

# Campus Civic Action Plan

Mesa Community College  
Center for Community & Civic Engagement

2018



## **CAMPUS CIVIC ACTION PLAN FOR MESA COMMUNITY COLLEGE**

2018

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***STRATEGIES TO INCREASE STUDENT PARTICIPATION IN DEMOCRACY***

***PREPARING STUDENTS TO BECOME ENGAGED CIVIC LEADERS***

This plan outlines Mesa Community College's Civic Action plan to accomplish the Voter Friendly Report for 2018



## OVERVIEW

Mesa Community College (MCC) has been committed to civic engagement for many years, as noted in its Mission, Vision, and Goals: <https://www.mesacc.edu/about/vision-mission-values-learning-outcomes>. The College dedicated resources to support these goals as early as 1992, when the Center for Public Policy and Service was created to support faculty who engage their students in service-learning and civic engagement projects. The Center was renamed as the Center for Service-Learning in 2000. In 2015, school faculty members were involved in the most recent name change: Center for Community & Civic Engagement.

Recently, the Arizona legislature passed a law that requires all colleges to create a plan to increase student voter registration and voting in elections.

<https://www.azleg.gov/viewdocument/?docName=https://www.azleg.gov/ars/15/01895.htm>

The law focuses on increasing student voter registration and voting in elections. This includes providing information about on-campus voter registration and voting opportunities. The college implemented the following plan to support this law:

- Voter Registration materials were made available in the Center for Community & Civic Engagement, the Student Government office, the Library, and other offices on campus. Regular campus and community organizations hosted tabling events throughout the semester in high traffic areas to share information. <https://www.mesacc.edu/community-civic-engagement/civic-engagement/voter-education>
- The Center for Community & Civic Engagement advertised all the voter registration deadlines on campus through the Intranet, Canvas, and various social media methods. Posters, fliers, and the department's website helped promote the deadlines. A partnership with the Andrew Goodman Foundation allowed MCC students to access the [my.VoteEverywhere](#) portal to register to vote, confirm registration, request an absentee ballot, check for voter ID laws, and to learn about the candidates.
- MCC was also one of five schools chosen to pilot a texting platform with the Andrew Goodman Foundation to help promote Voter Registration (The five chosen colleges were: Bingham University, Bowling Green State University, Cornell University, Mesa Community College, Stony Brook University).
- The Center created the Operation Vote Coalition with students from student government, campus clubs and organizations, and members from our community partners. The coalition met regularly to help promote voter engagement activities including regular voter registration tabling events.
- The College strived to comply with all local and national laws; this required that no college resources were used to influence the outcome of an election. Therefore, all events and campaigns were non-partisan. A great example of this is when the Mesa City Council election was held, the current council member was invited to speak at the college's Civic Engagement Week event. Once the challenger was determined, as a result of the primary election, this candidate was also invited to speak. The challenger accepted the invitation and also spoke at the event, allowing for both perspectives.



In 2015, MCC established Civic Engagement as one of its core student learning outcomes and the Center for Community & Civic Engagement at MCC is dedicated to supporting this learning outcome. Our goal is to create a campus culture that encourages responsible civic leadership and promotes student participation in the democratic process. This year, our goal was accomplished primarily in three phases:

1. Voter registration
2. Voter education
3. Get out the vote

The Center for Community & Civic Engagement had one of the most successful years. A number of activities included: Constitution Day Celebration, Civic Engagement week activities, Voter Registration tabling events, classroom visits, candidate forums, election pamphlet distributions, and other tabling events.

## COALITION

- How did your coalition function throughout the fall semester?
  - This year, the Civic Action team created the Operation Vote Coalition. The coalition was successful in partnering with various local and national organizations (named below), student groups, and faculty. As a team, we held weekly planning meetings and then coordinated between meetings by email and text.
- Why was your coalition effective or not effective?
  - How will it change for continued Democratic Engagement work; particularly focused on mid-term elections. Following the election, we plan to continue our primary goals for the midterm elections. We will also incorporate elements of civic engagement into the framework of student projects all year such as moderator Training and hosting National Issues forums. We will also continue to Partner with Net Impact to host Up to Us National Debt awareness projects along with other Civic engagement events.
- What other partners did you work with internally or externally? What was their role?

