

Montgomery College
December 7, 2023

Student Voter Action Plan - Due December 15th (Report Activities from Prior Academic Year)

The Maryland Higher Education Commission is required to report on the student voter campus activities at Maryland public institutions. The Student Voter Empowerment Act of 2020 (Maryland General Assembly) established the requirement that public and private nonprofit institutions of higher education submit a yearly "Student Voter Action Plan." The Student Voter Action Plan describes the dissemination of information about voter registration and voting, sharing of voter registration materials on campus, accommodation of early voting centers and precinct polling places on campus, and encouragement of student organizations engaged in voter registration and voting activities.

Additionally, the Student Voter Action Plan highlights a policy excusing students from class to vote; requiring a public and private nonprofit institutions of higher education to make the student voting plan available to the public and provide the plan to the Maryland Higher Education Commission. Also public and private nonprofit institutions of higher education are required to provide a link to the State of Maryland Board of Elections <https://elections.maryland.gov/> and the United States Election Assistance Commission www.eac.gov voter registration systems on the online student portal.

If you have questions, reach out to Derrick Coley at derrick.coley@maryland.gov.

1. Email

john.hamman@montgomerycollege.edu

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Information About the Person Completing this Form

2. Enter Your First and Last Name

Dr. John Hamman

3. Enter Your Title

Chief Analytics and Insights Officer

*

4. Enter Your Institution Name

Montgomery College

*

5. Enter Your Department

* Office of the President

6. Select Your Institution Type

*

Mark only one oval.

Public 4-year

Public 2-year

Institutional Voter Website Activity

Please use your website analytics to determine the number of students who clicked the Voter Registration Link on your institution's website. (If zero, enter "0")

569 clicks on our voter registration link on the Montgomery College website

7. Executive Summary

Please summarize your institution's approach to Student Voter Action and Engagement.

Montgomery College coordinates its student voter action and engagement efforts through the MC Votes committee. The Office of Community Engagement convenes monthly meetings of the MC Votes committee. This committee is led by a representative from Student Affairs (Lisa Hackley, student life director for the Rockville Campus), Academic Affairs (Professor Joe Stumpf, chair of the History and Political Science Department), and the Office of Community Engagement (Karla Silvestre, director). Our student voting coordinator is Gloria Bonilla, associate director for community engagement. She also coordinates our MC Student Ambassador program for peer-to-peer engagement with students. The monthly meetings are used to plan activities for the year, advocate for voter empowerment improvements at the College, learn about and promote different departments' efforts in voter engagement, and coordinate efforts. We used our data from the National Study of Learning, Voting, and Engagement to guide our work. Our data from 2020 told us that many of our students were registered to vote but only half of them were turning out to vote on election day. Since then, we targeted some of our activities to get out the vote during early voting and on election day.

We partner with the League of Women Voters for Montgomery County, the Montgomery County Board of Elections every year, and sororities and fraternities. These groups regularly conduct outreach activities on campus to encourage students to register to vote, check their registration, and sign up to become election workers. A few years ago, the League of Women Voters conducted a study on student voting and best practices which we have used to guide our work. They recommended in-person outreach, peer-to-peer contact, use of social media to have students challenge their networks to use social media to get out the vote, and to help students know what to expect when they get to the voting booth. We tried to direct our activities to meet some of these best practices by conducting tabling on all three campuses, recruiting six MC Votes student ambassadors, passing out voter guides so students could study the candidates, and implementing a robust communications plan including social media.

One of our unique strategies is the MC Votes Student Ambassador program. These are students (some paid and some volunteer) who work to promote voter engagement on campus. They conduct outreach on each campus passing out information on voter registration, poll worker opportunities, and other information such as polling locations. They work with faculty so they can speak to their classes and engage with their peers directly. They also produce videos encouraging students to register, vote on election day, and encourage others to vote. We have found the MC Votes Student Ambassador program to be an effective strategy to encourage student voter participation.

Faculty at Montgomery College are emailed a document with important election dates to bring up with their students and are referred to the MC Votes website to find other resources such as Project Pericles so they can integrate voter education in their classes. Other faculty invite local elected officials to their classes to discuss several topics of importance to students, civic education, elections, and current events. The faculty representative of our MC Votes committee presented to all faculty chairs on several occasions about the resources available to them on voting so they could plan to integrate lessons into the courses for the spring and fall semesters.

