

California College  
of the Arts

2024

CC  
A

VOTING  
ACTION PLAN



# Contents

<b>Executive Summary</b> .....	<b>3</b>
<b>Leadership</b> .....	<b>5</b>
<b>Commitment</b> .....	<b>7</b>
<b>Landscape</b> .....	<b>10</b>
<b>Goals</b> .....	<b>13</b>
<b>NSLVE</b> .....	<b>14</b>
<b>Strategies</b> .....	<b>15</b>
<b>Timeline</b> .....	<b>20</b>
<b>Reporting</b> .....	<b>22</b>
<b>Evaluation</b> .....	<b>23</b>

# Executive Summary

## Background

Founded in 1907, California College of the Arts (CCA) offers 22 undergraduate and 10 graduate programs in fine arts, architecture, design, and writing. As an educational and cultural institution, CCA has a responsibility to provide access and opportunities for all people, with special attention to groups historically underrepresented in higher education. A culturally diverse and inclusive campus is integral to academic excellence, and our student, faculty, staff, and trustee bodies should reflect the multi-faceted world in which we live. CCA is committed to fostering representation across race, ethnicity, religious creed, national origin, age, sex, sexual orientation, gender identity or expression, and ability.

Last fall, CCA welcomed its 10th president, David C. Howse. Coming from Emerson College in Boston, President Howse brings over 20 years of experience stewarding arts organizations through strategic visioning, fundraising, and community building to CCA. He is dedicated to advancing arts and culture, and looks forward to leading the college during a moment of transformation.

This year also marks a monumental milestone as CCA is creating a new, expanded college campus in San Francisco designed by Studio Gang. The expansion includes an additional 82,305 square feet of all-new maker spaces, classrooms, studios, galleries, and a continuous indoor-outdoor environment. The new design will unite the college's programs in art, crafts, design, architecture, and writing to cultivate collaboration across disciplines.

## Development of the Plan

The CCA Voting Coalition, which is made up of staff, faculty, and student representatives, developed this action plan to build on the successes of our 2022 civic engagement efforts. In 2020, we saw a significant increase in student turnout for the U.S. Presidential Election and would like to build on that momentum. We will continue to grow engagement among our student body in 2024 by increasing voter registration, education, and turnout across the college and demonstrating how Creative Citizenship is core to the CCA educational experience. Our hope in the development of this plan is to continue to grow our efforts across CCA and embed democratic engagement within our institutional structures.

## Purpose of the Plan

The purpose of the plan is to lay out comprehensive, organized, actionable steps to encourage and enhance maximum voter turnout for the 2024 elections and to establish a replicable model of methods and strategies that art and design colleges can employ to cultivate democratic engagement and creative citizenship. The process of organizing and publicizing a collegewide action plan helps us hold ourselves and our communities accountable for continued voting work and provides a framework to measure and celebrate our successes. This 2024 Action Plan marks our third cycle of collaborative action planning and builds on our successes from 2020 and 2022 while identifying areas for further growth. To implement the plan, CCA's Voting Coalition meets monthly to coordinate efforts. Between meetings, workgroup members take lead roles to execute specific strategies.

## Location and Timeline of Plan

For 2024, the action plan has already begun. This plan will be implemented on our campus in San Francisco, CA from March 1, 2024, through December 31, 2024 with in-person and virtual programming. The plan will then be evaluated to see if our goals have been met.

## Creative Citizens in Action Initiative

Creative Citizens in Action (CCA@CCA) is a college-wide initiative that promotes creative activism and democratic engagement through public programs, exhibitions, and curriculum connections. The CCA Voting Coalition and our campus voting work is centralized within this initiative. Founded in 2018, CCA@CCA grew out of CCA's collaboration with alumni Hank Willis Thomas, For Freedoms, and Maryland Institute College of Art (MICA) during fall 2018. CCA@CCA was expanded in 2020 thanks to an endowment gift to launch The Deborah and Kenneth Novack Creative Citizens Series, an annual series of public programs focused on creative activism that spans the disciplines of art, design, architecture, and writing, and a shared desire by CCA students, faculty, and staff for more connected programming related to art, activism, democratic engagement, and current events. CCA@CCA is overseen by the Exhibitions & Public Programming department in partnership with Student Affairs, Academic Affairs, Libraries, Academic Divisions, Communications, and faculty. Many of the programs organized by the Voting Coalition are under the programming umbrella of CCA@CCA.

## 2024 Action Plan Goals

For our 2024 Action Plan, we utilized NSLVE and survey data from the 2020 U.S. general election cycle as a benchmark to set the following high level goals:

To increase our voting rate by 10 points in 2024, from 65.6% to

# 75.6 %

To increase our voter registration rate for incoming students to

# 80%

Additional goals and strategies to help us achieve this are detailed in depth within this Action Plan.



Students visit a voter information table outside the campus cafe, fall 2022.

# Leadership

Our Voting Action Plan was developed collaboratively by a network of staff, faculty, students, and community partners. In addition, the CCA Voting Coalition has experienced strong support from upper administrators, including the President, Provost, Associate Provost, Vice President of Student Affairs, Associate Vice President of Marketing and Communications, and Vice President of Diversity, Equity, Inclusion and Belonging.

