Fountains of Knowledge

55th Annual Convention & Tradeshow

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Community Engagement = Student Success?

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Community Engagement = Student Success?

• Community engagement and student success
• Importance of engaging students in elections—national, state, local
• Current nature of student engagement in elections
• How to engage America’s 20 million students in elections
Community engagement and student success research

• For credit service learning significantly affects retention and graduation rates, social and academic integration for students.
• Greatest effect among low income and minority.
• Critical for part-time, first time students, commuter freshmen.
• Increased sense of belonging.
• Students are contributing citizens and workplace ready.

Exploring the Connection: community engagement and college completion (https://www.youtube.com/watch?v=1KGvUQzflSw)
Student voter engagement

• Average voting rate among campuses
  • 39.1% in 2018, 19.7% in 2014

• Little difference between students attending two-year, four-year, public or private institutions; little geographic difference

• Women vote at higher rate. Increases in Hispanic student voters

• Rate of younger students voting significantly increased

Institute for Democracy & Higher Education, National Study of Learning, Voting, and Engagement (NSLVE), Tufts University
Promising Practices for Campuses to Build Voter Engagement

Two-thirds of young voters who did not vote in 2010 cited lack of information about the process, residency rules, or schedule conflicts, not a lack of interest!

register. volunteer. vote.
Promising Practices for Voter Engagement
1. **Build your team and plan your engagement**

- Recruit a core group of administrators, faculty and staff.
- Start early and always be looking ahead to next election.
- Gather info about voting-related regulations and deadlines.
- Create a working calendar; integrate key dates for city & state.
- Create election-related section on campus website.
- Brainstorm funding sources for ideas not already in the campus budget.
2. **Register students to vote**

- The law requires good faith effort by colleges.
- Use online registration tools: [Rock the Vote](http://rockthevote.org), [TurboVote](http://turbovote.org), [PIRGs](http://www.pirg.org)
- Coordinate with orientation, class registration, & major activities and campus events.
- Work with faculty to distribute/collect registration in classes.
- Create student-run off-campus registration drives.
- Get out from behind the registration tables.
3. **Educate on issues, candidates and why elections matter**

- Battle cynicism by providing nonpartisan information about where candidates stand on issues.
- Work with local and student media to highlight youth voter issues.
- Hold debate watch parties and follow up conversations.
- Ask faculty to engage students creatively in classes.
- Foster student discussions.
- Encourage students to sign a “Pledge to Vote.”
4. **Encourage students to volunteer in campaigns**

- School-sponsored electoral engagement has to be non-partisan.
- Remind students they can volunteer in their own voice and make their efforts multiply by encouraging others.
- Make the array of options available.
- Reach out to a variety of student organizations and groups not just political ones.
5. **Build momentum for election day**

- Build excitement and visibility in advance of Election Day.
- Create a visual presence to encourage voting
  - Provide key information about deadlines and ID needed.
  - Use social media, consider Facebook ads
  - Connect students to larger election conversation.
- Use Halloween to promote (Trick or Vote)
- Hold absentee ballot parties for students registered out-of-town.
6. Get out the vote

• Combine complementary face-to-face and online technologies.
  • Make voting reminders highly visible and creative.
• Facilitate absentee balloting.
• Help students get to the polls.
• Make voting a community activity.
• Hold get out-the-vote rallies and election day parties.
• Make sure students’ votes count and protect voter rights.
  • Vote411.org to id polling places and 1-866-our-vote hotline (national)
7. **Measure your impact**

- Have senior administrators sign up for [NSLVE](https://www.nslve.org) and track your campus’ data.
- Use actual voting data: [NSLVE](https://www.nslve.org), [Rock the Vote](https://rockthevote.com) and [TurboVot](https://turbovote.com).
- Write up your notes as follow-up for the team.
- Document your most effective practices with videos and photos.
- Build off of your learning.
8. **Build for the future between elections**

- Secure on-campus polling places.
- Develop greater faculty involvement and expand ways administrators and staff can engage in election activities.
- Develop ways to work with any new voter ID laws.
- Foster community outreach and partnerships.
- Include campus news outlets and media.
- Work with registrars to incorporate voter registration with student orientation/registration.
Resources for Election Engagement

• Campus Election Engagement Project (CEEP): https://campuselect.org/

• Community Colleges for Democracy (CC4D): https://compact.org/community-colleges/

• The National Study of Learning, Voting, and Engagement (NSLVE): https://idhe.tufts.edu/nslve (campus participation is free)

• ALL IN Campus Democracy Challenge: https://www.allinchallenge.org/

• Rock the Vote: https://www.rockthevote.org/

• TurboVote: https://turbovote.org/
Resources for Civic and Community Engagement

• Missouri Campus Compact: https://missouri.compact.org/
  • Peer network
  • Professional development and professional credentialing
  • Civic action planning for campuses
  • Online syllabi, resources, etc.
  • Newman Civic Fellows (student leader development)

• Connect 2 Complete: https://compact.org/resource-posts/connect2complete-resource-guide/
Let’s go!
You can make a difference!

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