### Local Partners:

#### **Mesa Community College –**

- **Center for Community & Civic Engagement Civic Action Team**
- **Library** - Supported many workshops, voter registrations and education, student projects, and campus events
- **Student Life & Leadership** - Supported the Civic Action Team by supplying marketing materials such as posters, sandwich boards, bulletin board space to post flyers for events, popcorn and cotton candy machine, and their own social media
- **Student Government** - Participated in the Operation Vote Coalition meetings and helped promote events and Voter Registration
- **MCC Veterans Services** - Large 8'X12' U.S. flag to hang on the Clock Tower for our Civic Engagement Week activities

**Maricopa County Recorder** - He spoke on the importance of voting that was broadcasted to all 10 of our Maricopa County Community Colleges

**Mesa City Council** - Mesa City Council Member and the City Council Candidate attended our Civic Engagement Week “Lunch with Our Leaders” to speak on many topics surrounding voter education registration



### **Channel 3 News, Phoenix –**

- Had live coverage at MCC on National Voter Registration day
- Organized a panel of first time voters
- Followed a student as she was a first time voter from her home to our Red Mountain campus, which was a voting site. The student was interviewed throughout the morning and it was broadcasted live on Good Morning Arizona on election day.

### **Channel 5 News, Phoenix**

- Channel 5's host of Good Morning Arizona interviewed a small group of first-time voters from MCC asking them what they thought of the Election. They were asked about how they receive their information on candidates, propositions, and how they felt about being a first time voter.

### **Secretary of State Office –**

- Voter registration training
- Supplied voter registration forms
- Accepted completed forms

### **Citizens Clean Elections Commission-**

- Sponsored a "Share your Voice" interactive mural on campus
- Provided a space where voter registration was promoted and students could register to vote

### **National Partners:**

#### **Andrew Goodman Foundation**

- 3 student Ambassadors and grants totaling \$500 per semester
- 2 students received all expenses paid trip for national training in New Jersey
- Advertising materials like shirts, water bottles etc.

#### **Campus Election Engagement Project**

- 4 student Fellowship with \$1,000.00 stipend for events participation
- Campus Electoral Engagement Assessment
- Assisting with Civic Engagement Week activities

#### **Campus Compact**

- Engage the Election 2018 grant in the amount of \$1,850.00
- Additional training and webinars

#### **Campus Vote Project**

- Voter Friendly Campus Campaign
- Voter Friendly Campus Plan and Webinars

#### **Southern Poverty Law Center on Campus (SPLC)**

- Supplied toolkits to college campuses that are designed to help kick start voter registration drives

#### **All In: Campus Democracy Challenge**

- Webinar and training for holding events and voter education
- Supplied buttons and other marketing materials
- Opportunity to win awards based off of our NSLVE report.



### Voter Friendly Campus

- Supplied educational resources, engagement plans, and opportunities to reach out into the campus and community throughout the semester to support the overall goal of increasing engagement in the democratic process.

Our events included the following:

