



California
Secretary of State



STUDENTS VOTE PROJECT
CALIFORNIA SECRETARY OF STATE



CALIFORNIA SECRETARY OF STATE
— STUDENTS VOTE PROJECT —

2026 CALIFORNIA UNIVERSITY AND COLLEGE BALLOT BOWL



Outreach Toolkit

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CALIFORNIA UNIVERSITY AND COLLEGE BALLOT BOWL

Ballot Bowl Overview

The California University and College Ballot Bowl is a friendly competition where higher education campuses compete to register students to vote, encourage students to submit a plan to vote, and showcase civic engagement efforts. The California Secretary of State Students Vote Project (SVP) hosts the Ballot Bowl during an even numbered year ahead of the general election.

- Eligible campuses include:
 - 118 California Community Colleges (CCC)
 - 22 California State Universities (CSU)
 - 10 University of California campuses (UC)
 - 86 Independent California Colleges and Universities (ICCU)

November 3, 2026, General Election

The 2026 General Election will take place on Tuesday, November 3, 2026. For up-to-date information about what is on the ballot, how to register to vote, and important deadlines, please visit vote.ca.gov.

HALL OF FAME

The past three Ballot Bowl Champions include:



2024
UC SANTA BARBARA

2022
STANFORD UNIVERSITY

2021
**CALIFORNIA STATE UNIVERSITY,
CHICO (SPECIAL ELECTION)**



To see the complete list of winners, please visit collegehub.sos.ca.gov.

HOW TO PLAY

The California University and College Ballot Bowl competition will have campuses compete to earn the most points to become the Ballot Bowl Champion. Campuses do not need to sign up to participate and can earn points by registering students to vote, encouraging students to submit a plan to vote and submitting a Civic and Voter Empowerment Action Plan.

Competition Dates: Monday, August 10, 2026 – Tuesday, November 3, 2026

Competition Methods

The Ballot Bowl has a total of five methods totaling **2,000** points. The competition uses a weighted system so campuses of all sizes can have an opportunity to become the Ballot Bowl Champion.

- 1. Number of Students Registered to Vote**
- 2. Percentage of Students Registered to Vote**
- 3. Number of Student Voting Plans Submitted**
- 4. Percentage of Student Voting Plans Submitted**
- 5. Civic and Voter Empowerment Action Plan Submission**

HOW TO PARTICIPATE

California colleges and universities can participate in the Ballot Bowl by registering students to vote and having students submit a plan to vote. See the five ways below to learn more about how your campus can participate.

Methods 1 & 2: College Student Voter Registrations

California campuses can earn points based on the number and percentage of students who register to vote or update their voter registration. The percentage of students registered to vote will be based on a campus's student body population.

The California Secretary of State's Students Vote Project tracks college student voter registration using the tools below.

- **Online voter registration**
 - [Register to Vote \(College Students\)](#)
- **Paper voter registration***
 - Paper voter registration cards (VRCs) can be requested from the California Secretary of State's office by campuses. When requesting VRCs, campuses should make a note on the [Voter Registration Card Statement of Distribution Form](#) that the cards will be used for college students and to include the campus name.
 - Email completed Voter Registration Card Statement of Distribution Form(s) to vrc-vnc@sos.ca.gov and caststudentsvote@sos.ca.gov.
 - If you have any questions about requesting paper voter registration cards, please contact vrc-vnc@sos.ca.gov and copy caststudentsvote@sos.ca.gov.

**Please note we are unable to track college student voter registrations for cards not issued by our office.*

Methods 3 & 4: College Student Voting Plan Submissions

California campuses can earn points based on the number and percentage of students who submit a plan to vote. The percentage of student voting plans submitted will be based on a campus's student body population.

- The California Secretary of State Students Vote Project tracks college student voting plans using the tool below:
 - The [College Student Voting Plan Tool](#) is an online form that can be used to create and submit a plan to vote for the upcoming statewide election.
 - This form should be completed during the dates of the competition (Monday, August 10 - Tuesday, November 3).
 - This tool will not be available until the start of the competition, which begins on Monday, August 10, 2026.

HOW TO PARTICIPATE (CONTINUED)

Method 5: Civic and Voter Empowerment Action Plan Submission

Campuses can earn points by submitting a Civic and Voter Empowerment Action Plan (CVEAP) to caststudentsvote@sos.ca.gov on or before 11:59 PM, October 1, 2026. To learn more about action plan requirements and scoring, view the [Civic and Voter Empowerment Action Plan Guidelines and Evaluation Rubric](#).

Track Your Campus's Progress

Updates of each campus's competition standings can be found at <https://collegehub.sos.ca.gov>.

Social Media Impact Challenge

Outside of the official competition, campuses can also be recognized for creating Instagram Reels related to the Ballot Bowl. All college students will be eligible to participate and multiple submissions are allowed. The single Instagram Reel that obtains the most views will help their campus win the Social Media Impact Award.

