



# 2024 – 2025 Voter Friendly Campus Action Plan



Prepared and submitted by Olivia Edwards, Community Engagement Specialist and Michelle Lopez, Director, Institute for Community Engagement and Civic Leadership

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## I. Executive Summary

Community College of Philadelphia, affectionately known as CCP (and the College), opened its doors to its first class in 1965 and within its nearly sixty years of existence has established itself as the City of Philadelphia's go-to college, graduating more than 685,000 individuals who are making an impact in the city and beyond. Community College of Philadelphia is an open-admission, associate-degree-granting institution that fulfills the promise of higher education for all Philadelphians. Its programs of study in the liberal arts and sciences, career technologies, and basic academic skills provide a coherent foundation for employment, lifelong learning and transition to continued higher education. The College serves Philadelphia by preparing students to be informed and concerned citizens, engaged in their communities and active participants in the cultural life of the city. The College plays an integral role in the education and advancement of Philadelphia's residents and workforce with 85% of recent graduates employed in the Philadelphia metro area. Our students and our graduates are talented, educated citizens who improve their own lives and rise from within, which impacts all of Philadelphia. The College's main campus is located in the Spring Garden section of the city of Philadelphia, Pennsylvania with regional centers in Northeast and West Philadelphia.

In 2016, the Institute for Community Engagement and Civic Leadership (the Institute) was created, on behalf of the College, to serve as the convener in unifying the city to support solutions for local and regional problems, one major issue being voter turnout. To this end, the College is excited to reapply to become a Voter Friendly Campus in partnership with The Fair Election Center's Campus Vote Project and the National Association of Student Personnel Administrators (NASPA) Voter Friendly Campus Designation Program.

The Institute's vision is that the College's institutional profile and reputation be elevated to the status of one recognized for excellence and embraced by the community and beyond for having a positive impact on social issues at local, regional and national levels. The mission of the Institute for Community Engagement and Civic Leadership is to foster a culture of engagement and collaboration that promotes experiential learning and capitalizes on the strengths of students, faculty, staff and partners to make a positive difference on social justice issues.

The College intends to continue educating, encouraging, and engaging the student body and wider Philadelphia community through sustained and comprehensive democratic engagement initiatives and programming to elevate civic education, prioritize voting literacy, and facilitate increased student voting rates for every election, through its #CCPVotes Program. By way of classroom presentations, voter registration events, voter education workshops, volunteering and positive peer pressure, we aim to educate students about their democratic rights and civic power. We know that democratic engagement and responsible citizenship will increase college-wide when students see that voting is an effective strategy to impact societal issues and change their communities for the better.

The College's Voter Friendly Campus action plan contains information around all current initiatives that helped us to achieve the Voter Friendly Campus designation the past several

years as well as a strategic plan to improve our voter registration, education and engagement programming as we enter the 2024-2025 academic year. We have worked to develop an equitable plan by including student voices in its evaluation and by using the NSVLE report to guide and inform our goal setting. The action plan will take effect in the fall of 2024 and will be evaluated throughout the year to ensure we remain on target to accomplish our goals.

The individuals who are responsible for the development of this action plan are:

- Michelle Lopez, Director, Institute for Community Engagement and Civic Leadership
- Olivia Edwards, Community Engagement Specialist
- Seth Jacobson, Associate Vice President, Strategic Initiatives and Community Engagement
- Oliver Charyton, #CCPVotes Student Fellow
- Avery Lucas, #CCPVotes Student Fellow

## II. Leadership

The Institute for Community Engagement and Civic Leadership (the Institute) is the primary working group responsible for coordinating and implementing the College's #CCPVotes Program which houses college-wide initiatives to increase civic learning and democratic engagement on campus. The Institute team consists of the Vice President of Strategic Initiatives and Community Engagement (S.I.C.E.), Associate Vice President of S.I.C.E. and Executive Director of the Catto Scholarship, Director of the Institute for Community Engagement and Civic Leadership, and two Community Engagement Specialists. The Director for the Institute and the Community Engagement Specialists directly manage the working group which also includes, #CCPVotes Student Fellows, the Chief Engagement Officer and External Affairs Manager, Marketing and Communications, Director for Special Events and Community Relations, and other student, faculty, and staff volunteers. The working group is essential to the success of our on the ground operations, planning and implementation of our Voter Friendly Campus strategies each semester. We communicate regularly with the members of our working group by meeting with student fellows weekly, providing training for volunteers, and meeting with other members regularly to ensure events and programming are both effective and high quality. Members of the team help to secure guest speakers for events, provide advice and consultation, secure event space on campus, provide volunteer support at events, help moderate workshop sessions, and much more. The succession plan for the working group includes strategies for professional development of working group members, recruitment and training of new student fellows and work-study student recipients each semester as well as maintaining strong communication with departments across the College to grow our relationships with faculty and staff as our working group evolves and new people join the college community.