1. **Weekly MCC Voting Coalition Meeting** - Planning and reviewing activities to increase voter registration, participation, and education
2. **Tabling** - Weekly and biweekly tabling events to register and educate voters. The team handed out voter education materials to 20-30 students at each event. The team also registered 2-5 students weekly to vote.
  - **April 2018**
    - 24th - Registrar Training
    - 26th - Civic Action Voter Education Tabling Event
  - **June 2018**
    - 21st - Voter Education Workshop
      - Students, staff, & faculty were able to explore how to check their voter registration and voter history online, as well as fact-check public statements made by elected officials and find candidates who reflect their values. Student learned how to become more politically active in their community.
  - **July 2018**
    - 2nd - Voter Education Workshop
  - **September 2018**
    - 10th - 14th - Decorating College Display Case
      - Uncle Sam Mannequin, posters of the scheduled events for Civic Engagement Week, a constitution poster, mock voting ballot, non-partisan candidate guide/poster, and American Flag.
    - **Civic Engagement Week**
    - 17th - Constitution Day Simulcast
      - Maricopa County Recorder spoke of the importance of voting, which was broadcasted to all 10 Maricopa County Community Colleges.
    - 17th - Lunch with Our Leaders
      - Mesa City Council Member, City Council Candidate, College Political Science Faculty and Student Body President spoke on the importance of being civically engaged on campus and in the community, their position as a political leader and the issues they face as an elected official, and their stories about voting for the first time.
    - 18th - Direct Deliberative Democracy
      - How Citizens can rule: This round table discussion practices and evaluates an idea from infusing our democracy with more direct democracy and more democratic deliberation.
    - 18th - Arizona Town Hall
      - A discussion of the criminal justice system in Arizona
    - 19th - Voter Education Workshop
      - Students, staff, and faculty were able to explore how to check their voter registration and voter history online, as well as fact-check public statements made by elected officials, and find candidates who reflect their values. Student learned how to become more politically active in their community.
    - 20th - Bagels & Ballots



- Students were able to discuss the issues that are important to students, the campus, and the community
- 20th Pizza & Politics
  - Elections 101 - Learned about democracy, elections, and voting
- 25th - National Voter Registration Day
- **October 2018**
  - Midterms Matter
  - Texting Campaign
    - Students sign up for text messages on Election information
  - 3rd - Red Mountain Campus listed as a Voting Center
    - Great announcement! We are really excited to share that the Red Mountain Campus is now a Voting Center for the coming election
  - 9th - Augmented Reality Mural with the Wings
    - With the help of a phone, it can become a 3D animation of wings flying, and also allows you to register to vote.
  - 17th - Ballot Proposition Summary
    - College Political Science Faculty shared information regarding ballot initiatives.
  - 23th - First Time Voter Student Panel
    - Local News Host for Channel 5 asked students what they thought of the Election and getting their input and feedback on candidates, propositions, and being a first time voter
- **November 2018**
  - 6th - Party at the Polls
    - Party atmosphere to celebrate voting with balloons, music, snacks, and giveaways. The big draw was the "I voted" stickers for students that sent in a mail-in ballot. The team also handed out hundreds of cards with information on polling locations, non-partisan candidate guides, and how to find proposition information
    - Channel 3 followed a student as she was a first time voter from her home to our Red Mountain campus, which was a voting site. The student was interviewed throughout the morning and it was broadcasted live on Good Morning Arizona on election day
  - 30th - Operation Vote Coalition
    - Plus-Delta on civic action & brainstorming ideas and events for 2019
- Thanks to the efforts of our volunteers, these events listed previously:
  - were planned and staffed
  - were publicized (informational flyers, promotional announcements, and elections materials were distributed)
  - had re-enactors appearing to greet students
  - offered snow cones and popcorn to interested participants
  - had organized set-up/clean-up processes