## CCA Voting Coalition

### Core Members

- Jaime Austin (Committee Chair), Director of Exhibitions and Public Programming/ Academic Affairs
- Bryndis Hafthorsdottir, Gallery Manager/ Academic Affairs
- Adriana Lopez Lobovits, Director of the President's Office
- Noki Seekao, Senior Director of Campus Life/ Student Affairs
- Stephaine Villanova, Assistant Director for Student Engagement, Activities, & Leadership/ Student Affairs
- TBH, 2024 CCA@CCA Faculty Coordinator/ Faculty Representative (hiring in May 2024)
- Elisabeth Cobb Hughes, 2024 CCA@CCA Design Fellow
- Student Representatives: Maitri Bhateja, Anurag Pradipkumar Bhavsar, Arunima Walimbe, Mehak Prashant Kothari, Nidheesh Hasabnis (Graduate Interaction Design Program)

### Advisory Members

- Joyce Alcantara, Assistant Director, Content and Marketing/ Marketing & Communications
- Tricia Brand, Vice President of Diversity, Equity, Inclusion, and Belonging
- Shiraz Chavan, Senior Director of Enrollment Management & Undergraduate Admissions and Sponsor of Manos Abiertas LatinX Club/ Enrollment Services
- Jose de los Reyes, Associate Director of Institutional Research/ Academic Affairs
- Janece Hayes, Director of Student Belonging & Inclusion/ Student Affairs
- Sarah Kruse, Associate Director of Learning Resources/ Academic Affairs
- Tracy Tanner, Assistant Director, Center for Art and Public Life
- Trey Terrio, Director, Auxiliary Services, Enrollment Services
- Lisa Jonas, Director of Alumni Engagement/ Advancement
- Daniel Ransom, Librarian, Instructional Services/ Libraries
- Erik Scollon, Associate Professor and Chair, First Year Core Studio Program
- Jill Tolfa, Associate Director, International Student Services/ Student Affairs
- Dominick Tracy, Associate Provost, Educational Effectiveness/ Academic Affairs
- Lindsay Wright, Director of Integrated Communications/ Marketing & Communications



## Local Election Office

- Karlie O’Toole Gabour, Deputy, San Francisco Department of Elections
- Deanna Mitchell, Precinct Services/Voter Outreach, San Francisco Department of Elections

## Community and National Partners

- [ALL IN Campus Democracy Challenge \(which includes Higher Education Presidents’ Commitment to Full Student Voter Participation\)](#)
- [Association of Independent California Colleges and Universities \(AICCU\)](#)
- [California Secretary of State California University College Ballot Bowl](#)
- [Campus Vote Project](#)
- [National Voter Registration Day](#)
- [The Potrero Boosters Neighborhood Association](#)
- [Voter Friendly Campus](#)
- [Mi Familia Vota](#)
- [For Freedoms](#)



Provost Tammy Rae Carland, Former President Stephen Beal, CIO Mara Hancock, and Director of Undergraduate Program Management, Academic Services, & Curricular Events John Jenkins visit a voter registration table staffed by Voting Coalition Members Stephaine Villanova, Jaime Austin, and Bryndis Hafthorsdottir, fall 2023.

# Commitment

## Mission

California College of the Arts educates students to shape culture and society through the practice and critical study of art, architecture, design, and writing. Benefiting from its San Francisco Bay Area location, the college prepares students for lifelong creative work by cultivating innovation, community engagement, and social and environmental responsibility. While there is no explicit mention of civic learning and democratic engagement in CCA's mission statement, President Howse is embarking on a new strategic planning process in early 2025 that centers art and design education as a means to foster creative citizenship.

## Values

As an educational and cultural institution, CCA believes in fostering the artistic and academic excellence of our students and faculty.

- We cultivate intellectual curiosity and risk-taking, collaboration and innovation, compassion and integrity.
- As a global citizen and good neighbor, CCA believes in its role as a proponent of social justice and community engagement.
- We promote diversity on our campuses by improving access and opportunities for underrepresented groups, and we see this endeavor as vitally enriching for everyone.
- We value sustainability and believe that as a school of the arts we have a unique ability and an ethical responsibility to shape a culture that is more environmentally responsible.
- We understand the importance of creative economies and the role of artists, designers, architects, and writers in solving social, cultural, environmental, and economic problems.

## Creative Accord

CCA's Creative Accord is a cultural and ethical touchstone for all members of the CCA community. This collective agreement allows us to hold each other accountable and gives us something to aspire to as a creative community. There are four principles that comprise the Creative Accord. These principles unite the 2,500+ members of the CCA community by naming our shared values, helping us understand why we do what we do, discovering common goals in hard moments of misunderstanding, and creating opportunities for inclusion.

The four principles of the Creative Accord are:

- **Radical Responsibility:** We approach our craft with the understanding that we are interconnected and responsible creative-citizens.
- **Think Beyond:** We examine and apply critical curiosity to ourselves, others, and our craft.



Radical Responsibility



Think Beyond



Cultivate Creative Action



Become chimeraMADE\*

*Digital murals depicting the four principles of the Creative Accord by students in Senior Adjunct Professor Eduardo Pineda's Fall 2020 Critical Ethnic Studies Mural Art course.*

- **Cultivate Creative Action:** We utilize different tools to advocate for informed social change that impacts us, our making, and our community.
- **Become chimeraMADE\*:** We actively contribute to being part of a creative community.

Actions in the world require awareness of shared community values to catalyze collective action. CCA's Creative Accord provides a personal and collective roadmap to becoming good neighbors and global creative-citizens, and we commonly reference these principles in our conversations with students regarding democratic engagement and why it matters.

*\*Note: CCA's mascot is the Chimera, a mythical creature made up of lion, goat, and snake—three distinct identities that culminate in a single form and represent an apex of strength, knowledge, and skill.*

## Diversity Goals

Artists, designers, architects, and writers have a distinct ability to lead cultural change. It's one of the most exciting aspects of engaging in a creative life. It's also an immense responsibility. At CCA, we take care to nurture and investigate this paradigm, anchored by our core values of social justice, community engagement, cultural diversity, and sustainability. Students learn to integrate compassion and integrity into their work, and DEIB principles inform every campus life and operations decision we make. We understand that much like the iterative process of creative practice, the work of DEIB is never done.

