



## California State University, Northridge 2022 Democratic Engagement Action Plan

Developed by: Julia Heinen, Yi Ding

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by California State University, Northridge 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, Northridge for the 2022 election are: increased student voter participation and build upon our 18% increase from the 2016 to the 2018 election cycles. Our hopes are to increase student registration rates to 85% (a 6% increase) and student voter participation above 65% (a 8% 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 2022 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

#### **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 the 2022 General Election. 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 36,123 students in 2022. Below are percentage breakdowns of our continuing generation students vs. first-generation and demographics by race, age, and gender.

Continuing Generation	29.72		
First Generation	70.28		

  

African American	4.67	18 or Less	11.21
Latino	55.40	19-22	46.76
American Indian	0.08	23-25	19.26
Pacific Islander	0.14	26-35	17.24
Asian American	9.20	36+	5.53
White	20.60	Female	55.06
Multi_Race/Other	3.00	Male	44.68
Unknown	3.37	Non-Binary	0.26
International	3.54		

California State University, Northridge has authorized NSLVE.

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 2018 voter turnout rate of 44.9%.  
 Our institution had a 2018 voter registration rate of 79.4%.

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

**Goals:**

Our campus democratic engagement goals are:

Increase student voter turnout rate to 85% in 2022 and 93% in 2024.  
Increase student voter registration rate to 65% in 2022 and 88% 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. 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 20, 2022. 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**

**CSUN AS Big Politics**

Tuesday, September 20, 2022 - 10:00am to 2:00pm

Big Politics is an interactive programming event that incorporates art, culture, and community. The theme of the February 2020 event was, "Politics isn't a Bad Word." 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, 21 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.

**CA Ballot Measure Briefing**

Tuesday, October 18th 2022, 2:00 - 3:00PM

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 2022 California Ballot Measure Briefing! Learn about the different measures from our special guest, Paula M. Arechiga!

**CSUN "What Would You Say"?" Workshop Week**

Oct 20th - Nov 1st 2022

The CSUN Art Galleries will be holding a series of workshops in the West Gallery related to voting and community engagement running up to the midterm elections. The workshops will occur from October 20th to November 1st. This is connected to the Main Gallery exhibition, What Would You Say? Activist Graphics from the Los Angeles County Museum of Art. We would love for you to join us. Share your voice and what you would like to say about voting. Check out what workshops will be occurring during this special week:

- SIGN MAKING - WORKSHOP: Thursday, October 20th, 10am-12pm and 1pm-3pm
- ZINE – Making WORKSHOP: Tuesday, October 25th, 10am-12pm and 1pm-3pm
- Revolution in Costume: Thursday, October 27th, 1pm-3pm

- Let's Go Viral: Tuesday, November 1st, 1pm-3pm

### **Media Literacy Week: Balance Your Brain**

Monday, October 24, 2022 - 11:00am to 12:15pm

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 27, 2022 - 2:00pm to 3:15pm

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.

### **CSUN Understanding Prop 26 & 27**

Wednesday, October 26th 2022, 3:30 - 4:45pm

Confused about the campaign advertisements surrounding Props 26 & 27? Are you lost in the massive amount of information about sports betting, tribal governance, and the homelessness crisis? Come to this panel to hear a lively discussion on the effects of Props 26 & 27 on California tribes and learn how to unpack the campaign advertisements and the ways in which Native and Indigenous voices are framed in the political advertising.

### **CAN Politics n Play**

Thursday, October 27, 2022 - 3:30pm to 4:45pm

Every election has an overwhelming amount of information, from people on campus trying to get you to sign petitions to dozens of propositions and candidates for office. In 2022 alone, Los Angeles residents will go to the polls to decide on candidates for L.A. mayor, L.A. County Sheriff, U.S. Senate, Governor, Controller, Treasurer, Attorney General, and many other important seats and ballot measures that impact our life. What does this mean? How can you learn about so many different issues on the ballot to help you decide who and what to support? Come to our fun voter engagement event to learn, play, and win money!

### **Public Service Announcements**

Professor Stephanie Lim and Professor Debbi Mercado had their University 100 classes create a series of public service announcements featuring 48 images and videos that are on our CSUN Act Now website but 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 2022 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.