

2024-26 California Secretary of State
Civic & Voter Empowerment Action Plan
Cal State Monterey Bay

Empowerment Through... Communications & Activities



Compiled by: The CSUMB Student Civic & Voter Empowerment
Committee

Dr. Denise Tambasco Ed.D., Campus Coordinator
October 2024

INTRODUCTION:

In compliance with Assembly Bill 963 and implementation of the Student Civic & Voter Empowerment Act (Education Code §66850-66852), this report is provided on behalf of the Cal State Monterey Bay community and attests to the value we hold for civic and voter engagement. To ensure the **equity** of the Cal State Monterey Bay Civic and Voter Empowerment Action Plan, several steps were taken:

1. **Accessibility:** Voter education and registration efforts are available in multiple languages in the library at all times.
2. **Equitable Access to Resources:** Voter registration efforts and civic engagement activities are planned at times and locations that are accessible to commuter students, students with varying schedules, and those who work or have familial obligations.
3. **Removing Barriers:** Collaborate with campus and community partners to address barriers that may prevent certain groups of students from engaging in civic activities.

Future plans will work to incorporate additional equity considerations (see goals for committee membership)::

1. **Accessibility:** Voter education and registration efforts are more accessible to students with disabilities by ensuring materials are available in alternate formats, such as braille or audio.
2. **Inclusive Representation:** Engage underrepresented student populations (e.g., minority, first-generation, low-income, and students with disabilities) in the planning, implementation, and evaluation process. This ensures that all voices are heard and that the plan addresses the needs of the entire student body.
3. **Cultural Competency:** Train staff and student leaders on cultural competency to ensure that all engagement efforts are welcoming and respectful of the diverse backgrounds and perspectives of the student body.

4. **Ongoing Feedback:** Create mechanisms for continuous feedback from students to ensure that the plan evolves to meet the changing needs of the student population, especially those from marginalized communities. Use surveys, focus groups, and forums to gather this input regularly.

Our Campus Student Civic and Voter Empowerment Action Plan is implemented through the office of Student Engagement and Leadership Development in collaboration with various campus stakeholders and is proudly submitted to meet the legislative deadline for reporting this information to the Chancellor's Office of the California State University on this date, October 1, 2024

COMMITTEE MEMBERSHIP:

During the 2022- 2023 academic year, there was a vacancy in the Director of Student Engagement and Leadership Development position, which also serves as the Campus Coordinator for Civic Engagement. There was no plan in place for interim vacancies, which will be addressed in the development of a succession plan for this position (see goals).

The committee meets before the start of the academic year to plan events and begin marketing and communications, then meets bi-monthly during the academic year with more frequent meetings during election cycles.

Dr. Denise Tambasco, Ed.D.

Campus Coordinator, Director Student Engagement & Leadership Development
Responsibilities: Overall coordination of campus activities, coordination of voter registration training, events coordination, recruitment of event supporters, building campus collaborations.

Nicole Hollingsworth

Director of Governmental and External Relations, University President's Office
Responsibilities: Liaison with the Office of the President, candidate forums, event coordination, building campus collaborations, campus advocacy at all levels of government, & community relations.

Rylee Jue

Vice President of External Affairs, Associated Students
Responsibilities: Liaison with the Associated Students and Lobby Corps, coordination of AS sponsored events, recruitment of student supporters, building campus collaborations.

REFLECTION:

NSLVE Campus Report (2016-2020):

Voting, Registration and Yield Rates

In terms of voting, registration, and yield rates, between 2016-2020 CSUMB demonstrated growth of 76.7%; a +24.3 change overall from 2016.

The registration rate is the percent of voting eligible students who registered to vote. Registration rate increases:

2016	2018	2020
82%	79.6%	88.5%

The voting rate is the percentage of eligible students who voted on Election Day. Voting Rate:

2016	2018	2020
52.4%	42.5%	76.7%

	2016	2018	2020	2016-2020 Change (p.p.)
Total Student Enrollment	7,706	7,275	7,320	-386
(Age under 18/Unknown)	-	-	-	-
(IPEDS estimated non-resident aliens)	374	411	348	-26
(FERPA records blocked)	-	-	-	-
(Non-Degree Seeking Students)	-	162	195	-
Total eligible voters	7,332	6,703	6,777	-555
Number of students who registered	6,009	5,333	5,999	-10
Number of students who voted	3,840	2,846	5,200	1,360
Registration Rate %	82	80	89	7
Voting Rate of Registered Students %	64	53	87	23
Voting Rate %	52	42	77	24

(NSLVE Report, Institute for Democracy in Higher Education, Tufts University, October 2021)

ACTION PLAN 2024-2029:

Denise Tambasco, Director of Student Engagement & Leadership Development has been named our Student Civic and Voter Empowerment (SC&VE) Coordinator. The CSUMB SC&VE Committee has been formed and identified above. Our plan outlines campus efforts to increase civic learning and democratic participation, with an emphasis on civic engagement, voter turnout and community building. We are providing the information below to depict our two key empowerment elements: Communications and Activities.