The Office of Student Life holds numerous events throughout the year to engage students in voting and civic education (see list of events below). For example, on National Voter Registration Day, they hosted the League of Women Voters to conduct in-person outreach on each of our campuses and organized fun trivia activities to connect with students around voting.

The Office of Compliance, Risk, and Ethics sends out a reminder to all students on how they can register to vote several times a year. The communication is visually appealing and contains both College, county, and state resources.

In addition, the Office of Communications and the Office of Community Engagement promote voting information through newsletters, social media, and videos in multiple languages.

8. Student Voter Engagement Timeline and Events

Please enter monthly events for the prior academic year August 2022-May 2023.

Date	Event Title	Purpose	Organization and/or Department	# of people contacted/reached	Location
8/8/22	New Student Resource Fair	Inform/educate students about voting, registering to vote, primaries, etc.	MC MC Votes	12	Germantown Campus (GT)
8/31/22	Board of Elections Information & Voter Registration Table	Inform and register voters	Student Life GT	26	GT Outside
9/1/22	Voter Turnout Outreach Project	Students analyzed Political Science scholarly research about effective voter outreach campaigns and patterns in voter	Office of Student Life	8	All three campuses

		turnout. Students in the class presented their findings to each other and created a tip sheet that the Office of Student Life could use with its postcard outreach program			
9/13/22	Board of Elections Information & Voter Registration Table	Inform and register voters	Student Life GT	128	GT Outside
9/13/22	Get out the Vote Post Card Writing	Inform students and their friends about key voter information	Student Life GT	60	GT Outside
9/13/22	League of Women Voters attended Volunteer Fair to recruit volunteers	Recruit student volunteers for LWV	Student Life GT	128	GT Outside
9/14/22	Volunteer Fair	Volunteer agencies from across the county provide information about their volunteer programs and services to students. We had the League of Women Voters on hand to register students to vote and provide information	Office of Student Life	60	Takoma Park/Silver Spring campus (TP/SS) ST Atrium-1st floor
9/14/22	MC Votes Initiative/ Club Program Tabling	Provide students with a platform to engage with fellow peers, faculty, and staff outside of the classroom. Promote	Rockville Student Life	7 attendees	SV Atrium, Rockville (RV) Campus

		the club program, MD election/registration information, where their voting site is located/ promote Hispanic Heritage Month activities; Q&A			
9/15/22	Voter Registration	Email voter registration notice to all MC students	Office of Compliance, Risk, and Ethics in collaboration with Student Affairs	Current and recent MC students in "all student" email list 67,941	Email to all students
9/15/22	Constitution Day	Test students' knowledge about voting rights	Rockville Student Life	96	Rockville campus quad
9/20/22	National Voter Registration Day	Celebrate national voter registration day. The League of Women Voters and the Montgomery County Board of Elections were available to register students to vote. Students could also check to confirm if they were registered, learn about early voting, and find out their designated polling place	Office of Student Life	84	TP/SS ST Rotunda-1st floor
9/20/22	National Voter Registration Day	Inform and register voters	Student Life GT	60	GT Outside
9/20/22	Voter's registration (LWV)	Provide MC campus community with voter education and the opportunity to register to vote onsite via	Rockville Student Life	17	Rockville Campus quad (Green Space)

		vote411.org or in paper format			
9/21/22	MC Votes Initiative/ Club Program Tabling	Provide students with a platform to engage with fellow peers, faculty, and staff outside of the classroom. To promote the club program, MD election/registration information, where their voting site is located/ promote Hispanic Heritage Month activities; Q&A	Rockville Student Life	7 attendees	SC Lobby, Rockville Campus
9/28/22	Club Rush/ Resource Fair	Participate in tabling by MC student ambassadors . Inform MC students about voting, register to vote, early voting, mailing vote, etc.	Student Life	30	Rockville Campus
9/28/22	Club Rush (LWV)	Provide MC campus community with voter education and the opportunity to register to vote onsite via vote411.org or in paper format	Rockville Student life	Approx. 50	Rockville Campus quad- green space
October 2022	Get out the Vote Post Card Writing Campaign	Inform MC students about upcoming elections	Student Life GT	2,450 (writers + recipients collegewide). This included 1,800 students who received cards, 650 students who wrote cards, 8 students who developed messages, and 10	Multiple campuses and college locations

