



Minneapolis Community and Technical College

2024 Democratic Engagement

Action Plan



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Minneapolis Community and Technical College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Tara Martinez, Director of Student Life

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Minneapolis Community and Technical College in Minneapolis, Minnesota for the 2024 election cycle. This action plan is to increase nonpartisan democratic engagement, student voter registration, education, and turnout in the 2024 election. This plan further builds off plans developed in 2020 and 2022. We will continue to add contributing coalition members to discuss this plan and plans with stakeholders as we develop our goals and outcomes. Although this document focuses on the 2024-2025 year, this will be a working document for future cycles of civic engagement education programming.

The goals for Minneapolis Community and Technical College for the 2024 election are:

- To encourage students to become and remain civically engaged during their college tenure and beyond, as citizens of our society.
- To increase voter registration and turnout amongst students.
- To create a welcoming and educational environment regarding civic and political engagement.
- To encourage staff and faculty to be civically engaged and instill this in students.
- To review the data from the National Study of Learning, Voting, and Engagement (NSLVE) and continue creating assessment goals based on this information.

Leadership:

Our leadership team includes the following individuals, campus groups, and organizations:

Hassan Qais As-Sadiq – Get Out the Vote Work Study Student
Kyle Sarpong – Student Life Activities Coordinator & Student Senate Advisor
Lena Jones - Political Science Faculty
Miki Huntington - Political Science Faculty
Raquel Jarabek - Astronomy Faculty
Jim Brennan – D2L Administrator, ITS
Nelah Anand – TRIO Academic Coordinator
Amanda Mills – Information Studies Faculty
Lisa Martinez & Kathy Rumpza, Marketing Department
Becky Nordin – Dean of Students
Patrick Troup – Vice President of Student Affairs
Minneapolis College Student Senate
Tara Stormoen Martinez- Director of Student Life and Campus Vote Coordinator
Leslie Koepke, Judy Zaunbrecher & Marilyn Cantisano - League of Women Voters
LeadMN
ALL IN Campus Democracy Challenge

As we continue to develop this plan further, we hope to include more members and groups from the College and the community. We recognize that there are people, departments, and groups missing from our coalition and hope to open this opportunity to share perspectives for all who may be interested as we move forward. In fact, two of our recent additions are a student from the TREC program (for Justice-Impacted students) and the TRIO Academic Coordinator.

In the event of a change in leadership, the role of the Campus Vote Coordinator will be integrated as part of the position description of the Student Life Director. This Action Plan, along with voting resources and information is documented, stored, and maintained in the GOTV Teams channel.

Commitment:

Minneapolis Community and Technical College is committed to civic learning and engagement, as evidenced in the curricular and co-curricular programming offered. By fostering collaboration amongst clubs, organizations, academic programs, faculty, and staff members on campus, we work to make connections across departments and the institution.

Even though civic engagement is not explicitly stated within the mission, vision, and values, the espoused points contribute to the experience of each student as an individual to inspire them to critically think and evaluate their opportunities and potential. Minneapolis College is dedicated to the formation of well-rounded individuals where we cultivate a community of connectedness and to meet students where they are. The community encourages curiosity, learning more about civic engagement, politics, and elections falls under this category. This action plan aims to bridge our strategic plan with our goals of broader education and civic engagement.

Strategic Planning

- **Mission:** Minneapolis College provides access to the transformative power of education in a diverse and dynamic downtown environment.
- **Vision:** We see a college that provides access to excellence and pathways to opportunity.
 - o Limitless human potential realized
- **Values**
 - o **Student-centered** - Anchor all decisions, programs, and services around student needs.
 - o **Inclusion** – Create a climate that empowers, supports, and invites participation in the college and the community
 - o **Community** – Build an interdependent community allied with our external partners
 - o **Excellence** – Work daily to create an outstanding environment for learning and success
 - o **Integrity** – Be guided by honesty, fairness, and compassion in all our dealings

For many years, the Student Life Department has partnered with Political Science faculty and the Minneapolis College Student Senate to lead and host civic engagement initiatives at the college, including Constitution Day and National Voter Registration Day programming. These events are often in collaboration with LeadMN and the League of Women Voters. In years past, MN Secretary of State Steve Simon has come to campus to speak, candidate forums have been

hosted and Living Room Conversations on related topics have been held. Participants were also able to simulate voting at a booth.

This is the first action plan that our institution has developed for ALL IN. With the newly implemented Minnesota legislation, each campus must have a voting coordinator. This role will help bring continuity and organization to the voting process, including voter registration and educational opportunities. This role will also include working with various departments within the College to inform students and make information more visible and available. Registration forms will be accessible to all students. Student Senate will be consulted on distribution methods and facilitating events to help students register early and same-day registration.