## ANALYSIS OF YOUR WORK

- For campus plans, we asked you to cover how you planned on fulfilling the four buckets of work for a well-rounded democratic engagement. Please describe how each of these programs were actualized, if they were successful, and what you learned.
- Voter registration: How did your campus register students? How many students did you register?
  - This year we collaborated with campus and community organizations to promote voter registration. To establish a clear means of communication, the Operation Vote Coalition was created. Weekly meetings were held to establish plans to organize weekly voter registration tables.
  - This year a number of other organizations came to campus to register students, which increased the visibility of voter engagement, but also created some challenges as students become frustrated with so many people asking them if they have registered to vote!
  - Announcements in student government and Phi Theta Kappa meetings were also made alerting the students of upcoming registration events.
  - Other efforts included advertisements posted on the campus Intranet, canvas, social media, bulletin boards, sandwich boards, and via posters and flyers placed strategically around campus.
  - On the day of the registration events, students were registered largely through the time, efforts, and talents of some very energetic, enthusiastic, and congenial volunteers.
  - Instructions were given on how to catch the attention of passersby and how to appropriately approach those individuals in order have them stop to register.
  - As a result, we were successful in registering hundreds of students. This year we were not able to actually report the numbers as many different groups collected their own forms. It is our belief that we will have increased the percentage reported in the NSLVE study and we look forward to review the 2018 version of this report.
- Voter education: How did you provide students nonpartisan voting information?
  - The Voter Education Workshop included nonpartisan voting information. The handouts were also distributed at every event as part of the table displays, placed on counters in the registration office and library, and personally handed to students walking by events.
- Ballot access: How did you make sure students had access to the ballot? What were the advantages and hurdles to students at your institution having access to the ballot?
  - This year more students had access to information and election material thanks to the student leaders who worked on disseminating information and through the collaboration of community partners listed in this report. We never had any reports of students not having the information; in fact, we had more complaints about the number of people who were on campus requesting them to get registered.
- Voter turnout: How did you encourage your students to vote on or before election day?
  - The college worked to successfully establish the Red Mountain campus as an early Voting Center allowing anyone from any precinct to vote on campus.
  - The Operation Vote Coalition met regularly to plan and implement weekly events including the Party at the Polls on election day to encourage students to vote. Students were advised



- as to where they could find their early and local polling places and which organizations were providing free rides. These notifications were provided on multiple flyers and made available during our events and at the Center for Community & Civic Engagement.
- A team of volunteers with a laptop was also present on Election Day to help students locate their voting sites.

## SUCCESSSES

- What are your institution's top successes (up to 3) of your democratic engagement efforts in 2018?

### **The Operation Vote Coalition**

The partnership of the Andrew Goodman Foundations allocating funds and scholarships to select and train three student ambassadors. The partnership with the Campus Engagement election committee and the four campus fellows. The partnership with Campus Compact and the Engage the Election grant establishing funds for campus election activities. The weekly planning meeting by the Coalition of students, community partners and MCC staff to support the overall the campus engagement plan.

### **Civic Engagement Week**

The collaboration of faculty and students to plan and implement Civic Engagement Week activities. A list of activities carried out during this week are found in this report.

### **National Voter Registration Day**

Local TV Station came to campus and interviewed students, and promoted Voter Awareness at 4:30 am, 5:00 am, 5:30 am, 6:00 am, 6:30 am, and another taped later at noon.

The team attended our booth, registered students to vote, students completed a voting pledge (where you put your hand in paint and it on a poster as a pledge to vote in the upcoming election), popcorn, and cotton candy. There was music and swag.



## BARRIERS

- What are your institution's barriers (up to 3) faced in implementing democratic engagement work in 2018?  
Our greatest barrier proved to be staffing and the many programs and activities the students wanted to carry out. This created a challenge: to support proper planning and paperwork required to implement the execution of events for the semester.

## BEYOND 2018:

- Local and state elections, legislative issues, and other democratic engagement activities take place year round. Looking into 2019 and future years, how do you plan on continuing to engage and education students about the democratic process? What steps is your campus taking to prepare for the 2020 national election?
  - The Civic Action Team successfully completed an election cycle. Our team feels confident that those events and experiences already implemented will serve as templates for the future. This is half the battle.
  - In the future, we will continue to explore new possibilities with other community partners. The partnership with the Andrew Goodman Foundation has allowed for continuation of a student-led project. Plans are in progress to continue with civic engagement events and activities such as Moderator Training and Deliberative Dialogues for the Spring 2019 semester.

## NSLVE DATA:

- When you receive your campuses' NSLVE report, what plans are in place with your coalition to evaluate this data and to assess future initiatives?
  - The 2016 report was used to help educate students and employees about the student voting rate at Mesa Community College. We will continue to use this information to help educate our campus community on how our students are engaged.



