



PRINCE GEORGE'S
COMMUNITY COLLEGE

Democratic Engagement Action Plan (Student Voting Plan)

2024 – 2025

Prince George's Community College
Dr. Falecia D. Williams, President

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Executive Summary

Prince George's Community College (PGCC), founded in 1958, is an open enrollment institution that gives students access to an affordable college education and offers high quality academic programs and student support services in both credit and noncredit programs. In addition to the main campus in Largo, Prince George's Community College also offers courses and programs at five degree and extension centers: Joint Base Andrews, Skilled Trades Center, University Town Center, Westphalia Training Center, and Laurel College Center, which is designated as a Regional Higher Education Center. Prince George's Community College was also named as a Center of Academic Excellence in Information Assurance designated by the National Security Agency and Department of Homeland Security (2022-2027).

Prince George's Community College serves a diverse population of students representing 31 countries throughout the world, and the majority of the student body (89.1%) consists of ethnic and racial minorities, including Foreign and Non-resident aliens. The largest racial group is Black/African Americans which makes up 59% of the student population. In the Fall 2023 term, Prince George's Community College served 10,552 credit students, of which 71% are part-time students. A majority of our credit students (65.7%) receive some form of financial aid.

As evident in its mission, to promote student success, *Prince George's Community College provides high-quality, transformative learning experiences that enrich and empower students to earn credentials leading to holistic personal development, professional advancement, and economic prosperity.*

Campus Leadership Team

- Paulett McIntosh, Program Director for Student Engagement and Leadership/Student Voting Coordinator
- Gavette Richardson Duncan, Director of Government Relations and Community Outreach
- Shirley Silva-Paige, Coordinator for Student Engagement
- Mark Gray, Faculty Advisor for Student Publication
- Kaylee Ariola, SGA Senator for Community Relations
- Mattia Bryant, Student Publication Editor
- Ava Richardson, President of the PGCC NAACP Chapter and SGA Senator
- Richard Potts, SGA Senator and Executive Officer of PGCC's Young Democrat Chapter

Commitment

The following list highlights the College's commitment, various accomplishments, and efforts to promote student voting and democratic engagement in recent years:

- PGCC College President, Dr. Falecia D. Williams, is a signatory of the Presidents' Commitment to the All In Democracy Campus Challenge which is a pledge to support the institution's efforts toward full student voter participation.

- In 2022, PGCC received the designation of Most Engaged Campus for Student Voting.
- PGCC was included in Washington Monthly's 2022 Best Colleges for Student Voting Honor Roll.
- In Fall 2023, PGCC hosted President Joseph Biden, the U.S. Department of Transportation Secretary Pete Buttigieg, and the Governor of Maryland, Wes Moore, who spoke with students and employees.
- PGCC Program Director for Student Engagement and Leadership position description was modified to include student voting coordinator duties.
- PGCC is a partner and active participant with the Students Learn Students Vote Coalition.
- PGCC is a participant in the National Study of Learning, Voting, and Engagement (NSLVE).
- In 2023, PGCC administered a Diversity and Equity Campus Climate Survey which also assessed the climate based on expressed political views.
- PGCC Program Director for Student Engagement and Leadership and the Student Voting Coordinator participated in the "How to Build a Campus Voting Coalition" webinar on October 23, 2023. In August of 2023, the Student Voting Coordinator also became certified as an "Elect Her" Training Facilitator, a one-day nonpartisan training hosted by Running Start on preparing the next generation of political leaders to run for SGA and political office.
- PGCC launched the annual digital "Building a Civil Community- Choose Civility" Campaign, which includes citizenship as one of the twelve-monthly programming themes to promote democratic engagement.
- PGCC student was recognized in 2022 for assisting with launching a new web-based app called *Voting Buddy*, designed to help voters with their decision-making for elections.
- PGCC earned a Gold Seal in 2018 and a Bronze Seal in 2020 for nonpartisan student voter participation in the 2018 and 2020 elections.
- PGCC has 10 -15 civic education engagement programs and activities planned/facilitated to increase student voting during this calendar year. Programs that were hosted in 2023 included voter registration volunteer training, voter registration drives, a Student Advocacy Day field trip to meet with elected officials in the State Capital, A Meet and Greet with Students and local Elected Officials, National Constitution Day events, including a viewing of "The 19th Amendment: How the Women Won the Vote" exhibit at the National Constitution Center, and a PGCC Student Perspective Podcast on Policing

in America and Why Your Votes Matter in Local Elections.

- PGCC has integrated democratic engagement in the curriculum. For example, voter education, political literacy, and critical thinking about democratic action are taught in Political Science classes. Specifically, POS 1010 (American National Government), and POS 1000 (Introduction to Politics) heavily focuses on civic engagement and political literacy. Our POS 1020 course focuses on state and local politics.

Landscape

Based on the 2020 report from the National Study for Learning, Voting and Engagement (NSLVE), the voter registration and voting rates of PGCC students have steadily increased over the past few years. The percentage of eligible student voters registered to vote was 68.4%, and 55.1% voted on election day. The voting rate of our students based on race and ethnicity has also increased over the years, with students who identified as multi-racial having the highest voting rate at 68%, followed by Blacks/African Americans at 54%, Hispanics at 51%, American Indians at 58% and Asians 38%. The data has also shown that most of our students have opted to vote early (35%), mail in their ballot (45%), and vote in person (13%). We look forward to comparing this data with the new report expected to be released in January 2024. Our students ages 25 – 39 voted at a rate of 47%, students ages 18 – 21 voted at a rate of 55%, and students 50+ reported the highest voting rate at 76%. This data provides opportunities for us to institute a continuous improvement plan to impact student voting and democratic engagement positively. Of our eligible students who voted, 55% were women, and 51% were men. The estimated student voting rate by most of the fields of study ranged between 43 and 72%, with the lowest rates being reported in the Computer Information Science (43%), Construction Trades (43%), and Engineering and Engineering Technology (47%).