Instagram Reel Guidelines:

- Content is relevant to the Ballot Bowl.
- Posted on Instagram Reels during the Ballot Bowl competition dates.
- Appropriate, nonpartisan, and does not include any political iconography.
- Tag your campus and the CA SOS Instagram: [@californiasos](#).
- Use the #2026CABallotBowlReel hashtag for increased visibility.
- Ensure the reel is public.

If you have any additional questions about the Social Media Impact Challenge, please email caststudentsvote@sos.ca.gov or schedule [Office Hours](#).

Awards and Campus Recognitions

Ballot Bowl Champion

The campus who earns the most points at the end of the competition.

Social Media Impact Award

Given to the campus that creates an Instagram Reel and obtains the most views on a single reel by the end of the competition.

HOW TO PARTICIPATE (CONTINUED)

Campus Recognitions

Campuses that excel in the areas specified below will be recognized for their outstanding performance. Below are the six opportunities for campuses to earn recognition.

- Highest total points earned in each higher education system (excluding the Champion)
- Best Civic and Voter Empowerment Action Plan for each higher education system
- Highest number of voter registrations
- Highest percentage of voter registrations
- Highest number of voting plan submissions
- Highest percentage of voting plan submissions

SOCIAL MEDIA GRAPHICS:

Graphic Set One



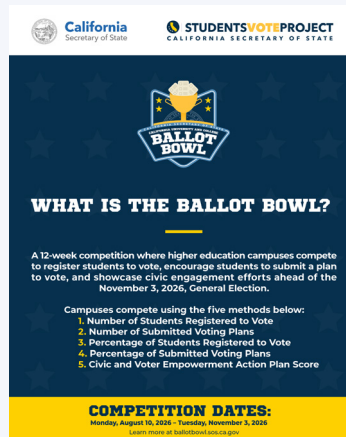
Social Media Story:
Slide 1

Download



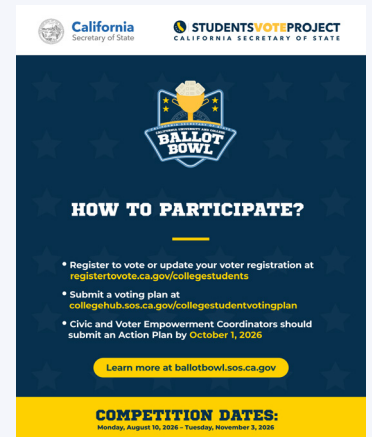
Social Media Story:
Slide 2

Download



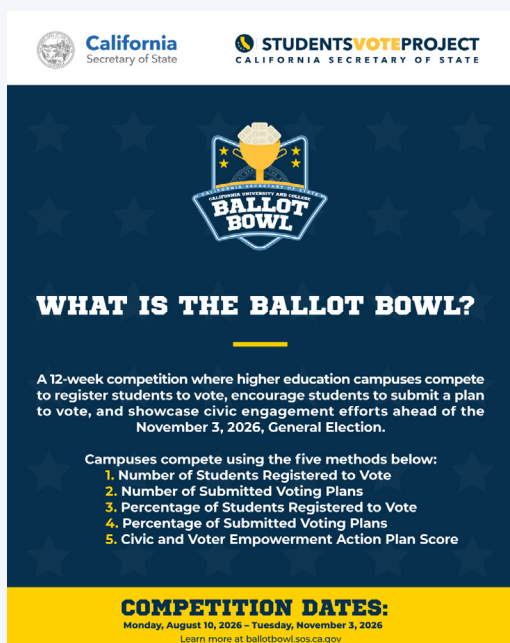
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Download



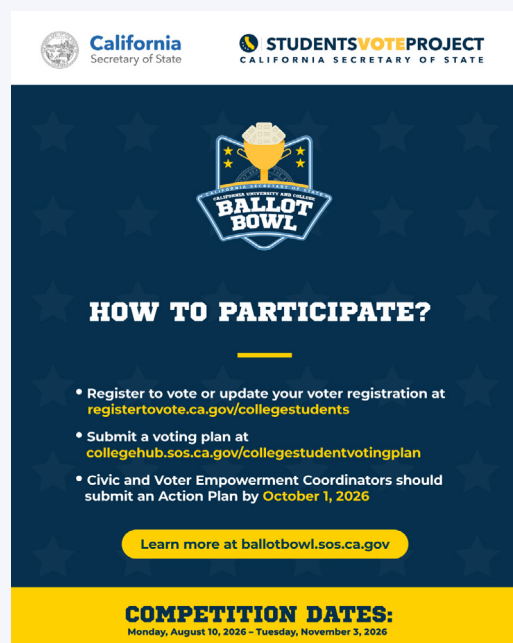
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Download



Instagram/Facebook: Slide 1

Download



Instagram/Facebook: Slide 2

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SOCIAL MEDIA GRAPHICS (CONTINUED)

