

# CALIFORNIA STUDENTS VOTE PROJECT

# LEARNING LESSONS REPORT

May 2021

## California Students Vote Project Improving Voter Registration on all California Campuses

The California Students Vote Project is an effort led by the California Secretary of State created in partnership with the California Lieutenant Governor, and three non-profit organizations: CalPIRG, California Common Cause, and Asian Americans Advancing Justice.

California State University, Fullerton



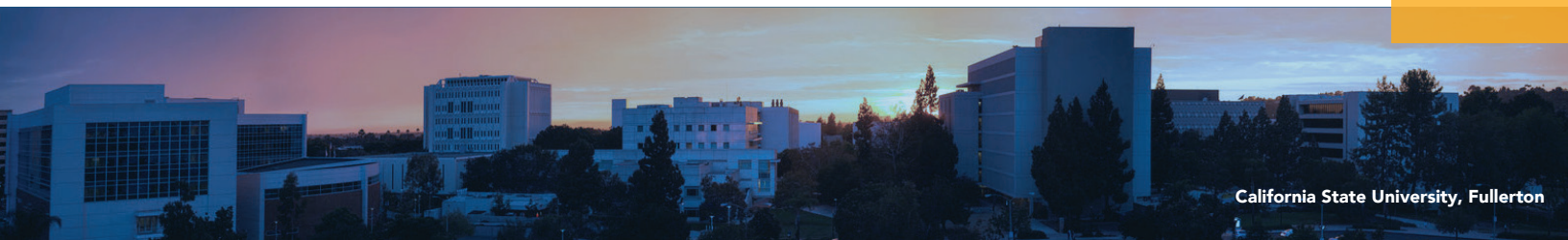
**SHIRLEY N. WEBER, Ph.D.**  
CALIFORNIA SECRETARY OF STATE



CALIFORNIA  
**STUDENTS VOTE PROJECT**

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## Introduction

Voting is the foundation of a healthy democracy, and young people are our democracy's newest members. Though Millennials and Generation Z have become increasingly eligible to vote, their voter turnout numbers do not reflect it. Stunningly, in the 2014 General Election, only 52% of eligible youth aged 18-24 were registered to vote—more than 20 points below any other age group—and only 8% of eligible youth turned out to vote.

As a result, California set out to create a bridge to address the gap in student voter turnout. California was the first state in the nation to build partnerships across the state's major education systems to empower students in the democratic process. In 2016, the California Secretary of State—in partnership with then California Lieutenant Governor Gavin Newsom, now Lieutenant Governor Eleni Kounalakis, and three nonprofit organizations: CalPIRG, California Common Cause, and Asian Americans Advancing Justice—created the California Students Vote Project (CSVP). The CSVP is a first of its kind partnership in the nation where all major institutions of higher education in California have solidified commitments to partner with the Secretary of State and encourage student civic engagement efforts in order to promote a democracy that is more inclusive of student voices. This includes the University of California (UC), the California State University (CSU), California Community Colleges (CCC), and the Association of Independent California Colleges and Universities (AICCU). In 2019, Assembly Bill 963 codified the CSVP into state law, allowing the Secretary of State to continue the mission of engaging California students in the democratic process.

Since the establishment of the CSVP, student voter registration during a Presidential Election year has increased by over **300%**. There has been incredible growth in the representation of young people in the electorate, and yet there is still work to be done. California youth have become increasingly involved in politics through volunteering, political demonstrations, community building or other forms of activism, but this does not always translate into turning out to vote. California youth historically turn out to vote at lower rates in comparison to other age groups. A reason for this may be the lack of accessible resources relating to civic engagement, and another may simply be a lack of familiarity with the election system. To reverse the trend of low voter turnout and to close the voting gap in our democracy, we must prioritize active engagement with our communities and students to promote civic responsibilities, such as voting.

As the California Students Vote Project prepares for the next election cycle, we are committed to creating new resources for our campuses and partners to share with students and to make voting as accessible and easy as possible for students. We hope that the CSVP's Partners, including the higher education institutions and campus leaders alike, will also work to continue to improve student voter registration and turnout.

## Successful Methods in Student Voter Outreach

The COVID-19 pandemic changed the way that California and the rest of the world operated. During the 2020 election season, most students were distance-learning, and the bulk of campuses' communications transitioned to being virtual. In the midst of the pandemic, California had a historical presidential election that required extensive preparation. The efforts of student leaders, campus leadership, and outreach coordinators led to record voter registration and turnout amongst youth in 2020, setting a high bar for future election years.

Student leaders and campus leadership engaged students in the democratic process virtually and through creative means. For many campuses, this meant regular emails and text messages to students and faculty with voting information on key election dates. The following is a summary of successful methods in student voter outreach during the 2020 General Election—accomplishments that were made despite the COVID-19 pandemic. The California Students Vote Project plans to build upon this momentum to continue to increase the representation of young people in the electorate and hopes student leaders, campus administrators, and others involved in the higher education system will join this movement.

Before engaging in outreach methods, many campuses created voter outreach committees or coalitions. These committees often included student leaders, in addition to staff and faculty, to create a civic engagement plan that would best target the student body, and as a result increased collaborations across divisions, and student groups.

Many campuses also engaged in social media outreach to students more comprehensively than in previous elections. This included sharing election-related links, key dates, more detailed posts, that included student leaders and athletes sharing why voting is important to them, and explanations of specific ballot measures. Students demonstrated their creativity through these posts by making memes, dance videos and [reworking lyrics to famous songs](#) to engage their peers.

Many campuses worked to ensure voting information was easily accessible for their students. This included creating webpages with voting information, important deadlines, and additional resources. This information was often posted on the main page of the campus website, so all website visitors had easily accessible election information. Many campuses also included this information on platforms that students often visit, including student portals and course websites like Canvas or Blackboard. By placing election information in areas that students often access, students have more opportunities and reminders to update their voter registration.

Even though outreach for the 2020 General Election was largely virtual, some campuses creatively engaged students with physical outreach methods. Some campuses sent students postcards with election information or voter registration cards in the mail, often as part of a new student packet. Some campuses had a small number of students living on campus, and gave students voter information during move-in. CSU Chico left door hangers in campus housing with election information during a socially-distanced walk with their mascot.

Many campuses held voter outreach events for students. This included in-person events, such as voter registration drives and drive-in film screenings. Most other events remained virtual, including panels with political candidates, voting trivia nights, webinars on ballot measures, and workshops on voting information. Voter registration reminders were often given to students, even during events not directly related to voting. Even though attendance at these events varied, students were given opportunities to register to vote and important resources.

One of the more creative methods some campuses used were giveaways for students. Despite the fact that not all students are eligible to register to vote, giveaways—with either proof of registration or the completion of a quick civic engagement assignment—can incentivize eligible students to register to vote. Giveaway prizes could range from gift cards to the campus bookstore, a free dessert from a local restaurant, to Apple AirPods or Nintendo Switches.

Another creative method consisted of voter education modules for faculty. These modules included a brief history on voting rights, a syllabus, and example assignments, so faculty could easily integrate the topic into their classes.