Through collaboration and strategic partnerships, the Institute also manages a larger coalition that includes a diverse group of partners representing senior leadership at the College as well as faculty, administrative employees, student groups, and non-partisan community organizations. These coalition members are important to the successful implementation of

pieces of the action plan and encourage active student participation to facilitate increased democratic engagement across the College. Each member is a champion of our #CCPVotes programming and with their support we are able to host college-wide campaigns, hold large-scale events, and work across academic departments and administrative offices. The coalition includes: Office of the President, Division of Strategic Initiatives and Community Engagement, Office of Engagement, Special Events and Community Relations Office, Marketing and Communications, Office of Student Engagement, Student Government Association, Center for Male Engagement, Women's Outreach and Advocacy Center, non-partisan community partners, volunteers and fellows from the Institute for Community Engagement and Civic Leadership, and faculty from across the College, including faculty from Math, English, Political Science, and Social Sciences departments.

As we seek to include diverse voices in our democratic engagement work, we strategically partner with non-partisan organizations in efforts to extend our reach on campus, target diverse student groups, and enhance our events and programming. We work closely with [Campus Vote Project](#), [Civic Influencers](#), the [Philadelphia City Commissioner's Office](#), [Committee of Seventy](#), [VoteRiders](#), [NextGen America](#), [PA Youth Vote](#), [Congreso de Latinos Unidos](#), [VietLead](#), and the [Student Public Information Research Group \(Student PIRGs\)](#), among others.

The strength and effectiveness of our campus action plan is greatly impacted by the expertise of our coalition members and community partners. Through our coalition, we have experts in event planning, project management, government relations, advocacy, strategic planning, research, and more. As our coalition grows, we intend to continue to increase the diversity of voices impacting our work. One way we have accomplished this is by partnering with community organizations to target demographics with lower voter turnout rates, such as our Latino and Asian student populations. To that aim, we have strategically expanded our partnerships to work with Congreso de Latinos Unidos and VietLead to enhance our voter registration work. We have also collaborated on a new partnership with VoteRiders to offer free assistance in obtaining state IDs and have expanded our work with the City Commissioner's Office to work more closely with more representatives within the office. All of these are examples of ways we continue to expand and collaborate with others to support our democratic engagement work.

### III. Commitment

While the Institute team is the driving force behind the College's democratic engagement initiatives through #CCPVotes, the institution is strongly committed to increase student civic engagement in all areas of the College. This commitment is clearly communicated in the College's mission statement. It states the following: *The College serves Philadelphia by preparing its students to be informed and concerned citizens, active participants in the cultural life of the city, and enabled to meet the changing needs of business, industry and the professions. To help address broad economic, cultural and political concerns in the city and beyond, the College draws together students from a wide range of ages and backgrounds and seeks to provide the programs and support they need to achieve their goals.* The College

encourages students to achieve the following goals through their studies and partnering with the Institute helps them to accomplish these goals as it relates to increased student voter engagement:

- Greater insight into their strengths, needs and aspirations, and great application of their own cultural background and experience
- Increased awareness and appreciation of a diverse world where all are interdependent
- Heightened curiosity and active interest in intellectual and social issues
- Self-fulfillment based on service to others, preparation for future work and study, and enjoyment of present challenges and accomplishments

Another distinguishing feature of the College's commitment to democratic engagement is the strong support and buy-in from the College's President, Dr. Donald "Guy" Generals. From the beginning, Dr. Generals has been a staunch supporter of #CCPVotes and college-wide efforts to increase voter registration and remove barriers to voting. This commitment is most notable through the implementation of a college-wide day off for Election Day. This was first implemented for the fall 2020 election and has continued every November after. Election Day off is promoted across the College to students, faculty and staff as a service day to encourage the college community to get out and vote and to serve as election day workers. As colleges and universities across the nation continue the discussion around closing on election day, Dr. Generals is a leading force amongst institutions of higher education by implementing this policy early on and remaining committed to increasing voter turnout in Philadelphia through the College community.