				students who proofread cards.	
10/1/22	Mailing postcards	Mailed 500 postcards to MC students to encourage them to vote	Office of Student Life	500	Mail
10/4-12/22	Postcard writing	Students participate in the postcard writing initiative to encourage their peers to vote	Rockville Student Life	214	Student Life office, SV Atrium, Quad (Green space) Rockville Campus
10/10-11/8/22	Get Ready to Vote Collegewide tabling	Inform MC community about voting, register to vote, early voting, and the location for the general election	MC Votes Student Ambassadors and Student Coordinator	223	In person at all 3 campuses
10/6-10/17/22	Be a Voter! Postcard Writing Campaign	Engage and inform students about voting, register to vote, early voting options, etc.	Student Life. MC Votes Student Ambassadors and Dream Alliance participation	331 postcards	In person at Rockville and TPSS campuses
10/10/22	Postcard writing classroom	Students participate in the postcard writing initiative to encourage their peers to vote	Department of Art	30	Sara Stecher's class, Rockville campus
10/12/22	Postcard writing parties	Work with Alpha Kappa Alpha Sorority Inc. and the League of Women Voters to register students to vote, write postcards	Office of Student Life	100	TP/SS ST Atrium- 1st floor

		to students to encourage them to vote, and to provide information about early voting and designated polling places			
10/12/22	Postcard Writing Party	Write postcards to 18-year-old MC student voters	Student Life GT	26	GT: BE160
10/12/22	MC Votes Initiative/ Club Program Tabling	Provide students with a platform to engage with fellow peers, faculty, and staff outside of the classroom. To promote the club program, MD election/registration information, and where their voting site is located; Q&A	Rockville Student Life	19	SC Lobby, Rockville
10/13/22	MC President Campus Inauguration Post Card Writing Party	Get the word out to students and remind them to vote	Rockville Student Life	118	SV Atrium Rockville
10/17/22	Voter Registration	Register to vote before the deadline 10/18	Alpha-Kappa-Alpha Sorority	40	In person Rockville Campus
10/19/22	MC Votes Initiative/ Club Program Tabling	Provide students with a platform to engage with fellow peers, faculty, and staff outside of the classroom; to promote the club program, MD election/registration information, where their voting site is located; promote OSL activities; and Q&A	Rockville Student Life	18	SV Atrium Rockville Campus

10/26/22	Every Vote Counts: Close Elections in the United States (interactive event)	Explore the history of close elections (i.e., elections that end in ties or very close margins) in US politics, with a particular emphasis on state and local elections	Humanities Department	28	Germantown Campus
10/27/22	Voter Engagement Instagram Reel	Inform students of upcoming elections, promote civic engagement	Student Life GT	1,103 views & 51 likes from GT student life account. Also shared by several other IG accounts including @montgomerycollege	Instagram
10/26/22	Amharic language Get Ready to Vote video	Create two videos, one in English/Amharic and another only in Amharic, for early voting and on information to prepare the Ethiopian community to vote in the general election	Office of Community Engagement	Views N/A	Posted on Facebook
10/31/22	MC Votes Tabling	Distribute information and encourage students to vote	Office of Community Engagement	10	Germantown Campus
11/1/22	MC Votes Student Presents to GT Open Senate Meeting	Inform students about upcoming elections	Student Life GT	32 (estimate)	GT: HS-011
11/1/22	MC Votes Tabling	Distribute information and encourage students to vote	Office of Community Engagement	23	Rockville Campus

