10% increase in both registration and voting rates during this election cycle based on the (NSLVE Report) during the 2020 election
9. Participate 100% in the Ask Every Student project and implement the projects by the end of the fall semester
10. Assist in recruiting 10-12 students to serve as poll workers on election day

### Long Term Goals:

1. Incorporate voter registrations into student orientations by 2022 election
2. Include voter registration as part of the college registration process by 2022 election
3. Create voter education module to be included in all courses educating students on the importance of voting and being engaged citizens
4. Increase voter participation rate of students in age groups 18-21, and 26-29 to at least 60% participation by the 2024 election
5. Achieve 100% student voter participation of students at MCC by the 2028 election

## Strategy

The college will encourage all faculty to incorporate the student learning outcomes into their courses. This action plan will encourage civic engagement as the outcome to be embedded into the courses. The college will continue to monitor the increase in involvement throughout the coming year. In the meantime, the college will support and devise programs that are informed by the colleges' data as well as the data provided by the NSLVE report. Utilizing this information, the college strategy will be to determine which segments of the student population need the most support and encouragement. Working with the diverse student organizations, student government, and faculty allies, the college will continue to plan activities that draw the attention of MCC community members. For example, a movie night co-sponsored with a special interest club will provide a valuable and useful vehicle or tools that will educate students as to the importance of voting and becoming civically engaged. It would also be beneficial to tap into the older demographic in order to find volunteers who might serve as mentors to students in the younger, less active age categories.

Multiple voter registration engagement, and education activities will be planned by team members during weekly meetings and then coordinated via email and texts. The college will involve staff more fully in student organization meetings and student government activities. These activities will include pop-up registration drives, voter education seminars, and deliberative dialogues.

Promotions is another tactic that will be utilized more fully. This will include the design and printing of notices to be posted around campus. Announcements and updates pertaining to upcoming events will be made in student government and Phi Theta Kappa meetings, as well as being posted on the employee intranet. Announcements will also be posted on the campus electronic bulletin board, in the school newspaper, and via posters and flyers that have been placed strategically around campus.

### **National Study of Learning, Voting, and Engagement**

During the upcoming election cycle, the NSLVE report will be utilized in two main aspects. First, the report is being used to determine which pocket groups have been underrepresented or are lagging in voter participation. Second, the report is used to plan by examining current trends such as those that alter voter registration and participation due to COVID-19. When used in tandem with other sources of feedback, the report will serve as a powerful tool in directing the plans and activities of the college.

<https://www.mesacc.edu/sites/default/files/pages/students/community-civic-engagement/2014-and-2018-NSLVE-report-MCC.pdf>

## Civic Engagement Events:

Fall Strategy				
Civic Engagement Event	Who will Implement this event	What is the Purpose	Where will this happen	When will it happen
Weekly Planning meetings	Debra Ohlinger Civic Engagement Program Advisor	Implement action plans and create marketing material for events	Online Web Ex	Wednesday's at 1:30pm
Andrew Goodman Foundation Virtual Conference	AGF Foundation and Duane Oakes	Train students on voter engagement	Online Web Ex	June 24-27
City of Mesa Independence Day Celebration	City of Mesa	Voter and census registration, focus on deadline to get registered to vote for the primary election - July 6th	Online and possibly Downtown Mesa	July 4th
Primary Elections	County Recorder's office	MCC Votes Team will implement the party at the polls	Online and at election sites	Aug 4th
Welcome Week	Debra Ohlinger & Student Leadership team	To recruit campus leaders, promote voter registration and the census	Online and MCC Courtyard	Aug 24-28
Voter Registration	MCC VOTES TEAM	To promote voter registration and the census	Online and Weekly in MCC courtyard	Weekly starting the first week of the semester
VolunteerFest	Dawn Rhodes and MCC Engagement Team	To support class service-learning opportunities , volunteerism and voter registration	Southern & Dobson Campus Navajo room	Sept 9-10
VolunteerFest	Kelley Stewart & MCC Engagement Team	To promote service-learning, volunteerism and voter registration	Red Mountain Courtyard	Sept. 16
Civic Engagement Week	Debra Ohlinger and MCC VOTES Team	To promote civic engagement awareness and voter registration	Southern & Dobson & Red Mountain Campus	Sept 14-18
Constitution Day	Debra Ohlinger and MCC VOTES Team	To educate Students about the Constitution and Civic Engagement	Southern & Dobson & Red Mountain Campus	Sept. 17
National Voter Registration Day	Debra Ohlinger and MCC VOTES Team	To promote voter registration and education	Southern & Dobson & Red Mountain Campus	Sept. 22
FINAL Day to REGISTER TO VOTE	Debra Ohlinger and MCC VOTES Team	To promote voter registration and the last day to get registered to vote for the general election	Southern & Dobson & Red Mountain Campus	Oct. 5
Deliberative Dialogue Event	MCC VOTES Team in Collaboration with PTK	Special event to expand students views on Civic Engagement issues important to our community	Southern & Dobson & Red Mountain Campus	Oct. 22
National Vote Early Day	Debra Ohlinger and MCC VOTES Team	To promote voter engagement and to get out the vote	Southern & Dobson & Red Mountain Campus	Oct. 24
General Elections Party at the Polls	Debra Ohlinger and MCC VOTES Team	MCC Votes Team will recruit students to serve as pool workers	Election sites	Nov. 3rd
End of the Semester Celebration	Duane Oakes and Staff	To thank and celebrate the work that all the staff and students have done to implement the Action Plan	MCC Southern and Dobson Campus	Dec. 4th