** Even numbered years: submit and execute future CVEAP

Odd numbered years: start planning for future CVEAP

Communications:

1. During the first month of each academic semester (fall and spring), the campus Student Civic and Voter Empowerment (SC&VE) Committee will distribute a campus-wide email to all students providing civic and election dates and other information as stipulated in [Education Code §66852](#). The email will include, at minimum, information regarding the following:
 - a. National Voter Registration Day, held annually on the third Tuesday in September. (September 17, 2024; September 16, 2025; September 15, 2026; September 21, 2027; September 19, 2028; September 18, 2029)
 - b. The last day to register to vote:
 - i. In person: 15 days before Election Day.
 - ii. By Mail: Postmarked 15 days before Election Day.
 - iii. Online: 15 days before Election Day.
 - c. The date when a county may begin to offer early voting at the office of the elections official or at a satellite location, pursuant to Section 3018 of the California Elections Code, and a statement that the date, times, and locations for early voting and conditional voter registration may be confirmed on the internet website of the [Secretary of State](#) or at the [county elections office](#).
 - d. The primary and general election dates as provided in Chapter 4 of Division 0.5 of the Elections Code and Division 1 of the [Elections Code](#).
 - e. A statement that, pursuant to Chapter 1 of Division 3 of the Elections Code, a voter may apply to vote by mail at any time until after the seventh day prior to an election, and that a vote by mail voter may vote in person at the office of the county elections or at a satellite location established by the county elections official on or before the day of the election.
 - f. A link to the internet web page for the [Secretary of State's Students Vote Project](#), established pursuant to Section 2148.5 of the Elections Code.
2. The SC&VE Committee will distribute a campus-wide email to all students, one month before each statewide election. The email will include, at minimum, information regarding the following:
 - a. Reiterating the dates and information included in the academic term email communication noted in 1 above.
 - b. The [Secretary of State's](#) internet web page for [online voter registration](#).
 - c. The Secretary of State's internet website address for [election information](#).

- d. The Secretary of State's internet website address for the most current [voter information guide](#), required to be prepared pursuant to Section 9082.7 of the Elections Code.
 - e. The Secretary of State's internet website address for the [voter registration status tool](#), or a similar web page that directs the recipient to voter or election information for the county of the recipient.
 - f. A disclaimer stating all of the following:
 - i. That the civic and election information provided applies to the county where the campus is located.
 - ii. That election information varies by county.
 - iii. That recipients of the email are encouraged to check the internet website containing the Secretary of State's voter registration status tool, or a similar web page, to find election information for the county where the recipient's voter registration is active.
3. Include in both printed and electronic academic calendars the dates for the National Voter Registration Day; the last day to register to vote online or to register to vote by mail or in person; the date when a county may begin to offer early voting at the office of the elections official or at a satellite location; and a statement that the date, times and locations for early voting and conditional voter registration may be confirmed on the website of the Secretary of State or county elections office.
 4. Post on social media reminders to students regarding various events outlined in Education Code §66852. Our reminders should occur at least one day before each event unless specified otherwise. The social media posts at minimum will include the following:
 - a. The early voting and conditional voter registration information.
 - b. Election day, including a reminder the day before and the day of the election. The reminders shall state that a qualified voter may register to vote on the day of the election, if necessary, at a conditional voter registration site established by the voter's county elections official.
 - c. After the emails outlined above are sent, the voter information guide and county sample ballot information provided in that email will be posted.

Marketing:

In addition to the communication plans outlined above, The SC&VE Committee will utilize the following marketing assets and promotional materials to broaden the reach.

- Social media (TikTok, Instagram, etc.)
- Digital bulletin boards (located in the Student Services Building and Otter Student Union)
- Physical bulletin boards (located in various buildings and in front of the Otter Express)
- Buttons
- Stickers
- T-shirts

Activities:

The SC&VE will ensure that the University hosts a minimum of three election outreach events each academic year. These election outreach events will be offered to the CSUMB campus community at large and are intended to increase civic learning, democratic participation, civic engagement and voter turnout, consistent with all of the following:

- During an academic term in each even-numbered year, an outreach event shall occur within the final 30 days preceding each statewide primary and general election. Since 2024 is an even-numbered year and a Presidential election year, we have expanded our opportunities for outreach.
- All CSUMB students shall be invited to participate in the coordination of and to attend these events. We anticipate our Associated Students (AS) to be active partners in these activities, including the Lobby Corps of the CSUMB Associated Students.
- Campus-wide partnerships and collaborations are currently in place, across Academic and Student Affairs Divisions, that will greatly contribute to our election outreach event menu in 2024. This includes a permanent voter registration table in the library, fully accessible for self service during library hours with information in multiple languages.
- Attendance at events will be tracked using MyRaft, the CSUMB engagement software that all students use to register and check in for events.

