



Democratic Engagement Action Plan

(Student Voting Plan)



Spring 2026 – Fall 2026

Executive Summary

Prince George's Community College (PGCC), founded in 1958, is an open-enrollment institution that provides students with an affordable college education and offers high-quality academic programs and student support services in both credit and noncredit courses. In addition to the main campus in Largo, Prince George's Community College also offers courses and programs at four degree and extension centers: Joint Base Andrews, Skilled Trades Center, University Town Center, and Laurel College Center, which is designated as a Regional Higher Education Center.

Prince George's Community College serves a diverse student population representing 31 countries worldwide. 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, comprising 59% of the student population. The average age for credit students is 34, and for continuing education students is 45. Additionally, 19.2% of our students are dual-enrolled.

Prince George's Community College is deeply committed to providing meaningful opportunities for students to become civically engaged, informed, and empowered participants in their communities and in our democracy. Central to this commitment is the Student Engagement and Leadership (SEAL) Office, which leads the development and implementation of comprehensive civic engagement initiatives across the College.

The development of this Democratic Engagement Action Plan was led by the Program Director for Student Engagement and Leadership, with input from key campus partners, including student groups, designated political and social sciences faculty, and the director of Government Relations and Community Outreach. This Action Plan serves as a working document that will guide our programmatic civic engagement endeavors, goals, and strategies for success from Spring 2026 through Fall 2026.

Leadership

The execution of the Action Plan rests with several campus partners, which include student leaders, faculty, and administrators:

- Paulett McIntosh, Program Director for Student Engagement and Leadership/Student Voting Coordinator
- Gavette Richardson Duncan, Director of Government Relations and Community Outreach
- Venessa McKinney, Program Director of Student Engagement &
- Shirley Silva-Paige, Coordinator for Student Engagement
- Mark Gray, Faculty Advisor for the Owl Student Newspaper
- Miriam Machado-Luces, Senior Producer for PGCC-TV
- The Student Governance Association
- The Learning Commons (Library)
- The PGCC Chapter of the NAACP

- The PGCC Academy of Health Sciences (High School)
- Teaching, Learning & Student Success
- Political Science Department
- The Special Scholarship Program

Throughout the year, the College also partners with some external organizations to engage students in voter registration, engagement, and education efforts, which include the following:

- The Maryland and Prince George’s County League of Women Voters
- The Prince George’s County NAACP Chapter
- Student Learn, Student Vote Coalition
- Prince George’s County Board of Elections
- Prince George’s County Latino Affairs Office

Commitment

Through voter education and registration initiatives, advocacy training, service-learning opportunities, leadership programs, and partnerships with academic and community stakeholders, the College fosters a culture that encourages students to engage thoughtfully with social issues, participate in civic processes, and use their voices to effect positive change. These efforts reflect PGCC’s broader commitment to preparing students not only for academic and career success but also for responsible leadership and civic participation beyond the classroom. We also continue to host town halls, advocacy letter-writing campaigns to state and county legislators, National Voter Registration Day events, Early Voting Shuttle to the Polls, National Voter Education Week events, social media campaigns, nonpartisan panel discussions, and the distribution of free and discounted coupons for shared rides to the polls during elections.

As part of our commitment to civic engagement, PGCC has participated in the ALL IN Challenge and the National Study of Learning, Voting, and Engagement (NSLVE) since 2016. President Dr. Falecia D. Williams is a signatory to the ALL IN Higher Education Presidents’ Commitment to Full Voter Participation. The College earned a Gold seal in 2018 and a Bronze seal in 2020 for nonpartisan student voter participation. In 2022 and 2024, PGCC was designated one of the Most Engaged Campuses for Student Voting.

Also, in accordance with Marland’s Student Voter Empowerment Act, the college submits an “Student Voter Action Plan” report annually to the Maryland Higher Education Commission, documenting our student registration and education activities on campus.