### **Outreach Efforts by Ballot Bowl Creative Methods Winners**

The following highlights outreach efforts performed by the creative methods winners during the 2020 Ballot Bowl Competition. A comprehensive list of outreach efforts by individual campuses can be found in Appendix C.

#### **UC Berkeley**

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- Co-hosted a text-banking event with MitzVote
- CalPIRG performed class raps to spread voter awareness (Brief, scripted presentations at the beginning or end of class)
- Partnered with Associated Students of the University of California (ASUC) to hold 50 community-based voter registration drives
- Conducted outreach at club meetings
- Hosted Votechella, a civic engagement concert, that included voter registration
- Launched ASUC Vote Coalition’s new Instagram page where the California Student’s Vote Project’s registration link and other resources were posted
- Used SimpleTexting service to send reminders to students to register to vote
- Released a video, “Why Bears Vote” featuring Chancellor Carol T. Christ to promote Vote Early Day
- Held bi-weekly Civic Engagement Committee meetings with campus administration to secure polling locations, sent campus-wide emails about voter registration, and more
- Appointed a Campus Civic and Voter Empowerment Coordinator and created the Vice Chancellor’s Advisory Board on Civic and Voter Empowerment

## **CSU San Bernardino**

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- Office of Government and Community Relations (OGCR) conceptualized and executed a video series on voter engagement, which featured three messages from President Tomás D. Morales encouraging students to register to vote and participate in the upcoming election.
- OGCR developed and released a series of email messages containing timely information to the campus community regarding the election, as well as highlighting state and local ballot measures. OGCR partnered with the Office of Alumni Relations to ensure our alumni living in California received all communications.
- Hosted multiple events, including Instagram live with student leaders and an event on the Latinx vote featuring Secretary of State Padilla
- Partnered with local community vendors to offer students free boba drinks or ice cream for showing proof that they registered to vote
- Associated Students, Inc. (ASI) developed a comprehensive voter engagement and election information campaign aimed at registering the highest number of students to vote. ASI's "Your Vote, Our Future" campaign recognized the importance of the electorate's decisions in the 2020 general election and the impact they were going to have on future generations. ASI created a one of a kind online platform that was aimed at increasing voter registration for the Ballot Bowl, provided information to the campus community about the election process and ballot (including important dates and a registration link), informed students of upcoming civic engagement events, and shared resources on the current government system.
- <https://www.csusb.edu/asi/your-vote-our-future>

## **Mount Saint Mary's University**

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- Sent regular emails to students, including an email regarding National Voter Registration Day, CA E-15 deadline, ballot tracking, early voting, same day voter registration
- Hosted Zoom voter registration events that included a Mount Saint Mary's University (MSMU) Votes Zoom background
- Launched the "Why I Vote" social media initiative
- Sent MSMU Votes 150 shirts to students, staff, faculty, etc.
- Hosted virtual voter registration, California ballot measure overviews, documentary screenings, and MSMU Votes Speaker series with faculty who had expertise in voter history and election laws
- Held events by the Black Student Union, including information on how to become a poll worker, and a discussion on why the Black vote matters

## **Santa Ana College**

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- Partnered with the Orange County Registrar of Voters to facilitate three webinars in multiple languages to inform students of the registration and voting process
- The Library created a non-partisan 2020 Elections Guide for the Santa Ana College (SAC) and the School of Continuing Education (SCE) community to check on the status of ballots and voter registration, learn how to do research on what's on the ballot, and find out more about the propositions.
- SAC and the SCE co-hosted a drive-through event held on the SAC campus that was led by the U.S. Customs and Immigration Services (USCIS) where new U.S. Citizens were sworn in and received their certificates. A total of 290 participants, adults, youth and children, celebrated and were provided with voter registration and U.S. Census information.
- Partnered with USCIS to provide voter materials and information to new U.S. Citizens
- Created a multilingual newsletter, which included the college being a five-day in-person voting site with a link to voting
- Classroom activities in the form of a toolkit were shared with all faculty, including history lessons, graphics, resources and sample lesson plans.
- Created virtual events and workshops, such as "Let's Talk Voting" to inform students and faculty about the importance of voting

## 2020 Ballot Bowl Results and Winners

2020 brought many challenges, but students and institutions rose to the occasion. Throughout the 2020 California University and College Ballot Bowl, 82,634 California college students registered to vote, an enormous increase compared to the approximately 21,000 California college students who registered to vote using the Secretary of State's online voter registration system the entire year of 2016.

During the 2020 Ballot Bowl, 95 campuses registered in the competition, including all 23 CSU campuses, all 10 UC campuses, 51 CCC, and 11 AICCU campuses. During the Inaugural Ballot Bowl competition in 2018, 46 campuses worked together to register nearly 11,000 students to vote. The Inaugural 2018 Ballot Bowl Champion, California Polytechnic State University, San Luis Obispo registered more than 3,000 students to vote.

The 2020 Ballot Bowl champion with the largest number of students registered to vote overall is California State University, Fullerton. CSU Fullerton students and administrators worked together to register 2,716 students to vote during one of the most important elections of our lifetimes. Four awards were given to the CCC, CSU, UC, and AICCU systems in addition to the overall champion, for a total of seventeen awards. In the spirit of camaraderie, each campus was able to win only one prize.

### **Overall Champion of the 2020 California University and College Ballot Bowl**

CSU Fullerton

### **The campus with the largest number of students registered:**

- UC:** UC San Diego
- CSU:** CSU Long Beach\*
- CCC:** Chabot College
- AICCU:** University of San Francisco

### **The campus with the most creative approach to registering students:**

- UC:** UC Berkeley
- CSU:** CSU San Bernardino
- CCC:** Santa Ana College
- AICCU:** Mount Saint Mary's University

### **The campus with the largest percentage of its student body registered:**

- UC:** UC Riverside
- CSU:** CSU Chico
- CCC:** Riverside City College\*
- AICCU:** Fresno Pacific University



**The most voter registrations at an on-campus voting location:**

- UC:** UC Los Angeles
- CSU:** CSU Northridge
- CCC:** Golden West College
- AICCU:** University of Redlands

To select the winners of campuses with the most creative approach for registering students to vote, the California Secretary of State reviewed student voter outreach plans submitted to the office. A comprehensive list of outreach efforts by individual campuses can be found in Appendix C.

\*In the spirit of camaraderie, each school could only win one prize. The asterisked schools finished second to a school that won in a separate category.