Minneapolis College is committed to providing students with accurate, nonpartisan information. From our #MplsCollegeVOTES website (<https://minneapolis.edu/votes>), students can learn the difference between the primary and general elections, register to vote and learn more about voting including a link to find their polling place and details about voting early in-person or via absentee ballot.

As of Aug. 13, 2024, and within an hour of being asked, our College President, Dr. Sharon Pierce, signed on to ALL IN's Presidents' Commitment to Full Student Voter Participation.

Landscape:

Minneapolis College is a public 2-year institution within the MinnState Colleges and Universities system. It is in Minneapolis, Minnesota. Minneapolis College has a long history of vocational education dating back to 1914, linked with an open-enrollment community college established in 1965. In 1996, Minneapolis College was formed as a merger of those two institutions and has been a member of Minnesota State Colleges & Universities since that time. In FY23, Minneapolis College served almost 9,131 students and awarded more than 1,300 degrees, diplomas, and certificates in more than 100 programs/degrees of study.

Minneapolis Community and Technical College joined the ALL IN Campus Democracy Challenge in 2018.

Our campus demographic and voting data:

- In 2022-2023, Minneapolis College enrolled 6,569 degree seeking and 2,562 non-degree seeking students.
- 57% were female, 39% were male and 4% were unknown
- 60% (or more) were Students of Color
- The average age was 26 years old with 20% 18 or younger, 39% 19-24 & 41% 25+
- 34% were First Generation
- 63% received Financial Aid
- All students are considered commuter students, as Minneapolis College is not a residential institution.

Programming has not recovered to what it was prior to the COVID pandemic, however campus engagement has been increasing steadily as we shifted back to more on-campus classes, events, and activities. Across the college, there has been cross-departmental support for civic engagement related to voter engagement. The GOTV group has also realized tremendous support from community organizations. We have had many organizations reach out about voter

registration support and have worked with the League of Women Voters and LeadMN to host events on campus to educate students about voter registration, important election dates, what voting day looks like, etc. Faculty have encouraged their students to attend these events and have sometimes offered extra credit to their students for attendance.

Minneapolis Community and Technical College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: Ask Every Student - a national joint initiative that facilitates collaboration between campus leaders and nonprofit partners to help campuses ask every student to participate in the democratic process and achieve full student voter registration, and National Voter Registration Day (2018, 2021, 2022); National Voter Education Week (2020).

Minneapolis College has authorized the National Study of Learning, Voting, and Engagement (NSLVE) through 2033 and will receive campus voting data in the future from Tufts University. Below are the results from the 2022 NSLVE campus report. Further detailed data can be found at this [link](#).

Minneapolis Community and Technical College has been recognized by ALL IN with the following seals of recognition for past elections: 2016 Bronze, 2018 Platinum, 2022 Silver, as well as for our President signing on to the Presidential Commitment Striving Towards Full Student Voter Participation.



Figure 1: Overall Student Voting Rate (2022)

