



California State University, Northridge 2024 Democratic Engagement Action Plan

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Executive Summary:

This nonpartisan democratic engagement action plan was developed by California State University, Northridge in California for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for California State University, Northridge for the 2024 election are: increased student voter participation and build upon our 17% increase from the 2016 to the 2020 election cycles. Our hopes are to increase student registration rates to 83% (a 10% increase) and student voter participation above 90% (a 3% increase). In addition, education and involvement on issues of national, state, and local importance for our campus community and the effects of the census on these are of utmost importance as we work to include these issues into all aspects of campus life. Long term goals (by 2028) include increasing voter registration to 100% and participation to 85%. In addition to planning for the various possible outcomes of the November 2024 election cycle and will focus on the effects on our students who are California residents, non-state residents, international students, and our large DACA student population.

CSUN is excited about working on these lofty and important goals. Spearheaded by the CSUN Act Now Team and the Office of Community Engagement we look forward to the positive changes we make in the community.

Leadership:

CSUN Act Now (CAN) is a series of events which engages the CSUN community in the 2020 election cycle and beyond. People often want to be more civically engaged but aren't sure where to start, and while voting in the election is very important, it is just one way to be civically engaged. CSUN Act Now is a collaboration of students, faculty, staff, and community members working to craft interactive activities, performances, lectures, seminars, and exhibits to help Matadors make informed decisions and participate meaningfully in their communities. These events will help Matadors establish and maintain communities of support on issues important to them, provide information and direction on getting involved in contemporary issues, and help create connections between civic engagement, classroom learning, and everyday practice. Together we CAN help the CSUN community make meaningful change on critical issues this year and in the future.

Our 120 members span all divisions and ethnic backgrounds at the university and include faculty from each college including Education, Arts and Media, Science and Math, Social and Behavioral Sciences, Humanities, Health and Human Development, Engineering and the Oviatt Library. In addition to these faculty from Academic Affairs we have administrators and staff from Academic Affairs and also faculty senate leadership. Areas from Student Affairs include, Matador Involvement Center, Housing, Greek Life and include student body leadership in the

student body president and the president of the Political Science Student Association. Areas from Advancement include Government and Community Relations, Communications, Web Design, and Alumni Relations. Areas from Student Success include Academic First Year Experience, Community Engagement, and leadership from this division. Community organizations include Justice Corps representatives, League of Women Voters, ALL IN Democracy Challenge, and several others who are involved in specific initiatives and activities on campus. Finally, through our Assistant Vice President of Government and Community Relations, we are connected with our local election office. Succession plans for this committee is an easy thing to accomplish. The committee is headed by the Office of Community Engagement and an important part of the structure in the Divisions of Academic Affairs and Student Success. Also, since we have an open policy for joining the team (and you can see how much we've grown) we don't anticipate a lack of interest in joining this important work. Our membership has increased 413% since Spring 2022 and 767% since we began. Also, we reached out to the newly elected student to extend invitations to our team which they gladly accepted

Together, we have coordinated and compiled a summary of many of the events and activities for the CSUN campus community during this election cycle which are detailed in the final chapters of this document. In addition to a significant campaign for voter registration and voting participation, our events and activities focus on educating and encouraging students (and others) to participate in the democratic process by analyzing the electoral issues, participating in civil discourse and debate, and a respect for different perspectives. Because of the significant number of international and "Dreamer" students, who are not eligible to vote we encourage ways of participating that build self-efficacy and encourage lifelong civic engagement.

Our campus works with these following nonprofit partners: American Democracy Project, Campus Compact, LEAD California, League of Women Voters.

Commitment:

CSUN'S MISSION, VALUES, AND VISION STATEMENT

CSUN's campus commitment is expressed first in the campus mission, values, and vision statement. <https://catalog.csun.edu/about/universitymission-values-and-vision/> The prominent placement as the second sentence on the mission statement, "To fulfill this mission, we design programs and activities to help students develop the academic competencies, professional skills and critical values of learned persons who live in a democratic society..." demonstrates the importance the university places on the development and execution of all programs and activities as they contribute to our democracy. In the values section the words and phrases that include "freedom, state and national leadership, respect for all people, climate of civility, collegiality, tolerance, and reasoned debate, and seeking partnerships with government" further demonstrate the strong commitment. Finally, and perhaps the most compelling statement is in the vision statement, "California State University, Northridge is inspired by the belief that our commitment to educational opportunity, inclusion and excellence will extend the promise of America to succeeding generations. Our graduates will be the vanguard of leaders for this century – committed to sustaining a democracy in which diverse people share in the rights and responsibilities of citizenship, proficient in applying technology to wise purposes, and dedicated to securing a humane world community and sustaining the bounty of the earth." This mission and these values are lived by everyone at CSUN daily, but held in the highest regard by all administrators who strive to live these values with all of their actions.