President Generals' commitment to the work is proven through the [Presidents' Commitment of the ALL IN Campus Democracy Challenge](#). In April 2020, Dr. Generals joined over 600 colleges and universities from across the United States committing to "100% voter registration and turnout." Dr. Generals was also a recipient of the 2021 Standout College President/Chancellor Award by the ALL IN Campus Democracy Challenge. Most recently in a press release from ALL IN in early 2024, the commitments by college president signatories were renewed ahead of the 2024 elections.

The College's commitment to democratic engagement is also reflected in the [2017-2025 Strategic Plan](#) which incorporates external and internal relations, the student experience, and diversity, equity and inclusion, to name a few. Below is the strategic plan statement concerning civic engagement and learning through external and internal community relations.

"As the City's college, Community College of Philadelphia will position itself as a vital resource that impacts all of Philadelphia and beyond. The College's inclusive learning community is an important asset where people from all walks of life can grow together and learn from each other. To this end, the wide range of programs, services, departments, faculty, staff and administrators must be seen and aligned as an interconnected and interdependent whole."

The College is committed to implementing the following goals as a part of the Strategic Plan through 2025:

- Long-standing commitment to quality, access, affordability and upward mobility
- Positioning itself as a hub for social and economic innovation through workforce development and civic engagement, increasing its visibility and centrality to the progress of Philadelphia
- Improve student success to ensure that the College is able to support the region and to continue to ensure the public good created by the College's education
- Develop an entrepreneurial approach to partnering with local businesses, organizations, philanthropies, and community groups in ways that help sustain the College.

Campus-wide learning outcomes concerning civic learning are also reflected in the College's General Education Requirements. The following are some of the essential skills that the College expects all students to meet upon graduating:

- Cultural Awareness and Interpretation
- Critical Thinking and Reasoning Skills
- Verbal and Written Communication

As an example of how the above noted essential skills are reflected through multiple academic disciplines, through the following classrooms below, we partner with faculty on incorporating voting rights and registration during instructional time:

- Sociology 101
- Allied Health 101
- English 098
- Foundational Mathematics

Many of the College's co-curricular activities are housed in the Institute for Community Engagement and Civic Leadership, which is the office that manages the #CCPVotes Program and the central components of this action plan. The Institute's mission is to "foster a culture of engagement and collaboration that promotes experiential learning and capitalizes on the strengths of students, faculty, staff and partners to make a positive difference on social justice issues." Through collaborative partnerships with civic engagement organizations, the Institute offers civic leadership fellowships where students at the College can earn a financial stipend as they gain work experience and exposure to advocacy, voter registration, and government. These paid positions are critical to advancing the College's peer-to-peer democratic engagement and training a new generation of leaders to get involved in government and advocate for the betterment of their communities.

The College's commitment to civic engagement and lifelong learning is also evident through the civics education workshop series hosted by the Institute in collaboration with various community partners. The Civics Beyond the Classroom Workshop Series is hosted in partnership with local, state and federal judges from the Third Circuit Courts and Community Committee

and focuses on educating students, faculty, staff and community members about the Law and the United States Constitution. The Community Journalism for Civic Power Workshop Series is hosted in partnership with Journalism + Design from The New School and Resolve Philly and seeks to teach the community about community-centered journalism and how to utilize it for the public good. Participants in all these workshops can earn certificates of completion from the College for their engagement in these programs and their commitment to becoming well-informed, responsible citizens. The goal of these workshops is to equip and empower students and the wider community on how they can improve their communities and exercise their rights as a citizen to vote and participate in the democratic process.

All initiatives focused on civic learning and democratic engagement are promoted and shared through a variety of channels including the College's newsletter, social media channels, campus-wide emails, external media outlets and more through our #CCPVotes e-marketing campaign.

#### IV. Landscape

Community College of Philadelphia is comprised of about 16,569 students enrolled in for-credit classes and approximately 74% are minorities. As Philadelphia's only public, open-admission institution the College is the driving force behind workforce development with 85% of recent graduates working within the Philadelphia metro area. This uniquely positions #CCPVotes to influence the next generation of civically engaged citizens and the leaders of tomorrow for the city. The College's student voting rates hover at 55.7%. This information is reported by the National Study for Learning, Voting and Engagement (NSLVE) 2020 report (2022 has not been received yet). The NSLVE Study was the reasoning behind the launch of the #CCPVotes Program and has supported the expansion of civic learning and engagement throughout the College. Analyzing our NSLVE reports is one way we measure our outcomes and establish goals.