## California Secretary of State Commitments

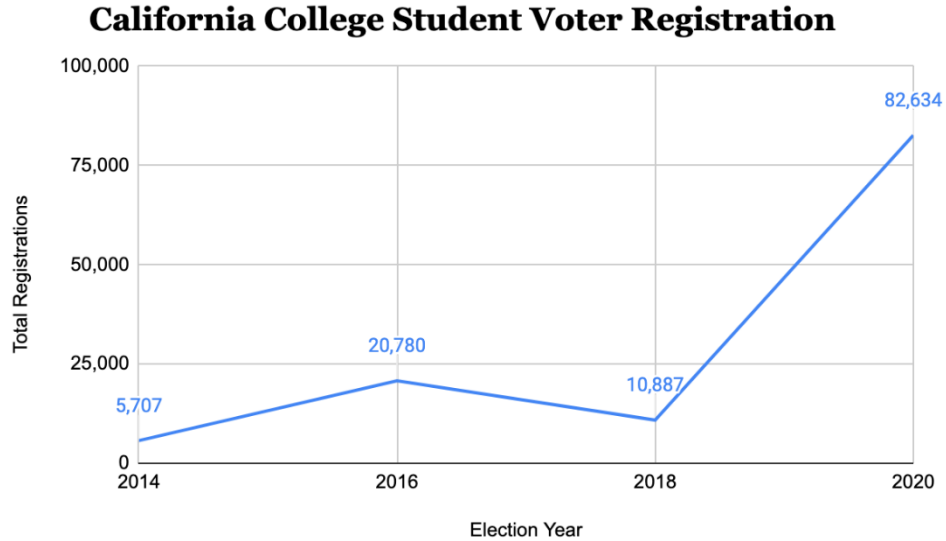
Through Assembly Bill 963 of 2019 and Memorandums of Understanding with California's major higher education institutions, the California Secretary of State commits to serving California's institutions by:

- Providing California institutions with voter outreach materials and resources, including print calendars with civic- and election-related dates.
- Establishing and maintaining a webpage for the California Students Vote Project, which shall include critical election dates and information.
- Working directly with universities' offices, schedule permitting, to host voter engagement events on campus at which the Secretary will personally be present.
- Guiding conversations on sample policies that can be adopted by universities to allow access for student organizations seeking to offer direct, non-partisan, peer-to-peer voter registration opportunities, civic engagement opportunities, and get out the vote efforts across campus.

In addition to the commitments laid out in AB 963, the California Secretary of State is committed to serving California's colleges and universities, to better engage students in the democratic process. This includes creating comprehensive social media toolkits, resource guides, sample emails, and videos for campuses to use when digitally engaging students.

## Appendices

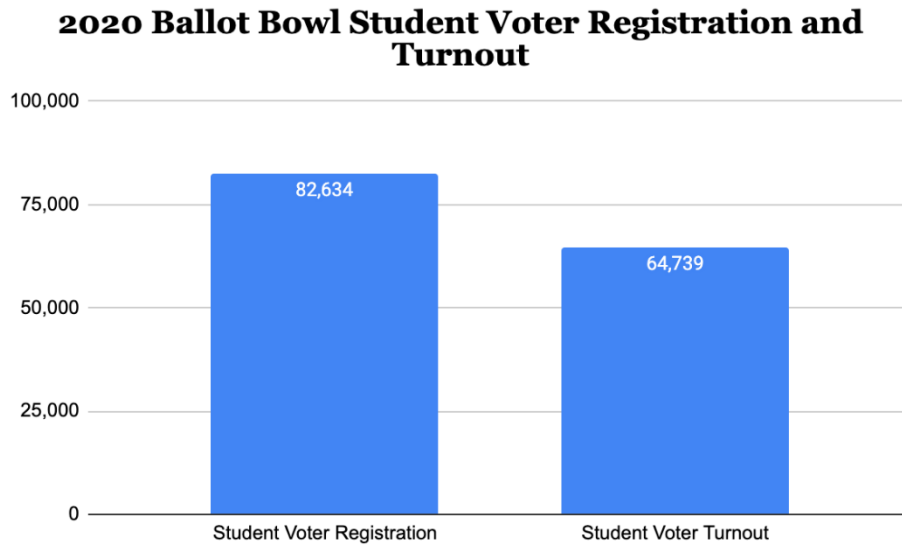
### Appendix A: Student Voter Registration



Data Source: California Secretary of State

\*2018 and 2020 registration totals are from the duration of the Ballot Bowl Competition, rather than the entire year. The 2020 Ballot Bowl tracked registrations using the specific voter registration link, TurboVote, Rock the Vote's [castudentvote.org](http://castudentvote.org) website, physical voter registration cards, and registrations at on-campus disability resource centers.

## Appendix B: Student Voter Registration and Turnout



Data Source: California Secretary of State

\*Student voter turnout tracks students who registered through the online Ballot Bowl, voter registration link. Students who registered through other means, including using voter registration cards or through other websites are not captured.

**Appendix C: Outreach Efforts of California University and College Campuses that were reported to the California Secretary of State**

**Association of Independent California Colleges and Universities**

<b>Number of Students Registered to Vote:</b>	<b>AICCU Campus:</b>
<b>260</b>	<b>University of San Diego</b>
<ul style="list-style-type: none"> <li>• Sent consistent emails and social media posts about voting and election information</li> <li>• Hosted Instagram challenges and a Greek Life voter registration competition on National Voter Registration Day</li> <li>• Texted every undergraduate student information about registering to vote and offered election-related resources</li> <li>• Encouraged faculty to share voting information with students</li> </ul>	
<b>152</b>	<b>University of Redlands</b>
<ul style="list-style-type: none"> <li>• Created Bulldogs Vote, an organization dedicated to voter engagement founded in May 2020. Bulldogs Vote Linktree: <a href="https://linktr.ee/bulldogsvote/">https://linktr.ee/bulldogsvote/</a></li> <li>• Posted election-related information on social media, sent emails to students and staff in collaboration with university communications office, presented to classes, including integrating a voter outreach presentation into orientation week, and sent out a weekly newsletter</li> <li>• Shared videos on Constitution Day through social media</li> <li>• Had Instagram takeovers with Associated Students of the University of Redlands and the University’s Instagram to reach students</li> <li>• Utilized mascot Addie to make social media graphics unique and to connect with students</li> <li>• Held a workshop for National Voter Registration Day</li> <li>• Postcards were sent to all first-year students with a welcome note and a QR code with the Ballot Bowl registration link.</li> </ul>	
<b>103</b>	<b>Mount Saint Mary’s University</b>
<ul style="list-style-type: none"> <li>• Sent regular emails to students, including an email regarding National Voter Registration Day, CA E-15 deadline, ballot tracking, early voting, same day voter registration</li> <li>• Hosted Zoom voter registration events that included a Mount Saint Mary University (MSMU) Votes Zoom background</li> <li>• Shared the “Why I Vote” social media initiative</li> <li>• Sent MSMU Votes 150 shirts to students, staff, faculty, etc.</li> <li>• Hosted virtual voter registration, California ballot measure overviews, documentary screenings, and “MSMU Votes: Speaker Series” with faculty who had expertise in voter history and election laws</li> </ul>	

	<ul style="list-style-type: none"> <li>• Held events by the Black Student Union, including information on how to become a poll worker, and a discussion on why the Black vote matters</li> </ul>
<b>44</b>	<b>Otis College of Art and Design</b>
	<ul style="list-style-type: none"> <li>• Sent campus-wide emails with voting information</li> <li>• Students developed an educational platform via Instagram that included explanations of California propositions, which was cross-posted to other Otis College accounts.</li> </ul>
<b>13</b>	<b>Mills College</b>
	<ul style="list-style-type: none"> <li>• Sent emails to students and staff about voting</li> <li>• Conducted social media outreach</li> </ul>

