

WIELD YOUR POWER

★ VOTE ★



ELECTION DAY IS NOV. 6, 2018

[CampusVoteProject.org/michigan](http://CampusVoteProject.org/michigan)



if you need help contact 866-687-8683



Macomb  
Community College

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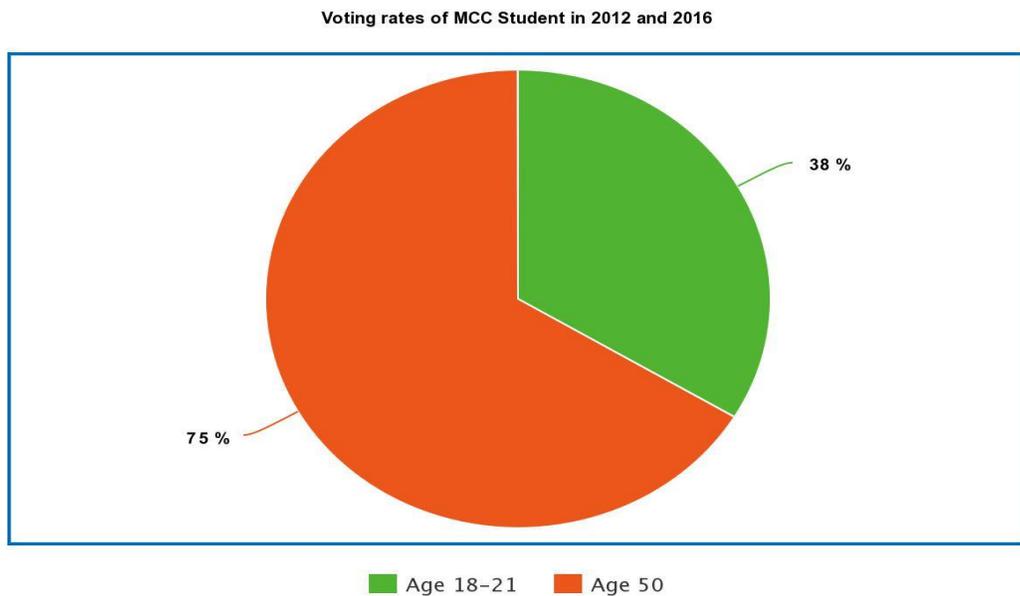
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**Overview:**

Macomb Community College is committed to providing learning opportunities that lead to better engaged and informed citizens. Over the past three years, the college has ramped up these efforts by securing speakers, serving as a venue for candidates and elected officials, and creating a civic engagement lecture series.

Despite these efforts, voting remains relatively low among students. According to the National Study of Learning, Voting, and Engagement, Presidential election turnout among registered Macomb students was below the national average. In 2012, the voting rate for Macomb students was 47 percent. By 2016, that number fell to 43.7 percent. The younger the students, the less likely they are to vote. For those age 18 – 21, the rate for both years was approximately 38 percent, while the rate for students over the age of 50 was roughly 75 percent.

Gubernatorial elections, however, are a much different story. In 2014, only 19 percent of eligible student voters cast a vote in the midterm election. As the rates of student voters went down, our target was to increase these rates in 2018.



Our goals for democratic engagement in the year 2018 were:

- Increase the number of students registered to vote
- Increase the marketing of TurboVote on campus
- Invite Secretary of State’s mobile voter registration
- Increase the number of students who vote
- Increase civic participation activities on campus

- Develop hashtag #macombvotes to publicize all civic engagement programs

### **Coalition:**

In order to build a coalition of participants in this civic engagement project, Macomb Community College engaged members of the faculty and staff over the year. The participants represent diverse areas throughout the campus, including Student Life and Leadership, Marketing, and Government Affairs.

- ❖ Brooke Allen, Faculty, Political Science
- ❖ Jenn McCabe – Manager, Student Life and Leadership
- ❖ Nicole McKee – Manager, Institutional and Government Relations
- ❖ Mary Smith – Manager, Marketing and Communications
- ❖ Casandra Ulbrich, PhD – Vice President, College Advancement and Community Relations
- ❖ Jamie Valente – Manager, Student Life and Leadership
- ❖ William Wood – Director of Cultural Affairs, Macomb Center for the Performing Arts/Lorenzo Cultural Center

With the participation of such an accomplished coalition, a strong team formed to focus on raising voting awareness on campus throughout the year. Members of the team met on several occasions throughout the year as necessary. Even though face to face communication was challenging at times, the team connected as needed to ensure the progress of the goal.

### **Analysis of our work in 2018**

#### **Voter Registration**

A top priority was to increase the marketing of TurboVote on campus to provide easy access to voter registration and election updates. Over 200 Macomb students registered through Turbovote last year. Moreover, a table was set up for students who chose to register via paper form.