#### ***Curriculum***

Democratic engagement exists across multiple disciplines and fields of study including, Earth Sciences, Psychology, Biology, Health Care Studies, Political Science, Sociology, History, Liberal Arts & Humanities, Gender Studies, Economics, Criminal Justice, Behavioral Health & Human Services, Black Studies, and Anthropology. Faculty in these disciplines incorporate democratic engagement and civic learning components into their curriculums. Democratic Engagement is listed as a learning outcome for Anthropology, Political Science, Sociology, History, Sociology, Liberal Arts & Humanities, Gender Studies, Criminal Justice, Behavioral Health & Human Services, and Black Studies.

#### ***Co-curriculum***

The Institute for Community Engagement and Civic Leadership houses a majority of the College's community service programs and service-learning projects, including the #CCPVotes Program. Through the Institute's programs students are encouraged to apply what they are learning in the classroom and volunteer in the community, including at voter registration events. The Institute also promotes fellowships from Campus Vote Project, Civic Influencers,



Committee of Seventy, NextGen America, Student PIRGs, and the City Commissioner's Office, most of which compensate students for their time. The Office of Student Engagement, which includes all student clubs, Student Government Association, and the Phi Theta Kappa International Honor Society, all incorporate democratic engagement and civic learning as part of their programming and activities for students across the College. The Center for Law and Society hosts an annual week-long event that focuses on educating students, faculty and staff through professional development sessions and workshops centering on different social justice issues, components of the law, and democratic engagement.

### ***Barriers to Success***

While the College seeks to overcome obstacles to voting and democratic engagement through programming and initiatives through the #CCPVotes program, there will always be external factors that can negatively impact our voting and registration rates. Some of the most notable barriers to success for our students are transportation, time, political apathy and, for others, a lack of resources. Being that Community College of Philadelphia is located in a large metropolitan city, a large percentage of our student population depends on public transportation to get to work, school, etc. For some, this can be a limiting factor and a deterrent to showing up at the polls on election day. Time is also a barrier because many of our students have families and are working jobs while getting their degree, which means having enough time to get out and vote is a real issue for some. While the College has a polling site on campus, students cannot vote there unless they live in the surrounding neighborhood, which excludes most of the student population. Political apathy is nothing new but is a prevalent issue among young voters, including our college community, and is a barrier to motivating students to vote and recognizing the impact of their vote. For some within our college community, concerns about housing and food insecurity also become barriers to civic engagement. All of our programming takes these issues into consideration as we aim to engage and empower voters and remove as many barriers to voting as possible.

### ***Resources***

The College draws support from a wide range of community partners, dedicated students, staff, faculty, administrators, and community members. Our community partners, including local government officials, provide invaluable resources through their knowledge and expertise, internships, community events, and more. The Chief Engagement Officer and External Affairs Manager at the College are also great on-campus resources since they manage government relations for the College. They are extremely collaborative with the Institute and have helped to recruit guest speakers for workshop series and provided opportunities for our students to shadow City Councilmembers at City Hall and visit the Harrisburg State Capitol for a lobbying day. In the past we've been able to promote carpooling to help us address a lack of transportation to the polls. Additional resources that support our efforts are our Institute Advisory Council made of community partners and added resources, our student support offices, the #CCPVotes webpage, our Library resource page and the college-wide election day off.

## V. Goals

The overarching goal of the #CCPVotes Program is to remain designated as a Voter Friendly Campus where 100% of students obtain the resources they need to make informed decisions and to get out to vote. Our long-term goals are to register all eligible voters at the college, educate and empower voters to use their voice, decrease political apathy, and increase voter turnout. Through our programming we aim to graduate civically informed and democratically engaged students who have the knowledge and skills to solve the country's most pressing problems. We want students to feel empowered to make the changes needed in their lives and the communities they live in and to understand that their participation in our democracy is essential to its success.