**California State University**

<b>Number of Students Registered to Vote:</b>	<b>CSU Campus:</b>
<b>2,716</b>	<b>CSU Fullerton (2020 Ballot Bowl Champion)</b>
<ul style="list-style-type: none"> <li>• Sent multiple emails to students and faculty that were related to voting</li> <li>• Hosted multiple events, including events with alumni, the Black Student Union, Office of Diversity, Inclusion, and Equity Programs, and Associated Students, Inc. (ASI)</li> <li>• Created two committees out of a larger civic engagement working group called Voter Education and Engagement and Diversity and Inclusion</li> <li>• Created a CSU Fullerton website that contained election information</li> <li>• Student, faculty, and staff portals had direct links to the voter registration form. In October, the voter registration link was made available as a continuous announcement on the portal pages and the campus main landing page.</li> <li>• Conducted social media outreach that included coordination of content strategy between Strategic Communications, ASI, and Government and Community Relations</li> <li>• Shared the “Why I Vote” campaign, along with important election information</li> </ul>	
<b>1,777</b>	<b>CSU Long Beach</b>
<ul style="list-style-type: none"> <li>• Created a social media campaign based on various voting issues</li> <li>• Created campus voting website to include the voter registration link and information about what was on the ballot</li> <li>• Hosted a competition among student organizations to ramp up voter registration, similar to the Ballot Bowl, but at the campus-level</li> <li>• Hosted various panels to discuss the ballot measures and voting issues, where CSU Long Beach (CSULB) partnered with multiple off-campus organizations and student clubs to increase outreach</li> <li>• Various Associated Students, Inc. (ASI) leaders and CSULB’s president recorded videos that encouraged all students and faculty to vote</li> </ul>	
<b>1,767</b>	<b>CSU Sacramento</b>
<ul style="list-style-type: none"> <li>• Sent regular emails to students, including from Student Affairs, Associated Students, Inc. (ASI) President, and University President</li> <li>• Graphics created by ASI were used and distributed via various social media platforms by more than 30 social media accounts from campus departments, clubs, and organizations, campus programs, as well as the overarching Sacramento State social media network.</li> <li>• Utilized the OutVote application for text and phone banking in collaboration with the Community Engagement Center on campus</li> <li>• Sent emails to faculty with the link to register to vote with the Ballot Bowl link and information to encourage student employment at the Voter Center or local polling center</li> <li>• Provided students with links to register and how to vote, as well as encouraged a short 15-minute assignment on civic engagement using an on-campus Canvas module.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Created classroom presentations on civic engagement that encouraged students to vote and shared the importance of civic action</li> <li>• Created CSU Sacramento Zoom backgrounds</li> <li>• Developed a volunteer program that consisted of 25 elections ambassadors who were student volunteers that volunteered for more than 222.50 hours, with just 50% of them reporting their hours</li> <li>• <a href="https://asi.csus.edu/post/2020-elections-ambassadors">https://asi.csus.edu/post/2020-elections-ambassadors</a></li> <li>• Launched the “Buzz the Ballot” campaign</li> <li>• ASI created a #whyhornetsvote2020 Social Media Challenge for students to post photos with their “I VOTED” sticker or an ASI-themed graphic if they were not eligible to vote that had them share why they felt voting was important. Entered into a drawing for prizes.</li> </ul>
<b>1,732</b>	<b>San Jose State University</b>
	<ul style="list-style-type: none"> <li>• Sent emails and social media messaging to students with election information</li> <li>• Director of Legislative Affairs, Kadence Walker, filmed a series called “Ballot Breakdown.” This series consisted of short informational videos explaining the Ballot Bowl and ballot propositions before November 3rd. The initial video explained the Ballot Bowl and received 566 unique views. The subsequent three videos explained the ballot propositions and cumulatively received over 350 views. The final video released was a live-streamed event where Director Walker, alongside a student, discussed voting rights, ballot propositions, local measures, and the importance of civic participations, as well as took questions from live streaming viewers. This live event was also archived and can still be viewed. In total, this hour-long event saw 233 unique viewers.</li> <li>• Associated Students Lobby Corps presented voting information during student organization meetings.</li> <li>• Held voter engagement drives that explained ballot propositions and how to properly register to vote as well as understanding ballot language</li> </ul>
<b>1,571</b>	<b>San Diego State University</b>
	<ul style="list-style-type: none"> <li>• Sent regular emails to students and staff with voting information</li> <li>• Conducted “Zoomarounds” to various student organizations’ meeting to promote voter registration and to answer questions</li> <li>• Student leaders hosted a weekly Zoom session called “Civic Tours” where students could join if they have any questions regarding voter registration.</li> <li>• Created an Instagram account, @SDSURockTheVote, to register students to vote, to educate students about candidates and propositions, and to encourage them to vote safely</li> <li>• Partnered with on-campus housing to educate staff and residents about voter registration, the on-campus poll-site and how to vote safely</li> <li>• Hosted multiple student forums with candidates that directly represent San Diego State University (SDSU)</li> <li>• Emailed SDSU students that were registered with an on-campus address for the 2020 Election Primary to remind them to update their voter registration</li> </ul>



<b>1,527</b>	<b>CSU Northridge</b>
<ul style="list-style-type: none"> <li>• Sent multiple emails to students about voting</li> <li>• Hosted educational “Big Politics” events, such as a “What’s on the Ballot” event, events with the Los Angeles County Registrar’s Office, and events with local leadership, such as Los Angeles Mayor Eric Garcetti and State Senator Bob Hertzberg. Each event began and ended with a reminder to register to vote using the Ballot Bowl link.</li> </ul>	
<b>1,418</b>	<b>CSU Fresno</b>
<ul style="list-style-type: none"> <li>• Hosted events, including “Cramming to Vote” panel that discussed what was on the ballot and what each proposition meant, along with breaking down the legislative systems from local to federal</li> <li>• Sent regular emails to students about voting and elections information</li> <li>• Contacted students by college specific representatives with election information</li> <li>• Dedicated a week to promote voter registration</li> </ul>	
<b>1,383</b>	<b>CSU Chico</b>
<ul style="list-style-type: none"> <li>• Sent regular emails and announcements, including a reminder to update voter registration with accurate address, and Blackboard pop-up with voter registration link</li> <li>• Students mass-distributed 2,500 texts to people living in student neighborhoods with a 2020 Census reminder and a link to register to vote.</li> <li>• Distributed door hangers throughout student neighborhoods with mascot Willie the Wildcat</li> <li>• Dancing arrow spinners promoted the ballot drop box at the student union for the five days leading up to Election Day</li> <li>• Multiple organizations on campus engaged students on social media, including the creation of videos and events</li> </ul>	
<b>1,100</b>	<b>Cal Poly Pomona</b>
<ul style="list-style-type: none"> <li>• Produced series of videos that featured Associated Students, Inc. (ASI) leaders, university staff, and students. These videos encouraged students to register to vote, talked about the importance of voting, and shared how to use TurboVote. All were distributed via social media by ASI, the Division of Student Affairs, and were featured on the campus’s official social media pages.</li> <li>• Hosted virtual events, including voter registration drive for National Voter Registration Day, and a non-partisan Voter Elections Fair with over 300 attendees</li> <li>• Regular emails to students with voting information</li> <li>• Comprehensive social media campaign, including non-partisan, informative, and educational content: Twitter at @BroncoAdvocates and on Instagram at @cppbroncoadvocates</li> </ul>	

