

CALIFORNIA UNIVERSITY AND COLLEGE BALLOT BOWL



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Brief Overview

The California Students Vote Project, a project of the California Secretary of State in partnership with the California Lieutenant Governor and a coalition of nonprofit organizations, aims to increase civic engagement and voter participation among California students. While voters between the ages of 18 – 24 tend to have the lowest turnout of any age group, California has witnessed an increase in youth voter registration since the 2016 presidential election.

In 2016, via landmark Memorandums of Understanding (MOUs) and a resolution, the California Students Vote Project partnered with the leadership of California's major public systems of higher learning, including the California Community College (CCC), California State University (CSU), and University of California (UC) systems. In 2018 the California Students Vote Project established a MOU with the Association of Independent California Colleges and Universities (AICCU) higher education system. With AICCU's participation, all major institutions of higher education in California have solidified commitments to partner with the Secretary of State's office and encourage student voter registration efforts. In an effort to build on that success, the Secretary of State's office proposes a California University and College Ballot Bowl, a challenge that will award campuses for engaging their students in the democratic process and registering them to vote.

The purpose of creating this friendly challenge is to incentivize campuses to adopt policies and practices that boost civic engagement, to inspire students to get involved in voter registration campaigns, and to acknowledge those who are leading the way on civic engagement at California's colleges and universities. The Ballot Bowl will allow the campuses of the California Community College, California State University, University of California, Association of Independent California Colleges and Universities systems to participate in a friendly competition for the highest number and percentage of students registered to vote.





I. California University and College Ballot Bowl

Campuses across the state will compete with one another over the course of several weeks to register the most students to vote. The competition will award campuses based on the number of voter registrations between the CCC, CSU, UC, and AICCU systems. Overall, four competitions will take place at the same time under the Students Vote Project.

Three Challenges:

- All 114 community colleges will be invited to participate.
- All 23 CSU campuses will be invited to participate.
- All 10 UC campuses will be invited to participate.
- All 78 AICCU campuses will be invited to participate.

The California Students Vote Project acknowledges that each system caters to a wide range of campuses with diverse needs. Each system has a different academic calendar and significant variations of length within semesters and quarters. With this in mind, each college will be encouraged to kick off the challenge during the first week of instruction.

II. Duration of Competition

An essential factor to take into account is the amount of time the campuses will have to prepare for the competition. All campuses and student vote leads will receive a notification of the Ballot Bowl by the California Secretary of State in late May or early June. The notification will serve as an opportunity to introduce the Ballot Bowl in further detail and share our vision of the challenge with campus officials, partners, and students. The notification will also serve as an opportunity to answer questions regarding the Ballot Bowl. In August, the California Secretary of State will send out instructions, and a timeline of the Ballot Bowl. The registration page for the Ballot Bowl will be available on Monday, August 13th. During this time, participating campuses will be sent the California Students Vote Project tool kit and other Ballot Bowl materials including draft social media communications and signage to all registered campuses. Lastly, in late August we will announce the public kick-off of the Ballot Bowl.

The start date of the challenge will vary by system. Each college system will be assigned a start date, but all three systems will end the challenge on the last day to register to vote, also known as E-15 (15 days before Election Day Oct. 22, 2018). On average, every college or university will have six weeks to register to vote as many students as possible. Although campuses begin their semester and quarter systems at different



times, the Ballot Bowl start date is adjusted so that all campuses have a roughly equal amount of time to compete. The California Secretary of State will count the number of online voter registrations and completed voter registration cards received during the expected timeline of the challenge. The goal is to remain competitive within a reasonable time frame and capture the momentum leading up to the election to prevent a loss of interest amongst students.

III. Awards

Awards will be given to one campus in each system of education based on each of the following criteria:

- The campus with the largest number of students registered.
- The campus with the largest percentage of its student body registered.
- The campus with the most creative approach to registering students.

Three awards will be handed out to the CCC, CSU, UC, and AICCU systems, for a total of twelve awards. In the spirit of camaraderie, each campus will be able to win only one prize. In addition to the award, the Secretary of State will present a resolution to the administration of the winning campuses acknowledging their support and efforts in the competition

IV. Resources

The Secretary of State will provide a toolkit, fact sheet, sample social media communications, and additional support by publicizing the challenge and encouraging students to participate.

Because this challenge extends across all college and university systems, it will require the engagement of the campus community as a whole. Student leaders and/or student government bodies should involve the different student communities (i.e. Transfer Center, Cultural Centers, and Greek Council) on their campuses to best use their skill sets through a direct engagement campaign.

Campuses should be encouraged to use their creativity when participating in the challenge. Standard methods can include, but not limited to setting up registration tables on campus, coordinating with RAs to encourage voter registration during move-in, sending campus-wide emails, posting voter registration messaging on the course management website, organizing rallies and events, and collaborating with student civic engagement leaders. Ultimately colleges and universities know the needs of their respective campuses best and thus have the power to decide how they will creatively participate in the challenge.

The background of the page features a tall, slender clock tower of the University of California, Riverside. The tower is a light tan color with a grid of windows. A large clock face is visible on one of the lower levels. The image is partially obscured by a vertical blue band on the right and horizontal orange bands.

V. Impact of Challenge

The goals for the challenge are to increase student voter registration and to create meaningful experiences that will continue to foster an interest in the election process. This challenge also seeks to further establish a strong relationship between the Secretary of State, the Lieutenant Governor, and California's higher education systems.

VI. Tracking of Campus Challenge

The Secretary of State will keep track of voter registration progress and continue to work to meet students' needs for their participation in the Ballot Bowl challenge.

VII. Timeline

Ballot Bowl Duration:

Monday, August 20th to Monday, October 22nd

Ballot Bowl Timeline:

Wednesday, July 25th: Campuses Receive Ballot Bowl Notification Letter.

Wednesday, August 8th: Send Campuses Toolkit, Instructions, Draft Social Media, and additional materials.

Monday, August 13th: Registration Link for Campuses will be Available.

Monday, August 20th: Registration for Ballot Bowl Ends. All Higher Education Systems Begin the Ballot Bowl.

Monday, October 22nd: Voter Registration Deadline (E-15) / Ballot Bowl Challenge Ends.

Tuesday, November 6th: Election Day.

Monday, November 19th: Campus Winners
Announced.



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SAN FRANCISCO
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LONE
MOUNTAIN
CAMPUS

University of San Francisco



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