

SAN DIEGO MIRAMAR COLLEGE

Civic and Voter Empowerment Action Plan, 2024

Executive Summary

San Diego Miramar College is committed to advancing civic engagement among our students and increasing the number of students who register to vote and submit ballots to vote in primary, special, and general elections. San Diego Miramar College is equally committed to fulfilling the requirements of AB 963 and becoming a best-practice institution for civic engagement and voter participation. To that end, we have identified a Civic and Voter Empowerment Coordinator and formed an Action Plan Committee comprised of faculty, students, and administrators. We have also produced a Civic and Voter Empowerment Action Plan for 2024 and have had several voter registration activities and get out the vote drives for both the spring primary election and the fall general election. This report will be submitted to the Secretary of State's office by October 1, 2024.

Leadership

Civic and Voter Empowerment Coordinator:

Joseph Hankinson, Student Support Services Officer, jhankins@sdccd.edu

Action Plan Committee:

Hailey Hua, Associated Student Government President

X Ruiz, Associated Student Government Vice President

Stephen Quis, Public Information Officer

Gina Bochicchio, Professor of Physics

Angela Romero, Professor of Political Science

Nicolas Gehler, Athletics Director

Meredith McGill, Outreach and School Relations

Commitment

San Diego Miramar College actively supports student Civic Engagement and Empowerment, including the encouragement of the student vote. Years before the passage of AB 963, the Student Civic and Voter Empowerment Act, San Diego Miramar College regularly held Civic Engagement and Voter Registration events. Every year on or about September 17, Miramar College has celebrated Constitution Day by giving out copies of the Constitution and encouraging students to register to vote and to vote in upcoming elections. We also held separate Voter Registration Drives in spring/fall 2016, spring/fall 2018, spring/fall 2020, and we held several registration drives for spring and fall 2022.

For the spring 2024 primary elections, we held voter registration and information drives as part of our Welcome Back activities on January 30 and 31. We also encouraged students to register and to vote during our Black Owned Business Expo on February 21 leading up to the March 5th primary election. To allow for easy registration and connection to the Secretary of State's website, we developed a flier with a QR code that we sent out on the college distribution list on several occasions, with a calendar of important dates to remember in the upcoming

election season. Here is the flier we used:

**REGISTER
TO
VOTE**



**FEBRUARY 20:
LAST DAY TO REGISTER FOR THE PRESIDENTIAL
PRIMARY ELECTION AND RECEIVE A BALLOT BY
MAIL**

**MARCH 5:
CALIFORNIA PRESIDENTIAL PRIMARY**

**OCTOBER 21
LAST DAY TO REGISTER FOR THE GENERAL
ELECTION AND RECEIVE A BALLOT BY MAIL**

**NOVEMBER 5:
GENERAL ELECTION**

We updated our flier for the fall election with relevant dates and included Constitution Day, which was our large voter registration and get out the vote event for fall 2024. Here is the updated flier:

REGISTER TO VOTE

BECAUSE YOUR VOTE MATTERS

<https://registertovote.ca.gov/?t=s>

September 17:
Constitution and National Registration Day

October 21:
Last day to register for the General Election
and receive a ballot by mail

October 29:
Vote Early Day

November 5:
General Election

We promoted voter registration and casting ballots at our Welcome Back fair on August 20 and 21, and we will be making our final push on Vote Early Day, October 29, but our big event was Constitution Day on September 17:




**HAPPY
CONSTITUTION
DAY**

On September 17, 1787, the Founders signed the most influential document in American history, the U.S. Constitution.

Join the Student Affairs Office in celebrating Constitution & National Registration Day. Come hang out with us and enjoy good food, music by the RESIZTERS, receive a **FREE mug**, and pocket **Constitution!**

 **TUESDAY, SEPTEMBER 17**

 **12:00 - 1:30 PM**

 **COMPASS POINT**

FOR DISABILITY ACCOMMODATIONS, PLEASE CONTACT jhankins@sdccd.edu AT LEAST THREE DAYS PRIOR TO EVENT.



