



## Civic and Voter Empowerment Action Plan AY 2022-2024

**Campus:** California Polytechnic University, Pomona

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### I. Executive Summary

This nonpartisan democratic engagement action plan was developed by Cal Poly Pomona (CPP). The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 November General Election and initiate planning for the 2024 Presidential Election.

### II. Vision & Commitment

Cal Poly Pomona has had a long-standing commitment to civic engagement and cultivating a campus culture to encourage students to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values, and motivation to make that difference through initiatives that address community concerns and regional needs. In accordance with the California Student Civic and Voter Empowerment Act (SCVEA)<sup>1</sup>, Cal Poly Pomona’s Civic and Voter Empowerment Action Plan reflects the campus’s commitment and is guided by a multi-pronged approach: **(1)** educating the campus community, particularly students, on the importance of civic engagement; **(2)** augmenting our voter education efforts to inspire voter turnout, and **(3)** aligning civic and voter empowerment initiatives with community building efforts. The action plan will be implemented beginning Spring 2021 and each semester thereafter. Cal Poly Pomona President Soraya Coley signed on to the All IN Campus Democracy Challenge Higher Education Presidents' Commitment to Full Student Voter Participation in 2022.

### III. Leadership & Campus-wide Partnerships

The development and execution of the Civic and Voter Empowerment Action Plan is led by the Bronco Advocacy League – a campus coalition representing a diverse cross-section of campus stakeholders from the

<sup>1</sup> The Student Civic and Voter Empowerment Act (formerly State Assembly Bill 963) added sections 66850 through 66852 to the Education Code, effective January 1, 2020. The law charges the Secretary of State, in partnership with the California Community Colleges, the California State University, and the University of California to conduct a program to be known as the Student Civic and Voter Empowerment Program.

following offices and departments: *Associated Students, Inc. (ASI); ASI Beat; Athletics; Division of Student Affairs; Student Engagement, Leadership and Success; Center for Transformation, Retention, Equity, & Empowerment; New Student Programs & Family Engagement; Office of Student Success; Center for Community Engagement; Hermanas Unidas; Hermanos Unidos; Department of Political Science; Kellogg Honors College; Strategic Communications; the California Center for Ethics and Policy; University Housing and the Office of Government and External Affairs.* In 2022, the league was 28 members strong with a few departments or student groups represented by multiple people.

The Bronco Advocacy league is co-led by the Office of Government and External Affairs (GEA) and the Office of Student Engagement leadership and Success (SELS). Meetings take place take place bi-weekly during the semester when an election is scheduled to take place. The meeting schedule following an election are determined by the league and take place at least once a quarter every academic year. No meetings take place during Winter sessions.

Campus-wide civic and voter empowerment outreach will affirm everyone’s right to free speech, foster a climate of inclusion, promote information that is non-partisan, and care for the well-being of every member of our campus community. By grounding all outreach on these four principles, the Bronco Advocacy League aspires to increase civic learning and democratic participation among students.

**IV. Landscape**

Cal Poly Pomona is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020. Our institution is recognized as a Minority Serving, Hispanic-Serving, and AANAPISI-eligible institution. As of the Fall 2022 semester, a total of 27,173 full-time equivalent students were enrolled at Cal Poly Pomona.

**AY 2022 Campus Demographics:**

- Enrollment Type – 91% Undergraduate; 9% Post-bac
- Gender – 46% Female; 54% Male
- Ethnicity – 53% Hispanic/Latino; 22% Asian; 14% White; 4% Multi-race; 3% Black
- Residency – 91% CA Resident
- First Generation (degree) – 22%
- New Transfers – 9.18%

**National Study of Learning, Voting, and Engagement (NSLVE) Data:**

The university participates in Institute for Democracy & Higher Education’s (IDHE) National Study of Learning, Voting, and Engagement (NSLVE). Based on the reports provided by IDHE, Cal Poly Pomona’s voter registration and voter participation rates in 2016, 2018, and 2020 are as follows:

Election Year	Voter-Eligible Registration Rate	Voting Rate	National Student Voting Rate
<b>2020</b>	83.7%	70%	66%
<b>2018</b>	75%	40.8%	40.3%
<b>2016</b>	71.7%	47.4%	48.3%