ALL IN PRESIDENTIAL COMMITMENT

CSUN's President, Erika Beck has signed the ALL IN Presidential Commitment to full student voter participation and committed our institution to full student voter participation in 2024. CSUN takes the responsibility of higher education institutions to prepare students to be informed and active citizens; acknowledges the importance of the student voice in all local, state, and presidential elections; and recognizes the need for both curricular and cocurricular experiences to shape and support the development of college students into becoming life-long voters and engaged community members.

<https://www.allinchallenge.org/presidentscommitment-signatories/>

Landscape:

California State University, Northridge is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018. Our institution is the following: Minority Serving Institution, Hispanic-Serving Institution.

Our campus demographic and voting data:

California State University, Northridge has 36,368 students in fall 2023.

Our institution had a 2020 campus voting rate of 73.2%.

Our institution had a 2020 voter registration rate of 87.8%.

Our institution had a 2016 campus voting rate of 56.9%.

Our institution had a 2016 voter registration rate of 81.8%.

Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Gold, 2020 Gold.

We have also won the inaugural 2022 ALL IN Most Engaged Campus for College Student Voting.

We are still waiting on our 2022 NSVLE data and will update our action plan accordingly.

Goals:

Our campus democratic engagement goals are:

Increase student voter turnout rate to 83% in 2024.

Increase student voter registration rate to 90% in 2024.

Strategy:

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

Voter Registration

We continue to work with Academic Affairs, Associated Students, Student Affairs, Student Success, and Advancement to have a multifaceted approach to encouraging voter registration.

CSUN Act Now integrates voter registration education to all events. Associated Students reaches out to students via CSUN's Learning Management System Canvas and social media. In Academic Affairs, the Office of Community Engagement has reached out to all faculty with voter registration information to encourage voter registration in courses. In addition, we have voter registration tabling events at eleven campus events, including National Voter Registration Day on September 19, 2023. Associated Students is bringing awareness to the upcoming elections by holding 11 voter registration tabling events at several gathering places and events on campus. CSUN Act Now team and Lobby Corps teams will frequently table at our Farmer's Market. Our CSUN Act Now team is involved with this initiative and through Associated Students our students are registering and voting in record numbers.

Voter Education Events

Media Literacy Week: Balance Your Brain

Tuesday, October 24, 2023 - 11:00am to 12:15pm AND October, 2024

Have you considered how your confirmation bias reinforces your existing beliefs? How can it trap you in an echo chamber and prevent you from considering other evidence and points of view? What about confirmation bias of media producers -- news reporters, bloggers, social media influencers, and other user-generated content? How does their confirmation bias affect the news and information we read, watch and listen to in the digital culture? Join us for a discussion about what we can do to counter confirmation bias. This session will be facilitated by Jessi Hollis McCarthy, First Amendment Educational Content Manager, Freedom Forum Institute.

Media Literacy Week: Are you Disinformed?

Thursday, October 26, 2023 - 2:00pm to 3:15pm AND October, 2024

Can you spot campaign disinformation? This webinar focuses on propaganda and the intersection of visual, media and news literacy skills essential to navigate the virtual environment for the upcoming election. Students will test their Propaganda IQ and learn how propaganda makers target us and what we can do to counteract it in campaign messaging. This session will be facilitated by Jessi Hollis McCarthy, First Amendment Educational Content Manager, Freedom Forum Institute.

Panel Discussion: Increasing Access and Opportunity

Wednesday, October 25, 2023 - 12:00pm to 1:30pm

Join us for a panel discussion with keynote speaker Andy Arias who oversees the advancement of cultural and linguistic competence, diversity, equity, and inclusion for the Office of Persons with Developmental Disabilities (OPWDD)-Georgetown University NCCC Partnership for Systems Change. This discussion will also focus on whether individuals with disabilities have the same opportunities for employment, internships, and community engagement/service-learning as their peers. Our panelists will share their experiences, shed light on challenges, and explore issues related to job site accommodations.