Graphic Set Two



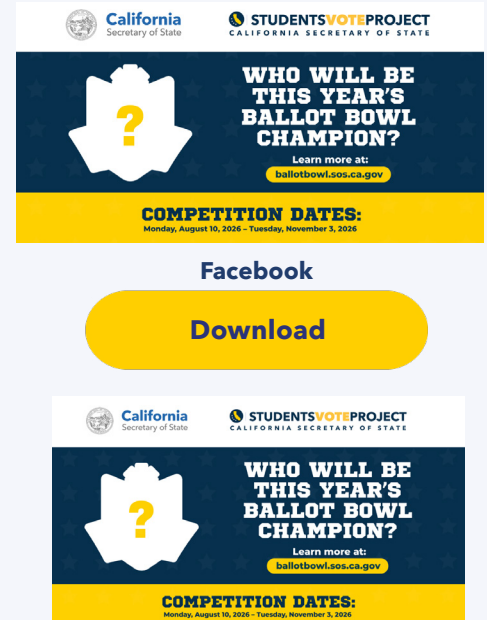
Instagram

Download



Social Media Story

Download



Facebook

Download



X

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Graphic Set Three



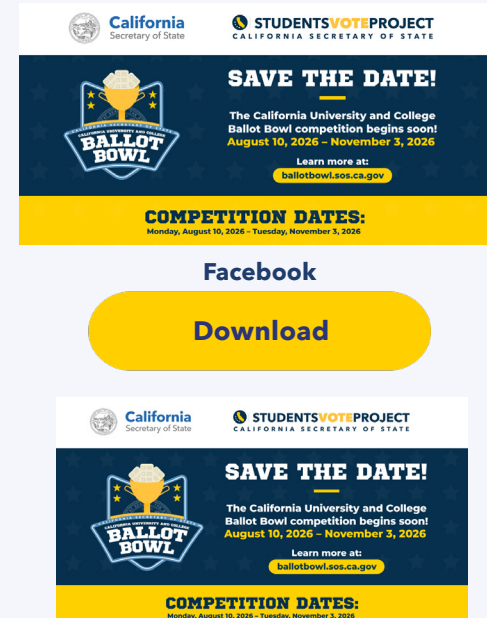
Instagram

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Social Media Story

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Facebook

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X

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SOCIAL MEDIA GRAPHICS (CONTINUED)

Graphic Set Four



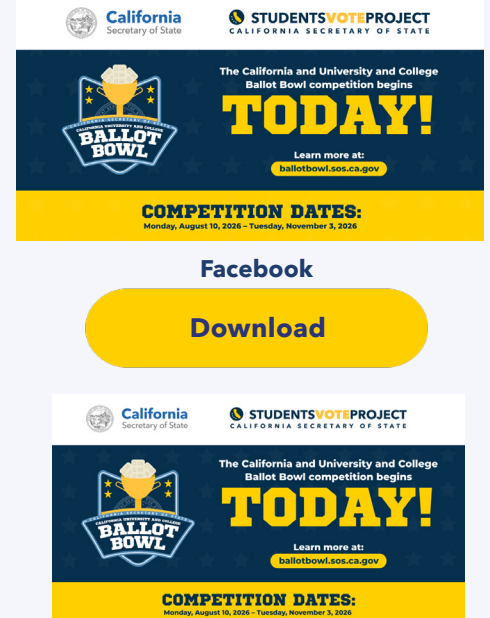
Instagram

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Social Media Story

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Facebook

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Graphic Set Five



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SOCIAL MEDIA GRAPHICS (CONTINUED)

Graphic Set Six



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Graphic Set Seven



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SOCIAL MEDIA GRAPHICS (CONTINUED)

Graphic Set Eight



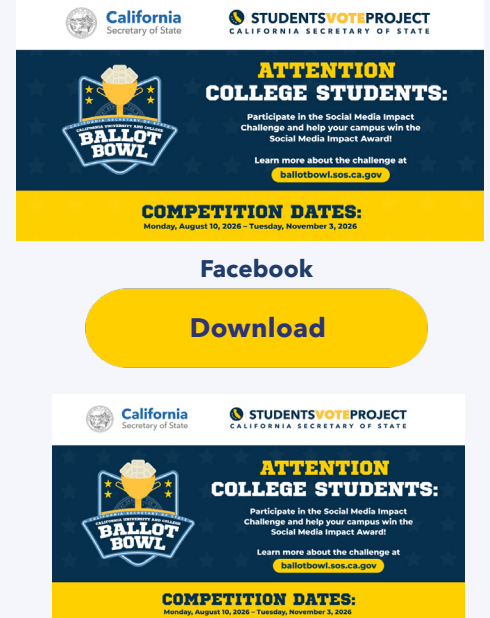
Instagram

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WIN THE BALLOT BOWL

The California University and College Ballot Bowl is a friendly competition where higher education campuses compete to register students to vote, encourage students to submit a plan to vote, and showcase civic engagement efforts.



**DOES YOUR
CAMPUS HAVE
WHAT IT TAKES?**

Register to vote or
update your registration:
registertovote.ca.gov/collegestudents

Learn more at:

ballotbowl.sos.ca.gov

The General Election is on November 3, 2026.
For more information, visit vote.ca.gov.

TELEVISION GRAPHIC:

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Television Graphic

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