A central theme of CCA's five-year strategic plan is to cultivate diversity by accomplishing the following three goals:

- Increase racial, socioeconomic, and global diversity among students, staff, faculty, and trustees
- Develop our pedagogy and curriculum to reflect social and cultural diversity
- Build a campus community that supports and values diversity

Both at CCA and on the Voting Coalition, we pursue a "shared equity leadership" framework, an organizing principle that defines, directs, and distributes equity-conscious values into institutional practices. We seek to assemble a Voting Coalition that both looks like and represents our diverse community, and we continue to prioritize civic and democratic engagement as a core component of our educational mission.

## Partnerships and Communication

David C. Howse stepped into the role of CCA's 10th president in December 2023. He recently signed the ALL IN Presidents' Commitment to Full Student Voter Participation and has been briefed on the Voting Coalition's work. Both David Howse and Provost Tammy Rae Carland have re-committed to sending out campus-wide communications (including students, faculty, staff, and alumni) this fall to help reinforce the importance of voting. In 2020, CCA created a special Voting Resources page on our Portal Intranet that we are continuing to develop, and the college communicates externally about voting via campus signage and social media.

Internal partnerships with departments within CCA are key to the success of our voting initiatives. Between February and June 2024, the Voting Coalition has planned a "road show," sending members of the Voting Coalition, armed with a deck of slides, to meet with stakeholders across the college to update them on our progress and goals for 2024, and to renew their support. The road show will visit the following departments:

- Academic Affairs / Academic Deans
- Marketing & Communications
- Office of Student Belonging and Inclusion
- Enrollment Management & Admissions



- Residential Education
- Learning Resources
- Center for Art and Public Life
- Advancement
- Libraries
- First Year Core Studio Program
- International Student Services

## Creative Citizens in Action Initiative (CCA@CCA)

The Creative Citizens in Action initiative (CCA@CCA) is a collegewide effort to weave creative citizenship into the culture of the institution in a connected and visible way that can be clearly articulated both internally and externally. The CCA Voting Coalition and our campus voting work is centralized under the programming umbrella of CCA@CCA alongside other programs focused on civic engagement.

The Creative Citizens in Action initiative includes:

- CCA Voting Coalition and related voting work
- The Deborah and Kenneth Novack Creative Citizens Public Program Series
- Teaching Resources
- Faculty Grants
- Student Fellowships
- Creative Citizens courses

In 2020, CCA secured a \$2 million gift to create the Deborah and Kenneth Novack Creative Citizens Endowment Gift, which provides consistent funding year-on-year to support democratic engagement, and has an annual report and review process. We are happy to share that CCA is scheduled to open our expanded campus in San Francisco in fall 2024, which includes the “Deborah and Kenneth Novack Creative Citizens Hub,” a flexible gathering and lecture space that will help support ongoing and dedicated programs at the college.



*Voting Coalition Members Jaime Austin and Bryndis Hafthorsdottir staff a voter registration table during Orientation, fall 2023.*

# Landscape

At CCA, we are committed to working with faculty, staff, students, and election officials to reduce barriers to student voting. Although voting rates among CCA students improved from 17.2% in 2016 to 65.6% in 2020, according to NSLVE data, the college acknowledges that it must actively grow and strengthen its institutional efforts to improve democratic engagement.

For 2024, areas of focus for the institution to improve democratic engagement include: supporting out-of-state students who remain registered in their home states by providing more resources about how and when they should vote in their home states; educating and including international students in the institution's democratic engagement efforts; and more deeply embedding democratic engagement in the course curricula and co-curricular programs and events. The following subsections explore student and climate data that inform institutional strategy as well as institutional efforts to increase democratic engagement at both curricular and co-curricular levels.

## Student Data

In addition to analyzing data from the NSLVE report, we worked with Institutional Research and Student Records to collect students-by-state data for the first time in 2022. California is a hybrid vote-by-mail/in-person voting state with the majority of voters voting by mail. We have noticed that many students wish to vote in their home states, and having this data will allow us to collect and share election deadlines and helpful information by state. We are planning to focus on all states with 5 or more students based on fall 2023 data.

40% of our student population is international. Members of the CCA community participate in elections across the globe, including in India, the Republic of Korea, Taiwan, Mexico, and Canada. In 2020, we developed a presentation on being an informed voter and understanding U.S. elections from an international student perspective, and we are working to support interest in democratic engagement in students' home countries by including this information on our Voting Resources page on CCA's Portal Intranet.

## Campus Climate

In March 2023, CCA administered the Higher Education Data Sharing Consortium (HEDS) Diversity and Equity Climate Survey to all staff, students, and faculty. Participants were surveyed about perceptions of CCA regarding climate, diversity and equity support, experiences with disparaging remarks, and experiences with discrimination and harassment. The findings of the survey have been analyzed and the data is being used to make recommendations and inform institutional strategy.

As it relates to democratic engagement, the climate survey findings indicate that there is a perceived need for fostering connections across different groups and facilitating open and restorative conversations; a perceived need for greater student and faculty voice in governance processes; and a desire for more institutional support of freedom of expression and authentic expression. The college's senior administration and the Equity Advancement Council (a group of staff and faculty who steer priorities, action planning, and metrics

## Statistics

1063

undergraduate students

327

graduate students

38%

international students

22%

first generation undergraduate students

65.6%

2020 student voting rate (up 17.2% from 2016)

State	Total Students
California	698
Washington	20
Florida	12
Texas	12
New York	11
Illinois	10
Oregon	10
Massachusetts	8
Nevada	6

for the success of college-wide integration of diversity, equity, inclusion, and belonging), along with other key stakeholder groups, will continue to explore how the campus climate data informs CCA's upcoming strategic planning process, launching in 2024, and its efforts around democratic engagement and creative citizenship.