11/1/22	Let's Talk! Voting Rights	Offer Zoom session with speakers on voting rights history	Office of Equity and Inclusion	20 (estimate)	Virtual
11/2/22	MC Votes Tabling	Distribute information and encourage students to vote.	Office of Community Engagement	20 (estimate)	TP/SS Campus
11/3/22	MC Votes Tabling	Distribute information and encourage students to vote	Office of Community Engagement	20 (estimate)	Rockville Campus
11/8/22	MC Votes Tabling	Distribute information and encourage students to vote	Office of Community Engagement	6	Rockville Campus
11/8/22	MC Votes Initiative "MD Elections are Today/ Do not forget to Vote!"	Provide students with a platform to engage with fellow peers, faculty, and staff outside of the classroom. Remind the college community that today is election day, their vote is important, and where their voting site is located; Q&A	Rockville Student Life	31	SV Atrium, Rockville
11/8/22	MC Votes Tabling	Distribute information and encourage students to vote	Office of Community Engagement	20 (estimate)	TP/SS Campus
11/8/22	MC Votes Tabling	Distribute information and encourage students to vote	Office of Community Engagement	20 (estimate)	Rockville Campus
11/8/22	MC Votes Tabling	Distribute information and encourage students to vote	Office of Community Engagement	20 (estimate)	Germantown Campus
11/22 and 7/22	Social media promotion	Share Board of Elections information	Office of Communications	Social media impressions (exact # N/A)	Social media

7/22 and 11/22	Student videos to promote voting and social media	Create student videos to promote voting and posted on MCTV and social media	Montgomery College Television	TV and Social media impressions (exact # N/A)	TV and Social media
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Date	Event Title	Purpose	Organization and/or Department	# of people contacted/reached	Location
1/24/23	Voting Information with League of Women Voters	Register students to vote and provide information	Office of Student Life	150	Takoma Park Silver Spring Campus (TP/SS) ST Atrium- 1st floor
2/7/23	Voter Information & volunteer recruitment with Board of Elections and League of Women Voters	Provide voter information and recruit student volunteers at Germantown campus (GT) Service Fair	Office of Student Life	106	Germantown (G) Campus HT-216
2/8/23	Voting Information with the League of Women Voters	Register students to vote and provide information	Office of Student Life	200	TP/SS ST Atrium- 1st floor
2/8/23	Presentation "State of the Union: What to Expect in 2023"	Offer presentation by Ira Shapiro, noted scholar of the American Senate, and Amanda Carpenter, author and political commentator,	Academic Affairs, Humanities Division	35	GT Globe Hall

		with Political Science professor Aram Hessami as moderator			
2/15/23	Spring Volunteer Fair with League of Women Voters and Montgomery County Board of Elections	Register students to vote and check if they are registered	Office of Student Life	100	Small Gym, Rockville (RV) Campus
2/20/23	Presentation on January 6, 2021, insurrection, concerns about electoral college, and national system of voting	Offer presentation featuring Washington metropolitan and Capitol Hill police officers (Posted on the College's YouTube channel)	Academic Affairs, Departments of History and Political Science and Criminal Justice	100	GT Globe Hall
3/6/23	Presentation on the history of women's voting in the United States	Offer presentation by Elisabeth Griffith, noted scholar and author of <i>Formidable: American Women and the Fight for Equality</i>	Academic Affairs, Humanities Division	40	RV, SW 301
April-May 2023	Survey	Conduct faculty survey on how best to encourage student civic engagement	Academic Affairs	40 faculty responses	

5/5/23	Voter Registration	Email voter registration notice all MC students	Office of Compliance, Risk, and Ethics in collaboration with Student Affairs	74,516 (student email list)	Email
3/21-4/28/23	MC Student Outreach	Inform/educate MC students about MC Votes and student participation	MC Votes ambassadors (Patrick Sasu and Danny Velado)	65	In-person RV Campus
4/1-4/28/23	Class Presentation	Inform/educate MC students about MC Votes and student participation.	MC Votes student ambassadors	47	In-person/virtual

Student Voter Engagement Partners

The traditional way of organizing student voter engagement through partnerships was challenged during the pandemic and colleges and universities had to creatively re-think how to engage with their student population.

19. Who are your campus community student voter engagement partners? The partners can include both internal and external groups working to promote voter outreach and education on campus.

