



California State University, Long Beach 2022 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 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm 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 Mayor of Long Beach; and 2) Increase voter awareness and engagement through the CA Ballot Bowl participation/competition.

Leadership:

Our leadership team includes the following:

Miles Nevin, 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:

Students and administrators are working in coordination to support and engage students around civic engagement. We meet monthly to review progress and establish plans. We coordinate activities between students and administrators.

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.

Our campus demographic and voting data:

California State University, Long Beach has 40,069 students. Additional demographics break down as follows:

Ethnicity:

46% Latino

29% Asian

17% White

3% Black

5% Other

(and 6% of our students are International)

Sex:

59% Women

41% Men

.1% Non-binary

Pell Eligibility:

55% are Pell-eligible

45% 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 2022 Ballot Bowl in California, a competition among other state institutions.

Goal 2: Host a mayoral candidate forum, which was achieved in September 22 with over 200 attendees.

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:

Our student/administrator team meets monthly to review progress and continue planning for future activities. This qualitative approach of continuous assessment is how we gauge effectiveness and keep stakeholders informed.

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 is also shared with the President's Cabinet, Student Government, and faculty and staff stakeholders.