



California College of the Arts 2020 Action Plan

Developed by: Jaime Austin

Executive Summary:

Civic engagement is a core component of CCA's educational mission and programming. In fall 2018, we launched the Creative Citizens in Action Initiative at CCA (CCA@CCA) to support civic learning and democratic engagement across the college. The initiative grew out of a shared desire by CCA students, faculty, and staff for more connected programming related to art, activism, and democratic participation. Voter outreach, education, and turnout work is one of the focus areas of the CCA@CCA initiative, and the plan was developed by the Democratic Engagement Working Group at CCA. Jaime Austin (Exhibitions & Public Programs), Noki Seekao (Student Life), and Connie Jeung-Mills (Communications), in consultation with a larger group of faculty, staff, and students (see complete list below). The action plan was originally designed to span both the San Francisco and Oakland campuses, but has been adapted for remote and online learning environments since both CCA campuses are closed this fall due to COVID-19.

Activities included increased support for eligible voters via voter registration drives, educational and "get out and vote" events, exhibitions related to democratic engagement, support for student groups focused on voter outreach, serving as an official polling location in San Francisco, and starting to track voting data via NSLVE.

Goals:

- Cultivate democratic participation and creative activism.
- Create opportunities for meaningful student and faculty interactions focused on the topic of creative citizenship and democratic engagement.
- Create connect points between curriculum, coursework, and public programs related to civic participation and democratic engagement.

Leadership:

Our leadership team includes the following:

LEADERSHIP: Democratic Engagement Working Group

Democratic engagement efforts are jointly coordinated between the Academic Affairs, Student Affairs, and Marketing and Communications departments at CCA. Group members were selected based on previous campus engagement work related to democratic engagement. Together, we coordinate campus-wide activities related to civic learning and democratic engagement.

- Jaime Austin (Committee Chair), Director of Exhibitions and Public Programming / Academic Affairs
- Noki Seekao, Director of Student Life / Student Affairs
- Connie Jeung-Mills, Project Manager / Marketing and Communications
- Jennifer Juras, Director, Institutional Research / Academic Affairs
- Sam Vernon, Assistant Professor, Printmedia Program / Fine Arts Faculty*
- Riah Trevino, Student Representative*

* Faculty and student position rotate on an annual basis

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, Through presentations created for faculty to share with their students before/after remote classes via Zoom, with a particular focus on CCA's First Year Program.

Landscape:

Our campus demographic and voting data:

We signed up for NSLVE in summer 2020, so this is the first year that we are specifically tracking voting data at CCA. Statistics: 1466 undergraduate students 394 graduate students 33% first generation 45% international students Due to COVID-19, CCA's fall 2020 semester is being conducted entirely online via remote learning platforms. Also due to COVID-19, we only have 93 students currently living on campus (in San Francisco).

Goals:

Our campus democratic engagement goals are:

Strategy:

Our campus has used the following strategies and organized the following events:

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

The Creative Citizens Series is a public program series that promotes democratic engagement and creative activism. Seven events in the series are specific to voter registration, education, and turnout, with the remaining events focused on creative activism and civic engagement.

<https://portal.cca.edu/events-calendar/creative-citizens-series-fall-2020/>

In addition, we've developed an extensive list of online voting resources, and have been promoting this page heavily to students:

<https://portal.cca.edu/essentials/exhibitions/creative-citizens-action/how-vote-four-steps/>

The page includes a link to CCA's 2020 Voter Friendly Campus Plan:

https://portal-media.cca.edu/documents/Voter_Friendly_Campus_Action_Plan_CCA.pdf

In addition, the CCA@CCA Artwork Campaign features work by 66 CCA students, faculty, staff, and alumni who responded to an open call for artwork and poster designs that encourage voting and civic engagement. Submissions are showcased here on the Creative Citizens in Action website, as well as in a walk-by exhibition in the windows of the CCA Hubbell Street Galleries in San Francisco.

<https://creativecitizens.cca.edu/>

Student leader Riah Trevino has been leading in-person events for the 93 CCA students living on campus in Founder's Hall. Activities include a selfie-station set up in the dormitory lobby that encourages voting, voter education events, and an outdoor walking tour of the CCA@CCA Artwork Campaign exhibition.

CCA is serving as an official polling location in San Francisco.

CCA's President, Stephen Beal, has been sending out a series of college-wide e-mail communications focused on voter registration, education, and turnout.

NSLVE:

California College of the Arts has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

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 Director of Institutional Research is a part of our coalition and will oversee the evaluation. We will collect data on an ongoing basis to assess and document the reach of our education and engagement work. Tracking will include the number of participants and audience members at our events.

We will also measure our success by the numbers of eligible students who register to vote and vote in the 2020 election. CCA has registered for the NSLVE, and the results of this survey will assist us in measuring our success. We have not tracked this information in the past. Questions that are especially important to track include student' responses to questions about 1) attending campus events that address important social, economic, or political issues; and 2) how much students' experiences at CCA contributed to their knowledge, skills, and personal development in the area of being an informed and active citizen.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared. with the campus community.