To achieve these long-term goals, we have a set of short-term goals that help keep us on track and hold us accountable as a Voter Friendly Campus. Those goals are:

- Increase the number of #CCPVotes tabling events (voter registration, get out the vote, National Voter Registration Day event) by 10% by summer 2025
- Create a #CCPVotes federal work study job description in time for the fall 2024 semester and work with the Work Study Office to recruit 2-3 work study students by the end of summer 2025
- Continue to collaborate with community partners by offering paid democracy fellowships to 4-6 students each semester in the fall and spring
- Collaborate with the Octavius V. Catto Scholarship team to register 10% of their scholars by the end of summer 2025; schedule a planning meeting with the Catto team in the summer of 2024
- Participate in up to 4 new events or initiatives at the college to register more voters by the end of summer 2025 (i.e. Express Enrollment events, Center for Male Engagement Summer Program, I AM MORE Summer Program etc.)
- Create an e-marketing campaign, composing of 9 electronic messages to the college community about voting and voter registration in partnership with the marketing team each academic year
- Work towards becoming a Students Learn Students Vote coalition member during the 2024-2025 school year and attend an information session by September 2024
- Ensure we complete all required steps for entering the Community College Concert Competition by September 2024
- Work with the college's enrollment team to implement voter registration as part of the enrollment process by the end of summer 2025
- Continue to host the #CCPVotes Student Leaders for Civic Action workshop series every semester in the fall and spring with a special focus on learning about the election process and feature local elected officials as guest speakers
- Host a poll worker info session in fall 2024 in partnership with Committee of Seventy; host this info session at least once per year
- Make additional voting materials available in 1-2 additional languages other than English

- Increase the College’s voting rate to meet or exceed the national voting rate by following the NSLVE statistics and implementing new strategies as needed
- Develop new or enhance existing partnership with 1-2 student clubs, like Student Government Association, to engage more students and wider demographic populations at the College
- Develop strategies to increase voting rates across different demographics at the college as outlined by the NSLVE report:
  - The 40 and under student population
  - Students who identify as men
  - Diverse minority groups such as Asian, Black and Hispanic populations
  - Fields of study including, Computer Information Science fields, Construction, Education, Health, Legal Professions and Studies, Mechanic and Repair Technologies and Technician
  - Student clubs

## VI. Strategy

Our overall strategy aligns closely with our goals to enhance voter education, voter registration, and voter turnout among our students, faculty and staff. The events and programming we plan are a mixture of in-person and virtual events, workshops, presentations, etc. and are continually evaluated to ensure relevance and impact. In this section of the action plan, it details how voter engagement, registration and civic education are planned out strategically. The core components bulleted and bolded below are essential to the success of our #CCPVotes Program:

- Voter registration tabling events throughout the academic year at the College's Main Campus and regional centers
- Workshop series in the fall and spring semesters aimed at educating the college community about different topics related to voting
- E-Marketing Campaign and social media communications for National Voter Registration Day, for Voter Education Week, the deadline to register to vote, and election day
- National Voter Registration Day fall kick-off event
- Deadline to register to vote event
- College closed for November General Election
- Poll Worker Information Session
- Weekly team meetings with #CCPVotes Student Fellows (from Campus Vote Project, Civic Influencers, etc.) and Work Study Student Leaders to plan and execute semester programming
- Voter registration training for students, faculty and staff volunteers

### **Working Group**

The members of our working group consist of Institute team members, #CCPVotes Student Fellows, and other student, faculty and staff volunteers who have a desire to be civically engaged. All of these team members can and will be utilized for any given event. Our Chief

Engagement Officer, marketing and communications team, and the Director for Special Events and Community Relations are also integral to the on the ground success of our programming throughout the year.

### ***Campus Coalition and Community Partners***

The members of the coalition include senior leadership, faculty, staff, student groups and non-partisan community organizations. The coalition supports the working group by championing #CCPVotes programming, extending our reach across the college and at our regional centers, and targeting diverse student groups.

The quality and impact of our programming is deeply connected to the strength of our community partnerships. We work closely with local, state and national partners to educate our students about elections, local government, and voting rights and to provide internship opportunities for students to gain real-world experience. Some of the partners we work closely with are Campus Vote Project, Committee of Seventy, NextGen America, PA Youth Vote, Philadelphia City Commissioner's Office, VietLead, Philadelphia 76ers, and more.

### ***Audience***

While our voter registration events are open to the public, our primary audience is the students of the College as well as faculty and staff. It's important that we continue to target subpopulations of the College who have lower voter turnout and registration rates. This is the information we use from NSLVE to plan our efforts accordingly.