Know Your Rights – Pro-tips for Renters!

Thursday, November 16, 2023 - 12:30pm to 2:00pm

Join us for an engaging workshop delivered by organizers from the LA Tenants Union to learn strategies to navigate the current housing market with limited income, rental history, low credit score, and other barriers. After the workshop, you will be able to learn

- How to identify properties under the Rent Stabilization Ordinance, avoid rental scams, and other things to look out for as a first time renter

- Landlord responsibilities and ways to report health and building code violations as a renter
- The "Prohibit State Limitations on Local Rent Control Initiative" on the 2024 ballot

CA Ballot Measure Briefing

Wednesday, February 21 2024, 3:15 - 4:30pm AND November, 2024

Learn about the upcoming Ballot Measures in a fun and interactive way! CAN and the League of Women Voters are working together to bring you a 2024 California Ballot Measure Briefing!

CSUN AS Big Politics

March 5, 2024

Big Politics is an interactive programming event that incorporates art, culture, and community. The goal of the event was to bring politics to the students and meet them where they are at. The fair included events such as propositions, voter registration booths, voter education, census education, engaging contribution boards around political themes, live music, art exhibits, and more. This was and continues to be an opportunity for students to become informed and get involved in election cycles. Join us at the Matador Square for our annual Big Politics! Featuring on-campus resources, activists, arts and crafts and community reformers.

Worldwide Climate Justice Education Week

April 2-April 5, 2024

Join us for a Sustainability Fair at the Farmers Market, or check out a Sustainable Cooking Demonstration with the Marilyn Magaram Center. Catch a performance of 'Telenovelas in the Park' with Mujeres de la Tierra and learn how you can heal and care for the earth. Learn about CSUN's sustainability highlights with the Campus Sustainability Tour, and enhance your green thumb at our GARDEN Tour and Service Day, where you'll get hands-on experience in sustainable gardening and composting.

Tuesday, April 2, 2024, 10:00am to 3:00 pm

Environmental Education and Justice Event at the Farmers Market

Tables: plant milk tasting, voter registration, composting demonstration, IRA electrification, climate call card game, Go with the Flow, Cultivating Local Knowledge

Freshman Seminar Engagement and Public Service Announcements

In fall 2023, the Civic and Voter Empowerment Coordinator presented at CSUN's freshman seminar course University 100, focusing on voter rights/suppression and upcoming ballot measures, particularly the minimum wage issue, which sparked a lot of interest among the students to volunteer with campus voter engagement events.

In 2024, at least one U100 class will partner with CSUN Act Now and Cyber Seniors to host webinars on digital literacy and voting engagement issues among the elderly, with a special focus on specific gender and ethnic senior groups during Black History Month, Women's History Month, or AAPI Heritage Month. Additional U100 classes will create a series of public service announcements featuring images and videos that are on our CSUN Act Now website and also released on our social media accounts in a series with the intent of keeping the students thinking about voting and its importance. These are entirely student designed, filmed, edited, and produced work.

Web Presence and Social Media

We designed [a series of web pages](#) which list all events but also host the videos of past events which are captioned and hosted on the Community Engagement YouTube channel.

We have an active social media presence for all CSUN Act Now events and public service announcements. We post on our Office of Community Engagement Instagram, which is then reposted by CSUN First Year Experience, CSUN University Library, CSUN Associated Students and CSUN University Advancement. In addition to posting our events, we post voting deadlines for the State of California and Los Angeles County.

Evaluation:

We will evaluate our action plan in the following ways:

We will use our future 2024 NSLVE voting data to evaluate the overall engagement level of CSUN students and the disparity between different majors, genders, and race and ethnicities,

In addition, we will evaluate our campus democratic engagement programming based on a follow-up survey.

Reporting:

Our campus action plan was reviewed by the CSUN Act Now campus team, the Community Engagement Advisory Committee, Student Senate, and administrative leadership from Academic and Student Affairs. It will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/california-state-university-northridge/> and will be shared campus wide with administrators, staff, students and community members.

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