## Spring Strategy

<b>Civic Engagement Event</b>	<b>Who will Implement this event</b>	<b>What is the Purpose</b>	<b>Where will this happen</b>	<b>When will it happen</b>
<b>Weekly Planning meetings</b>	Debra Ohlinger Civic Engagement Program Advisor	Implement action plans and create marketing material for events	Online Web Ex	Wednesday's at 1:30pm
<b>Welcome Week</b>	Debra Ohlinger & Student Leadership team	To promote voter registration and civic engagement activities	Online and MCC Courtyard	Jan. 19-22
<b>Voter Registration</b>	MCC VOTES TEAM	To promote voter registration	Online and Weekly in MCC courtyard	Weekly starting the first week of the semester
<b>VolunteerFest</b>	Dawn Rhodes and MCC Engagement Team	To support class service-learning opportunities , volunteerism and voter registration	Southern & Dobson Campus Navajo room	Feb. 3-14
<b>VolunteerFest</b>	Kelley Stewart & MCC Engagement Team	To promote service-learning, volunteerism and voter registration	Red Mountain Courtyard	Feb. 10
<b>Civic Engagement Week</b>	Debra Ohlinger and MCC VOTES Team	To promote civic engagement awareness and voter registration	Southern & Dobson & Red Mountain Campus	Feb. 8-12
<b>Deliberative Dialogue Event</b>	MCC VOTES Team in Collaboration with PTK	Special event to expand students views on civic engagement issues important to our community	Southern & Dobson & Red Mountain Campus	Mar.11
<b>Deliberative Dialogue Event</b>	MCC VOTES Team in Collaboration with PTK	Special event to expand students views on civic engagement issues important to our community	Southern & Dobson & Red Mountain Campus	Apr.1
<b>Good Deeds Day</b>	Debra Ohlinger and MCC Engagement Team	Special event to expand students views on civic engagement issues important to our community	Southern & Dobson & Red Mountain Campus	April 10-11
<b>MCC Leadership Development Day</b>	Duane Oakes and Staff	Train new student leaders StrenthQuest	Southern & Dobson Campus	Apr. 24
<b>End of the Semester Celebration</b>	Duane Oakes and Staff	To thank and celebrate the work that the staff and students have done to implement the Action Plan	MCC Southern and Dobson Campus	May 7



## Reporting

The college will continue to post the Campus Democratic Engagement Action Plan on the Center for Community & Civic Engagements website to ensure transparency via a document that is both accessible and searchable. This document will also be shared internally and externally.

Internally, the plan will go to MCC's administration, Faculty Senate, and Student Government. Externally, it will be shared with entities such as Campus Compact and All IN. Below is the link to the current and past plans and other civic engagement resources.