### ***Activities***

#### **Voter Registration and Tabling Events**

Each semester we plan out a schedule of voter registration tables at our Main Campus, focusing on the 11am – 1pm timeframe when most students have a break in between classes and there is the most foot traffic on campus. We typically hold up to 20 student voter registration stations through the academic year. We also leave room for partners to come and register voters as well as timeframes that meet the needs of our student fellows' and volunteers' schedules to register voters too. While our Main Campus is our highest enrolled campus location, we also make efforts to set up voter registration tables at our Northeast and West regional centers.



*Voter Registration Table Fall 2023*

### **#CCPVotes Student Leaders for Civic Action Workshop Series**

This workshop series is hosted in the fall and spring semesters and features special guests who are experts about a particular topic related to voting and democratic engagement. These workshops are held virtually and focus on topics such as, voting 101: what every voter should know, who's on the ballot, understanding city council, how to get involved in politics and find paid internships, and more!

### **National Voter Registration Day Event**

We host an event on National Voter Registration Day every year and use this as our fall kick-off event for the #CCPVotes Program with the goal of registering new voters and educating the college community about elections. The event is always festive and draws large crowds of students who are on campus or walking to and from classes. These are some of the main components to the event:

- Community partners are onsite tabling to provide non-partisan information about voting and elections
- Legislators and other special guests share remarks about the importance of voting – we've had the pleasure of hosting City Commissioner Omar Sabir, PA State Representative Malcolm Kenyatta, and PA State Representative Morgan Cephas at previous events
- The College's mascot, Roary, is typically in attendance to interact with students and emphasize the importance of voting
- The past two years, we've had the Philadelphia 76ers drumline onsite to help create a fun and festive atmosphere
- During the event we facilitate civics trivia to educate people about their voting rights, election laws etc.



*NVRD Event Fall 2022*

### **Classroom Presentations**

The #CCPVotes team collaborates with a variety of faculty across the college to speak with classrooms of students about voter registration and the upcoming election. These presentations are typically facilitated with a #CCPVotes staff member and one or two

#CCPVotes Student Fellows. For professors who teach online only, we offer a video recording with the same helpful information about voter registration and elections.

### **General Election Day – College Closed**

The College President encourages the entire college community to exercise their civic duty through voting by closing the college each year for the General Election in November. The day is promoted as a service day and people are encouraged to make the time to vote, become a poll worker, drive someone to the polls, or volunteer in another capacity.

### **Deadline to Register to Vote Event**

We've started making the deadline to register to vote in the spring a smaller version of our National Voter Registration Day Event by inviting a few partners to join table with us and help create a festive atmosphere to get more students registered to vote. Our spring 2024 event was particularly successful as we had three different partners join us and a lot of students registered to vote. We hope to continue planning this event each spring ahead of the primary election.



*Deadline to Register to Vote Event Spring 2024*

### **Get Out the Vote Initiatives**

The day before the election, both in the fall and the spring, we hold a Get Out the Vote tabling event on campus to remind people about the election and to ensure they have the information they need to make an informed decision and vote. We also walk around campus to hand out Make a Plan to Vote flyers and speak with students about the election.

### **iVote Mock Election Day**

The iVote Mock Election Day started two years ago in partnership with another program at the College called the Jr. STEM Academy. iVote Day is designed to expose middle school students in 6-8 grades to voting and the election day process. Students in the program design STEM-related projects and posters that are then featured on a mock ballot that students vote for. The event space is set up to mimic what a polling location looks like, and students must present mock voter ID cards to sign in to vote. The project with the most votes is announced at the end of the event. #CCPVotes staff and student volunteers are involved each year to provide logistical and personnel support. It's a fun event that middle school students don't forget!



*iVote Day Fall 2022*

### **Federal Work Study Positions**

Per guidance provided by the U.S. Department of Education, we intend to create a federal work study position for #CCPVotes. Our goal is to create a job description and recruit 2-3 work study students by the end of summer 2025. We hope to continue to offer this paid position each semester moving forward.

### **Internships & Fellowships**

Through our community partners, such as Campus Vote Project, Civic Influencers, Student PIRGs, and more, we are proud to offer paid democracy fellowships to our students every semester. These positions are crucial to building our #CCPVotes working team, executing our schedule of events, and enabling students to explore their passion for government and democratic engagement while receiving financial compensation. We work closely with our partners to share accurate details and recruit new Student Fellows each semester.



*#CCPVotes Student Fellows Spring 2023*

### **Marketing and Communications Plan**

The Institute works closely with the College's Marketing and Communications team to consistently develop email and social media content that promotes voter engagement and drives students to register to vote. These communications also link students to non-partisan

resources and educational materials available on the #CCPVotes webpage and through other community partners.