To celebrate Constitution Day, we had a political activist band, the *Resizters*, who played for two hours as we gave out over 200 hot dogs and constitution themed mugs stuffed with pocket constitutions. We also had many other items that we gave away to bring people to our table so we could share information about registering to vote and the importance of voting. Assisting us in this endeavor were representatives from the League of Women Voters and the San Diego Pride Center. Between all of our efforts, at least 45 students registered to vote that day. Here is a link to a video we put together of the event:

<https://x.com/i/status/1836181659676479820>

We also have photos:



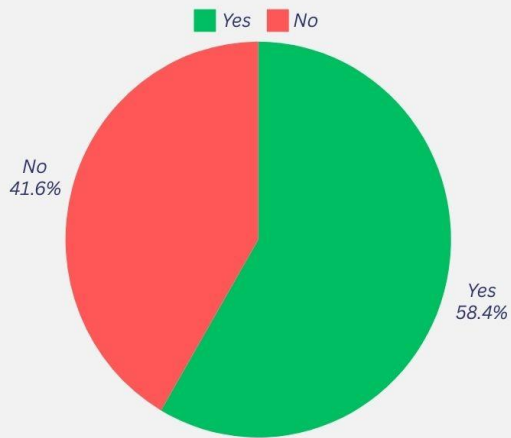
Resizters Band performing September 17, 2024, San Diego Miramar College







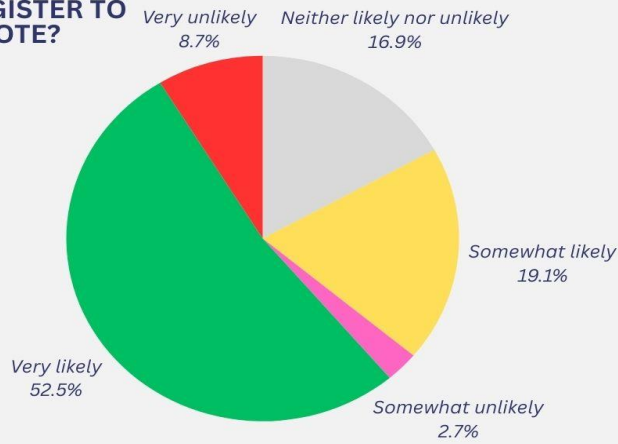
ARE YOU REGISTERED TO VOTE



Total Answered Yes: 222

Total Answered No: 158

HOW LIKELY ARE YOU TO REGISTER TO VOTE?



Total for Very Likely: 96

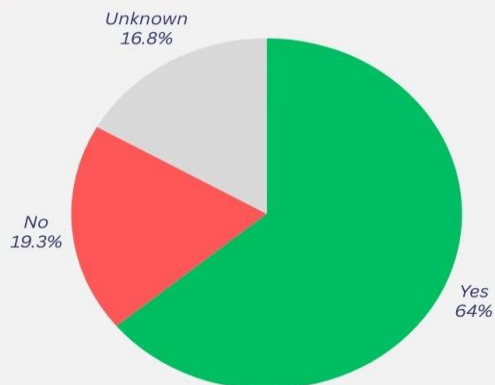
Total for Somewhat Likely: 35

Total for Neither Likely nor Unlikely: 31

Total for Somewhat Unlikely: 5

Total for Very Unlikely: 96

IF YES, DO YOU PLAN ON VOTING?



Total for Yes: 126

Total for No: 38

Total for Unknown: 33

2024 Survey Results

To obtain a hot dog, students were given a short survey on whether they were registered to vote, and if they were not, how likely were they to register to vote. We asked similar questions the following day, September 18, for our Club Rush, but asked if they were registered to vote, how likely were they to vote. Out of 380 students surveyed, 58% were registered to vote and of those unregistered, 52% said they were likely to register. Of the 197 students who said they were registered to vote, we asked how likely they were to vote and 64% said they were likely to vote, 19% said they were not likely to vote, and 17% were undecided if they would vote or not. To help remedy this situation, we will be having another event on Vote Early Day, October 29, to provide voter information on local candidates and issues, as well as state ballot initiatives. Miramar College is proud to once again host an official voting center on campus, so students are able to register and vote at the same time without leaving campus.

Other Civic Engagement Activities

To further Civic Engagement and Leadership, we also hosted a *Learn to Lead* workshop series spring and fall 2024. These workshops covered a variety of topics such as communication skills and the importance of understanding equity and inclusion, and examined leaders like Martin Luther King, Jr., Dolores Huerta, and Henry David Thoreau and the lessons they teach us about civic duties and responsibilities. Miramar College has further supported civic engagement by participating annually in the San Diego Martin Luther King, Jr. Parade in January and the San

Diego Pride Parade in July. Many Miramar College students volunteer to support these events by participating in planning the theme and design of the floats, construction and assembling the float, and marching at the actual event.

