

## **California State University, Long Beach 2024 Democratic Engagement Action Plan**

Developed by: Miles Nevin

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by California State University, Long Beach in California for the 2024 general election. The purpose of this action plan is to fulfill a comprehensive civic engagement plan for our university including to increase nonpartisan democratic engagement and student voter registration, voter education and mobilization, and support students' overall wellness as it relates to approaching and processing the election.

The goals for California State University, Long Beach for the 2022 election are:

- 1) Engage the campus community around local races, especially that for our City of Long Beach City Council, District 4 seat.
- 2) Register students and other university stakeholders to vote and better engage them through the California Ballot Bowl competition.
- 3) Create new collaborative engagement efforts across the university in order to educate, engage, and support the mental health and wellness of those navigating an election season.

### **Leadership:**

Our leadership team includes the following:

Miles Nevin, Associate Vice President, Student Auxiliary Enterprises  
Odalys Zamora, Associate Director, Associated Students Government  
Nikki Majidi, Associated Students President (Student Body President)  
Ricki Burgener, Director of Community Partnerships/Campus Civic Engagement  
Coordinator  
Alexandria Cordon, Assistant Dean of Students  
Jeff Klaus, Associate Vice President, Student Engagement  
Daria Graham, Associate Vice President, Student Success and Belonging

Executive Director, Associated Students Inc.

Joe Nino, Assistant Director, Government Affairs, Associated Students Inc.

Eli Aguayo, Chief Government Relations Office, Associated Students Inc.

Ricki Burgener, Director of Government Relations, CSU Long Beach

Our campus works with these following nonprofit partners: League of Women Voters, Ballot Bowl, Cal State Student Association, American Democracy Project, Ask Every Student

### **Commitment:**

This year we created a collaborative multi-stakeholder group to create a four-part civic engagement plan: Voter Registration, Voter Engagement and Mobilization, Election Preparedness, and Election Response. Students and administrators are working in

coordination to support and engage students around civic engagement through various activities within student government, the dream success center, the multi cultural center, the dean of students office, housing and residence life, the counseling and psychological services center, and the league of women voters. This group meets biweekly.

California State University, Long Beach has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

**Landscape:**

California State University, Long Beach is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020. Our institution is the following: Minority Serving Institution, Hispanic-Serving Institution, Asian Native American Pacific Islander Serving Institution.

**Our campus demographic and voting data:**

1 California State University, Long Beach has 41,500 students. Additional demographics break down as follows:

**Ethnicity:**

47% Latino

21% Asian

13% White

4% Black

5% Other

(and 5% of our students are International)

**Sex:**

60% Women

40% Men

**Pell Eligibility:**

57% are Pell-eligible

43% are not Pell-eligible

California State University, Long Beach has authorized NSLVE.

Our institution had a 2020 campus voting rate of 74.3%.

Our institution had a 2020 voter registration rate of 87%.

Our institution had a 2018 voter turnout rate of 46.1%.

Our institution had a 2018 voter registration rate of 78.5%.

Our institution has been recognized by ALL IN with the following seals: 2020 Gold

**Goals:**

Our campus democratic engagement goals are:

Goal 1: Increase voter engagement through awareness and registration. While no specific target was set, we did establish the goal of winning the 2024 Ballot Bowl in California, a competition among other state institutions. To date, we are leading this effort statewide.

Goal 2: Host a Long Beach District 4 council candidate forum, scheduled for October 4, 2024.

Goal 3: Establish a schedule of election preparedness resources through the Dean of Students and AVP for Student Engagement offices.

Goal 4: Establish a set of election response resources for students through the AVP for Student Health and Wellness office

**Strategy:**

California State University, Long Beach will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

1. Host a mayoral forum.
2. Coordinate a voter engagement and registration program.
3. Market the General Election and voter registration campaign to the student body through various communication channels.

**Evaluation:**

We will evaluate our action plan in the following ways:

1. Documenting our voter registration date through Ballot Bowl metrics.
2. Recording the amount of pre- and post-election resources, events, and other activities provided through our collaborative team.
3. Post-election, we will conduct a qualitative review of how election resources were received, attended, and how students' mental health was addressed following the election through those particular activities.

**Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/california-state-university-long-beach/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

Our action plan was also presented to the University President and her Executive Team on Monday, September 16, 2024; to the University Academic Senate on Thursday, September 12, 2024; on social media, web resources, various tabling activities, and other events.