



California State University Long Beach 2020 Action Plan

Developed by: Miles Nevin

Executive Summary:

Led by our student government Lobby Corps, in coordination with campus administration, our efforts include a mix of voter education, registration, Get Out the Vote, and ballot access initiatives. Our goals are voter knowledge and empowerment, voter registration, and access to critical information. The plan started in September 2020 and end on November 4, 2020 with multiple events to process the election results.

Leadership:

Our leadership team includes the following:

Our team includes Mateo Maya, Associated Students Chief Government Relations Officer; Omar Gonzalez, Associated Students President; Miles Nevin, Associated Students Executive Director; Ricki Burgener, CSULB Director of Government Relations; and Chris Reese, CSULB Associate Vice President of Government/Community Relations.

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, includes multiple video distributions and virtual events where info was shared

Landscape:

Our campus demographic and voting data:

Unsure of past voting rates, but as of today we registered 1500. We have 39,000 total students, with about 3,500 on campus housing beds (although almost no students currently living on campus). Our demographics are about 35% Latinx, 35% White, 4% Black, 10% Asian/API, and the rest is Other.

Goals:

Our campus democratic engagement goals are:

Our immediate goals are to distribute key and accurate information, and long-term to promote a culture of civic engagement among our students.

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.), We are hosting a County election center

multiple communications to students, information about how to vote by mail, multiple virtual events educating students about propositions, weekly marketing campaigns on themed issues (Immigration, Equity and Justice, Women's Rights)

NSLVE:

California State University Long Beach has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Voter Reg numbers, feedback from the campus constituencies, social media engagement, and coalition support

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.