<https://www.mesacc.edu/community-civic-engagement/civic-engagement/civic-action-plan>

Throughout the yearly school cycle, the plan will be updated in real-time to ensure that both the long- and short-term goals are being achieved. The college will also be tracking the registration efforts and checking the voter turnout rates during each election cycle. This data will be used as documentation source for other civic engagement reports including those for the Andrew Goodman Foundation, All IN Campus Democracy Challenge, Campus Vote Project, NASPA, and Carnegie designations.

## Evaluation

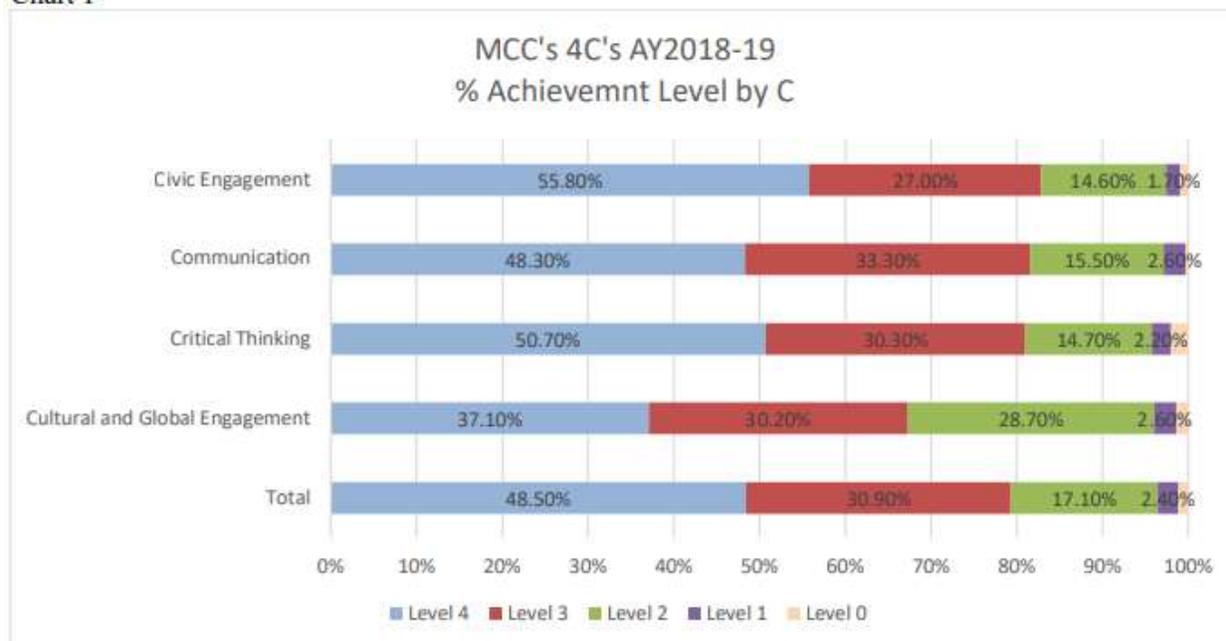
The Office of Institutional Effectiveness regularly collects data from faculty who assess their students. This data is compiled and analyzed to measure past successes in order to strategically plan and improve student learning. This is done so that the faculty can improve their teaching and the college is better able to design activities and events that can easily be woven into the into the student learning outcomes. The data below is from The MCC Program to Assess Student Learning Annual Report 2018-2019 and shows the process for infusing assessment into the courses.

Figure 1



Chart 1 shows the percentage of assessment scores at for each Level by MCC's 4C. 55.80% of Civic Engagement assessment scores were scored at Level 4.

Chart 1



- 55.8% of Civic Engagement assessments were rated at Level 4
- 48.30% of Communication assessments were rated at Level 4
- 50.70% of Critical Thinking assessments were rated at Level 4
- 37.10% of Cultural and Global Engagement assessments were rated at Level 4
- Total of 48.50% of all MCC's 4C's assessments were rated level 4

### Civic Engagement Results

Table 13 shows the college-wide Civic Engagement learning outcome score for AY 2018-2019.