One of the most significant barriers we anticipate for voter engagement in the upcoming election is student apathy, limited access to transportation to polling places, and the College being open on election day. As a result, one of our goals is to encourage students to vote early or mail in their ballots. Last year, for the first time, the College provided shuttle services to take students to polling stations. However, to be more cost-efficient, and to increase student use of the shuttle service, we will need to poll students to find the time of day that will be most convenient to be transported to the polls.

In a recent 2023 Higher Education Data Sharing Consortium (HEDS) Diversity and Equity Campus Climate Survey administered at the College to students and employees, 24% of the student respondents identified as Conservative, 41% as middle-of-the-road, and 36% as liberal. One of the key findings was that students and employees who identified as conservatives have experienced disparaging remarks and insensitivity directed toward them for their expressed political views at a higher rate (20%) than their peers at 2-year public institutions. This assessment result will allow the College to offer programs promoting civility and deliberative dialogue from multiple perspectives.

Goals

For the upcoming year and election cycle, our primary democratic Engagement and Student Voting Goals are:

- To propose the development of a Democratic Engagement Coalition or the reestablishment of a Civic Action Committee, composed of faculty, staff, students and community members, to advise, strengthen, and institutionalize democratic engagement efforts on campus.
- To collaborate with E-learning to create a course module in Canvas that includes information about voting and the election.
- To increase voter registration and turnout for the upcoming elections by strengthening campus-wide efforts including non-partisan engaging panel discussions, student leader trainings, and voter registration events, such as having faculty post the link to the College's voting page on their Canvas course site.
- To enhance voter education by offering programs that will promote civility, deliberative dialogue and multiple perspectives, "Meet the Candidates" events, and that will provide visual materials that present multiple perspectives and emphasize the importance of informed voting.
- To increase student participation in civic engagement, collaborate with the Financial Aid Office to hire federal Work Study Students to support our voter engagement initiatives, and to be trained as Voter Registration Drive volunteers.
- To enhance existing voter engagement opportunities that provide ballot access and encourage students to get out to vote early, including recruiting student poll workers, and providing shuttles to polling sites.
- To continue to utilize social media to better share information regarding elections, voting, and our democratic engagement events/programs.
- To sustain partnership with the Prince George's County Women League of Voters, and the Student Learn Student Vote Coalition.
- To better track and increase student voter registration rate, participate in the Civic Nation Online Voter Registration Dashboard.
- Share the results from the 2022-2023 National Study of Learning, Voting and Engagement (NSLVE) and host a campus forum to discuss the results.
- Continue to improve upon strategies to increase the student voter registration and voting rates of our students in all categories sited in the upcoming 2022 NSLVE report.

Evaluation

The Student Voting Coordinator will work to evaluate the College’s programming and efforts during implementation after the election and calendar year. Evaluation efforts will include:

- Administer post event surveys, and attendance tracking at all education focused events
- Tracking in person and online voter registration on National Voter Registration Day and throughout the year
- Continued participation in the National Study of Learning, Voting, and Engagement (NSLVE)
- Tracking of the Analytics for the College’s Voting Page and Social Media Voting Posts and Infographics.

2024 – 2025 Democratic Engagement and Student Voting Plan Implementation Timeline

August/September:

Activity Type	Target Audience
Voter Registration Sessions	Students and Employees
Voter Registration Drive Training	Students and Employees
Constitution Day Events	Students and Employee
National Voter Registration Day Events	Students and Employees
Meet and Greet with Local Elected Officials	Students and Employee

October:

Activity Type	Target Audience
National Voter Education Week Series: •Guidelines for voting in Maryland, Virginia, and Washington, D.C. •Are You Ballot Ready? Provide an overview of the referendums, elected positions and candidates on the ballot. • Why Local Election Matters	Students and Employees
#PGCCYourVoteYourVoice Social Media Campaign	Students
National Vote Early Day- Party to the Polls	Students and Employees
National Voter Registration Day Events	Students and Employees

November/December:



Activity Type	Target Audience
#PGCCVotes Social Media Campaign	Students and Employees
Voter Registration Drive Training	Students and Employees
Election Hero Day to recognize the work of election judges, voter registration drive volunteers, etc.	Students and Employees
Prepare and Submit Student and Military Voter Student Voting Report to the Maryland Higher Education Commission	The College President, the Assistant Vice President for Student Affairs, and Student Voting Coordinator.

January/February:

Activity Type	Target Audience
Voter Registration Sessions	Students and Employees
Voter Registration Drive Training	Students and Employees
Student Advocacy Training	Students
Annual Student Advocacy Day Rally and Meeting with Elected Officials	Students

March:

Activity Type	Target Audience
Voter Registration Sessions	Students and Employees
#Ask Every Student Campaign	Students and Employees
Voter Education and Civic Dialogue Series	Students and Employees

April:

Activity Type	Target Audience
Voter Registration Sessions	Students and Employees
#Ask Every Student Campaign	Students and Employees