### **Civic Holidays**

When designing our programming, we are thoughtful about the civic holidays and how we can align our events with those days; National Voter Registration Day is a prime example of that. We also work with our Marketing and Communications team to send out digital messaging during National Voter Education Week and promote and host our civics education workshop series

### **Meeting with Legislators**

Through our partnership with the College's External Affairs Office our students have the opportunity to shadow City Council Members for a day and travel to the Harrisburg State Capitol for the College's lobbying day. These opportunities give students direct access to legislators, allowing them to learn about local and state government and see the democratic process up close.



*Harrisburg Lobbying Day Spring 2024*

### **Volunteer Training and Service Opportunities**

Volunteers, which can be students, faculty or staff at the College, are provided with voter registration training to equip them to register new voters and volunteer at #CCPVotes events throughout the year. In partnership with The Philadelphia Citizen and Changing The Conversation, Inc., we also promote canvassing training and opportunities for volunteers to sign up for canvassing events that align with their schedule and availability.

### **Awards and Special Designations**

It is important to us to celebrate our students and to recognize their contributions to student voting at the College. Each year, we nominate one of our #CCPVotes Student Fellows to the ALL IN Student Voting Honor Roll and award a Top Performer Award to a student in the spring semester who has logged the most service hours with #CCPVotes. All our #CCPVotes volunteers and Student Fellows also receive a Volunteer Service Award each semester they participate in two or more events. The College has also received other special designations in recognition of



the excellence of our #CCPVotes programming and voter engagement efforts. One such designation came from the [ALL IN Campus Democracy Challenge for Most Engaged Campus for College Student Voting in 2022](#), which recognized colleges and universities across the country who are “making intentional efforts to increase nonpartisan democratic engagement and college student voting.”



## Timeline for the 2024 – 2025 Academic Year

### September 2024 – May 2025

#### Fall 2024

- Fall Kick-Off Event - National Voter Registration Day (September)
- Weekly #CCPVotes Student Fellows team meetings (September – December)
- Marketing and communications initiatives (September – November)
- #CCPVotes Student Leaders for Civic Action Workshop Series (October – November)
- Voter registration tabling on campus (October – December)
- Classroom presentations (October – November)
- Get Out the Vote Initiatives (November)
- General Election Day Off – College Closed (November)

#### Spring 2025

- E-marketing campaign and communications initiatives (January - May)
- Voter registration tabling on campus (February - April)
- Weekly #CCPVotes Student Fellows team meetings (February - April)
- Classroom presentations (March - April)
- #CCPVotes Student Leaders for Civic Action Workshop Series (March - April)
- Deadline to Register to Vote Event (April or May)
- Get Out the Vote Initiatives (April or May)

All activities serve to increase voter registration and voting rates at the College. These events are meant to encourage voter registration, education and engagement throughout each election cycle and beyond.

## VII. Reporting

The plan will be shared with stakeholders such as the Institute's Advisory Council, student fellows, the College's cabinet, Board of Trustees and others who are invested in this work.

Reporting from the National Study of Learning, Voting and Engagement (NSLVE) voting rates are shared publicly and will be attached as a supporting document to our Voter Friendly Campus Plan as our goals strategically align with the reporting captured through NSLVE.

## VIII. Evaluation

Evaluation of our #CCPVotes Program, and all the strategies laid out within the Voter Friendly Campus action plan, is crucial to meeting our goals. We want to know that our voter engagement strategies are working and are effective. We want evidence that students are registering to vote and voting on election day and ultimately graduating as better informed and engaged citizens.

Currently our NSLVE report is examined by internal and external partners, our working team and coalition members to determine how the College can improve and better tailor specialized outreach to enhance higher levels of student democratic engagement within our college community.

We conduct electronic evaluations for student fellows and volunteers as well as partners involved and use that information to inform our efforts as we continue to expand and enhance our #CCPVotes program.

## IX. Conclusion

In closing, the Institute team has reviewed this plan with students and senior leaders and has implemented recommendations from partners both internally and externally to ensure our approach to voting and civic engagement is comprehensive and collaborative.. For questions, the Institute team can be contacted through the following email address: [institute@ccp.edu](mailto:institute@ccp.edu). The College is committed and proud to support the efforts that will allow for 100% voter participation at Community College of Philadelphia.