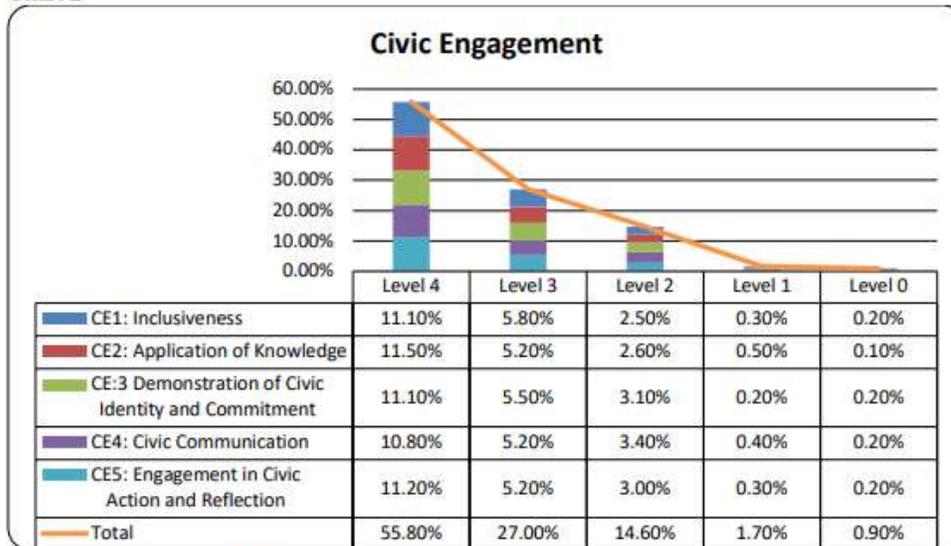
In calculating the average score, blanks were given a score of zero. Therefore, the average score is on a scale of 0 to 4, with four being the highest level of achievement.

Table 13

AY 2018-2019 - Assessment – All Locations		
Learning Outcome	# of Students	Average Score
Civic Engagement	840	3.35

Chart 2 shows the percentage of students scoring at each Level per descriptor.

Chart 2



- 82.8% of Civic Engagement assessments were rated at Level 4 or Level 3
- CE2: Application of Knowledge assessed more students at Level 4 (11.50%) than the other descriptors assessing at any other Level
- All descriptors assessed most student assessments at a Level 4

<https://www.mesacc.edu/sites/default/files/pages/about-mcc/institutional-effectiveness/student-outcomes/2019%20MCC%20Student%20Outcomes%20Assessment%20Report.pdf>

The Center for Community & Civic Engagement and the MCC Votes Team regularly evaluate the success of co-curricular programs by taking time to do a plus/delta after each event. This data is used to inform and strengthen the future planning of events sponsored by the Center for Community & Civic Engagement. While the college is unable to track some aspects of the efforts due to online services such as voter registration, the use of the NSLVE data helps support programming and is used to make improvements in recruitment and marketing for events. From the NSLVE report the college can better understand student behaviors during an election cycle including student voting rates, comparisons of student voting by gender, age, and future vocations. The NSLVE reports are used regularly and posted permanently on the Center for Community & Civic Engagement web site. <https://www.mesacc.edu/community-civic-engagement/civic-engagement/voter-education>

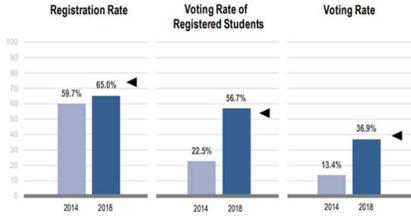
The report was also sent to all campus administrators and college faculty challenging them to use this data to strengthen the civic engagement involvement. The charts below show the data used to help support programs and events of the MCC Votes Team and is used to set goals for the 2020 Campus Democratic Engagement Action Plan.