## PHOTOS AND STORIES

### VOTER REGISTRATION DAY PROMOTION

September 11, 2018

Window display promoting upcoming civic engagement activities at Mesa Community College. This display was located in the AS Corridor, a heavy traffic area located across from the coffee shop and at the entrance of the library.





## CIVIC ENGAGEMENT WEEK

September 17 – 21, 2018

Civic Engagement Week provided daily opportunities for students to learn about becoming civically engaged. Events included: Constitution Day Simulcast; Lunch with our Leaders; Direct Deliberative Democracy; Arizona Town Hall; Voter Education Workshops; Bagels & Ballots; and Pizza and Politics.

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## CIVIC ENGAGEMENT WEEK

<b>Mon. 9/17</b>	<b>Constitution Day Simulcast</b>	<b>Navajo Room</b>	<b>10 AM</b>
	<b>Maricopa County Recorder, Adrian Fontes</b> The county recorder will speak on the importance of voting. Bravado from Rio Salado Community College.		
	<b>Lunch with our Leaders</b>	<b>Navajo Room</b>	<b>11 AM</b>
	<b>Mesa City Council Member Francisco Heredia, City Council Candidate Mark Yarbrough</b> <b>Political Science Faculty Dr. Brian Dille and Student Body President Erik Aguilar</b> Bring your class to hear leaders in our community speak on the importance of being civically engaged on campus and in the community. Prizes will be provided. Please follow the link to RSVP for your class. <a href="https://go.usgafansu/NR9/bell59732">https://go.usgafansu/NR9/bell59732</a>		
<b>Tues. 9/18</b>	<b>Direct Deliberative Democracy</b>	<b>LB 145</b>	<b>11 AM</b>
	<b>Dahl Campbell, Philosophy Faculty</b> Direct Deliberative Democracy - How citizens can make their voices heard through discussion practices and inclusion in order to enhance our democracy with more direct democracy and more democratic deliberation.		
	<b>Arizona Townhall</b>	<b>LB 145</b>	<b>3:30 PM</b>
	Let your voice be heard as we discuss the criminal justice system in AZ. Attendance is free, refreshment provided. Register now at <a href="http://towntownhall.org/event/2018/09">http://towntownhall.org/event/2018/09</a>		
<b>Wed. 9/19</b>	<b>Voter Education Workshop</b>	<b>LB 144</b>	<b>11 AM</b>
	<b>Janeil Aluwyn, Library Faculty</b> Janeil will explore how to check your voter registration and voter history online, find check public statements made by elected officials and find candidates who reflect your values. Students will learn how to become more politically active in their community.		
<b>Thurs. 9/20</b>	<b>Bagels &amp; Ballots</b>	<b>KSC 35 N Lobby</b>	<b>11 AM</b>
	<b>Denise Anderson, Campus Election Engagement Project</b> Let's talk about issues that are important to students on our campus. Some will find out which issues matter to students, then lead students in a conversation around those issues. Bagels will be provided.		
	<b>Pizza and Politics</b>	<b>LB 145</b>	<b>1:30 PM</b>
	<b>Political Science Faculty Dr. Brian Dille</b> Election 101 - Come meet with Phi Theta Kappa Honor Society and enjoy learning about democracy, elections, and voting. Pizza will be provided, first come first served.		

**MARICOPA** COMMUNITY COLLEGE  
 CAMPUS FORWARD  
 CENTER FOR COMMUNITY & CIVIC ENGAGEMENT  
**MESA** COMMUNITY COLLEGE  
 & **MARICOPA** COMMUNITY COLLEGE





## September 22, 2018— Current

A replica of Arizona's first augmented reality mural in downtown Phoenix appealing to 18 year olds to *Spread your Wings* and *Activate your Political Power* was placed on campus at Mesa Community College. With the help of a phone and the Shazam app, this mural can become a 3D animation of individuals flying with wings. Once the app is downloaded, there is also a place to register to vote!