Landscape

Prince George’s Community College’s approach to Student Voter Action and Engagement is comprehensive. It includes updated information on the public-facing website (www.pgcc.edu/vote), the student portal site (myPGCC), an All-IN to Vote PGCC Student Voter

portal (www.allin.vote/pgcc), social media, flyers, direct student emails, course syllabi, On-Campus Voter Registration Drives, and online Voter Registration Drives on our new All- IN to Vote PGCC Student Voter portal. This one-stop site provides students with the support and encouragement they need to register to vote, verify their voter registration, request a ballot, look up their polling centers, research their ballot, and receive push notification reminders of important election-related deadlines via text or email.

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

As the College continues to adapt to the post-pandemic landscape, student engagement—particularly civic engagement—has become increasingly complex. A growing number of students are enrolled in online and hybrid courses, which pose ongoing challenges to reaching and engaging students outside traditional, in-person campus settings. Approximately 71 percent of PGCC students are part-time, and many balance employment, family responsibilities, and other obligations, all of which can be significant barriers to civic participation, including voting.

In addition, we believe that student apathy and disillusionment with the current political climate contributed to the decline in student voter turnout in 2022, following increases from 2014 to 2020, as documented in the 2022 NSLVE report. Although Election Day remains a class day at the College, this underscores the need to strategically emphasize early voting options to accommodate students' varied schedules and responsibilities.

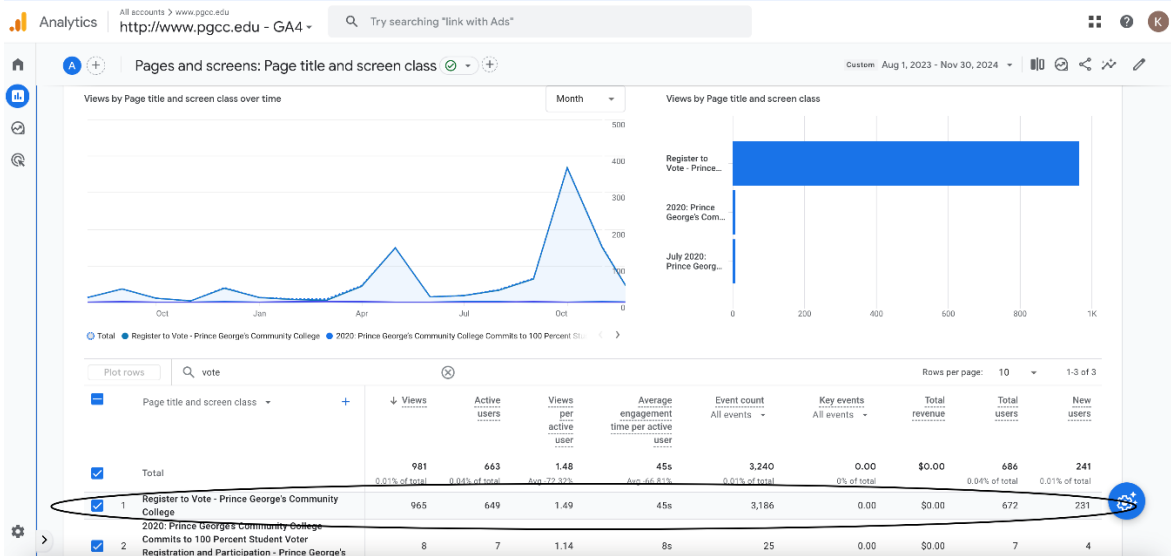
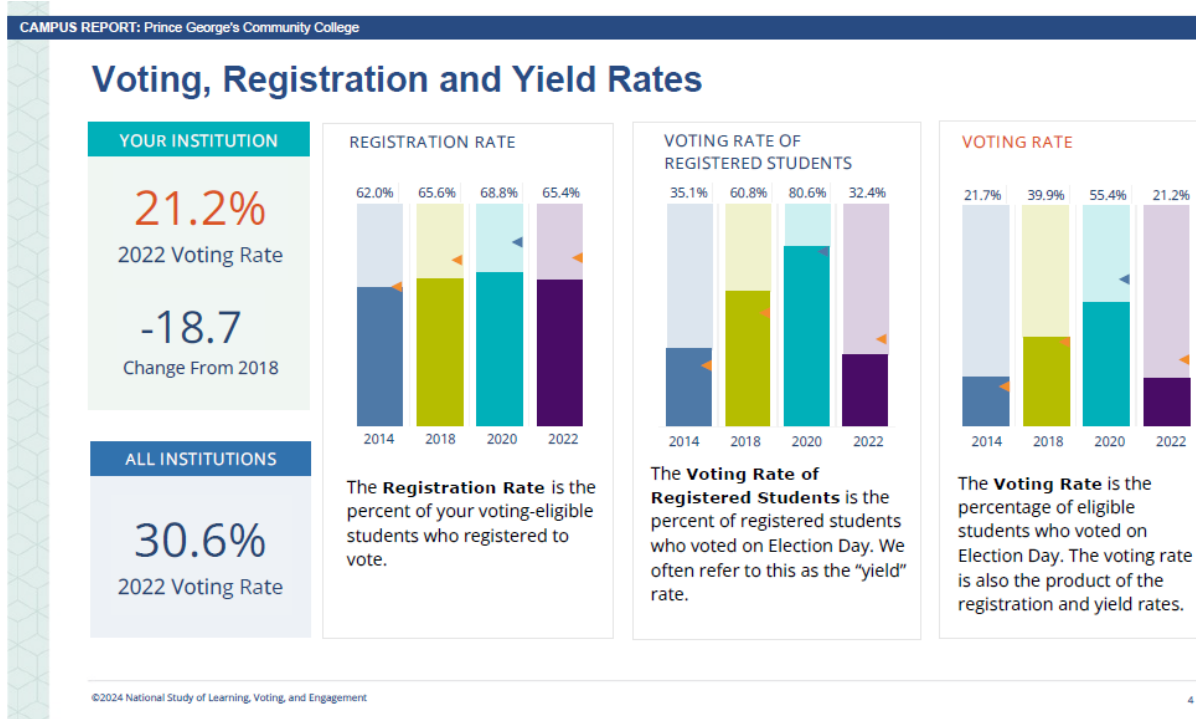
To mitigate these barriers, the College heavily promoted early voting initiatives, including **free shuttle service from campus to polling locations**. It discounted **shared-ride options through services such as Uber and Lyft**. These efforts were designed to reduce logistical obstacles and increase students' access to the ballot.