## Current Institutional Efforts

### CCA Voting Coalition

The CCA Voting Coalition is made up of staff, faculty, and students and has been actively working to grow institutional commitment for democratic engagement since 2018. CCA has served as a polling location since spring 2018, and we submitted our first democratic engagement action plan to the Campus Vote Project and Voter Friendly Campus program in 2020. Since 2020, the CCA@CCA initiative continues to level up the college's commitment toward voter engagement with campus-based voter registration drives, "get out and vote" events, curriculum connections, and support for student activities focused on voter education and outreach. In addition to monthly meetings, the Voting Coalition has an annual review meeting to assess and evaluate efforts and each Voting Action Plan is reviewed in advance of submission by CCA's President, Senior Cabinet, and departmental partners.

### Curriculum Connections

"Creative Citizens" courses build students' skills in creative activism and civic engagement, and receive a special tag in CCA's Workday course registration module that allows students to search for them specifically when registering for courses. "Creative Citizens" courses build students' skills in creative activism and civic engagement. Course topics may include social justice, environmental activism, civic or political engagement, activist movements, forms of protest, social practice, community engagement, design activism, and more. Examples include:

- a. Ethnic Studies 2000-6: Citizen Artists/Designers/Journalists taught by Kim Anno
- b. Writing 6020-2: Creative Communities: Literature & Culture of the Bay Area taught by Faith Adiele
- c. Social Science and History 2000-1: American Politics taught by Maxwell Leung
- d. Upper Division Interdisciplinary Elective 3000-9: Rooted: Forming Identity taught by Steve Jones

We take a multi pronged approach in identifying courses with creative citizenship components. All faculty are invited to nominate their courses to receive the "Creative Citizens" designation and simultaneously the Voting Coalition vets the course catalog and extends invitation to select academic courses to join the program. There are an average of 40 "Creative Citizens" tagged courses over the academic year.

### CCA@CCA Faculty Grants for public programs

CCA@CCA Faculty Grants are designed to support course efforts tied to civic and democratic engagement by CCA faculty. The goal of this program is to support the implementation of small-scale, immediate public-facing events, projects, or activations that aim to improve the learning experience of students and offer critical resources for civic involvement. Projects are developed as part of course curriculum and are featured in the Creative Citizens Program Series as well as social media and online platforms. We have \$10,000 allocated to Faculty Grants each academic year.

### First Year Program Partnership

The Voting Coalition worked with the First Year program to develop a required Moodle



module that introduces students to CCA's Creative Accord, describes creative citizenship, shares examples of relevant student and faculty projects, and provides resources to eligible students to register to vote. This presentation will be updated by August 2024. In addition, we plan to co-organize a "Get Out the Vote" event with the First Year Program in fall 2024 that will take place during First Year required CORE courses to ensure robust participation.

### **Online Tools and Social Media**

The Voting Coalition continues to maintain its Voting Resources page on the college's intranet, which consolidates information about upcoming local and national elections, suggests ways to become more civically engaged, and links out to helpful tools, such as the League of Women Voters Education Fund's Vote411 tool. In addition, the Voting Coalition has begun the development of a new child page dedicated to voting on CCA@CCA's homepage, creativecitizens.cca.edu. Both the intranet page and the CCA@CCA homepage direct members of the CCA community to CCA's voter registration portal, presented in partnership with the ALL IN Campus Democracy Challenge.

The Coalition partners with the college's Marketing and Communications department to integrate election information into its institutional communications strategy, including social media and community-wide communications. CCA shares out curated voting reminders on channels such as Instagram, and has its own customized voting GIFs to help the community promote voting on their own social media platforms. New in 2024, each monthly edition of CCA's college-wide newsletter, the "Creative Brief," includes a "Voting 101" section, which keeps current students, faculty, staff, and alumni up-to-date on the college's democratic engagement efforts.

### **Programming**

#### ***Voter Registration***

- Voter registration information embedded in orientation content for all incoming students
- Voter registration tabling at Orientation, Chimerapalooza (welcome week community fair and celebration), and key large events on campus
- Participation in National Voter Registration Day
- Communications from CCA President encouraging the community to register to vote
- Voter Registration digital kiosk at the CCA Library and the Deborah and Kenneth Novack Gallery

#### ***Voter Education***

- Constitution Day Town Hall event
- Creative Citizens Program Series (typically 10 events per semester)
- Faculty teaching module and toolkit emphasizing the importance of voting that includes specific and inclusive messages for DACA and international students
- Flyer and Poster campaigns
- Teaching Modules to support conversations about voting and democratic engagement in courses. Past examples include: CCA@CCA Teaching Module: What is Your Voting Story?

#### ***Voter Turnout***

- Communication from CCA President encouraging the community to turn out to vote
- Polling Location for Precinct 7002 located on CCA's campus
- Voting artwork campaign, including posters and voting stickers