**V. Goals**

As noted by the NSLVE reports provided, Cal Poly Pomona students have exceeded national voter registration averages in 2018 and 2020. However, the campus stands to improve in ensuring that students are also ready and confident to vote during each election after they register. With that in mind, the university’s student civic and voter empowerment goals between 2022 and 2024 are to:

- (1) Launch the Bronco Advocacy League Ambassador program to empower students to inform their peers about upcoming elections;
- (2) Increase CPP's overall student voter registration rate by 77% in 2022 and 86% in 2024;<sup>2</sup>
- (3) Increase CPP's student voter turnout rate by 43% in 2022 and 72% in 2024;<sup>3</sup>
- (4) Provide voter and elections resources during at least four (4) Athletics home games and two (2) major campus events per semester;
- (5) Develop voter information media catered to students living on-campus, first-year students, and transfer students;
- (6) Identify the best location(s) and install an L.A. County Ballot Drop Box on campus before the 2024 Presidential Election; and
- (7) Partner with Information Technology and Institutional Planning to identify and develop online tools to track voter registrations and voter engagement earlier by 2024.

## VI. Strategy and Tactics

Cal Poly Pomona will implement the following strategies and tactics to increase nonpartisan democratic engagement and student voter participation.

### **Bronco Advocacy League Ambassadors**

As co-coordinators of the Student Civic and Voter Empowerment Act at Cal Poly Pomona, the Office of Government and External Affairs (GEA) and the Office of Student Engagement, Leadership and Success (SELS) have partnered to launch the inaugural Bronco Advocacy League ambassador program during the Fall 2022 semester. The goal of this program is to provide students with a paid opportunity of up to 20 hours per week to help influence and implement Cal Poly Pomona's voter empowerment initiatives, help alleviate financial barriers for students with competing responsibilities, and recognize that their engagement is valued.

Ambassadors will serve as a resource to provide non-partisan information outlined within the Student Civic and Voter Empowerment Act (SCVEA) to their peers, while supporting the university's commitment to civic engagement and voter empowerment. Prior experience is not required for the position and students are provided with training about the election process. In 2022, two students were hired at a rate of \$16.00 an hour for up to 20 hours a week to assist with the following initiatives:

- a. Support Constitution Day, National Voter Registration Day, National Voter Education Week, and Election Day events and programing, as needed;
- b. Give presentations about key election day deadlines, voter information resources to clubs and organizations, fraternity sorority life, University Housing Services students, University Village students and/or classroom presentations;
- c. Tabling throughout campus to provide students with civic engagement promotional items and remind them about key dates, in partnership with ASI BEAT;
- d. Provide feedback during Bronco Advocacy League meetings;
- e. Support social media engagement initiatives, participate in developing information videos, and assist with creating additional media targeted to students.

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<sup>2</sup> The 2022 voter registration rate goal is based on a 2% increase from the last Midterm Election in 2018, meanwhile the 2024 goal will be measured based on a 2% increase from the outcomes of the 2020 Presidential Election.

<sup>3</sup> The 2022 voter turnout rate goal is based on a 2% increase from the last midterm election in 2018, meanwhile the 2024 goal will be measured based on a 2% increase from the outcomes of the 2020 Presidential Election.

Two additional student assistants from the Office of Government and External Affairs supported these initiatives when their schedules allowed. Both GEA and SELS will be seeking additional funding support and grant opportunities to continue to support this program and hire more students in the future.

**Campus Activities and Events**

Campus-wide civic engagement and voter mobilization activities and events launch every academic year during Constitution Week. The Bronco Advocacy League will host a minimum of three election outreach events to increase civic learning, democratic participation, civic engagement, and voter turnout each academic year. Campus offices and departments represented in the coalition will alternate in coordinating each event, while members help provide additional planning and logistical support. Coalition meetings are open to the campus community and all students will continuously be invited to help coordinate and attend these events. During an election year, an outreach event will take place within the final 30 days preceding a statewide primary and general election.