<b>963</b>	<b>CSU San Bernardino</b>
<ul style="list-style-type: none"> <li>• Office of Government and Community Relations (OGCR) conceptualized and executed a video series on voter engagement, which featured three messages from President Tomás D. Morales encouraging students to register to vote and participate in the upcoming election.</li> <li>• OGCR developed and released a series of email messages containing timely information to the campus community regarding the election, as well as highlighting state and local ballot measures. OGCR partnered with the Office of Alumni Relations to ensure our alumni living in California received all communications.</li> <li>• Hosted multiple events, including Instagram live with student leaders and an event on the Latinx vote featuring Secretary Padilla</li> <li>• Partnered with local community vendors to offer students free boba drinks or ice cream for showing proof that they registered to vote</li> <li>• Associated Students, Inc. (ASI) developed a comprehensive voter engagement and election information campaign aimed at registering the highest number of students to vote. ASI’s “Your Vote, Our Future” campaign recognized the importance of the electorate’s decisions in the 2020 general election and the impact they were going to have on future generations. ASI created a one-of-a-kind online platform that was aimed at increasing voter registration for the Ballot Bowl, provided information to the campus community about the election process and ballot (including important dates and a registration link), informed students of upcoming civic engagement events, and shared resources on the current government system.</li> <li>• <a href="https://www.csusb.edu/asi/your-vote-our-future">https://www.csusb.edu/asi/your-vote-our-future</a></li> </ul>	
<b>773</b>	<b>CSU East Bay</b>
<ul style="list-style-type: none"> <li>• Sent multiple campus-wide emails with voter registration information and a link to CSU East Bay’s <a href="#">2020 Elections website</a>, which included important voting resources and upcoming election-related events, such as debate viewing parties and webinars on community organizing</li> <li>• CSU East Bay Elections website: <a href="https://www.csueastbay.edu/news/2020/election-2020.html">https://www.csueastbay.edu/news/2020/election-2020.html</a></li> <li>• Conducted social media outreach and displayed voter registration on the landing page for Black Board, the online learning platform students access daily</li> <li>• Worked with the Alameda County Registrar of Voter’s office to bring a polling site to the Hayward campus</li> </ul>	

<b>671</b>	<b>CSU San Marcos</b>
<ul style="list-style-type: none"> <li>• Sent university-wide emails, hosted bi-weekly virtual voter education events, created social media campaigns, sent automated text messages</li> <li>• Held in-class presentations to students, staff, student success centers to promote student voter engagement and democratic engagement</li> <li>• Created one-stop shop voter education and registration website called CSUSM Election 2020 Guide</li> <li>• Associated Students, Incorporated (ASI) launched the social media campaign "Turn Out, Show Up." This campaign encouraged students to get out the vote, educated students on topics regarding elections and the processes behind them, showed students how they can be civically engaged outside of voting, and why it is important to do so. ASI also raffled off campaign t-shirts to social media participants.</li> <li>• Produced informational videos, graphic breakdowns, and shared important resources available to students</li> <li>• Hosted at least one voter education or registration virtual event each week through the Department of Civic Engagement, ASI, and the Civility Campaign community.</li> <li>• Promoted national voter education events such as National Voter Registration Day, National Voter Education Week, and Vote Early Day.</li> </ul>	
<b>632</b>	<b>CSU Dominguez Hills</b>
<ul style="list-style-type: none"> <li>• Sent regular emails to students with election information</li> <li>• Student leaders recorded video of themselves stating why they registered to vote and the importance of casting one's vote. As these were posted on social media, students were encouraged to explain why they were going to vote and to tag a friend to do the same. Every week, two students were picked to receive prizes as part of the campaign.</li> </ul>	
<b>511</b>	<b>CSU Bakersfield</b>
<ul style="list-style-type: none"> <li>• Associated Students Inc. (ASI) and CSU Bakersfield (CSUB) posted election information on social media.</li> <li>• Held a food giveaway for students who registered to vote through the voter registration link or if students completed a survey through CSUB student portals. It was not a requirement for students to register to vote.</li> <li>• Regular emails from campus, including voter registration day, E-15 deadline, information about campus's ballot drop box</li> <li>• CSUB partnered with Athletics to register student athletes, resulting in all eligible student athletes registering to vote.</li> <li>• Athletics launched a social media campaign, where athletes shared why they voted, why it is important, and how others can join them.</li> <li>• Hosted an event called "Freedom Fry Friday," where students who registered to vote or checked their registration and uploaded a screenshot were entered in a drawing for burgers and fries. 220 students uploaded pictures.</li> <li>• Hosted regular events, workshops and presentations, including events with state and local elected officials, faculty and speakers from the Dolores Huerta Foundation</li> </ul>	

<b>434</b>	<b>CSU Stanislaus</b>
<ul style="list-style-type: none"> <li>• Student Affairs, Student Leadership and Development, Warrior Cross Cultural Center, Housing and Residential Life, and Associated Student Inc. (ASI) each hosted events around voting</li> <li>• Sent emails to students that contained important elections information and posted on social media</li> <li>• ASI created a webpage with information about voting and included their link in all of CSU Stanislaus' correspondence about voting.</li> <li>• ASI also created the "Warriors Vote" video contest, which awarded students Visa gift cards for the top three video submissions, and every video submission received a "Warriors Vote" t-shirt.</li> <li>• ASI participated in a CSU Voter Outreach video called "Pass the Ballot."</li> </ul>	
<b>399</b>	<b>Sonoma State University</b>
<ul style="list-style-type: none"> <li>• Sent election-related emails from the University President, Dean of Students, and Associated Students, Inc., (ASI), including an email for National Voter Registration Day</li> <li>• ASI posted debate bingo cards on all social media platforms to encourage students to watch the Presidential Debate.</li> <li>• The Political Science Department created a webpage dedicated to election resources with answers to common questions and voting policies and procedures with links to specific pages regarding registering to vote, voting, and the California County Registrar of Voters Offices as well as the county's voting resources.</li> <li>• ASI participated in National Voter Education Week, and sent out resources about why voting is important, posted a "Mythbusters" series on social media to remind students that their votes can make an impact on elections</li> <li>• Held multiple events, including a panel with Sonoma State University alumni about civic responsibility, government, leadership, and an event on politics during a pandemic</li> </ul>	
<b>58</b>	<b>CSU Maritime Academy</b>
<ul style="list-style-type: none"> <li>• Sent regular emails to students, staff, and faculty with election information</li> <li>• Hosted virtual events, including a local council candidate panel</li> <li>• Hosted a voter outreach social media contest</li> <li>• Held on-campus tabling events for voter registration, using the Ballot Bowl QR code</li> <li>• Associated Students of the California Maritime Academy encouraged club members to register to vote.</li> </ul>	