Student Civic & Voter Empowerment Events for 2024-2025:

National Voter Registration Day

(voter registration drive)

11 a.m. to 2 p.m., September 17, Main Quad in front of Otter Express

Creating Safe Spaces for Difficult Conversations: Navigating Campus Controversies. Facilitated by the Office of Ombudsperson.

3:00pm, September 25, via Zoom

Vice Presidential Debate Watch Party

6:00pm, October 1, at the Otter Student Union

Otter Thursday (voter education and registration)

Noon, October 3, at the Otter Student Union Main Quad Plaza

Ocean Candidates Forum (voter registration and candidate forum)

5 p.m., October 3, Otter Student Union Ballroom

In partnership with the Office of the President and Academic Affairs

Otter Thursday Takeover (voter education and registration)

Noon, October 10, at the Otter Student Union Main Quad Plaza

Monterey County Office of Elections Poll Worker Training

October 14-18, University Center

Monterey County Office of Elections Workshop (voter education)

Noon, October 15, at the Student Center West Lounge

Final Chance! Voter Registration Drive

5:30 to 7:30 p.m., October 17, lawn in front of Otter Express

Associate Students Trivia Night (election and voter education themed trivia night)

6:00 to 7:30 p.m., October 17, at the Otter Express

Voting Matters Workshop (voter education)

10:00 a.m., October 18, at the Otter Student Union

In partnership with CalMatters and League of Women Voters

Election Results Watch Party

4:00pm, November 5, at the Otter Student Union

In partnership with Dean of Students Office and Personal Growth and Counseling Center

Post Election Conversation Spaces

November 6-8, Online and In Person at the Otter Student Union

In partnership with the Personal Growth and Counseling Center

Potential Student Civic & Voter Empowerment Events for 2025-2029:

- Local, County, State, and National Political & Elections Trivia events
- Social Media Postings of Key Timelines related to registration & voting
- Workshops on Civic Empowerment, Voter Suppression with current & historical perspective
- Voter Registration Trainings
- Voter Registration Tabling Events
- Monterey County Office of Elections Poll Worker Training on campus
- Classroom Announcements and Assignments
- Local & County Political Candidate Panels
- Town Hall Meetings and Open Forums
- Candidate Forums
- Various Speaker Series
 - Cal Matters
 - League of Women Voters
 - Monterey County Office of Elections
 - Various Faculty Members
- Voter Registration Competitions (i.e., Ballot Bowl & CA Student Vote Project)
 - CA SOS Ballot Bowl
 - CA Student Vote Project
 - ALL IN Democracy Challenge
- Candidate Debate Watch Parties (Presidential, Vice-Presidential, Gubernatorial, etc.)
- You Otter Vote Logo will be used in marketing & promotions
- University Ombuds Civil Discourse workshops with an election focus

- Health & Wellness Services Post-Election Talk it Out! Post-elections sessions
- You Otter Vote Bingo
- Womxn's March Monterey Bay

COLLABORATORS AND CONTRIBUTORS:

- Office of the President
- Office of Inclusive Excellence
- Academic Affairs
- Student Affairs and Enrollment Management
- Student Engagement & Leadership Development
 - Associated Students
 - Officers
 - Lobby Corps
 - Community Engagement
 - Student Clubs and Organizations
 - Student Leadership Development
 - Civic Engagement
 - United Sorority and Fraternity Council (USFC)
- University Ombuds Office
- University Affairs, Ceremonies, and Events (UACE)
- Personal Growth and Counseling Center (PGCC)/ Health & Wellness Services
- Office of Student Life/Dean of Students Office
- Student Housing and Residential Life
- Tanimura & Antle Family Memorial Library
- Otter Student Union (OSU)
- Otter Cross Cultural Center
- Project Rebound
- Service Learning Institute
- Recognized Student Clubs and Organizations (RSOs)
- Student Conduct
- Undergraduate Research Opportunities Center (UROC)
- Teaching, Learning, & Assessment
- National Coalition Building Institute (NCBI) at CSUMB
- Cal Matters
- League of Women Voters
- Monterey County Office of Elections

TWO YEAR GOALS:

- Expand membership of the CSUMB SC&VE Committee to include a staff/faculty representative from Academic Affairs and an additional student representative.
- Broaden event collaborations with campus partners.
- Conduct voter registration drives during campus move in days.
- Develop a succession plan for the SC&VE Committee

FIVE YEAR GOALS:

- Further diversify membership of the CSUMB SC&VE Committee from above to include an additional student representative, an additional staff/faculty/MPP, and a community representative.
- Conduct voter registration drives during student orientation.
- Create a campus coalition to increase opportunities for student civic engagement both on campus and in the surrounding community.

CONCLUSION

The SC&VE Committee looks forward to continuing to engage our students in the election process and appreciates the state's commitment to student civic and voter empowerment. The college environment is a place for critical thought and dialogue around issues facing our nation and providing these opportunities to engage in civil discussions will help our students to learn and grow. Our students and communities will benefit from these efforts and we hope these efforts will instill a lifelong desire to participate in the democratic process afforded to us as United States citizens.