



# ALL IN Democracy Challenge Campus Action Plan



# Overview

## MIAMI DADE COLLEGE... THE POWER OF OPPORTUNITY

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Miami Dade College changes lives through the opportunity of education. At the core of this mission is the belief that anyone with a desire and ability to get a college degree should be given that opportunity. With more than 125,000 students and eight campuses Miami Dade College is one of the largest institutions of higher education in the United States and one of the most highly regarded colleges in the nation. MDC provides high-quality teaching and learning experiences that are accessible and affordable. We meet the needs of our diverse students by preparing them to be responsible global citizens and successful lifelong learners. MDC was founded in 1960, has 8 campuses and multiple outreach centers across Miami-Dade County, and offers over 300 programs and pathways in certificate, associate, and baccalaureate programs. MDC is an open-access institution serving the neediest members of our community.

## MISSION & VISION

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### Mission

As democracy's college, Miami Dade College changes lives through accessible, high-quality teaching and learning experiences. The College embraces its responsibility to serve as an economic, cultural and civic leader for the advancement of our diverse global community.

### Vision

To be the recognized leader in student learning, achievement and success while enriching our community

### Core Values

- An exceptional learning environment that challenges students and empowers them to attain their academic goals
- An international perspective that makes our students civically engaged and globally competitive
- A commitment to evidence-informed decision making and accountability
- Innovation and efficiency that ensure affordability while optimizing educational quality
- An exceptional work environment that engages an exemplary and diverse workforce
- Quality community partnerships that serve as the foundation for the development of relevant workforce, cultural and civic programs
- Cultural initiatives that capture the richness of Miami-Dade County's multicultural fabric
- Environmental awareness that results in intentional sustainability practices

## CIVIC ENGAGEMENT

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Miami Dade College (MDC) proudly refers to itself as “democracy's college” because of the students we serve, our open door policy, and our commitment to civic engagement. Community-campus

partnerships and civic engagement are part of the college's fabric. MDC's myriad civic engagement efforts are spearheaded by an internally funded, comprehensive, college-wide department (the Institute for Civic Engagement and Democracy – iCED) that has staff and offices on all eight MDC campuses. This infrastructure includes a staff of six full time employees, five part-time coordinators, 14 service-learning faculty facilitators, two AmeriCorpsVISTA volunteers, multiple voter engagement interns, and more than 20 Federal Work Study student civic ambassadors. MDC is one of only a small number of community colleges to earn the Carnegie Community Engagement Classification for both curricular and community engagement in 2008 and 2015, and is the first community college in the nation to earn the Ashoka U Changemaker Campus designation (2015). Examples of MDC's civic engagement programming include the nation's largest community college academic service-learning program; formal partnerships with more than 200 community non-profit agencies; a large America Reads tutoring program; an institution-wide commitment to voter registration and non-partisan voter engagement; multiple award programs including the Civic Action Award, the Civic Leadership Award, and the President's Volunteer Service Award; and many other civic endeavors. MDC is very proud that more than 100,000 students have participated in academic service-learning since 1994, and annually more than 275 faculty integrate service-learning into approximately 900 class sections. Our recently retired president, Dr. Eduardo Padrón was an internationally recognized leader in higher education, including his embracing MDC's responsibility to be an engaged campus fully committed to preparing students for lives of active citizenship. Our current interim president, Dr. Rolando Montoya, and provost, Dr. Lenore Rodicio, carry on this tradition.

## Voter Engagement Coalition

MDC's voter engagement coalition is led by the college's Institute for Civic Engagement and Democracy ([www.mdc.edu/iced](http://www.mdc.edu/iced)) with offices on all eight campuses leading MDC's civic engagement and changemaking efforts. Core members of MDC's Voter Engagement Coalition include:

### INTERNAL PARTNERS

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- Institute for Civic Engagement and Democracy
- Office of Changemaking Education and Social Innovation
- Student Life
- College President's office
- Vice Provost for Academic Affairs office
- Vice Provost for Student Affairs office
- Deans of Students on all 8 campuses
- Deans of Faculty on all 8 campuses
- Academic Chairpersons on all 8 campuses
- Earth Ethics Institute
- MDC Office of Communications
- United Faculty of Miami Dade College
- MDC Social Media Department
- MDC Web Services Department

## EXTERNAL PARTNERS (PARTIAL LIST)

- Engage Miami
- The Andrew Goodman Foundation
- The Miami-Dade Department of Elections
- CEEP – Campus Election Engagement Program
- Campus Vote Project
- Students Learn Students Vote Coalition
- The League of Women Voters