# Goals

## Short Term Goals (2024 General Election)

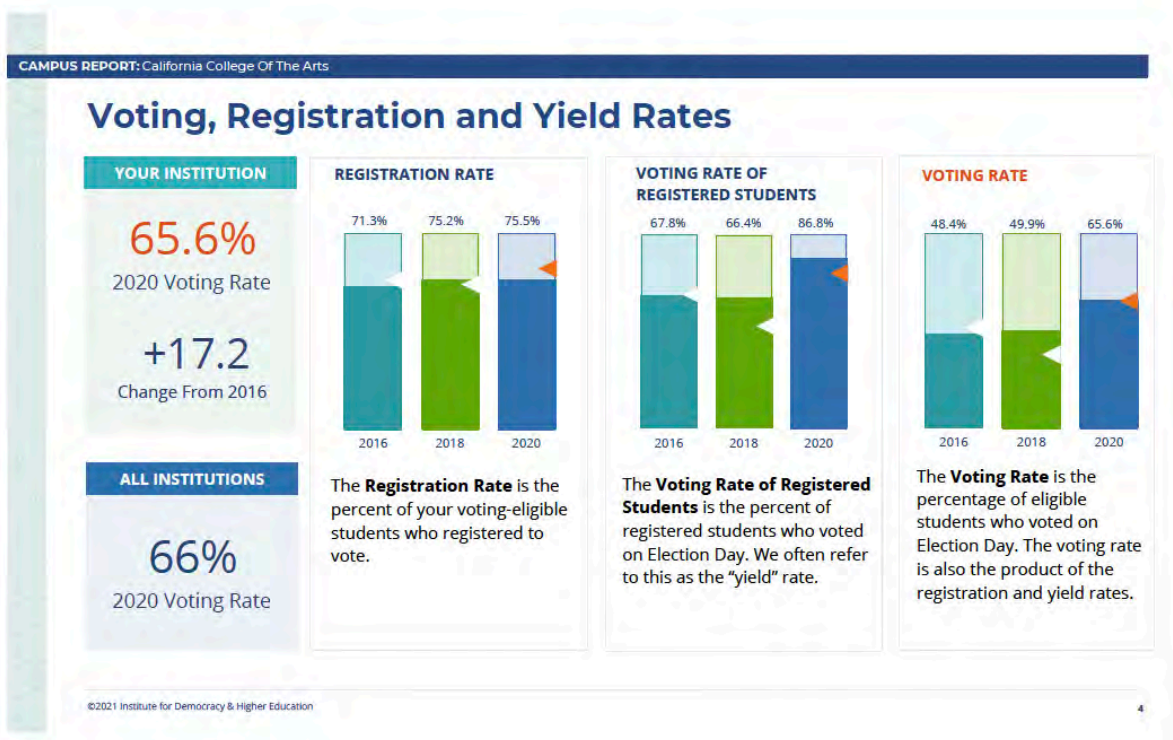
- CCA will increase student voting rate by 10% to 75.6% by focusing efforts on increasing turnout by 18-24 year olds.
- CCA will increase our voter registration rate to 80% for eligible incoming students.
- Meet students where they are by partnering with departments across the college to provide clear voting information, registration, educational resources, and support to students in spaces where they normally operate and encourage student-to-student voting outreach.
- Identify and designate a visible and consistent physical location on campus for voter registration, education, awareness, and resources that is installed before students arrive on campus in August 2024 and is available through Election Day.
- Introduce the work of the CCA Voting Coalition to CCA's new President, secure his signature on the President's Commitment to Student Voting, and confirm support for voting-specific communications for fall 2024.
- Expand and diversify staff representation in the CCA Voting Coalition, with a specific focus on representation from Student Affairs, the President's Office, and the Office of Student Inclusion and Belonging.
- Increase student engagement in the research, planning, and execution phases of Voting Action Plan development through course collaborations and paid workstudy positions.
- Host a Polling Location in CCA's Blattner Residential Hall to support campus voting access for CCA students and our Potrero Hill community.
- Raise the profile of CCA's Voting Portal as a central resource for democratic engagement that is measured by unique views.
- Provide \$5000 in funding to the CCA@CCA Faculty Grant Program for faculty members incorporating public activations related to voting and democratic engagement in their fall 2024 classes.
- Update civic engagement Moodle module required as part of incoming student orientations.

## Longer Term (2028 General Election and beyond)

- Identify concrete opportunities in CCA's upcoming strategic planning process (beginning in January 2025) for addressing and strengthening civic learning and democratic engagement.
- Thanks to partnerships with the Office of Student Belonging and Inclusion, Vice President of DEIB, and others, voter turnout among students of color will match that of white students.
- Partner with the Marketing & Communications department to incorporate creative citizenship and democratic engagement into CCA's Mission/Values page on cca.edu.
- By 2028, develop relationships with 2 additional community organizations in adjacent San Francisco neighborhoods related to voting and democratic engagement.
- Include civic engagement module in student orientations (work is already being done, but we are working toward long-term commitment).
- Increase engagement with faculty teaching "Creative Citizens" tagged courses by providing opportunities for them to apply for funding to support course outcomes, offering a class visit by a member of the Voting Coalition to talk about voting, and providing toolkits and support for democratic engagement.

# NSLVE

CCA registered for the National Study of Learning, Voting, and Engagement for the first time in 2020, and received our first report in 2021. Our 2020 Voting Rate was 65.6%. While this percentage represents an increase by 17.2% from 2016, we still see greater room for improvement. In fall 2020, CCA was operating in a remote learning environment, so we are hopeful that a robust Voting Action Plan and return to in-person outreach and events will contribute to an increase in our voting rate in future elections. We are still waiting to receive our 2022 NSVLE Report, and will incorporate the updated data into our planning process once received.



When we receive data, CCA's Director of Institutional Research reviews the data and then shares their assessment with the Voting Coalition, who discuss results in detail. NSLVE data is made public on CCA's Voting page on Portal, and is shared via internal meetings with student clubs, Senior Cabinet, and other stakeholders.