YOUR STUDENTS' VOTING DATA | MIDTERM ELECTIONS

### Voting and Registration Rates



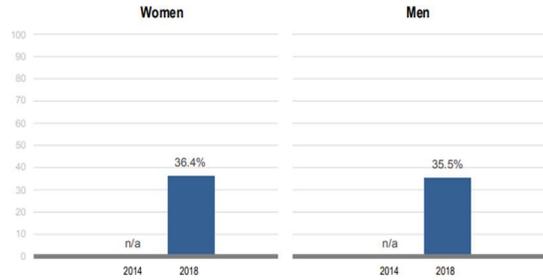
### Overall Student Voting Rate



### Comparison of Student Voting by Gender

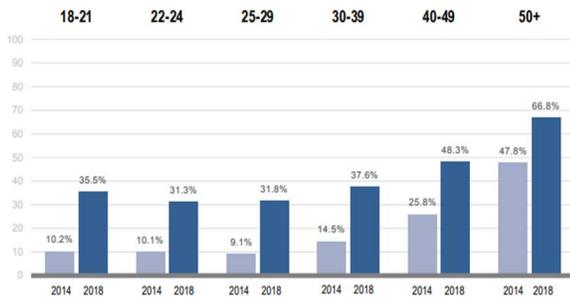
YOUR STUDENTS' VOTING DATA | MIDTERM ELECTIONS

### By Gender\*



YOUR STUDENTS' VOTING DATA | MIDTERM ELECTIONS

### By Age Group\*



### Comparison of Student Voting by Age

## Appendix A

The strength of the civic engagement programs at Mesa Community College are the students. Their leadership and involvement in planning and implementing the events and activities are the key to success. Listed below are four of the students' personal experiences.

### Student Experiences

#### **Kim Morrow, MCC Engagement Team member and student Lead Andrew Goodman Ambassador**

The 2019/2020 school year has been my second term serving as Andrew Goodman Ambassador for Mesa Community College and chair of MCC Votes. This year has helped me grow as a leader and advocate for college student voter registration and education. After attending the National Civic Leadership Training Summit in New Jersey this summer, my team members and I began having weekly meetings to strategize for the upcoming semester. One of the things we decided was to hold Civic Action Week again, as in the previous year. This was a way to celebrate and honor Constitution Day and National Voter Registration Day while at the same time promote student voter registration, education, and encourage civic engagement. Between those two days we had a week's worth of events which included the following: Simulcast with Maricopa County Recorder Adrian Fontes, Voter Education Workshop, Civic Action Team Party, Jury Nullification (Learn your rights as a juror.), Census (Why being counted is important.), a discussion with Mesa Community College political science professor Dr. Brian Dillie (Why Your Vote Matters.). We also reserved and decorated the display case next to the college library to help promote our events and voter registration.



As a team, we also formed partnerships with both Student Life and ASMCC (student government). Both myself and Elizabeth Ward hold positions in student government. She is the Student Body Vice President and I am the Chief of Staff. Every week during senate announcements we promoted voter registration as well as promoting voting in the 2019 elections that happened this November. We attended and tabled at events held by Student Life such as Welcome Week, Volunteer Fest, Student Success Fair, and the Health Fair. In addition to that, we participated in the Tunnel of Oppression and the National Debt Awareness event, House of Horrors: Scary National Debt Facts. Another group we have partnered with is the Citizens Clean Elections Commission. They have joined us for tabling and promoting voter registration at the Mesa Community College, We Care Wednesdays, a monthly event where students can receive free groceries, toiletries, clothing, and school supplies. Citizens Clean Elections Commission also joined us for our Party at the polls on Election Day, helping to distribute information about what was on the ballots and where to find your polling place.

Civic Action Team members Emma Ross and Landon Peterson tables several times a week during the fall semester to promote voter registration, education and participation on both Mesa Community College campuses. Next year we plan to continue with our partnerships and step up our efforts to get students civically engaged beginning with voter registration. Each semester, we will kick off our efforts by attending and tabling during Welcome Week and continue registering and educating students at the We Care Wednesday, the Volunteer Fest, Student Success Fair, Health Fair, and more. We will be holding two to three voter education workshops and gearing up for the Democratic Primary in March. With 2020 being an election year will continue with our efforts beyond the primary throughout the semester and beyond till the election next November.