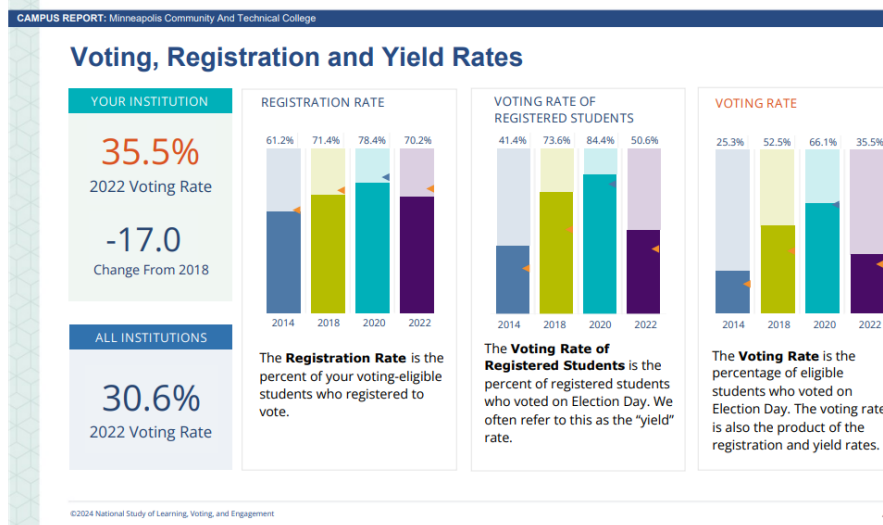


Figure 2: Student Voting Rate and Registration Rates



Figure 3: Comparison of Student Voting by Race & Ethnicity

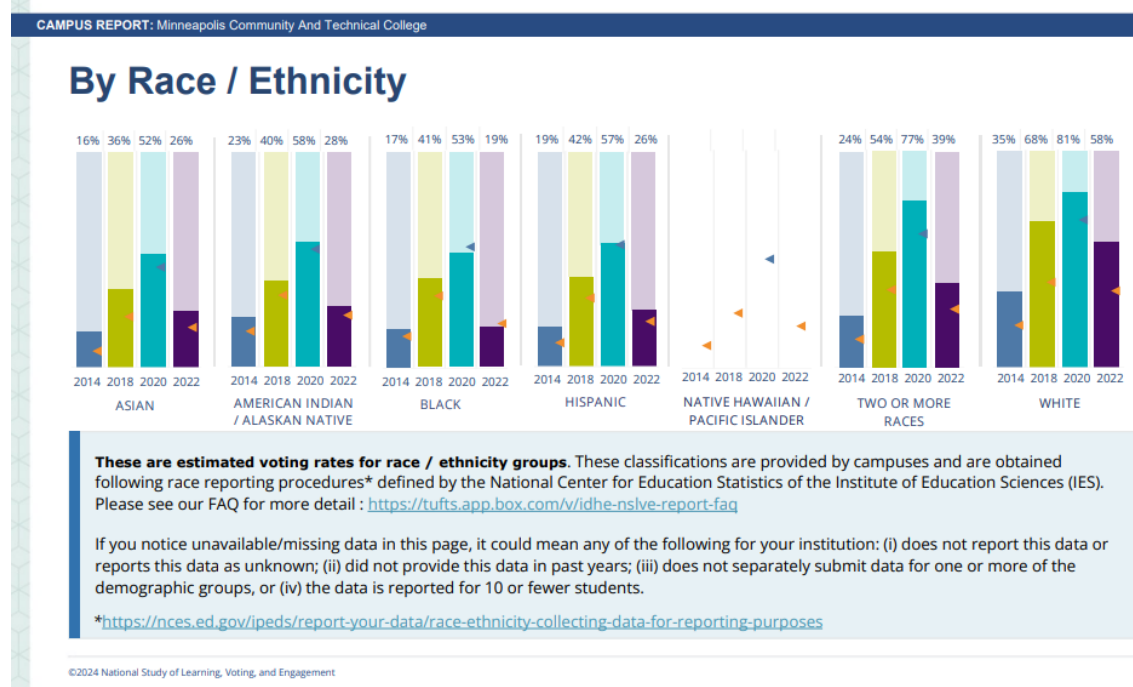
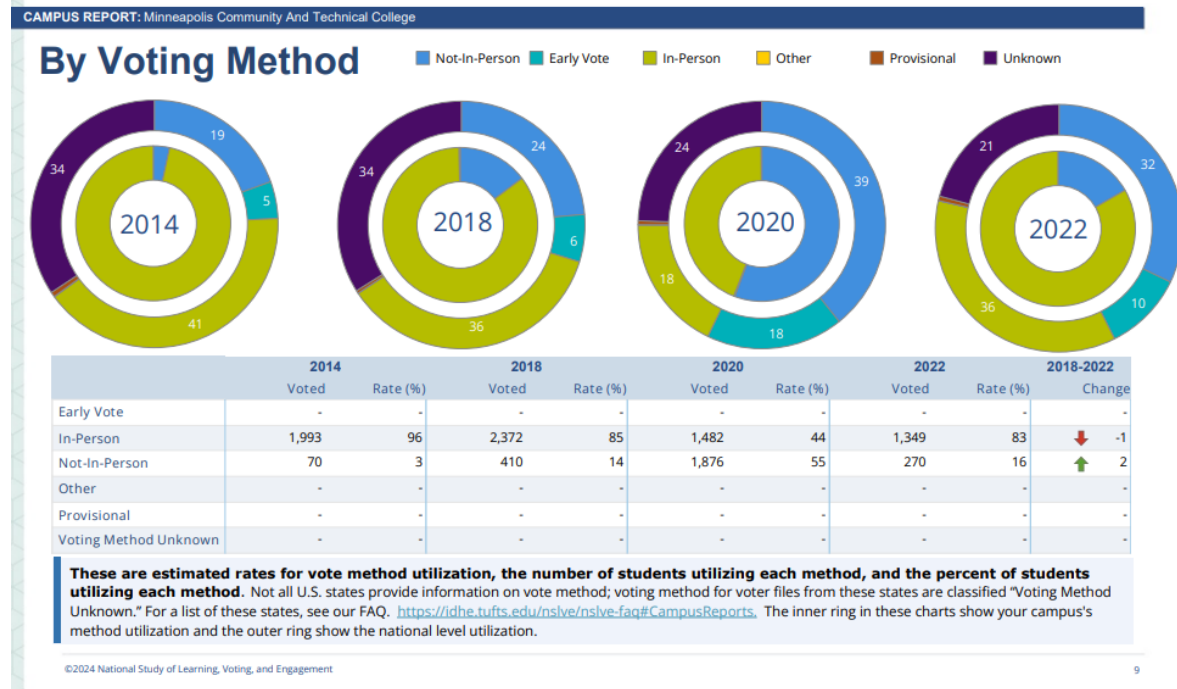