# Strategies

## Meet students where they are

1. Orientation and Welcome Week
  - a. Integrate Voter Registration into the orientation and Welcome Week schedule via tabling, scheduled presentations to orientation groups during campus tours, and direct outreach.
2. Residential Education
  - a. Train student chimera leaders (RAs, OLs) at chimera leadership training
  - b. Provide resources and practice to the RAs having individual conversations with residents to educate and support students in the voter registration process
  - c. Post voting information in visible locations in Residence Halls
3. First Year Program
  - a. Partner with the First Year Program on an event in the CCA Gallery related to voting and democratic engagement in Fall 2024 that would be a requirement of the Core First Year class that is taken by all first year students. This would allow us to directly reach all first year students in an academic setting, and give us the opportunity to provide faculty in the First Year Program with voting resources.
4. Voting Information Kiosk in CCA Library
  - a. Partner with the Libraries team to install a Voting Kiosk near the entrance of CCA's Simpson Library (main library) in August 2024, before students return to campus. The Voting Kiosk would include the following:
    - i. A computer station that is open to CCA's Voter Registration Webpage and gives users the option to print their application for free (a common roadblock).
    - ii. Signage provided by the Voting Coalition
      1. Voter Registration banner signage
      2. Step-by-step instructions
      3. Contact information for questions
      4. Envelopes and stamps
      5. Drop-off mailbox
  - b. Library staff will be trained in summer 2024 to support voter registration. A Voting Coalition member will come to a summer 2024 staff meeting to provide training, and provide a handy FAQ document for librarians.
  - c. A special display of books and periodicals related to democratic engagement and creative citizenship will be on view starting September 24, 2024 (Constitution Day and National Voter Registration Day) and stay on view through the election.
5. Learning Resource Center
  - a. The Learning Resource Center (LRC) is a team of 10-15 CCA students (undergraduate and graduate) and faculty/staff members who serve as coaches in all academic subject areas. Voter Registration training will be delivered to the incoming cohort during Orientation Week so that LRC coaches can outreach to students regarding voter registration during initial coaching sessions.
  - b. The LRC Podcast, Creative Chaos Advice, could create a student-led episode related to voting, with content support from the Voting Coalition.

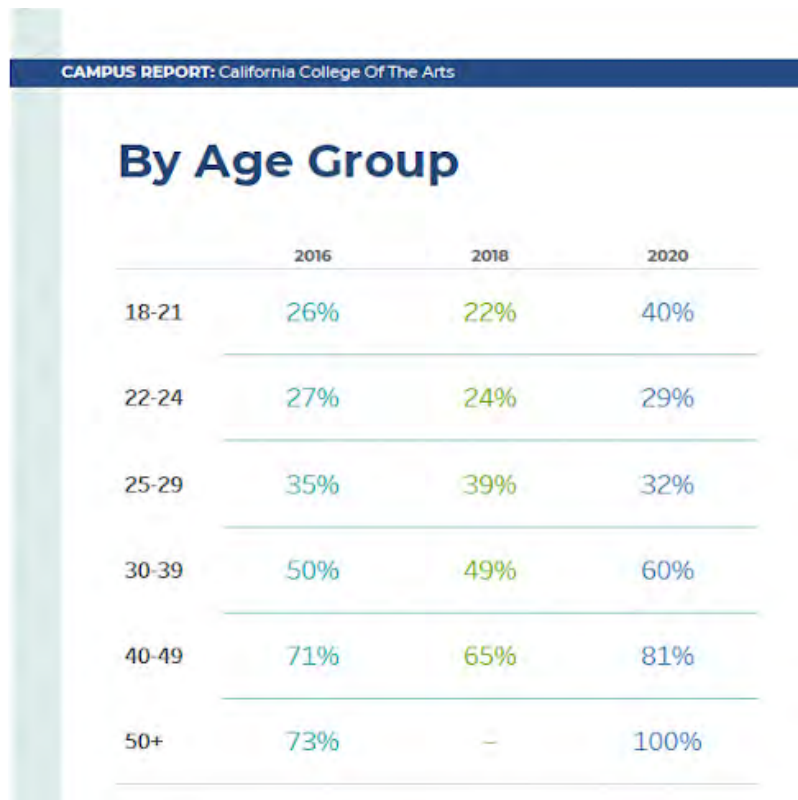
- c. The LRC will repost voting messages to their departmental Instagram account
6. International Student Services
- a. Partner with the International Student Services Office to create inclusive information and opportunities for students who are not eligible to vote in the United States to be engaged in democratic engagement activities. This could include:
    - i. Posting election dates and information for students from other countries

### Increase student engagement in the Voting Action Plan creation and execution

1. Partnering with the Masters in Design Strategy (MDes) Program to co-design an opportunity for students to conduct research as part of a course assignment that will inform the Voting Coalitions outreach strategies related to youth voting. Topics identified by students for research via polls and student interviews include:
  - a. Reasons why non-voters may not vote
  - b. Zones of influence related to voting
  - c. Behaviors and trends related to news and voting information consumption
  - d. Issues youth voters most care about

### Use data to help us target outreach

NSLVE data from the 2020 election showed us that the voting rate for students ages 18–29 was lower than expected. These age groups represent a significant number of our undergraduate and graduate students. Therefore, we plan to focus voter registration efforts to target these younger voters by focusing on outreach during orientation and move-in, increasing toolkit support for course-based outreach by faculty, surveying students to identify the issues they most care about and then design specific programs around those issues, and prioritizing support for student-led voting initiatives.



---

## Faculty Involvement

We've found that direct faculty engagement with their students is an effective outreach tool. The CCA@CCA Faculty Grant program directly engages with approximately 88 students per semester who benefit from course-specific funding. In addition to offering grants to faculty who have a desire to organize democratic engagement events with their students, at the first faculty meeting in the fall a representative from the Voting Coalition will share toolkit information with faculty members and encourage them to talk with their students about registering to vote in the first weeks of classes. Additional faculty outreach will take place with the First Year Program and we are planning to partner with faculty specifically on Constitution Day programming.