### **Elizabeth Ward, MCC Engagement Team member and Andrew Goodman Ambassador**

My personal experience with being an Ambassador for The Andrew Goodman Foundation has been both rewarding and fulfilling. Being out there in the community and educating students about the importance of voting is important work that I enjoy. If you want to make a change in the world you have to be an example of what you want to see. One of the things I am most proud of is taking part in the Tunnel of



Oppression. The educational display I set up reached many students. I am proud to have registered many new voters this semester. It was not easy, but through meaningful dialogue, I was instrumental in helping many to see the value of voting which is just an important way to make your voice heard through voting creates change. Our team was a part of many campus events. I am happy and proud that our voting numbers went up in the Mesa Community College NSLVE report. I think that can be attributed to the good job of marketing that the Civic Action Team has done over the past couple of years and continues to do by making sure the students are aware of who we are. We also were able to form other relationships with other groups on and off campus to assist us in our efforts to create a body of students who are civically engaged voters. The summer conference in New Jersey was wonderful and I met some great people. We talked with other students from other colleges and were able to use their experiences as well as our own to more effectively strategize this semester. I enjoyed going to the conference in New Jersey and learning the history of Andrew Goodman and the Civil Rights Movement from speakers who actually participated in the initial fight for voting rights. This has been a great semester and I am looking forward to the next one. I think we have a great team. The numbers from NSLVE show what that the Mesa Community College Civic Action Team is effective in engaging students and increasing voter turnout at our college. I am proud to be a part of both the Mesa Community College and the Andrew Goodman Foundation and am looking forward to the next semester.



**Alec Schultz, MCC Engagement Team member and Andrew Goodman Ambassador**

During my time as an Andrew Goodman Ambassador, I attended the National Civic Leadership Training Summit in New Jersey during the 2019 summer. I met with students from across the United States with the same goal: engage young people to vote. This was also where I met the Ambassador Team for Mesa Community College, my colleagues, Kimberly Morrow, Elizabeth Ward, and Emma Ross. Putting on events for Civic Engagement Week and working toward increasing

voter registration was an exciting, insightful, and memorable time while an Andrew Goodman Ambassador.

**Emma Ross, MCC Engagement Team member and Andrew Goodman Ambassador**

This semester, I had the great opportunity to be an Andrew Goodman Ambassador for Mesa Community College. I helped set up for constitution week, attended events at constitution week including the Ambassador/Civic Engagement party, and handed out flyers for each of these events. I tabled every Monday, Tuesday, Thursday, and Friday for a couple of hours each day. I also attended the Civic Engagement meetings. Around the middle of the semester, Christina, our regional director, gave me the responsibility of managing our social media campaign. I started an

Instagram page and outlined our events and what the members of our team were doing to promote civic engagement and to register students to vote. I had the opportunity to go to Virginia for a week at the beginning of November, to participate in a Get Out The Vote campaign. I knocked doors for multiple hours every day and encouraged people to go vote. It was a great experience. I also got the opportunity to go to Campaign Management College, where I learned how to manage a campaign, and a little bit of how to implement



voter registration into a campaign. I hope to use the things I learned there next semester. I also got the opportunity to attend a Deputy Registrar training put on by the Maricopa County Recorder's office. I gained extensive training on the laws and how-to's of registering people to vote. For next semester, my goals are to be more efficient in registering people. I want to be better at explaining to them how it directly affects their lives. I hope to register more people than I did this semester. I also hope to increase our social media and gain more followers by expanding to Twitter and Facebook.

## Landon Peterson, Campus Elections Engagement Project Fellow and Census Ambassador

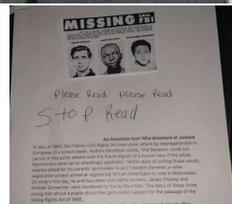
At our Red Mountain Campus, I applied to be a Fellow through the Campus Election



Engagement Project. My duties were helping students register to vote and leading and organizing voter awareness events. I thoroughly enjoyed the personal conversations I had with students and families on the importance of being an active and engaged American Citizen. So many college students are not registered to vote because they feel it is too hard or time-consuming. It was rewarding to help them see the simplicity behind it. I helped establish a permanent student voter registration position at the Red Mountain Campus. After my time is completed, I will be recruiting someone else to fill in my spot. I learned the importance of communication ineffective leadership. When events were well marketed, and information was passed out to the students ahead of time, we found that they ran much smoother. My vote really does matter! I can vote for local elections and see real change in a short

period of time. If there's a policy or rule in the government or in my career field I disagree with, I can advocate for change.

### Voter Education Photos and Ambassadors



## Appendix B

### **Institutional Student Learning Outcomes: “MCC’s 4C’s” Civic Engagement Scoring Guideline**

<https://www.mesacc.edu/about/office-institutional-effectiveness/student-outcomes/four-cs/civic-engagement>