Sample Activities and Events	
Primary Event Coordinator	Event Type(s)
Student Engagement Leadership & Success	<ul style="list-style-type: none"> <li>• Constitution Day/Week Programming</li> </ul>
Associated Students, Inc.	<ul style="list-style-type: none"> <li>• National Voter Registration Day Programming</li> <li>• Ballot Bowl Competition Outreach</li> <li>• Civic Engagement Conversations</li> <li>• Election Trivia</li> </ul>
California Center for Ethics and Policy	<ul style="list-style-type: none"> <li>• Virtual/In-Person Elections Fair</li> <li>• Annual Ethics and Policy Theme Event</li> </ul>
Department of Political Science	<ul style="list-style-type: none"> <li>• Candidate Debate Screenings and Recaps</li> </ul>
Kellogg Honors College	<ul style="list-style-type: none"> <li>• Ballot Proposition Review &amp; Discussions</li> </ul>
Alumni Association & Affiliate Groups	<ul style="list-style-type: none"> <li>• Voting Workshops featuring Guest Speakers</li> </ul>

Cal Poly Pomona also hosts annual events for students and members of the boarder community that everyone looks forward to every fall semester and often engage thousands upon thousands of attendees. The Bronco Advocacy League will ensure that ambassadors or league representatives are present at major university events to provide students, faculty, staff, and neighboring with key voter and elections information. These events include:

- a. **CPP Fest (Late August):** Hosted by the Division of Student Affairs, CPP Fest is Cal Poly Pomona's welcome event for incoming first year and transfer students. The goal of the festival is to provide ample opportunities or students to have a great start here at CPP. During the first full week of the fall semester, various student affairs departments host resource and club fairs, pep rallies, movie nights, department visits, and socials to offer opportunities to help students find their way around campus and encourage them to participate in activities to learn about resources on campus and meet other students.
- b. **BroncoFusion (Late August):** Hosted by the Associated Students Inc., at Cal Poly Pomona (ASI), BroncoFusion is open to all students, and features the annual BroncoFusion concert and club fair. Following a hiatus between 2019 and 2021 due to the COVID-19 pandemic, this event returned in 2022 with student performers and headlining performer Ty Dolla \$ign. This year, our ASI student leaders provided student attendees with information about the CA Secretary of State’s Ballot bowl competition and encouraged students to register to vote during the event.
- c. **National Transfer Student Week (Mid-Late October):** PolyTransfer and Associated Students, Inc. host online and in-person events to celebrate transfer students during National Transfer Student Week. The

week features similar programming hosted during CPP Fest that is tailored to the CPP Transfer student experience. The goal is to connect students with their peers and resources that help them learn more about opportunities available to them at CPP.

- d. **Cal Poly Pomona Foundation's Hot Dog Caper (September/October):** This annual in-person event first launched in 1983 when former university president Hugh O. La Bounty had the idea to provide the campus community with a free lunch to kick off the school year. Over the past 30 years, this event has grown from a simple free lunch to one of the university's most well-attended, large-scale extravaganzas, complete with live entertainment and giveaways. In 2019, Hot Dog Caper volunteers served over 15,000 hot dogs and veggie dogs, 9,600 bags of chips, 20,000 beverages and 9,500 popsicles.
- e. **Pumpkin Fest (October 1<sup>st</sup> – October 30<sup>th</sup>):** Hosted by the College of Agriculture and AGRIsapes, the Pumpkin Festival began almost 30 years ago and has grown into a month-long series of events and activities in October. The festival has become hugely popular, drawing as many as 120,000 visitors to pick pumpkins from a patch near the Farm Store. The festival features fun activities for people of all ages, such as live music, farm demonstrations, festival food vendors, a marketplace of craft vendors, a petting farm, and more. In 2022, ambassadors attended the final Saturday in October to provide information about the Los Angeles County Vote Center at Cal Poly Pomona's Bronco Student Union.