Miramar College also provides many other volunteer opportunities through our Food Pantry and Basic Needs Center that serves hundreds of students every week. Back in 2016, our food pantry was a small closet completely organized and run by student volunteers. Students invested hundreds of hours conducting food drives and staffing the food pantry to serve their community and ensure Miramar College had a resource for hungry students. Student Affairs recognized their hard work and determination and institutionalized the pantry in 2017 to stabilize staffing and hours. Our pantry is now located in a much larger space within the Basic Needs Resource Center, but it all started with student leaders being civically engaged. The pantry still provides volunteer opportunities for many students. During the Covid campus closure, we continued to provide donated food to hungry families through weekly drive-up distributions, and these activities relied heavily on the volunteer efforts of our students. Some clubs would volunteer as a club project, and other students would volunteer just to help the community. These student volunteers were encouraged to get involved with Associated Student Government and/or Campus Clubs.

Additionally, we have a very engaged Associated Student Government (ASG) that leads by example by volunteering for many voter registration drives, food distributions, and other campus activities. Students with a heart for service assist with planning and hosting large campus events, promoting civic empowerment through student government, and participating in campus shared governance committees. The ASG takes this involvement to the state capitol and has well attended cohorts at both the annual spring and fall SSCCC leadership conferences and

general assemblies. One of our past Associated Student Government presidents even ran for 2022 California State Assembly. We have eight students attending the CCCSAA Leadership Conference in Los Angeles October 11—13, 2024, and we attended the SSCCC Advocacy Academy in December 2023 in Riverside. In fall 2022, ten members of the ASG attended the CCCSAA Student Leadership Conference here in San Diego. We also have very engaged clubs on campus that host food and clothing drives, provide e-waste recycling, and one club even holds science fairs at some of our local middle schools. The ASG is heavily involved in our Voter Engagement Plans for fall 2024.

One lesson learned from the 2020 election is the importance of creating a scannable QR code for students to access the Secretary of State’s website and voter registration page. This allows us to gain credit for the registrations we generate and to see the results on the National Study of Learning, Voting, and Engagement (NSLVE) website. In 2018 and 2020, we distributed the paper registration forms and directed students to the local registrar of voter’s website for San Diego. Also, COVID prevented us from having on-campus events in 2020. Therefore, our outcomes from 2020 on the NSLVE website shows zero registrations for our college. For 2024 we have 34 registrations so far using our QR code.

Landscape

Miramar College has a very positive landscape for the furtherance of civic learning, political engagement, and voter participation in an environment that values cultural differences and strives for equity, justice, and inclusion. This can be seen in our mission statement:

“San Diego Miramar College's mission is to prepare students to succeed by providing quality instruction and services in an environment that supports and promotes success, diversity,

inclusion, and equity with innovative programs and partnerships to facilitate student completion for degrees/certificates, transfer, workforce training, and/or career advancement.”

Several classes at Miramar College emphasize these important aspects of civic education, including Service Learning courses in Anthropology and Biology that require students to engage with the campus community.

We also have many classes that explore cultural similarities and differences in areas such as social dynamics and political expression, including History of United States Black Perspectives, Filipino American Experience, Cultural Geography, as well as classes in World Music and Cultural Foods. Other classes to focus on American society and politics are History of the United States, Women in United States History, Introduction to Public Administration, Contemporary Social Problems, Globalization and Social Change, and Introduction to Sustainability. In addition to these, our Political Science offerings are quite diverse with Introduction to Political Science, Introduction to American Government, American Political Development, Contemporary International Politics, and Comparative Politics.

Miramar College also trains Police Officers, Firefighters, Emergency Medical Technicians, and Paralegal Professionals to succeed in careers that directly engage and improve society. In addition to the hundreds of Miramar College graduates that have dedicated their lives to the service of others, a few over the years have gone on to become the Chief of Police, the Fire Chief, and even the Mayor of San Diego. Therefore we are very proud of the civic engagement landscape here at San Diego Miramar College.

Goals

Goal 1: Increase student voter registrations through events and education.