## California Community Colleges

<b>Number of Students Registered to Vote:</b>	<b>CCC Campus:</b>
<b>1,012</b>	<b>Chabot College</b>
<ul style="list-style-type: none"> <li>• Sent multiple emails and texts to students and faculty with voting information</li> <li>• Created the Chabot Votes website, the Chabot Votes YouTube Channel, and created a hub for voter registration curriculum on Canvas</li> <li>• Distributed voter registration and education flyers in the food pantry bags for students</li> <li>• Hosted multiple voting events, including movie showings and discussion</li> <li>• Students created a music video on voting</li> </ul>	
<b>769</b>	<b>Santa Monica College</b>
<ul style="list-style-type: none"> <li>• Sent email reminders</li> <li>• Posted election-related social media content</li> <li>• Hosted a drive-through film screening where a QR code with voter registration information was shown</li> <li>• Collaborated with Risk Management, the Police Department, Health and Wellbeing, and the Foundation to conduct a Voter Registration Drive</li> <li>• Created a <a href="#">Civic Engagement Guide</a></li> </ul>	
<b>601</b>	<b>Palomar College</b>
<ul style="list-style-type: none"> <li>• Posted daily on social media, sent emails to students and faculty, as well as live videos to engage with students on the importance of registering to vote</li> <li>• Asked faculty to encourage students to register to vote</li> <li>• Promoted National Voter Registration Day and posted voter information directly on the main site of Palomar College’s website and important deadlines onto the College events page.</li> <li>• Conducted outreach on social media that included videos, live feeds, images, and promotional materials, including an Instagram Reel meant to encourage students to register to vote</li> </ul>	
<b>545</b>	<b>Sierra College</b>
<ul style="list-style-type: none"> <li>• The Civic Engagement and Voter Empowerment (CEVE) Council collaborated with Marketing and the Associated Students of Sierra College (ASSC) to promote student voter registration.</li> <li>• Linked the California Secretary of State website and official election websites to the CEVE webpage</li> <li>• Campus Life created a Discord server to build and sustain a campus community that was used to promote election information and important election dates.</li> <li>• Student leaders conducted three separate webinars where they interviewed esteemed elections experts – Secretary of State Padilla, Dr. Mindy Romero, and David Levine.</li> </ul>	

<b>517</b>	<b>City College of San Francisco</b>
<ul style="list-style-type: none"> <li>• Sent campus-wide emails that contained information on key voter registration dates to all students</li> <li>• Shared social media posts by all active Associated Student Government Councils</li> <li>• Student government council had voter registration efforts on their agenda weekly.</li> <li>• Asked faculty members to make announcements in virtual classes or share election-related announcements on Canvas</li> </ul>	
<b>489</b>	<b>Santa Ana College</b>
<ul style="list-style-type: none"> <li>• Partnered with the Orange County Registrar of Voters to facilitate three webinars in multiple languages to inform students of the registration and voting process</li> <li>• The Library created a non-partisan 2020 Elections Guide for the Santa Ana College (SAC) and the School of Continuing Education (SCE) community to check on the status of ballots and voter registration, learn how to do research on what's on the ballot, and find out more about the propositions.</li> <li>• SAC and the SCE co-hosted a drive-through event held on the SAC campus that was led by the U.S. Customs and Immigration Services (USCIS) where new U.S. Citizens were sworn in and received their certificates. A total of 290 participants, adults, youth and children, celebrated and were provided with voter registration and U.S. Census information.</li> <li>• Partnered with USCIS to provide voter materials and information to new U.S. Citizens</li> <li>• Created a multilingual newsletter, which included the college being a five-day in-person voting site with a link to voting</li> <li>• Classroom activities in the form of a toolkit were shared with all faculty, including history lessons, graphics, resources and sample lesson plans.</li> <li>• Created virtual events and workshops, such as "Let's Talk Voting" to inform students and faculty about the importance of voting</li> </ul>	
<b>457</b>	<b>Sacramento City College</b>
<ul style="list-style-type: none"> <li>• Sent communication to all faculty to share with their classes</li> <li>• Shared student leadership's social media with students as important links were set up through the student leadership page for students to register to vote</li> <li>• Held a virtual event on 9/22/2020 to promote and have students participate in National Voter Registration Day</li> </ul>	
<b>454</b>	<b>El Camino College</b>
<ul style="list-style-type: none"> <li>• Student government sent email blasts about the Ballot Bowl</li> <li>• Advertised election-related information almost every other day via social media and encouraged other committees, clubs, and people on campus to advertise as well</li> <li>• Created a video talking about what the Ballot Bowl is and why students must participate in it that was posted on campus website and on Instagram</li> </ul>	

<b>431</b>	<b>San Diego Mesa College</b>
<ul style="list-style-type: none"> <li>• Created the Student Affairs “Your Voice - Your Vote” webpage where students can find important voting information</li> <li>• Created a Zoom workshop titled “Voting 101: The Basics” that was presented by Dr. Carl Luna for San Diego Mesa College (SDMC) students that wanted to learn about the voting process and basic voting terminology</li> <li>• Hosted a Virtual Voter Registration workshop where students were able to register to vote with a step-by-step tutorial and instructions</li> <li>• Created a "Your Voice - Your Vote" student poster art contest for students to visually express the importance of voting from the student perspective</li> <li>• Hosted a series of inclusive Zoom workshops titled “Voting for All” to introduce voting information to all students, including those that currently do not have voting privileges, such as underage, Dreamers, and formerly incarcerated students</li> <li>• Created a “Black Women X Voting Rights” infographic that displays historic timeline of major voting events</li> </ul>	
<b>421</b>	<b>College of the Canyons</b>
<ul style="list-style-type: none"> <li>• Sent campus-wide email blasts</li> <li>• Created a 25-member Engage the Vote Social Action Team who worked within their virtual classrooms to encourage students to register to vote using the College of the Canyons (COC) homepage, and that included a direct link to the Ballot Bowl; also included information about COC’s Vote Center.</li> <li>• Collaborated with Los Angeles artist Deborah Aschheim to gather a narrative and headshots of the COC campus community to include in her 365 Days of Voters project.</li> <li>• Hosted multiple events, including Santa Clarita Valley (SCV) Water Board Meet and Greet Candidate Forum and discussion events</li> <li>• Assisted Bridge to Home in registering clients experiencing homeless</li> <li>• Established a partnership with League of Women Voters of SCV</li> <li>• Faculty director served on the planning committee of the California Student Voter Summit</li> </ul>	
<b>420</b>	<b>Citrus College</b>
<ul style="list-style-type: none"> <li>• Sent eight campus-wide emails to students and employees from September to November 2020 that included the link to register to vote, links to election information, and important election dates</li> <li>• A virtual election information workshop was hosted by the Office of Student Life and Leadership Development via Zoom on National Voter Registration Day</li> <li>• Created three videos to encourage students and employees to register to vote and go out and vote</li> <li>• The Office of Student Life and Leadership Development collaborated with the Library to encourage students and employees to register to vote and promote voting.</li> </ul>	