We partner with the League of Women Voters for Montgomery County, the Montgomery County Board of Elections, and sororities and fraternities every year. These groups regularly conduct outreach activities on our three campuses to encourage students to register to vote, check their registration, and sign up to become election workers. We also work with the Civic Circle, a non-profit organization that works to promote civic education in elementary schools, by recruiting MC students to volunteer and conduct presentations in elementary schools. Our internal partners include Student Life, Academic Affairs, Community Engagement, Montgomery College Television, Office of Communications, the libraries, faculty council, and the Alumni Relations office.

Student Voter and Civic Engagement Goals

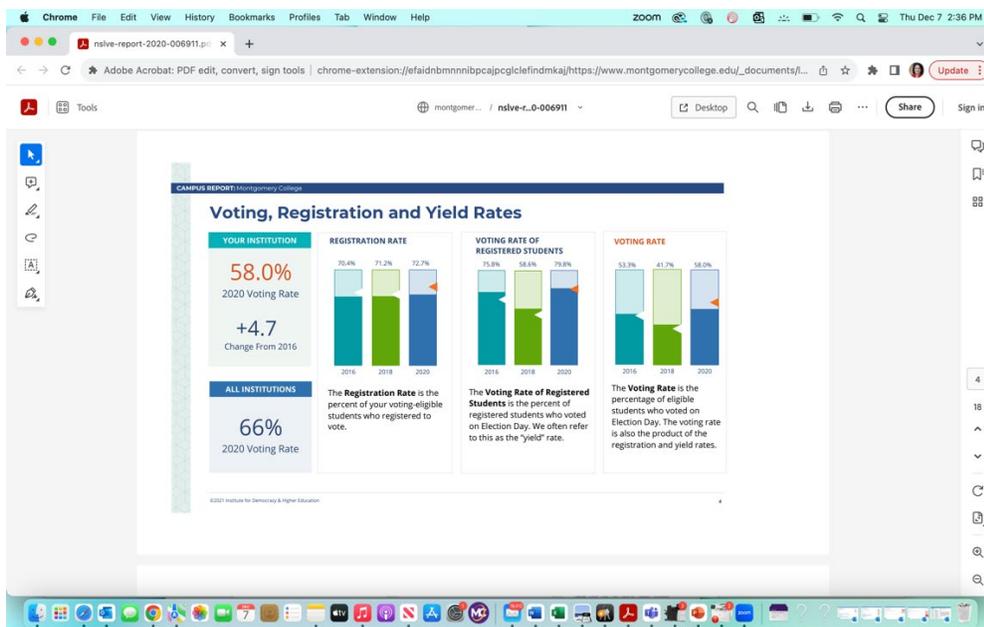
Civic engagement involves working to make a difference in the civic life of one's community and developing the combination of knowledge, skills, values, and motivation to make that difference. Because students are so diverse, as are the contexts in which they participate and

the issues they face, civic engagement will mean different things to different groups of young people.

20. What are your campus student voter and civic engagement goals? If applicable, please include tables and graphs highlighting voting, registration rates and age groups.

Goals

- Support MC's civic engagement goal as outlined in the Montgomery College strategic plan.
- Engage politically diverse students and employees.
- Provide information to:
 - Students about voter resources like voter registration and nonpartisan voter guides
 - Faculty about curriculum and professional resources
 - Employees about institutional resources like enrichment leave for election work
 - Community members at large on elections
- Increase MC student turnout during elections, as measured by our participation in the National Study of Learning, Voting, and Engagement (NSLVE)



In 2020, our student voter registration rate was 72.7% and 78.9% of registered students voted. Therefore, our overall voting rate was 58% (eligible students who voted).

First Year Student Voter Participation

21. Please describe voter engagement in the first year student population (include freshman seminar, student organizations, etc.).

Our efforts are geared to all community college students without regard to their length of time at Montgomery College.

Additional Voter Registration Files

Please include voter registration files, screenshots and other images illustrating student voter outreach. Image files can be uploaded.

MC Votes Webpage

<https://www.montgomerycollege.edu/life-at-mc/mc-votes/index.html>

22.

Files submitted:

National Study on Learning, Voting and Engagement: Montgomery College Results

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extension://efaidnbmnnnibpcajpcgiclfindmkaj/https://www.montgomerycollege.edu/_documents/life-at-mc/mc-votes/nslve-report-2020-006911.pdf