To see this mural in action visit:

<https://www.12news.com/article/news/local/valley/beautiful-augmented-reality-mural-in-downtown-phoenix-is-helping-voters-register/75-578635234>

For more information on this mural, visit <https://www.azcleanelections.gov/18in2018>



## VOTER REGISTRATION DAY

September 25, 2018

Students of Mesa Community College rallied to the request to be at the college at the crack of dawn! KTVK-3 and KPHO-5 were on hand to film the students promoting Voter Registration Day.

[https://www.azfamily.com/video/video-last-chance-to-register-to-vote/video\\_5409abb9-0d4c-55f6-a031-d9d8388f5456.html](https://www.azfamily.com/video/video-last-chance-to-register-to-vote/video_5409abb9-0d4c-55f6-a031-d9d8388f5456.html)

When the rest of the college was awake and on campus, the festivities continued with a voter registration booth where students indicated their pledge to vote by placing their handprint on an "I Will Vote" banner.



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## VIDEO: What do first-time voters care about?

Posted Oct 22, 2018

f t i s



With just a few weeks left before Election Day, politicians are doing everything they can to influence undecided voters and young voters.

As featured on



**First-time Arizona voters remain undecided on key races**  
Many Arizona voters already know who they're voting for, but a select few remain undecided.  
With just a few weeks left before Election Day, politicians are doing everything they can to target undecided voters along with young voters.  
Arizona's Family met up with six first-time voters at Mesa Community College, many who are still undecided. We sat down for a hour-long conversation about the election and what's influencing their vote.

## NEWS CAST – WHAT DO FIRST-TIME VOTERS CARE ABOUT?

October 22, 2018

Students who were voting for the first time in their life were invited to be interviewed by KTVK – 3 and KPHO – 5 to discuss what they care about and how they are determining how they will cast their ballot. Students included a first time voter who had just become a US Citizen, a reentry student who was voting for the first time after being inspired by the events at Mesa Community College, and other students who had just become of age to vote. Check out the video at:

[https://www.azfamily.com/video/video-what-do-first-time-voters-care-about/video\\_bae2d11e-3e39-5fa1-9e74-79a5070b817e.html](https://www.azfamily.com/video/video-what-do-first-time-voters-care-about/video_bae2d11e-3e39-5fa1-9e74-79a5070b817e.html)



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AIRFRANCE

### First-time voter enthusiastically casts her ballot in Arizona

Kylee Cruz  
Posted Nov 6, 2018



**POLLS CLOSE 12-26-12**

**VOTING FOR THE VERY FIRST TIME**

They range in age from 18 to 25 years. Many of these Valley residents are voting for the first time.

MESA, AZ (3TV/CBS 5) - Shelby Lynch left her home in Mesa before the sun came up, something out of the ordinary for the 16-year-old college student.

Most Popular

ARTICLES VIDEOS

- Phoenix police arrest 36-year-old r...
- Hacienda HealthCare rape
- Wife of Hacienda HealthCare rape...
- Mom of newborn found dead at An...
- distribution center in Phoenix relea...
- bad
- Mother of newborn twins missing a...
- shows her leaving bar with 2 men
- 'You're OK, sweetie' Video shows...
- walking toward police with hands v...

## NEWSCAST— FIRST TIME VOTER ENTHUSIASTICALLY CASTS HER BALLOT IN ARIZONA

November, 2018

Shelby Lynch, a student at Mesa Community College, was shadowed from her home to the Mesa Community College—Red Mountain Campus polling location as she cast her first vote.

[https://www.azfamily.com/first-time-voter-enthusiastically-casts-her-ballot-in-arizona/article\\_3d4d3488-e1ec-11e8-8aeb-a3bd70d79618.html](https://www.azfamily.com/first-time-voter-enthusiastically-casts-her-ballot-in-arizona/article_3d4d3488-e1ec-11e8-8aeb-a3bd70d79618.html)



## PARTY AT THE POLLS!

November 6, 2018

Mesa Community College students held at "Party at the Polls" celebrating election day. They canvassed students asking if they had voted. They handed out pizza, and cake and made sure the students knew where to vote if they had not already.