### **Annual Communication Efforts**

Communication efforts for student civic engagement opportunities and voter empowerment are intentionally designed to be collaborative, using a variety of channels, media, and platforms to cross-promote messaging and key themes, especially during an Election Year. These tactics include:

- **Civic and Voter Empowerment Website:** Accessible at [www.cpp.edu/vote](http://www.cpp.edu/vote), this website serves as the sole campus portal for information related to civic engagement and Election information. Managed through Student Affairs, it is continually updated throughout the academic year as needed. The site consists of the following modules:
  - **Important Dates and Deadlines:** Important dates related to the Election
  - **Why is Voting Important?:** A breakdown of reasons to vote meant to encourage students to participate.
  - **Register to Vote:** Links to the CA SoS/Turbovote voter registration site and provides key information about voter eligibility in CA.
  - **How to Vote:** Provides information on various voting methods and procedures.
  - **Understanding the Issues:** Provides a breakdown of party nominated offices, measures, nonpartisan offices, and more.
  - **Understanding Election Results:** Provides information on how and when election results are posted, including information on the Electoral College.
  - **Resources and Events:** Updated with CPP events and on-campus locations for involvement. Also includes voting information resources for each county in Southern California.
- **Mass Email Communications:** A campus-wide email is distributed from the Dean of Students office the first month of each academic semester to all students providing civic and election dates as well as information stipulated in Education Code Section 66852. When relevant, this email also includes information about upcoming events and engagement opportunities. During an Election Year, a second email is sent one month before each primary and general election reiterating the dates and information included in the academic term email communication. Certain events (such as an Election Fair) are also cross promoted through smaller email listservs, including (but not limited to) myBAR (student engagement portal) and newsletters such as Bronco Bytes.

- **Student Orientation:** Campus civic engagement opportunities and key election dates and deadlines are integrated into student orientation programming each semester.
- **Academic Calendar:** The primary online academic calendar will include National Voter Registration Day, Constitution Day, Voter Registration deadlines, Early Voting dates, and Election Day. This calendar will also include a link to the Secretary of State’s website for the campus community to confirm additional dates, times and locations for early voting and conditional voter registration.
- **Social Media:** Cal Poly Pomona has a robust network of social media accounts with unique audiences and followers. As such, our goal is to collaborate across channels for wider reach. Social media accounts that are involved in content creation and planning efforts include:
  - **Bronco Advocates:** Managed by Government and External Affairs
  - **Student Affairs:** Managed by Division of Student Affairs
  - **Bronco Advising Center (BAC):** Managed by Academic Affairs
  - **Associated Students, Inc. (ASI):** Managed by ASI Marketing
  - **Cal Poly Pomona:** Main university accounts
  - **Various Campus Affinity Group Accounts:** This includes student clubs and organizations as well as cultural and identity centers
- Social media content is developed with the student audience in mind, with different media types considered based on the content’s message. When applicable, we approach student groups to collaborate on content creation. Content ranges from information based to motivational to encourage participation and engagement.
- As an example, during an Election Year, we make use of various types of media (see appendix for samples from the 2022 General Election). Media types considered include:
  - Long form video
  - Short form video (Reels, TikTok style)
  - Swipe through infographics
  - Custom designed static images
  - Custom designed images for IG story format
  - Connection to Linktree for quick access to links
- **Print Media:** This includes information related to events or Elections on flyers, A-frame signage across campus, and/or targeted messaging including informational door hangers for residence halls.

### **Los Angeles County Vote Center**

The university is committed to provide the campus community with ample opportunities vote in every election by serving as a Los Angeles County Voter Center during every primary and general election. In 2022, 336 voters visited and casted their ballots at the 4-day vote center inside of the Bronco Student Union. Following the 2022 election, Bronco Advocacy League members, student leaders, university housing staff and facilities management will be consulted to identify the best location(s) to host an L.A. County Ballot Drop Box for subsequent election years.

## **VII. Evaluation & Reporting**

### **Evaluation**

Cal Poly Pomona’s voter registration and participation rate provided by Tuft University’s Institute for Democracy & Higher Education (IDHE) is instrumental in helping the campus identify its successes in engaging key student groups and in helping us determine areas of improvement. The university also serves as a Los Angeles County Vote Center annually and collects vote center visitor numbers from the Los Angeles County

Registrar of Voters. In addition to utilizing results from IDHE's the National Study of Learning, Voting, and Engagement (NSLVE), the Bronco Advocacy League will identify and implement additional measures we can use to determine how many students registered and voted. A few ideas we are exploring for implementation by 2024 include:

- a. Adding a button on the MyCPP portal that lets students self-attest whether they already registered to vote and plan to vote in an upcoming election to collect voter data sooner;
- b. Adding a counter on the MyCPP portal which aggregates the number of voter registrations completed and submitted;
- c. Collaborating with the Department of Institutional Research and Analytics to develop a self-attestation voter registration dashboard broken down by available campus demographic data;
- d. Conduct exit poll surveys while tabling and during campus events to collect data from voters on their majors at Cal Poly Pomona to measure voting by major, school, and unit; and
- e. Continuing to monitor and utilize the CA Secretary of State's Ballot Bowl rankings to identify opportunities to improve student engagement the semester when an election is scheduled to take place.

### **Reporting**

Cal Poly Pomona's action plan will be shared and accessible to all campus community members, as well as our local, statewide, and national partners. Our partners include the NAACP of Pomona Valley and the ALL IN Democracy Challenge. Our campus action plan will be posted online and accessible on the following websites:

- a. Cal Poly Pomona's Civic and Voter Empowerment Website ([www.cpp.edu/vote](http://www.cpp.edu/vote)); and
- b. Cal Poly Pomona's campus page on [ALL IN's website](#).

Updates regarding the university's progress in meeting its goals are proactively shared during Bronco Advocacy league meetings and student voter engagement outcomes following each election are provided to Cal Poly Pomona's Cabinet, the Associated Students Executive Board, and the NAACP of Pomona Valley's Collegiate Voter Connections leadership team. Once the university receives its NSLVE report from Tufts University, the league publishes the data on the Civic and Voter Empowerment website and on the Division of Student Affairs social media accounts. Our institution has also given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

## **VIII. 2020 and 2022 November General Election Recap**

The 2022 election followed an unprecedented period of remote learning and virtual engagement for Cal Poly Pomona. Two years ago, the university challenged expectations by increasing voter participation rates among voter eligible students by beating the national average of 66%. With over 83.7% of students registering to vote and 70% casting their ballot in 2020, Cal Poly Pomona went up by 22.6% from 2016 and was recognized and awarded a Gold Seal from the ALL IN Democracy Challenge.

In 2022, the university reintroduced many in-person events that were put on-pause during the pandemic, which provided ample opportunities to engage more face to face during major events, athletics games, and build on our virtual communications plan from the 2020 Election. This year, Bronco Advocacy League members hosted and sponsored four (4) events that primarily centered on civic engagement and voter empowerment (see Appendix I). Three of these took place during the Fall 2022 semester. The university engaged and informed over 300 Cal Poly Pomona students and a total of 250 high school students about the importance of civic participation, advocacy, and voting during these events. Associated Student's, Inc. (ASI) BEAT staff and the inaugural Bronco Advocacy League Ambassadors provided voter and elections information at five (5) Athletics Home Games and hosted voter information booths at various locations on campus between September 20, 2022, and Election Day on November 8, 2022 (see Appendix II).

The Student Civic and Voter Empowerment (SCVEA) team at Cal Poly Pomona also implemented a robust communications plan for the 2022 November General Election, which included a mix of print material, Instagram posts, and informational Instagram stories and reels developed in partnership with ASI marketing, student clubs and student social justice leaders representing various cultural centers (see Appendix III). With support from University Housing, door hangers with voter center information and poll worker opportunities were provided to 1,500 students living on-campus. There were also 816 unique page views of the university's civic and voter empowerment website ([www.cpp.edu/vote](http://www.cpp.edu/vote)) between September 1, 2022, and November 7, 2022.

Overall, student engagement and strategic partnerships on campus continued during the 2022 General Election. The campus community is hopeful that we will see a significant increase in student voter registration and in voter participation rates between the 2018 and 2022.