# Description of Work/Timeline 2020 Election Cycle

*(includes August 18 primary election, and November 3 presidential election)*

Activity	Description	Comments	Timeline
<b>Paid Voter Engagement Interns</b>	Paid for via external partnerships, non-partisan voter engagement/voter education/voter registration internships	Will have at least 30 MDC students working as paid voter engagement interns this fall covering all 8 campuses	All interns to be hired and trained over the summer and early fall
• Andrew Goodman Foundation Vote Everywhere Ambassadors	<a href="https://andrewgoodman.org/vote-everywhere/">https://andrewgoodman.org/vote-everywhere/</a> 6 paid interns working year-round –10 hours a week commitment (2 each at Kendall, Wolfson, and North campuses).	Each student receives \$1000 stipend, receives training and on-going support, and has \$500 in funding for voter engagement activities.	
• Engage Miami	~15 MDC student interns will be hired for the fall term –10 hours a week.	\$500 stipend, summer – December 1.	
• CEEP (Campus Engagement Election Project) Fellows	Interns (exact allocation TBD), hired by August, spread among the 8 campuses – 10 hours a week commitment.	Each MDC student intern will receive cash stipend, summer – December 1.	
• Campus Vote Project	Interns (exact allocation TBD), hired by August, spread among the 8 campuses – 10 hours a week commitment.	Each MDC student intern will receive cash stipend, summer – December 1.	
<b>Voter Registration</b>			
• Ask Every Student Campaign	MDC signed up to be part of the national “Ask Every Student”	Through the activities listed in his table, and others being	June – November, and

	campaign that aims to intentionally build voter registration into the institution to reach all students.	developed, our goal is to secure a few minutes of every student’s time through a systemized process to prepare them to register and be election ready.	on-going post-election
<ul style="list-style-type: none"> <li>• <a href="http://mdc.edu/vote">mdc.edu/vote</a></li> </ul>	Election ready site for all MDC students, faculty, staff (and the community). Will include voter registration, address check, registration status, poll worker signup, election timelines, sample ballot access, issue/candidate information, why voting is important, who to contact with questions, election reminders signup, make a “plan to vote,” request a vote by mail ballot, how to be involved if you aren’t a citizen, and much more.	This platform will be the heartbeat of all MDC’s voter engagement work, especially with the uncertainty of COVID-19. It will be a one-stop location for everything imaginable that one needs to be election-ready.	Version 2.0 to go live before end of June
<ul style="list-style-type: none"> <li>• Engage Miami Partnership</li> </ul>	Engage Miami staff and interns will assist MDC with voter registration on all 8 campuses.  Goals: <ul style="list-style-type: none"> <li>• 5,000 voter registrations</li> <li>• 6,000 pledge to vote commitments</li> <li>• 2,000 text message opt-ins for election reminders</li> </ul>		June – November
<ul style="list-style-type: none"> <li>• iCED Staff on all 8 Campuses</li> </ul>	All iCED staff and student workers (more than 30 people covering all 8 campuses) will be trained to be “election ready ambassadors” and will serve as a resource for voter engagement at MDC.		June – November
<ul style="list-style-type: none"> <li>• 30+ Paid MDC Interns</li> </ul>	A primary responsibility of all interns will be voter registration.	All activities will be tracked and reported on.	August – November
<ul style="list-style-type: none"> <li>• Class Presentations</li> </ul>	iCED makes hundreds of class presentations on service-learning and civic engagement—voter registration and voter education information will be included and emphasized.		July – November

• Student Life	Student Life works with SGA and all student clubs and organizations, as well as myriad other activities. They will be utilizing MDC Votes! materials to train their students to be election ready.		July – November
• College-wide Emails from President and/or Provost, and/or MDC General Message Account	Sent prior to voter registration deadlines with instructions on how to register, access a sample ballot, and be election-ready.		August – November
• National Voter Registration Day (NVRD)	Organize and implement high profile NVRD activities on all 8 campuses to promote voter registration and voter engagement.		Tuesday, September 22
• Constitution Day	All Constitution Day events will include voter registration/voter education.		Thursday, September 17
• New Student Orientations	We aim to include voter registration/education information in all new student orientations.		July – October
• Promotions/ Visibility through MDC.edu and Sharknet Student Platform	Goal is to promote voting and our mdc.edu/vote page strategically on MDC’s main website and student portal (mdc.edu), as well as the student events/information platform Sharknet.		July – November
<b>Voter Education and Get Out the Vote</b>			
• Faculty Professional Development “Election Ready” Workshops	In partnership with MDC’s Center for Institutional and Organizational Learning department, create and offer a new “Election Ready” workshop for faculty to introduce mdc.edu/vote and prepare them to integrate voter registration and voter education into their courses.	Workshop will include face to face (virtually and/or in-person) as well as pre- and post-work. Faculty will earn official professional development credit from MDC. Goal is to have 250 faculty take this workshop which will be offered multiple times.	July – November
• MDC “Voter Engagement Ambassador” Program	In partnership with Engage Miami, create new program to recruit, train, mobilize, and recognize at least 100 students as “Voter Engagement Ambassadors.”	This program will be modeled after MDC’s existing Census Ambassador program. It will include monthly trainings and professional development, on-	July - October