More recently, the launch of a new online Student Voter Dashboard and the continued promotion of the updated Student Voting page on the College's website have strengthened the College's digital civic engagement infrastructure. To evaluate the effectiveness of these efforts, the College will monitor analytics such as page views, unique visitors, and voter registrations. As shown in the analytics for the Register to Vote page on the College's website, views increased gradually from August 2023 to December 2025. The number of unique viewers and users rose from 108 to 975. Additionally, since the launch of the All In Student Voter Dashboard, 300 students have registered to vote through it.

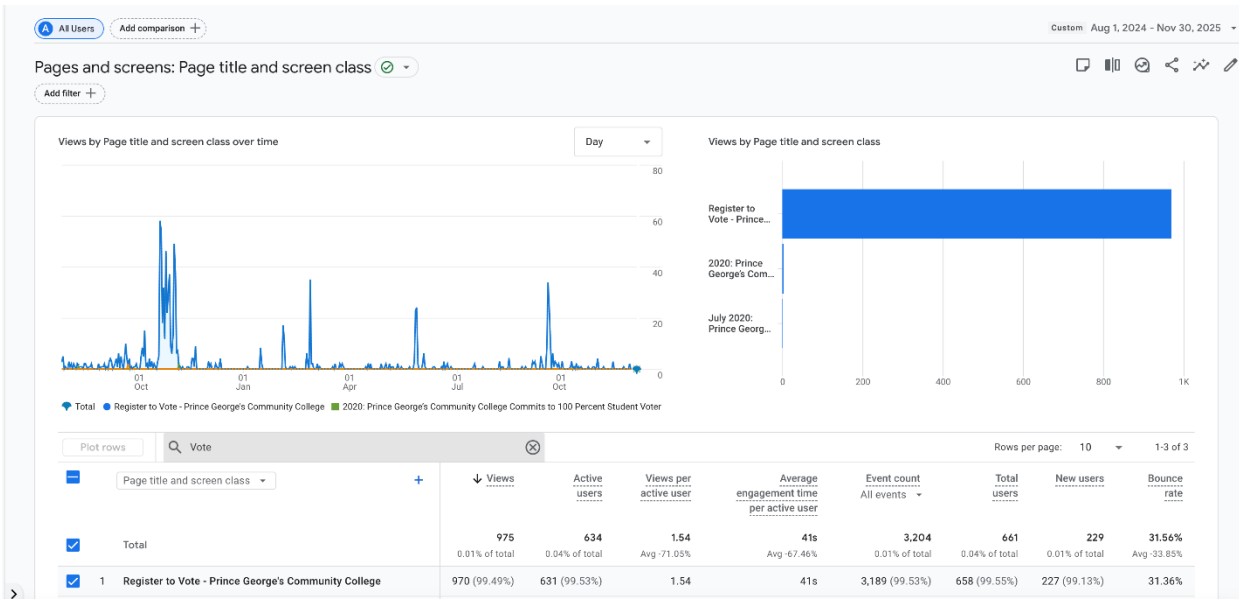
Additionally, implementing the Simple Syllabus tool, which includes a standardized syllabus template, will enable the College to embed a direct link to the voter registration dashboard in every course syllabus, ensuring consistent, widespread access to voter information.

Collectively, these initiatives position the College to engage students more effectively going forward. To sustain and enhance civic participation, the College is planning additional outreach campaigns, expanded digital engagement tools, and partnerships with local organizations. As a

result, we are optimistic that, when the **2024 NSLVE report is released in early 2026**, it will reflect improvements in student voting rates and overall civic participation.



The increase in views from November 2024 to December 2025 was 975.



CN Voter Registration Dashboard

Prince George's Community College

Last Updated ▾
Dec 9, 2025

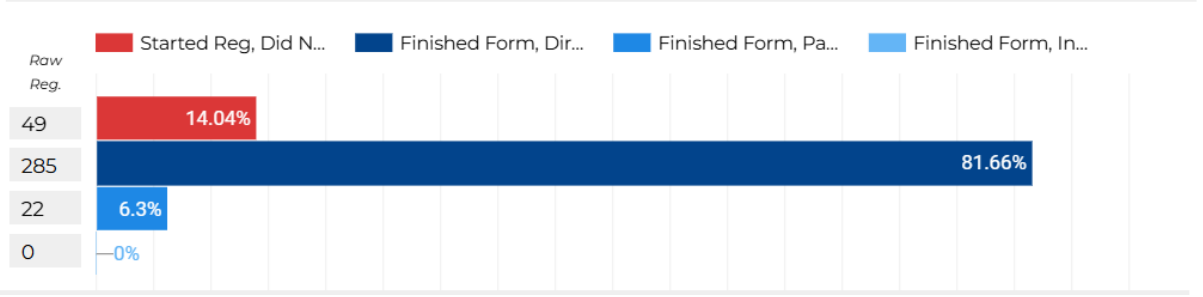
This dashboard defaults to all partners when first opened. Select a partner to the right to see their registrations.

Aug 1, 2024 - Dec ▾

Partner ▾

Total Registrations	Reg. This Week	Total Verifications	Verif. This Week
300	0	0	0

Registration Stage



Goals

1. We will increase Student Use of the PGCC ALL-IN Student Voting Dashboard

Increase the number of students who access and utilize the **PGCC Student Voting Dashboard** to register to vote, check registration status, and access nonpartisan voting information through coordinated outreach, integration into course syllabi, and promotion via student-facing platforms.

2. **We will Expand Voter Education and Social Media Engagement**

Strengthening voter education efforts by increasing the frequency, reach, and engagement of **nonpartisan civic education campaigns** across social media and digital platforms, with targeted messaging designed to reach online, part-time, and commuter students.