## Appendices

### Appendix I. Bronco Advocacy League Sponsored Events (Spring/Fall 2022)

- **ASI Voter Registration Rally**  
**Date:** March 22, 2022  
**Campus Partners:** Associated Students Inc., at CPP; Office of Government and External Affairs  
**Description:** Hosted registration booths outside of the Bronco Student Union at University Park. Students were invited to learn more about the upcoming 2022 June Primary Election and November General Election, as well as register to vote on the spot. All attendees regardless of voter-eligibility were invited to participate in a raffle to win insulated water bottles.
- **National Voter Registration Day & Constitution Day Rally**  
**Event Date:** Tuesday, September 20, 2022  
**Campus Partners:** Associated Students Inc., at CPP; ASI BEAT Office of Government and External Affairs; Student Engagement, Leadership and Success  
**Description:** Hosted registration booths outside of the Bronco Student Union at University Park. Students were invited to learn more about the upcoming 2022 November General Election, answer trivia questions about the U.S. Constitution, as well as register to vote on the spot. All attendees regardless of voter-eligibility were invited to participate in a raffle to win Bronco Bookstore gift cards, to pick up Gatorade and snacks, and to participate in the petting zoo.
- **Senator Leyva's Young Leaders Empowerment Summit**  
**Date:** Friday, October 7, 2022  
**External Partners:** Office of Senator Connie Leyva; CA Secretary of State's Office; NAACP of Pomona Valley, local community colleges, and League of Women Voters.  
**Campus Partners:** Office of Government and External Affairs; Student Health & Wellness, Male Success Initiative; Dean of Student's Office; Division of Student Affairs  
**Description:** California State Senator Connie Leyva partnered with the university to host 250 high school students for her final Young Leaders Empowerment Conference at Cal Poly Pomona's Ursa Major. This event aimed to empower, educate, and promote civic engagement among our youth in the region. The event's motto this year is "Amplify Your Voice Through Action." It featured community organizations who helped the students pre-register to vote, provide elections information, and opportunities to be civically engaged. Cal Poly Pomona students, faculty and staff were invited to join



the event during CA Secretary of State Dr. Shirley Weber’s keynote address. The day concluded with optional campus tours.

- **CA Center for Ethics and Policy’s Virtual Election Fair**

**Date:** October 14, 2022

**External Partners:** University of La Verne,

**Campus Partners:** CA Center for Ethics and Policy (CCEP); Office of Government and External Affairs; Finance, Real Estate and Law Department (FRL)

**Description:** For their annual Election Fair this year, CCEP partnered with the University of La Verne College of Law to host presenters speaking in support and opposition of CA State Ballot Proposition 1 and with Dr. Anthony Orlando, Associate Professor of Finance, Real Estate and Law to host a panel conversation regarding housing affordability, housing security and homelessness in Southern California. The event featured guest speakers from the Planned Parenthood Advocacy Project of Los Angeles County, the No on Prop 1 campaign, the USC Price School of Public Policy, the University of Cincinnati’s Real Estate Department, and the Randal Lewis Housing Initiative at UCLA. A total of 80 representatives from Cal Poly Pomona and the University of La Verne attended the virtual event.

## Appendix II. Voter Information Booth Tabling Schedule (Fall 2022)

Voter Information Booths at Athletics Home Games			
Date	Time	Sport	Location
Sat-Oct 8	4:30 PM - 7:00 PM	Volleyball	Kellogg Arena
Fri-Oct 21	4:30 PM - 7:00 PM	Volleyball	Kellogg Arena
Sat-Oct 22	3:30 PM - 6:00 PM	Volleyball	Kellogg Arena
Thu-Oct 27	11:00 AM - 1:30 PM	Women’s Soccer	Kellogg Stadium
Thu-Oct 27	1:30 PM - 4:00 PM	Men’s Soccer	Kellogg Stadium

Voter Information Booths On-Campus		
Date	Time	Location
SEPT-20	10:00 AM-1:00 PM	University Park for National Voter Registration Day
SEPT-27	12:00 PM-1:00 PM	University Park
SEPT-29	12:00 PM-1:00 PM	University Park for Club Fair
OCT-5	9:30 AM-11:00 AM	Bronco Student Union
OCT-6	12:00 PM-1:00 PM	Bronco Student Union
OCT-11	12:00 PM-1:00 PM	Bronco Student Union
OCT-13	9:30 AM-11:00 AM	Bronco Student Union
OCT-18	11:00 AM-1:00 PM	University Park
OCT-19	11:00 AM-1:00 PM	University Park
OCT-25	11:30 AM-1:00PM	Lost & Found Auction
OCT-26	1:00 PM-3:00 PM	Free Speech
OCT-31	8:00 AM-12:00 PM	AGRIsapes for Pumpkin Fest
NOV-2	9:30 AM-11:30 AM	BRIC
NOV-3	11:30 AM-1:00 PM	BRIC
NOV-7	11:30 AM-1:00 PM	Library
NOV-8	9:00 AM-3:00 PM	Bronco Student Union