## Voting Portal

We plan to expand the content featured in CCA's voting intranet pages to include non-partisan voter education resources from partnering organizations, information about democratic engagement for international students, and a toolkit with a concise presentation deck for faculty to share with their students. We will leverage our partnership with ALL IN to provide CCA's customized voter registration portal, which provides us specific data related to voter registrations started, voter registrations completed, voter registration portal clicks and voter registration portal hits and offers a "one stop shop" for students registering to vote across all states. This Voting Portal will be available via a kiosk in a visible location in CCA's library, and will be used during tabling events.

## Surveys and Pledges

Prior to the Presidential Primary Elections, we conducted a student survey with the goal of getting a deeper understanding of our student community's interest in civic engagement and their voting plans. The survey asked if students were registered to vote and if they were not registered, students also had the option to request information about how to register to vote. This was another opportunity for us to provide critical voting registration information to interested students. We collected data informing us that just over 40 students care deeply about 23 different social, political, and civic engagement issues. The following social issues rose to the top for the majority of our students: Environmental (Sustainability/Climate Change), Health Care (Public Health), and LGBTQIA+ Rights. Knowing the values of our students will allow us to use this to better engage our students in future programming efforts. We also invited students to serve as advisors and participate in focus groups to gain more insights into these topics.

## National Voter Registration Day

National Voter Registration Day in 2022 and 2023 helped us increase the visibility of voter registration opportunities on campus. We have been working to grow student participation in this event with our "Red, White and Teal" campaign, and tabling sessions near CCA's main dining hall. In 2024, National Voter Registration Day and Constitution Day are both on September 17, 2024 so this event will continue to be a main focus of the Coalition.

## Tabling Engagement

To increase student awareness and engagement on Super Tuesday, we set up a table activity in Makers Cafe, the main student dining hall. Over 100 students reflected and answered the questions, "If you were running for office, what platform would you run on?" or "What issues do you strongly care about?" The following social issues rose to the top for the majority of our students: Health Care (Public Health), Education System Reform, Housing Crisis (Houselessness). It's interesting to note that only one social issue, Health Care, was identified as important to our students in both the Civic Engagement Survey and this tabling activity. Hearing from our students and learning what social issues they value will allow us



to use this to better engage our students in future programming efforts. This activity was a new way to engage with our students and by having them start to think about putting themselves in a position of power, we are educating them on the importance of voter education, understanding different platforms, and propositions when voting in all levels of elections.

As our track record has proven that we can engage between 70-100 students via tabling events, we will continue to engage students on a regular basis with tabling events. We will strategically table during high traffic days and in high foot traffic locations. In conjunction with the new expanded campus building opening in fall 2024, we plan to host regular tabling events in the new open air promenade space since this is likely to be highly populated with students. We will also specifically have tabling to increase voter education, voter awareness, and general information regarding the upcoming Presidential Election during key college events such as: Chimera Welcome Week, Opening Weekend, National Voter Registration Day, and Constitution Day. By engaging students in high-traffic events, this will allow us to have a greater reach with hundreds of students who would not otherwise necessarily seek out this information on their own. At the table events will employ a number of engaging activities ranging from expressive art making projects to surveys and pledges in order to gather data on if students are registered to vote, if they are planning to vote, and/or reasons voting is important to them.

## Residential Education

We recognize our current student climate and culture prioritizes peer-to-peer connection through the lens of mental health especially when it comes to navigating processes that may be politically charged such as voter registration. As such we are shifting outreach efforts to truly meet students where they are through a “train the trainer” model by connecting with our student leaders from across the college. Resident Advisors, Orientation Leaders, Student Council Members, and Global Ambassadors convene for a weeklong student leadership training scheduled to take place Monday-Friday, August 12-16, 2024. Members of the Voting Coalition will present to the group a holistic way to support students through next year’s election cycle.

We will be partnering with Residential Education, specifically the Resident Advisors for Peer Connections, who are tasked with learning, supporting, and engaging individual residents on each floor. There are approximately 400-500 residents that live within our two residential halls. We will be developing a set of prompts for the Resident Advisors for Peer Connections to use when connecting with their residents. We anticipate the peer-to-peer connection will provide a more targeted outreach to first-time voters who are trying to navigate the registration process and educate our international students who may not be familiar with US elections.

We recognize the shift from a general outreach approach and instead are taking an individualized approach that allows us to humanize the voting process and share mental health resources (e.g. anxiety from having to complete a voter registration form, personal challenges of how they choose to vote and the impacts it may have with loved ones.)

## Work Study

Our creative student community prioritize their time in class, studio time, and work study positions. Knowing how limited student free time is, we will be partnering with key departments across the college that train large teams of work study students to assist with voter outreach and registration as part of their scheduled work shifts. This is a new program that will allow students who are employed on campus to receive training and be paid for their time, and will facilitate us training a larger and more diverse group of students to support student-to-student voting efforts.

The five identified departments based on high student contact are: Libraries, Learning Resource Center, Media Center, Exhibitions & Public Programming, and Campus Life.

This partnership will allow us to leverage existing work study students who have built trust with their respective student communities (e.g. Learning Resource Coach who works with 10 students, can have a personal conversation with them around voting). By working through community, it will help amplify the collective voice of civic and democratic engagement.

### Turnover/Succession Plan

To ensure long term success of voting initiatives, we have embedded voting work within a funded initiative, Creative Citizens in Action (CCA@CCA), which is overseen by the Exhibitions and Public Programs Department within Academic Affairs. In addition, we are working to build a Voting Coalition that includes a diverse group of individuals from departments across the college with a focus on consistent staff representation to help balance out the faculty and students who turn over more frequently. As staff leave the college or rotate off, we continue to recruit new members. In 2024, are focusing on new staff representation from Student Affairs, the President’s Office, and the Office of Student Inclusion and Belonging. To secure faculty representation we have created a paid faculty coordinatorship position, the CCA@CCA Faculty Coordinatorship, to help recruit and compensate a faculty leader for their time and efforts related to supporting democratic engagement during key election years, such as 2024. For students, we have been working to connect to course curriculum, such as the Masters in Design Strategy research course, to create opportunities for students to conduct research and programs as part of course participation.



