

A morally and civically responsible individual recognizes himself or herself as a member of a larger social fabric and therefore considers social problems to be at least partly his or her own; such an individual is willing to see the moral and civic dimensions of issues, to make and justify informed moral and civic judgments, and to take action when appropriate.

-Excerpt from *Civic Responsibility and Higher Education*, edited by Thomas Ehrlich (2000)

Executive Summary

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 Michigan enters a midterm election in 2018, Macomb Community College is committed to increasing these turnout results.

Goals for the 2018 Mid Term election are:

- 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

Leadership/Coalition

Macomb Community College is currently engaging members of the faculty and staff to build a coalition of participants in this work. 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

Cassandra 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

Voter Registration

Macomb Community College has partnered with TurboVote to provide easy access to voter registration and election updates. To date, over 2,000 Macomb students have registered through TurboVote. A link to TurboVote is available on MyMacomb, the student portal.

2018 Voter Registration Efforts will include:

- Email to all students, faculty and staff on the following occasions:
 - Voter Registration Deadlines (July 9, 2018 and October 9, 2018)
 - National Voter Registration Day (September 25, 2018)
- Student Blog/Social media
 - VP Ulbrich will draft a guest column in the *Campus Blog*
 - Marketing to create social media posts related to voter registration deadlines
- On campus registration drive
 - Invite the Secretary of State Mobile Branch Office to Macomb campuses
 - Publicize the visit through social media, student blog and on campus marketing.
 - Provide computer access to TurboVote during “Welcome Back Week” on campus
 - Marketing materials placed around campus RE: TurboVote

Voter Education

Two years ago, Macomb Community College created a speaker series through the Lorenzo Cultural Center. This speakers series has brought nationally-recognized speakers to Macomb, including the New York Times’ Nicolas Kristoff, Time Magazine’s Joe Klein, and the Washington Posts’ EJ Dionne. In 2016, President Jim Jacobs retired from the college, and in his honor, the Jim Jacobs’ Legacy Project was created. This program brings national thought leaders to Macomb to discuss current topics in civic engagement relevant to Macomb. In 2018, 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.

Macomb Community College has a history of serving as a site for national candidates and elected officials. During his two terms in office, President Barack Obama visited the campus twice. In the 2016 elections, the college was a site of two Donald Trump events and one Bernie Sanders event. The current election year is shaping up to be a similar experience. In June, the college was the site of a Republican Gubernatorial debate.

Macomb will continue these efforts aimed at civic engagement.

James Jacobs Legacy Project

- Engage faculty members in identifying topics/speakers that would be of interest to Macomb students.
- Select date for next event

Host site for political candidates/debates

- As requested, Macomb will serve as a site for political debates
- Partner with League of Women Voters to provide site for candidate forums

Constitution Day Activities

- Local Judge/historian to speak on campus.

Speaker Opportunities

- Invite Lansing Correspondent to present “Really off the record” at the Lorenzo Cultural Center

Election Night Watch Party

- Macomb will host an election night watch party for students (November)

Washington DC Visit

- In May 2019, Professor Allen will lead the second bi-annual trip to Washington DC.

Ballot Access

Michigan law allows some voters to vote by mail (absentee ballot). If a voter registered to vote in Michigan by mail or registration drive and has not previously voted in the state, that voter must vote in person on Election Day (or cast an absentee ballot in person at their municipal clerk’s office). Exceptions to this rule may be granted for active duty military, voters over the age of 60, or voters with a disability. However, if a voter registered in person at a municipal clerk’s office or Secretary of State office, they may be able to vote by mail. Absentee ballot applications are available online at www.michigan.gov/vote.

Absentee Voting

- Create Student Voter Guide that includes information on Absentee Voting in Michigan •
Provide copies of Absentee Voter Applications at Student Life and Leadership offices •
Emails to students, faculty and staff will include links to the absentee ballot application
- Election Day Voting
- Create Student Voter Guide that includes 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

- Connect with “Parties at the Polls” to identify fun activities for election day •
Election Day reminder emails to students, faculty and staff
- Social media - #macombvotes reminders

Timeline

The above activities will take place in the Fall, 2018, leading up to the Mid Term Election.

Goals

Goals for the 2018 Mid Term election are:

- Increase the number of students registered to vote
- Increase the number of students who cast a ballot in November 2018
- Increase civic participation activities on campus
- Develop and publicize #macombvotes to publicize all civic engagement programs