<b>387</b>	<b>San Bernardino Valley College</b>
<ul style="list-style-type: none"> <li>• Sent weekly emails up to Election Day to all students, and strategic emails were sent to all employees from the District that contained information on the student engagement software landing page</li> <li>• Published social media posts</li> <li>• Utilized text messages to directly communicate with students by encouraging them to register to vote by the deadline</li> <li>• Hosted two events with San Bernardino County, which were National Voter Registration Day and Indigenous Peoples’ Day</li> <li>• Asked faculty members to upload the registration link on their Canvas pages and were informed of all events</li> <li>• Student Life partnered with the Dean of Social Science to co-host a trivia event on Constitution Day while promoting the civic responsibility of voting for those who were eligible to do so</li> <li>• Associated Student Government, and the Office of Student Life co-hosted a Vice Presidential and Presidential Debate Watch Party. Both events were facilitated by faculty with a conversation before and a debrief after.</li> </ul>	
<b>387</b>	<b>Moorpark College</b>
<ul style="list-style-type: none"> <li>• Worked with the District Administrative Center, Ventura County Community College District (VCCCD), to develop and distribute numerous voting-related messages via social media, email, the MyVCCCD student portal, and Canvas</li> <li>• A Moorpark College alumna who works for StudentPIRGs presented at two Inter-Club Council meetings, once in September 2020 and once in October 2020, to show students how to access voter registration resources, including how to register to vote and how to learn more about current ballot initiatives.</li> <li>• The Associated Students of Moorpark College (ASMC) teamed up with the Voter Empowerment Committee to host a Presidential Debate Watch Party on October 22, 2020 via Zoom</li> <li>• Campus administration worked with the ASMC to establish a student Voter Empowerment Committee, which consists of ASMC Board members, club leaders, and other students. The Voter Empowerment Committee also collaborated with a campus-wide Racial and Social Justice Workgroup in planning civic engagement events</li> </ul>	
<b>367</b>	<b>Merced College</b>
<ul style="list-style-type: none"> <li>• Associated Students of Merced College (ASMC) hosted multiple events, including a “ROCK THE VOTE” event with the clubs on campus, and collectively handed out voter registration cards to all students</li> <li>• Hosted a Constitution Day event with the Learning Resource Center</li> <li>• ASMC worked with the various Student Services Departments in helping distribute printed information regarding voter information and activities</li> </ul>	



<b>338</b>	<b>Golden West College</b>
<ul style="list-style-type: none"> <li>• Campus Life sent a mass email to all enrolled students.</li> <li>• Created a “California Students Vote Project” avatar on our Golden West College (GWC) Mobile Application</li> <li>• Posted images and links on Facebook, Instagram, and other social media sites to promote voter registration</li> <li>• Campus Life, in collaboration with our sister colleges, Orange Coast College and Coastline College, hosted a series of events in September leading up to National Voter Registration Day.</li> <li>• Created the 12 California Propositions called, “PROptober” along with a guidebook</li> <li>• Hosted a National Voter Registration Day concert featuring Those Guys band and included educational breaks with GWC professors that shared the history of voting rights and explained the Electoral College</li> </ul>	
<b>283</b>	<b>Hancock College</b>
<ul style="list-style-type: none"> <li>• Shared information about voting through multiple social media posts</li> <li>• Sent campus-wide emails encouraging students to register to vote, with voting resources</li> <li>• Sent texts to all students with voting information</li> </ul>	
<b>274</b>	<b>Evergreen Valley College</b>
<ul style="list-style-type: none"> <li>• Created Evergreen Valley College Votes website with registration links, dates, mail-in information and voting resources for specific populations</li> <li>• Sent dozens of e-mails to the campus community. Messages were sent to students via email and social media platforms.</li> <li>• Created assignments, and resources on civic engagement, including scholarly articles, podcasts, and more for extra credit</li> </ul>	
<b>241</b>	<b>Santiago Canyon College</b>
<ul style="list-style-type: none"> <li>• Sent regular emails to students and staff with elections information, including daily emails during National Voter Education Week</li> <li>• Hosted events during National Voter Education Week that were designed to maximize engagement by breaking election-related information down into more manageable packets. Several of the mailings also contained useful graphics created to facilitate effective synthesis of the information described.</li> <li>• Conducted social media outreach for National Voter Registration Day, the Ballot Bowl, and the link to register to vote</li> </ul>	

<b>240</b>	<b>Reedley College</b>
<ul style="list-style-type: none"> <li>• Sent regular emails and social media posts with voting information</li> <li>• Distributed Ballot Bowl QR code and link information on printed postcard-sized flyers to students who drove through weekly food distributions</li> <li>• Shared Ballot Bowl link in the main Canvas page</li> <li>• County Elections Clerk/Registrar presented a general overview of the voting process. This event was shared with all staff and students, and extra credit was also offered by some faculty, to encourage attendance.</li> <li>• On Patriot Day, a ceremony video was shared with staff, students, and the public that featured the College President and veterans who emphasized the importance of registering to vote and getting out to vote.</li> <li>• Voting was encouraged by the Associated Student Government Elections Committee, staff, and faculty during various weekly events.</li> <li>• Shared important election dates on the campus marquee that faces a busy intersection</li> </ul>	
<b>219</b>	<b>Moreno Valley College</b>
<ul style="list-style-type: none"> <li>• Promoted election-related information through flyers, social media, classrooms, and asked professors to share this information with students through Zoom meetings and students' college email addresses</li> <li>• Offered incentives for students who registered to vote. Once proof of registration was submitted to an official college email, students were entered into a random drawing each week to win an e-gift card and a grand prize. On week one, five e-gift cards and a grand prize of Apple Air Pods were awarded. On week two, four e-gift cards and a grand prize of an Apple Watch were awarded. On week three, three e-gift cards and a grand prize of a Google Chromebook were awarded. On week four, two e-gift cards and a grand prize of an Apple iPad were awarded. The Associated Students of Moreno Valley voted to support the incentives by providing \$5,000 for the drawings.</li> <li>• Reached out to student organizations to encourage members to register to vote and provided resources</li> </ul>	
<b>218</b>	<b>Las Positas College</b>
<ul style="list-style-type: none"> <li>• Sent college-wide email blasts and messages to students and employees</li> <li>• Posted information on social media and hosted virtual events</li> <li>• Created a new webpage to remind and instruct students, colleagues, and the greater community about the national election and how to register to vote</li> </ul>	
<b>196</b>	<b>San Diego Miramar College</b>
<ul style="list-style-type: none"> <li>• Sent periodic emails to staff and faculty to support voter outreach</li> <li>• Posted weekly social media posts for students</li> <li>• Created GOTV Zoom backgrounds</li> <li>• Advertised National Voter Registration Day</li> </ul>	