A student worker and Voting Coalition Member Stephaine Villanova staff a voter information table in the campus cafe on election day, March 5, 2024.

# Timeline

May 31, 2024	Voting Action Plan due for ALL IN and Voter Friendly Campus
June–July 2024	Voting Coalition Roadshow – meetings with VP of DEIB, Center for Art and Public Life, Libraries, Marketing & Communications, President’s Office, Learning Resource Center, International Student Support, student focus group, and more. Consultations with MDes students conducting voting research.
August 1, 2024	Updated Voting page goes live on Portal. Call goes out to staff to volunteer to help with National Voter Registration Day. Workstudy Student Design Fellow is onboarded to assist with designing voting-related materials.
August 5, 2024	Creative Citizenship Moodle module launches, which includes voting registration information, as part of online New Student Orientation requirements. Library staff are trained on how to assist with the Voter Registration and Information Kiosk.
August 12–16, 2024	Resident Advisors, Orientation Leaders, Student Council Members, and Global Ambassadors convene for a weeklong student leadership training where members of the Voting Coalition will present to the group a holistic way to support students through next year’s election cycle.
Aug. 12–Nov. 5, 2024	2024 Ballot Bowl Competition.
August 20, 2024	Voting Registration and Information Kiosk is operational in CCA’s Library.
Aug 20–23, 2024	Voter Registration Drive as part of Welcome Days and Move-in. DIY Voting Toolkit for Faculty is distributed to faculty during Faculty Week.
August 28, 2024	Fall 2024 classes begin.
September 5–9, 2024	Training sessions with students in workstudy positions and outreach to student clubs.
Sept.–Dec. 2024	Creative Citizens Program Series. Ongoing social media campaign.
September 17, 2024	Constitution Day and National Voter Registration Day. Constitution Day Town Hall, Voter Registration tabling event. Voting and Creative Activism book display opens at the CCA Library. Presidential communication related to voting is distributed digitally to students, faculty, staff, and alumni.
Oct.–Nov. 2024	CCA@CCA Faculty Grant projects & events.



October 7, 2024	Vote-by-mail ballots are sent out to California voters.
October 7–21, 2024	Voter education gatherings (absentee ballot parties, small roundtables in the library, etc.).
October 18–19, 2024	Celebration of the official opening of CCA's new "Double Ground" campus extension. Voting awareness displays and events will take place on campus.
October 21, 2024	Last day to register to vote in California before General Election. Voting communication from President's Cabinet is distributed digitally to students, faculty, and staff.
November 1, 2024	Communication from CCA President emphasizing the importance of voting and civic engagement.
November 3-4, 2024	Set up polling location.
November 5, 2024	General Election. Polling location operates in Blattner Hall.
Nov. 2024–Jan. 2025	Reporting and evaluation.

# Reporting

This plan will live within the Creative Citizens in Action initiative, which is administered by the Exhibitions and Public Programming Department within Academic Affairs. The strategies and goals outlined in this document will be assessed twice a year by the Voting Coalition Group, with an annual report shared with a broader range of stakeholders including CCA's President and Senior Cabinet annually each summer. CCA's Voting Action Plan will be publicly available on CCA's voting page on Portal. We will also share the NSLVE data/report, updates, and information both internally and externally.



One of CCA's residence halls, Blattner Hall, served as a polling location for the Presidential Primary Election on March 5, 2024.

# Evaluation

Evaluating our previous election and democratic engagement related data provided an essential foundation for the creation of this current plan. A similar assessment and evaluation process will be critical in informing future work.

To ensure successful assessment of this work as part of our broader Creative Citizens in Action initiative as well as integration with larger institutional assessment efforts, CCA's Associate Director of Institutional Research is a member of our Voting Coalition. We will collect and analyze information about voter registration via our online Voting Portal.

We will collect process data on an ongoing basis to assess and document the reach of our education and engagement work. Tracking will include how many and which CCA groups use the Voting Toolkit, how many students participate in Creative Citizens Course, how many students participate in programs funded by the Faculty Grant program, as well as number of participants and audience (which students are reached) at our engagement events. In addition, we track views and time spent on CCA's Portal Intranet voting pages.

We will also measure our success by the numbers of eligible students who a) register to vote and b) turn out to vote in the 2022 and 2024 elections. CCA registered for the National Study of Learning, Voting, and Engagement in 2020, and will be able to use this data to assist us in measuring our success.

In addition, we plan to do evaluation, both formal and informal, throughout our events and engagement opportunities. Some strategies would include informally interviewing attendees at tabling events and surveying students.

## NSSE

We will continue to use the National Survey of Student Engagement (NSSE) as part of the ongoing assessment for our overall initiative. We will continue to assess trends from the following topics both in comparison to the Association of Independent Colleges of Art and Design (AICAD) consortium as well as national data, and make adjustments to continue to enhance our democratic engagement efforts:

1. How much has your experience at this institution contributed to your knowledge, skills, and personal development in being an informed and active citizen?
2. How much does your institution emphasize attending events that address important social, economic, or political issues?

Based on the 2020 NSSE results, CCA appears to be doing better than our AICAD peers when it comes to contribution of knowledge/skills in being informed and active citizens, as well as the institution's emphasis on attending events that address important social, economic, or political issues. In particular, for question 18j related to "Being an informed and active citizen" CCA scored 2.7 versus the AICAD mean of 2.4.





IN ACTION

CREATIVE CITIZEN IN ACTION

LOCAL POLLING PLACE: 1114 FIFTH STREET

FIFTH STREET