3. **Secure Funding to Support Professional Development and Capacity Building**

To seek funding to pay for a **cross-functional delegation of campus Civic Action partners**, including students, faculty, and staff, to attend the **2026 National Student Vote Summit** to gain tools, best practices, and strategies that will inform and enhance PGCC’s civic engagement programming and institutional action planning.

4. **Educate and Mobilize Students to Participate in the Voting Process**

Educate and mobilize students to participate in local, state, and national elections by providing accessible, nonpartisan voter education, clear information on voting options (early, mail-in, and Election Day voting), and timely reminders that encourage informed and active civic participation.

Strategy

The Spring 2026 – Fall 2026 Democratic Engagement and Student Voting Plan Strategies include the following:

January/February:

Activity Type	Target Audience
Voter Registration Sessions during Weeks of Welcome Events and Club Rush Week	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
Advocacy Letter Writing Campaign to State Legislators	Students
Virtual informational sessions to promote the usage of the ALL-IN PGCC Student Vote Dashboard to register to vote online	Students
Embed the link to the PGCC Vote Page on the Simple Syllabus for all courses, and in the eLearning Smart Start virtual orientation for online students.	Students and Faculty
Voter Registration college-wide emails to students, faculty & staff	Students & Employees

Distribute the ALL-IN Student Voting Dashboard postcard with QR code and links to access the site to register to vote in new students' welcome swag bags.	Students
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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
Coordinate with the Academy of Health Sciences middle college located on campus to launch voter registration drives to register eligible dual-enrolled high school students. Prince George's County will offer \$10,000 to the top three high schools with the highest voter registration rates among eligible students.	Middle College Students and Coordinators

April/ May:

Activity Type	Target Audience
Voter Registration Sessions	Students and Employees
#Ask Every Student Social Media Campaign	Students and Employees
Work with campus civic engagement partners to co-host events promoting voter education for the Maryland gubernatorial primary and general elections, scheduled for June 2026.	Students

August/September:

Activity Type	Target Audience
Voter Registration Sessions during the new student resource fair, the Student Success & Engagement Resource Carnival, Student Involvement Owl Life Expo, and Club Rush Week.	Students and Employees
Voter Registration Drive Training	Students and Employees
Constitution Day Events	Students and Employee
Voter Registration college-wide emails to students, faculty & staff	Students and Employees

National Voter Registration Day Events	Students and Employees
Meet and Greet with Local Elected Officials	Students and Employee
Request for Funding to take a delegation of Campus Civic Partners to attend the 2026 National Student Vote Summit	Student and Employees

October:

Activity Type	Target Audience
National Voter Education Week Series: <ul style="list-style-type: none"> •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
Campus Civic Partners will attend the 2026 National Student Vote Summit	Students and Employees
Election Hero Day to recognize the work of election judges, voter registration drive volunteers, etc.	Students and Employees
Post-Election Reflection and Wellness Sessions	Student 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 the Student Voting Coordinator.

Reporting

This Action Plan will be posted on the College's website at www.pgcc.edu/vote. In addition, the plan will be an open document shared and reviewed by the vice president for student affairs and the College president. Additionally, the NSLV data from the 2024 report will be discussed and compared with the NSLVE data in this Action Plan. Additionally, the Action Plan will be reported on in the annual Maryland Higher Education Student Vote report.

Evaluation

The Student Voting Coordinator will evaluate the College's programming and efforts during implementation after the election and at the end of the calendar year. Evaluation efforts will include:

- Administer post-event surveys and attendance tracking at all voter education and civic-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)
- The NSLVE report will be discussed and used as the primary resource for analyzing our voter registration and engagement efforts.
- Tracking the Analytics for the College's Voting Page, Social Media Voting Posts, and Infographics.
- Track voter registration and engagement on the ALL-IN Student Vote Dashboard.
- The evaluation will be shared with all relevant stakeholders for civic engagement work at PGCC.