Goal 2: Improve civic engagement opportunities on campus for students.

Goal 3: Provide a safe and convenient polling place on campus.

Goal 4: Expand number of student voters through get-out-the-vote events.

Partnerships

San Diego Miramar College has partnered with the following agencies to receive training and/or resources:

- California Secretary of State's Office
- Band of Voters
- StudentVote.org
- Votes and Ballots
- Students Learn Students Vote
- Ask Every Student
- ALL IN Campus Democracy Challenge
- Voter Friendly Campus
- League of Women Voters of California\
- San Diego Pride Center
- Voters Edge California
- Student PIRGs
- San Diego Registrar of Voters

Action Steps and Strategy (2022)

San Diego Miramar College has already taken many action steps in spring 2022 for the local California Assembly District 80 Special Primary Election on April 5 and the June 7 Gubernatorial Primary Election. We created a special flier with a QR code to take students directly to the Secretary of State's website and the special voter registration page that allows students to select their college of attendance. This flier was sent by campus e-mail to all faculty and staff to announce or post in their classrooms. The QR code fliers have also been posted at several locations on campus, and a prominent display has been set-up in the ASG window with large VOTE signs, the QR code flier, and a list of important dates.

Student voter registration was emphasized at each of our campus events hosted by either Student Affairs or Associated Student Government in the spring semester of 2022. Most notably we had events on April 20, May 4, May 18, and June 1 to reach out to students and remind them to register to vote and to vote. The April 20th event was combined with an ASG event for Earth Week and around 200 students attended. We had a table set-up with voter registration information and election dates. To entice more students to visit our table we gave out food from the Jet Fuel Food Pantry and free COVID tests. Upon asking, we found most of the students who were eligible to vote were already registered, which is really encouraging. For these registered students we emphasized the importance of returning their ballots and told them about the usefulness of voter guides.

Miramar College is an official Polling Place and the location is inside the Student Services building, giving students, faculty, and staff a convenient place to vote. The Polling Place is open June 4 through June 7 for the Primary Election. A final reminder e-mail was sent

out on June 6 to inform everyone if they had not yet voted, or if they still needed to register, they could do both at our on-campus Polling Place. One of our student workers had never received his ballot in the mail, so we told him to go downstairs to the Polling Place and they were able to help him and he voted the same day. We will also be a Polling Place for the fall General Election for several days leading up to Election Day.

For the fall semester we updated our website with important dates leading up to the November 8 General Election, to include September 20: National Voter Registration Day; October 3—7: National Voter Education Week; October 23: National Vote Early Day, November 7: National Election Hero Day, and November 8: General Election Day. We also updated our QR code flier that links directly to the Secretary of State's website so we can capture our registrations. In August, we had voter registration drives at our Farmers Market on the 17th and during our Fall Welcome Back event on the 23rd. We held an Election Event on September 19 to celebrate Constitution Day and informed people about National Voter Registration Day on September 20. We also encouraged students to register to vote at our Farmer's Markets on September 7, September 21, October 5 and October 19, as well as encouraging students to return ballots at our Associated Student Government Fall Fest on October 25 and 26. Prior to Election Day on November 8, we held a get out the vote drive on November 2, informing students about early voting, late registrations, polling places (including our own college), and how to utilize voter guides. We were even on Fox 5 San Diego, highlighting our on-campus polling place. Go to our Rock the Vote page and the link is under "Where is my polling place?"

<https://sdmiramar.edu/services/studentaffairs/vote>

We also used social media and our campus mailing list, as well as direct emails to students to inform our campus community about important dates like September 20, National

Voter registration day; October 3—7, National Voter Education Week; October 23, National Vote Early Day; November 7, National Election Hero Day, and of course November 8, General Election Day. We expect these efforts increased the number of student voters registered at Miramar College and encouraged our student voters to Rock the Vote!

Reporting and Evaluation

Our final report will be submitted to the Secretary of State's office no later than October 1, 2024. When available, we will compile data from our outreach efforts and gather information from the National Study of Learning, Voting, and Engagement (NSLVE) to determine if our efforts were met with measurable outcomes. This data will inform our planning decisions for our 2026 Civic and Voter Empowerment Action Plan as we continue to strive towards the ultimate goal of getting everyone and especially all students to participate in local, state, and federal elections.