Figure 4: Student Voting by Method



Minneapolis College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus:

- ALL IN Campus Democracy Challenge
- Constitution Day
- National Voter Registration Day Community Partner
- League of Women Voters Partnership
- Student Life and Student Senate Voter Registration Tabling events
- Students Learn Students Vote (SLSV)

The Minnesota State Legislature also passed legislation in 2023 to ensure additional accountability measures are put in place at Minnesota colleges and universities. The new requirements include:

- Designation of a campus vote coordinator
- Provide registration forms to each student each semester
- Consultation with campus student government
- Accessible webpage on the college website with voter and election information
- Submission of annual campus voter engagement report/plan
- Preparation of the list of currently enrolled students
- Written agreement to the county auditor to provide student housing lists for each election year

Important Minnesota Upcoming 2024 Election Dates & Deadlines

- Vote by mail or in person Sept. 20th through Nov. 4th for Election Day
- Register in advance by October 15th to save time on Election Day
- Register same day on Election Day on November 5th
- Election Day = November 5

Goals:

Our institution's nonpartisan democratic engagement goals are:

Short term goals (2024): Continued coordination of voter engagement efforts, led by Student Life and Political Science department with contributions from Student Senate, student leaders, and many others across campus and beyond. Growing our partnership with League of Women Voters and LeadMN. We are invested in intentionality of this work, to support learning and growth both in and outside of the classroom. Faculty are committed to creating curricular opportunities that support the co-curricular efforts by Student Life. This year, our team is committed to engaging with community members who are not currently eligible to vote.

Long term goals (2-4 years in the future): Making greater connections between our voter engagement efforts and the college's mission, vision & values. We want to continue to partner with voter engagement resources both on and off campus.

Voter Turnout: Increase student voter turnout rate from 66% in 2020 and 35.5% in 2022 to 70% in 2024 and 55% in 2026.

Voter Registration: Increase voter registration rate from 78% in 2020 and 70.2% in 2022 to 80.2% in 2024 and 75% in 2026.

Participation gaps: Address participation gaps in NSLVE data and aim to work with students in identity groups that had lower turnout rates.

Programmatic Goals:

- Retain our diverse coalition with representation from around the College and the community
- Integrate voter registration into more events and touch points
- Utilize current student leaders to share voting resources and information
- Hire a GOTV work study student to support these efforts
- Network and develop relationships with local election officials

Metrics and evaluation:

- Track attendance at events and registrations collected
- Establish who will collect and analyze the data

Strategies:

Minneapolis College will implement these strategies to increase nonpartisan democratic engagement and student voter participation:

- Utilization of Civic Holidays such as Constitution Day, National Voter Registration Day, National Voter Education Week, Vote Early Day, and Election Hero Day
- Voter registration information and tabling during Welcome Week, Involvement Fair, Wellness & Resource Fair in the early fall
- Educational events such as speakers and workshops in collaboration with the League of Women Voters and LeadMN on topics such as the history of social justice and civil rights and voting, voter suppression, civil dialogue, the electoral college, the importance of

local elections, creating space before and after the elections, voting resources as well as candidate forums, panels, tabling etc.

- Offer information for faculty to share with students on Desire to Learn (D2L), our online Learning Management System.
- Collaborate closely with student groups, particularly identity-based groups such as Asian Pacific Islander Desi American Cultural Club (APIDA), The LatinX Student Union, Black Student Union (BSU), Muslim Student Association, etc.
- Work side by side with the Minneapolis College Student Senate on tabling, and civic holiday events. Additionally, review the NSLVE data and action plan with the Senate and any other interested constituents at the college.

The following table highlights initiatives/tasks outlined for the 2024 election cycle. We plan to utilize this checklist and add to it in future years.

