

CALIFORNIA COMMUNITY COLLEGES  
**CIVIC IMPACT**  
PROJECT



**College Name:** Napa Valley College

**Designated Club or Organization:** ASNVC (Associated Students of Napa Valley College)

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**Please describe your overall rationale and strategic approach for your Action Plan.**

(3,000 characters max)

Before I begin, I wanted to say thank you so much for giving us this grant! I'm excited to put this plan into action.

In one sentence I want students to realize how fortunate they are to live in a country where we have a say in our government, to understand that one person alone cannot make a difference- but one person can lead a great deal of people into making a difference, and at the fundamental level- to increase civic engagement throughout their lives and for it to be passed down from parent to child.

Days are over of using paper to register voters. Time has come to "Electronicise" voting registration. In general people use technology a lot. There are E-books, a plethora of

social media's, texting, with all that why not register people using the internet? I personally have seen online registration on Facebook, but I haven't seen a governmental figure come to my school and tell students to use this. That is a change I want to see. This is my version of "Think globally and act locally". At the global level (national) I want to see politicians talking about the ability to register to vote electronically and then the media to report on that! I will lead my peers in order to make a difference at my school, in the anticipation that it motivates others to do the same at their school. Eventually getting to the point where one person indirectly lead many into coming together on one goal- "electronicise" voting.

At my college my team and I will advertise this new method of registering to vote, which should be easier to do for my demographic because they were practically raised with technology.

Currently California is roughly 38th in voter turnout rates out of the 50 states. By being a part of the All In Challenge I got access to some incredible data, it was done by the National Study of Learning, Voting, and Engagement (NSLVE) at who are from Tufts University. I found out that in 2012 the voting rate was 44% and in 2014 the voting rate was a 16%. Since this is another presidential election I'm anticipating a higher turnout than 2014, but I want the voting rate to be in the 90 percentile range. An issue that arose in 2014 was that most of the registered voters did not go to the polls. Out of 6,051 eligible to register people Napa Valley College had 2,765 register to vote and only 883 of the registered voters went and voted. I feel that continued reminders will increase the amount of registered voters to go and vote. One thing that voters must understand that not voting is still voting. A simple way to describe it is like this- in a hypothetical situation where there are only two people and majority vote wins and only one person votes then that one becomes the majority and wins the election, but if both people vote then there is a tie.

**Outline the set of non-partisan activities you will employ on your campus to increase student voter registration and increase student voter turnout. (5,000 characters max)**

At a meeting we got a number of great ideas on how to do that, and we will implement them. I had a meeting with the Registrar of Napa and got very informative signs which have a QR code on them. For an age group that is so involved with technology the QR code I'm anticipating will be a huge factor in increasing registration rates at my college. What the QR code will do when scanned is it will take the scanner directly to Secretary of State of California- Alex Padilla's website that registers Californians. Bring in people to speak: Napa Valley Registrar, political science professor, possibly some public officials from the state level. For anyone who comes to the table they will be entered in a drawing for items which will include: shoes, makeup, gift cards, theme park tickets, movie tickets, and gift cards for eateries. I made a generalization and went with shoes and makeup because I feel shoes and makeup will reach the most people. To create "noise" I will have different types of foods available. Have different sorts of music- one day have a dj, then another day have a band, another day have a mini drumline, another day a vocalist, another day dancers possibly. The goal of the entertainment aspect is to

create hype and wonder in students on campus. For them to ask themselves or those around them, “What’s going on over there”. Make posts on the school's social media sites, and have my team post about voting. I’m thinking of having shoes from Adidas and Nike, for makeup I have Sephora and Ulta in mind. Sephora and Ulta are popular makeup shops that many women would enjoy having a giftcard to. The drawings are to create excitement about getting involved in civic engagement, even if for some people that simply means getting information. Passing out of flyers and posting of posters which have a QR code that when scanned takes the scanner to California’s website to register voters. Unlike driving which is a privilege voting is our right. So often we want things that we don’t have, but never want what we have. When things are gone is when we want them the most. It seems that humans have a tendency to be retrospective. For example “ugh I should've studied harder for that test”. Although I have \$10,000 at my disposal everything does not have to be done with money. Before paying for the drawing items I will ask for donations or simply discounts on the items. I would like to stretch the money till the next election which is in 2018. Since that won’t be a presidential election it will take more work to increase voter turnout. The age group with the highest registration rate at the college is of students is from 18-21 and they have the lowest voting rate, while the lowest registration rate is among the age group from 50+ and they have the highest voting rate. To not spend money where I don’t need to, I’m working with the Napa County Election Division and secured posters, pens, “I registered stickers”, and pamphlets which are in English and Spanish to aid in increasing civic engagement.

**Describe your student outreach component. (5,000 characters max)**

One way will be to have the Civic Engagement Committee at tables registering voters on tablets. Another way for the team to hold the tablets and walk and engage with students, so they do not have to come to a table but figuratively the table goes to them. For those who say they don’t like either candidate for president so they don’t register I would like my team to tell them that there are many other items on the ballot that need their attention- local initiatives, state wide legislation, and election of many other public officials. If that doesn’t convince an individual to register then I want my team to inform them that they are not bound to vote just because they’re registered to vote. I will not only use paid staff, there are clubs that will help in our initiative because they have volunteer quotas that must be met.

**List the names and contact information of student volunteers participating in the Student Challenge (up to 6).**

Gabriel Sanchez Jr.-707-256-7340

Edilberto Torres-707-256-7430

Robin Rowe-707-256-7430

Esperanza Padilla-707-299-9927

**Define success goals for your students participating in the Student Challenge.**

Number of hours: 30 hours total. 6 hours per day Monday to Friday.

Number of registered voters: 2,000 new registered voters

Number of activities or events: 5

Other: [Click here to enter text.](#)