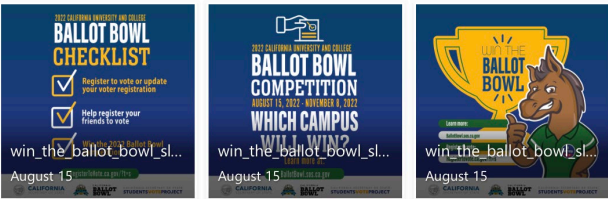

## Appendix III. Sample Election 2022 Communications (by media)

### Print Media

 <p><b>A-Frame signage</b>  <b>10/5/22 – 11/8/22</b>  <b>4 total across campus</b></p>	 <p><b>Residence Halls Door Hangers</b>  <b>10/7/22</b>  <b>1,500 total distributed</b></p>
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### Social Media

Across @cpp\_dsa and @cppbroncoadvocates IG accounts

 <p><b>Win the Ballot Bowl – IG Post</b>  <b>9/6/22</b>  <b>1,941 impressions</b>  <b>80 likes</b>  <b>91 shares</b></p>	 <p><b>National Voter Registration Day – IG Reel</b>  <b>9/20/22</b>  <b>Dean of Students</b>  <b>1,964+ views</b>  <b>7 shares</b></p>
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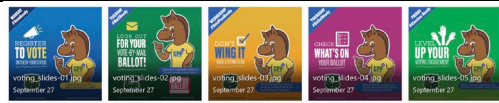
**Make a Voting Plan – Reel**

**10/5/22**

**3,141+ views**

**1,251 non-followers reached**

**22 shares**



**National Voter Education Week – IG Posts (M-F)**

**10/1/22 – 10/7/22**

**4,155 total impressions**

**141 total likes**



**What's on the Ballot – Reel**

**10/18/22**

**2,393+ views**

**940 non-followers reached**

**20 shares**



**Bronco Advocacy League Ambassadors Recruitment – IG Post**  
**9/22/22**

**610 impressions**

**26 likes**

**19 shares**



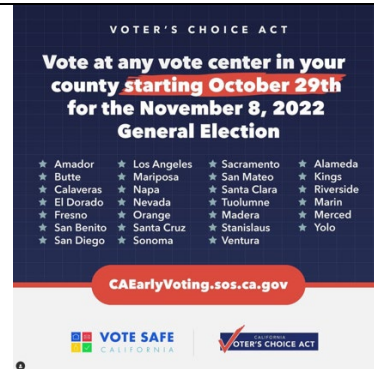
**CA Election Dates and Deadlines – IG Post**  
**9/12/22**  
**171 impressions**  
**9 likes**  
**12 shares**



**National Voter Registration Day – IG Post**  
**9/20/22**  
**views**  
**non-followers reached**  
**shares**



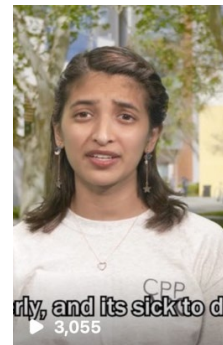
**Early Voting Begins – IG Post**  
**10/10/22**  
**271 impressions**  
**14 likes**  
**22 shares**



**More Days More Ways to Vote – IG Post**  
**10/22/22**  
**138 impressions**  
**6 likes**  
**2 shares**



**Last Day to Register to Vote – IG Post**  
**10/25/22**  
**187 impressions**  
**16 likes**



**Thurgood Marshall Vote Video**  
**11/8/22**  
**3,055 views**

18 shares

30 shares



**Vote Center Info Post**  
**10/28/22**  
**1,929 impressions**  
**22 likes**  
**41 shares**



**Final Ballot Bowl Push**  
**10/31/22**  
**1,409 impressions**  
**27 likes**  
**4 shares**