Minneapolis Community & Technical College		Voter Engagement Plan FY25		
#	Initiative / Task	Deadline/Timeline	Person Resp., Partners	Results/Future Recommendations
Required Tasks per laws passed in 2023* - Student Voter Registration				
1	Each campus shall identify one person to the the "Campus Vote Coordinator" to ensure compliance with this procedure. The Coordinator's contact information must be posted on the institution's website.	Completed	MarCom; Tara Martinez	Website: https://minneapolis.edu/votes
2	Consult with campus student association to determine the most effective means of distributing voter registration forms, supporting election day registration of students, and how to promote 'get out the vote' activities.	Throughout summer and fall 2024 meeting with Senate	Kyle Sarpong; Student Senate	
3	Communicate to students who reside in Minnesota as early as possible in the fall semester the instructions for how students may register to vote, making available information regarding State registration deadlines, residency requirements, and absentee voting, as applicable.	9/13/2024	Michele Copeland, Registrar	
4	Ensure that all physical Minnesota voter registration forms received from students at the campus are submitted in timely manner to the Minnesota Secretary of State or county elections office.	10/15/24 deadline to mail in forms (encourage students to register online)	Tara Martinez, GOTV Team, League of Women Voters (LWV)	
5	Communicate a reminder to students after the voter registration deadline has passed, on how they can register to vote on Election Day.	10/16/2024	MarCom; Tara Martinez	
Additional Tasks				
6	Finalize tabling resources for Connections Fair, Constitution Day/NVRD/etc.	8/28-11/5	Tara Martinez, Miki Huntington, LWV	
7	Host Sept. 18 event	9/18/2024	Miki Huntington, Lena Jones, Tara, LWV	
8	Host multiple voter registration/engagement trainings	Ongoing through Oct.	Tara Martinez, LWV	trainings took place: 9/3, 9/11 & 9/24
9	Request student assistance with voter engagement efforts/Voter engagement workgroup	Ongoing through 11/4/24	Tara Martinez	GOTV Student Worker hired 9/9/24
10	Celebrate and promote Civic Holidays: Constitution Day (9/17/24), National Voter Registration Day (9/17/24), National Voter Registration Week (10/7-11/24), Vote Early Day (10/29/24), and Election Hero Day (11/4/24)	Ongoing through 11/4/24	Tara Martinez, GOTV Team	
11	Communicate and engage with communities within our college: faculty, Student Senate, Student Clubs, PSEO, Unhoused folks, Parents, Formerly Incarcerated, TRIO Starting Point	Ongoing through 11/5/24	Tara Martinez, GOTV Team	
12	Utilize Student & Employee Connect newsletters to communicate GOTV events and resources	Ongoing through 11/5/24	MarCom; Tara Martinez; Miki Huntington	
13	Social media campaign related to GOTV efforts	Ongoing through 11/5/24	MarCom; Tara Martinez	
14	Create TV monitor slide promoting Voter Registration	Ongoing through 11/5/24	MarCom; Tara Martinez	
* https://www.sos.state.mn.us/elections-voting/get-involved/postsecondary-elections-resources/				

Evaluation:

We seek to evaluate the effectiveness of our efforts to increase voter turnout and civic engagement on campus. Assessment and evaluation may live in the Department of Student Life with assistance from the Institutional Effectiveness Department for further analysis of our results and data collected.

NSLVE Data: Minneapolis College has authorized the National Study of Learning, Voting, and Engagement (NSLVE), and we will use our campus voting data to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress in increasing both. As 2024 is the first year of our action plan, we will look to the results of the next NSLVE report to assess our goals and outcomes in terms of voter registration, turnout, and engagement.

Metrics beyond NSLVE data:

We will also look to collect data via the following methods:

- Attendance at events and Voter registrations collected at events.

In future years, we will also work to track:

- Number of pledges to vote and surveys to collect information about our audience

Data Collection: Overall, we have been looking to increase the assessment of our programs, events, and activities. We have an institutional effectiveness department and hope to partner more closely with this department as part of the future of this coalition. Student Life and Student Senate will be collecting a large part of the data, as the organizers and staff of the events hosted on campus.

Data collection ideas include student ID swipes, a counting clicker, sign-in sheet, pledge cards and voter registration forms. We would store this data in our own spreadsheets hosted on the Student Life Teams channel within our GOTV Team.

Reporting:

This action plan will be shared internally and externally. The campus action plan and NSLVE reports will be shared on and be made available to administration and all students on the Voting Information and Resources page on the Minneapolis College website:

<https://minneapolis.edu/votes>

Our campus action plan will be posted on our campus page on ALL IN's website:

<https://allinchallenge.org/campuses/minneapolis-community-and-technical-college/>

Minneapolis College has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page listed above.