



**CAMPUS  
DEMOCRACY  
CHALLENGE**

## California State University Chico 2020 Democratic Engagement Action Plan

Developed by: Ann Schulte

### **Executive Summary:**

The Director of Civic Engagement, Ann Schulte, is leading efforts in partnership with several different organizations and units on campus. Every student receives several reminders/opportunities to register to vote, resources to learn about the ballot items, important dates, and instructions about how to fill out and mail in their ballot. This will be done through Campus Announcements, Social Media, Civic Engagement and several other organizations. Messaging to students will occur through direct email to students via UComm, via Parent Engagement, Off-campus Housing services, Housing, combined with Census reminders via text, Blackboard pop-up reminder. Outreach is happening through Associated Students, Student Affairs, and Academic Affairs, and Athletics.

Workshops/information provided through CAVE and Adulting 101 series as well as the multicultural welcome receptions and Queer week. We are hosting Faculty Development forums, Chairs email, President's convocation and communications. We're addressing additional barriers to voting through regular communication with Butte County Elections office to facilitate the Voting Assistance Center Oct. 31-Nov.3 and an outside Ballot Dropbox starting Oct. 6; Communication with ARC to assure our students have necessary accommodations, including making presentations accessible; Made poll worker job openings available to the Career Center

### **Leadership:**

Our leadership team includes the following:

Mary Wallmark, Director of Student Life and Leadership, Associated Student Government

### **Commitment:**

Our campus has not yet 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, door hangers

### **Landscape:**

Our campus demographic and voting data:

2018=39.1%, ~15K, 42% White, 33% Latinx

**Goals:**

Our campus democratic engagement goals are:

2020: Get 95% registered and 85% vote rate. 2022: Integrate regular conversations throughout academic affairs and student affairs about political dialogue and activism.

**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.), Pledge to Vote drive

Our campus is 100% virtual. There will be an official Elections dropbox and Voter Assistance Center on our campus.

**NSLVE:**

California State University Chico has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

Leg Affairs Council: number of students, events, activity  
Number of course talks, workshops, or video shares  
Social media activity  
Blackboard pop-up metrics  
Secretary of State Ballot Bowl metrics

**Reporting:**

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

Our campus hasn't confirmed a plan to post the action plan on our campus website.

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