<b>185</b>	<b>Napa Valley College</b>
	<ul style="list-style-type: none"> <li>• Sent the Turbo Vote link to students to register to vote</li> <li>• Hosted three virtual events, including Constitution Day, and a virtual voter registration drive where important elections information was made available</li> <li>• Held events that included videos with American Sign Language for students with disabilities</li> </ul>
<b>159</b>	<b>Cuyamaca College</b>
	<ul style="list-style-type: none"> <li>• Included the voter registration deadline in the academic calendar and class schedules</li> <li>• Distributed voter registration flyers with food pantry bags</li> <li>• Linked the California Secretary of State website and other voting resources to the campus website</li> <li>• Sent regular emails to students and staff about voting and key election dates</li> <li>• Created a podcast about Constitution Day and voter registration</li> <li>• Hosted multiple events, including a “Know Your Rights” workshop and town hall that included multiple state and local elected officials</li> <li>• Posted weekly on social media to remind students to vote</li> </ul>
<b>111</b>	<b>Berkeley City College</b>
	<ul style="list-style-type: none"> <li>• Sent election-related communications through a weekly newsletter, emails, social media, and website reminding students and employees to vote</li> <li>• On the week of Constitution Day, the Office of Student Activities created a trivia game where students answered questions about the U.S. Constitution to win a free Berkeley City College swag bag.</li> <li>• Hosted a trivia event where questions centered on current events and how to vote</li> <li>• Created a non-partisan voter guide video to educate students on California propositions and to encourage them to register to vote</li> <li>• Held Presidential and Vice Presidential Debate Viewing Parties through Discord</li> <li>• Student leaders worked with StudentPIRGs to reach out to students to encourage them to vote; and students called and texted their family and friends as well.</li> </ul>
<b>41</b>	<b>Lake Tahoe Community College</b>
	<ul style="list-style-type: none"> <li>• Used internal and external social media platforms, weekly emails, and reminders to encourage students to be aware of voting rights and important dates</li> <li>• Hosted two campus candidate forums</li> <li>• Developed a <a href="#">Civic Engagement Plan</a></li> </ul>
<b>12</b>	<b>College of the Siskiyous</b>
	<ul style="list-style-type: none"> <li>• Sent regular campus-wide emails and texts to remind students to register to vote, and other voting information</li> <li>• Hosted information tables that started on National Voter Registration Day that were meant to encourage individuals and students to register to vote and to vote prior to or on Election Day</li> <li>• Created daily social media posts reminding students to vote on Facebook, Instagram, and Twitter</li> <li>• Linked the California Secretary of State website to the campus website</li> </ul>

## University of California

<b>Number of Students Registered to Vote:</b>	<b>UC Campus:</b>
<b>1,721</b>	<b>UC San Diego</b>
<ul style="list-style-type: none"> <li>• Sent regular emails and social media posts with election information</li> <li>• Distributed National Voter Registration Day (NVRD) stickers to first-year students moving onto campus, along with voting information</li> <li>• Developed a toolkit for faculty with non-partisan talking points for voter registration and Get Out the Vote efforts, including slides, Zoom backgrounds, and sample messaging for Blackboard to maximize outreach to asynchronous classes</li> <li>• Developed a “Sensitive Issues Response Team: Election 2020” that included representation from several campus organizations, such as Student Affairs, Chancellor’s Cabinet, Counseling and Psychological Services, Faculty and Staff Assistance Program, and the Police Department and Campus Communications Office</li> <li>• Created orientation packets for new students that included stickers and voting pledge cards</li> <li>• During the in-person move-in, held 60-90 second socially-distant interactions with students to share information about voter registration, Tritons Vote, and provided a quarter sheet with a QR code to <a href="https://ucsd.turbovote.org">ucsd.turbovote.org</a> and answers to frequently asked voting questions</li> <li>• Awarded daily prizes for student voter registration sign-ups that included five Hydroflasks with stickers, and the grand prize, AirPods</li> <li>• Established the Triton Vote Coalition with representatives from student organizations</li> <li>• Created UC San Diego bus advertisements that contained election information</li> <li>• Created the Triton Athletics voting initiative</li> <li>• During National Voter Education Week, Triton Health Ambassadors distributed masks on campus that said “I Am A Voter” along with cards that had voter registration and polling location information</li> <li>• Held multiple events, including Discord discussion events, mayoral forum, and two comedy events centered on voting</li> </ul>	
<b>1,703</b>	<b>UC Los Angeles</b>
<ul style="list-style-type: none"> <li>• Sent campus-wide emails</li> <li>• Published articles via UCLA Newsroom</li> <li>• Utilized social media channels and used campus athletes as influencers who posted and encouraged voter registration</li> <li>• Utilized BruinsVote website to promote voter registration</li> <li>• Hosted competitions between clubs to register to vote</li> <li>• BruinsVote and Center for Art of Performance created voter registration video</li> <li>• BruinsVote team worked with UCLA Strategic Communications to develop and post content for the UCLA community</li> <li>• <a href="https://twitter.com/BruinsVote/status/1308478680302141440">https://twitter.com/BruinsVote/status/1308478680302141440</a></li> </ul>	

<b>1,664</b>	<b>UC Irvine</b>
<ul style="list-style-type: none"> <li>• Campus-wide emails were sent to the student body at-large to learn how to register to vote and how to vote. The same messaging used across all social media platforms.</li> </ul>	
<b>1,539</b>	<b>UC Berkeley</b>
<ul style="list-style-type: none"> <li>• Co-hosted a text-banking event with MitzVote</li> <li>• CalPIRG performed class raps to spread voter awareness (Brief, scripted presentations at the beginning or end of class)</li> <li>• Partnered with Associated Students of the University of California (ASUC) to hold 50 community-based voter registration drives</li> <li>• Conducted outreach at club meetings</li> <li>• Hosted Votechella, a civic engagement concert, that included voter registration</li> <li>• Launched ASUC Vote Coalition’s new Instagram page where the California Student’s Vote Project’s registration link and other resources were posted</li> <li>• Used SimpleTexting service to send reminders to students to register to vote</li> <li>• Released a video, “Why Bears Vote” featuring Chancellor Carol T. Christ to promote Vote Early Day</li> <li>• Held bi-weekly Civic Engagement Committee meetings with campus administration to secure polling locations, sent campus-wide emails about voter registration, and more</li> <li>• Appointed a Campus Civic and Voter Empowerment Coordinator and created the Vice Chancellor’s Advisory Board on Civic and Voter Empowerment</li> </ul>	
<b>1,332</b>	<b>UC Santa Barbara</b>
<ul style="list-style-type: none"> <li>• Sent campus-wide email blasts, including to first-year students about the importance of voter registration and history at UC Santa Barbara (UCSB)</li> <li>• Requested 400 Registered Campus Organizations (RCOs) to attend UCSB’s Zoom meetings</li> <li>• Utilized social media to spread awareness</li> <li>• Included election-related information in newsletter to campus employees</li> <li>• Promoted voter registration in lectures</li> <li>• Worked with academic departments to forward messages about voter registration</li> <li>• Posted California Student Vote Project links and resources on GauchoSpace; garnered 1,115,925 views in three weeks</li> <li>• Released a video with school mascot about voting</li> <li>• Voter Registration Volunteer Coalition (VRVC) and Associated Students Office of the External Vice-President for Statewide Affairs worked with CalPIRG to create Gauchos Vote Coalition</li> <li>• Sent information about vote-by-mail, ballot boxes, and in-person voting</li> </ul>	