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# Maricopa County Community College Voter Engagement Plan: Scottsdale Community College

Fall 2018



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## Overview

ARS § 15-1895 requires each community college district, in consultation with the recognized student government at a community college under its jurisdiction, to adopt a plan to increase student voter registration and voting in elections that includes:

- Information about on-campus voter registration and voting opportunities made available in at least one of the following methods:
  - During new student orientation
  - During the issuance of student identification cards
  - In admissions packets
- Voter registration materials at central campus locations and high traffic areas
- Broad dissemination of information regarding:
  - Voter registration deadlines
  - Deadlines for delivering ballots by mail
- Links on institutional and administrative websites that detail the voter registration process
- Reasonable accommodations to county election officials for on-campus polling locations
- Encouragement to student government organizations to coordinate activities aimed at increasing voter registration and election turnout
- Policies to allow excused absence from classes for the purpose of voting
- Policies that prohibit the use of college resources and employees to influence elections
- An emphasis on efficiency and conservation of resources

The Maricopa County Community College District (“MCCCD”) and its associated colleges, aim to implement various methods for informing students of, disseminating information, and promoting voter registration.

## Voter Engagement Team

The Scottsdale Community College Plan was created by the following voter engagement team members:

- Administration and Faculty
  - Primary Contact: Therese Tendick, Center for Civic & Global Engagement, Director
  - Additional members:
    - o Jen Sydow, Center for Civic & Global Engagement
    - o Dr. Donna Young, Vice President for Student Affairs
    - o Larissa Train, Interim Dean of Students

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- o Nancy Neff, SCC Institutional Advancement & Community Engagement (IACE), Director and Social Media Coordinator
  - o Selected SCC faculty as needed
  - o SCC Honors faculty
  
  - Council of Student Leaders
    - o CSL Chair and Chair of Civic Engagement Committee
    - o CSL Vice Chair
    - o CSL Civic Engagement Committee
  
  - Club & Organization Collaboration
    - o Latino Student Association
    - o Male Empowerment Network
    - o Women Rising
  
  - Maricopa & Community Partners
    - o SCOTT (Scottsdale Coalition of Today & Tomorrow)

Every election year prompts political activity in all sorts of venues, and MCCCDCD both respects and encourages participation in the time-honored tradition of political activity on American college and university campuses. With that in mind, each of the District's campuses has a plan consistent with the terms outlined in ARS § 15-1895 with the primary focus being to increase student voter registration and voting in elections.

## Goals

The Advisory Council began planning for events and projects as early as Spring 2018. In the end, the Goals set forth for the 2018-19 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 Scottsdale Coalition of Today and Tomorrow (SCOTT) and Aliento
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

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# 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 .
- 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 20-24, League of Women Voters, Student Center
- Welcome Week Club Fair tabling, August 23, League of Women Voters and Association of American University Women, Student Center
- September 17, Constitution Day, Campus tabling
- September 25: National Voter Registration Day: CSL Voter Registration tabling. SC Cafeteria; in conjunction with community partners

## Voter Education

- New Website: A Voter Registration & Resources webpage [<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 to be shared with faculty, staff and students
  - MCC Political Science faculty Dr. Brian Dille to prepare unbiased information on the city, local and state propositions on the mid-term ballot
- 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

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- 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! web page, etc.
  - Faculty Outreach
    - Faculty informed of CCGE website, events, resources
    - Faculty inventory of use of 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.
  - Student Participation
    - Democracy Wall: CSL hosts a Democracy Wall in the Student Center. Thought-provoking prompts related to Elections 2018 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 our state today in this mid-term election 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 fall 2018 Arizona Town Hall. 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

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- 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 and Projects

- September 17: Constitution Day Celebration: CSL will coordinate a tabling event with Constitution Day games, quizzes, Constitution FAQs, and free popcorn; Student Center
- “18 in ’18 Take Flight” augmented reality mural installed on Student Center wall through the Arizona Clean Elections Commission, promoting registration of those who turn 18 in 2018.
- September 17, Maricopa County Recorder Adrian Fontes presenting on the US Constitution and interacting with students via a live-streamed presentation.
- September 25: National Voter Registration Day, coordinating multiple organizations on campus for voter registration
- September 27: Hispanic Heritage Month “Telling Our Stories” panel discussion on documentary “Dolores” about social activist Dolores Huerta
- October 18: “Don’t Guess When You Vote” Scottsdale City Council Candidate Forum, co-sponsored with SCOTT (Scottsdale Coalition of Today and Tomorrow) and facilitated by members of the SCC Council of Student Leaders. Open to the public.
- October 29: “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.
- November 5: “What Do I Need to Know?” Resources are available to better understand and prepare you for voting on Tuesday, November 6th. Get your picture with the augmented reality mural “Take Flight” before it is taken down.
- November 8: Global Dialogue: Citizen Diplomacy: An Arizona Guide. Arizona State University faculty member Dr. Keith Brown on history of grassroots advocacy and diplomacy, in conjunction with the US Department of State Community College Initiative Program

## Resources

**Budget:** Developed to include \$300 in funding for events (printing of flyers, posters, handouts, and refreshments), buttons, etc.

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**Material Resources** include laminated SCC Votes! 17X22” posters and 4X5” handouts, SCC Votes! buttons created in-house by CSL, voter registration forms.

**Support Resources** include SCC Faculty expertise as well as expertise and time donated by community partners such as Leagues of Women Voters and Arizona Clean Elections Commission.

## 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 Mid-Term Elections. Post-Elections debriefings with the Voter Engagement Team will review what was successful and what was not to modify future Voter Engagement Plans.

**Measuring Success:** SCC has received the results of the 2016 National SLV and voter registration data will be compared to the 2018 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.