		going support, and recognition at the end of the program.	
• Vote By Mail Campaign	Due to the uncertainty surrounding COVID-19, MDC will develop and implement a comprehensive plan to encourage vote by mail.	Mdc.edu/vote already has instructions for requesting your vote by mail ballot. We will be rolling out a communications plan for this information.	July – November
• Voter Education Forums	Guest speakers and voter education forums will be scheduled (in-person or virtual depending on COVID-19 restrictions).	Each campus iCED office will work with the Department of Elections, the League of Women Voters, Engage Miami and other partners to host voter education forums to inform students on the ballot issues and candidates (e.g., “Decoding the Ballot”...”Don’t Cast a Zombie Vote”, etc.).	July – November
• MDC Vote Page	<a href="http://www.mdc.edu/vote">www.mdc.edu/vote</a>	MDC’s one-stop site to help students be “election-ready.”	June – November, updated regularly
• MDC Voter Engagement Social Media Campaign	Collaborate with MDC’s Social Media and District Communications teams to develop and implement on-going social media campaign.		July – November
• Distribution of Voter Guides	In partnership with Engage Miami – printed and electronic versions.	Goal is to distribute at least 10,000 guides.	July – November
• UFMDC/Faculty Engagement	College-wide emails from UFMDC (MDC faculty union) and MDC with clear message re. voter registration and voter education sent to all faculty.	Need to prepare messages in partnership with faculty union leadership.	July – November
• Class Presentations	Engage Miami, iCED, and other local organizations will reach out to faculty and ask to be invited to make non-partisan voter engagement presentations.	Outreach to all faculty, asking who wants a guest speaker to visit their class. (In-person or virtually)	July – November
• Vote Local Campaign	College-wide campaign to stress the importance of voting local.		July – November
• “Your Vote is Your Voice” Student Video	Utilize MDC students to make short video that encourages their peers to register, get informed, and vote.	Will be posted on mdc.edu/vote, shown to classes, and promoted on social media.	August

<ul style="list-style-type: none"> <li>Secure External Funding to Expand Motivate Pilot to 7 Campuses</li> </ul>	<p>Motivate (www.motivate.us) is a digital platform that uses behavioral nudges to increase civic engagement. The platform brings together research-proven nudges like social influence, plan-making tools, and gamification. The team-based commitment model enables entire networks and coalitions to commit to vote together, unlocking real-time data on progress and impact.</p>	<p>Expansion is dependent on securing external funding.</p>	<p>August – November</p>
<ul style="list-style-type: none"> <li>“Vote Early at MDC” Campaign</li> </ul>	<p>MDC has two on-campus early voting locations (at our two largest campuses, North and Kendall), this campaign will also include the development and dissemination of an “Early Voting Guide.”</p>	<p>Comprehensive collegewide and community campaign to promote on-campus early voting, in partnership with Engage Miami.</p>	<p>July – October</p>
<p><b>Political Campaign Volunteers</b></p>	<p>We aim to create list of candidates and volunteer opportunities and begin marketing campaign to encourage students to select a campaign and volunteer.</p>	<p>Will be promoted to students and faculty as both a curricular (service-learning) and co-curricular opportunity.</p>	<p>July – November</p>
<p><b>Poll Worker Recruitment</b></p>	<p>Massive campaign to promote paid poll worker positions with the Miami-Dade Department of Elections.</p>	<p>Department of Elections needs more than 6000 poll workers for the November election (may change due to COVID-19).</p>	<p>July – September</p>
<p><b>Civic Action Scorecard</b></p>	<p><a href="http://www.mdc.edu/iced/awards">www.mdc.edu/iced/awards</a> -- Checklist with over 50 civic learning actions, including registering to vote, knowing your elected officials, and securing your sample ballot. By completing checklist items, students can earn the Civic Action Award.</p>	<p>Students will be encouraged to utilize the Civic Action Scorecard and earn the Civic Action Award to deepen and foster their civic engagement.</p>	<p>June – November</p>
<p><b>Leverage NSLVE Report to Promote Registration and Turnout</b></p>	<p>Utilize MDC’s National Study of Learning, Voting, and Engagement data to set goals for 2020, and motivate students to surpass 2016 voter engagement rates.</p>		<p>August – September</p>

<b>Voter Engagement Materials</b>	Materials/supplies (e.g., bracelets, buttons, stickers, t-shirts, giveaways, palm cards, fact sheets) to support voter engagement, including NVRD.	Themes will include vote local, this is why I vote, etc.; stickers, bracelets, buttons, etc. Entails completing design, securing funding, ordering, and disseminating on all 8 campuses.	July - November
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## Success

- Post-election, MDC will prepare a comprehensive report on each of the actions listed in our voter engagement plan, with quantitative and qualitative data to assess our success, lessons learned, and next steps.
- MDC’s 2020 NSLVE registration rate and voting rates will be compared to our 2016 rates, with a goal of increasing by at least 7% in all three categories.

**For more information about this report or MDC’s ALL IN Campus Democracy Challenge Action Plan, contact Josh Young, Director of MDC’s Institute for Civic Engagement and Democracy at [jyoung@mdc.edu](mailto:jyoung@mdc.edu) or 305-237-7477**