A brief statement of our 2018 Voter Registration efforts below:

- Email to all students, faculty, and staff (19,980 records) on the following occasions:
  - National Voter Registration Day
  - Voter Registration Deadlines

- Student Blog/Social media
  - Published a guest column in the *Campus Blog* on National Voter Registration Day
  - Created social media posts related to voter registration deadlines and encouraged to vote.
  - An Instagram contest for Macomb students on National Voter Registration Day.
- On campus registration drive
  - Invited the Secretary of State Mobile Branch Office to Macomb campuses on Fall Fest 2018.
  - Provided computer access to TurboVote during “Welcome Back Week” and “Final Frenzy” on campus.
  - Distributed “Michigan Voice” voting rights guide 2018 among the students.

## Register to Vote Today!

September 26, 2017 at 1:27 PM

Found in Gmail Inbox

Dear student:

Today is **National Voter Registration Day** and Macomb has partnered with *TurboVote* to make it easy for you to register to vote.

*TurboVote* is a service that makes voting easy. Not only will *TurboVote* help you to register to vote, but you can also sign up to receive important reminders about deadlines and upcoming elections.

Several Macomb county communities will elect their local officials on Tuesday, November 7, 2017. Municipalities, such as the City of Fraser, and school districts, including Armada, Center Line, and Warren Woods will also have proposals on the ballot. The deadline to register for this upcoming election is October 10th.

To access TurboVote, [click here](#) and follow the prompts. I strongly urge you to take advantage of *TurboVote*, a service that Macomb Community College is providing at no cost to students.

Additional information about voting can also be found at [www.michigan.gov/vote](http://www.michigan.gov/vote).

Dr. Jim Sawyer  
President



## Voter Education

Our team took various action at Macomb to increase the number of students who vote. An email was sent on Election Day encouraging students to vote. A speaker series was created through the Lorenzo Cultural Center. The first event, featuring former US Secretary of Treasury Larry Summers was held on campus and included small group meetings with students as well as a community event attended by over 800 people.

Some highlights of Macomb's efforts at civic engagement in 2018:

- James Jacobs Legacy Project
  - First event featured former US Secretary of Treasury Larry Summers, who met with students throughout the day and presented at a community event in the evening.
  - The second event will take place on February 6<sup>th</sup> featuring legendary journalists Bob Woodward and Carl Bernstein, who will discuss the role of the Free Press in a democracy. The pair will meet with students and present at a community forum in the evening. The event is sold out, with over 1200 individuals expected.
- Host site for political candidates/debates
  - Macomb served as a site for a Republican Gubernatorial Debate.
- Constitution Day Activities
  - Local Judge and historian, The Hon. Michael Warren, spoke on campus.
- Speaker Opportunities
  - Macomb hosted Lansing Correspondent Tim Skubick, who presented "Really off the record" at the Lorenzo Cultural Center which was attended by approximately 500 people.
- Voting Information Table
  - Voting information tables were set up on following events
    - Halloween Party
    - A Conversation with College
    - Fall Fest



### Ballot Access

Some actions had been taken to ensure every student was aware of how to request absentee ballots below:

- Created Student Voter Guide that includes information on Absentee Voting in Michigan.
- Provided copies of Absentee Voter Applications when students requested.
- Emails to students which included links to the absentee ballot application

Election Day Voting:

- Created the Student Voter Guide 2018 that included information regarding voting, such as deadlines, how to find your polling location, and information such as identification requirements.

### Get out the Vote

Election Day activities

- Organized fun activities for election day
- Election Day reminder emails sent to students
- Social media - #macombvotes reminders



### Success:

Top successes of Macomb Community College on democratic engagement efforts:

- Excellent programming. Macomb Community College provided civic engagement activities throughout the election cycle, including Tim Skubick's "Really off the record," Larry Summers, and the upcoming Woodward and Bernstein presentation. In addition, the college hosted a Republican Gubernatorial Debate and Voter Registration Day activities.
- Voter Turnout: While the college does not currently have data specific to our students, voter turnout in Macomb County in general was significantly higher than in previous Gubernatorial elections. In 2010, county turnout was 45.7 percent, and in 2014, it was 43.2 percent. However, in 2018, county turnout exceeded 58 percent.
- Increased marketing: The college initiated a hashtag (#macombvotes) that was included on printed materials and emails. In addition, social media posts were created to remind students about upcoming deadlines and the election dates. Printed materials were also created and distributed on campus outlining information regarding voting rights.

### **Barriers**

In spite of our many achievements, we faced a couple of difficulties as well. Our most notable barriers include:

- The majority of the activity was geared toward South Campus. This was due to student volunteers being based primarily on South campus. Future activities will need to focus on Center campus as well.
- There was no formal student group dedicated specifically to civic engagement activities.

### **Beyond 2018**

Macomb is committed to inspiring a sense of responsibility for democratic engagement and participation in every election. Student voters are the main asset that can help to reach our goal. Throughout 2018, some effective steps have been taken by our coalition in order to raise student awareness regarding voting. However, our future action for the campus will be:

- Increase the number of students registered to vote
- Increase the number of students who cast a ballot in future elections.
- Increase civic participation activities on campus
- Continue to publicize #macombvotes to and all civic engagement programs
- Hire at least one Democracy Fellow each semester.

### **NSLVE DATA**

After receiving NSLVE data of Macomb Community college, we will analyze the results and develop our efforts respectively.