

California State University, San Bernardino

Civic and Voter Empowerment Action Plan

Civic and Voter Empowerment Coordinator:

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Summary

Under its current mission, California State University, San Bernardino (CSUSB) ensures student learning and success, conducts research, scholarly and creative activities, and is actively engaged in the vitality of the local region. CSUSB cultivates the professional, ethical, and intellectual development of its students, faculty and staff so they thrive and contribute to a globally connected society.

On October 8, 2020, California Governor Gavin Newsom approved Assembly Bill 963, legislation that added sections 66850-66852 to the Education Code as part of the Student Voter Registration Act of 2003. Effective January 1, 2020, AB 963 established the Student Civic and Voter Empowerment Program to be conducted by the Secretary of State, in partnership with the California Community Colleges, the California State University, and the University of California to provide students direct access to voter information and registration.

CSUSB will achieve its goal of becoming a premiere institution for voter engagement and remain committed to helping young Americans become active and confident political citizens by implementing its own Civic and Voter Empowerment Action Plan. Its plan will build on current civic engagement strengths and further support the work of campus departments (including auxiliaries) to ensure CSUSB remains top tier among public institutions in voter information and registration.

Civic and Voter Empowerment Action Plan

The following plan provides guidance and direction for all civic engagement activities relating to the nations electoral process for both midterm and general elections as well as any year in which an election does not take place. Under the direction of the Civic and Voter Empowerment Coordinator, the Associated Students, Inc. will be charged in executing this plan in collaboration with the responsible departments named in this report.

In order to fulfill its commitment under AB 963 and to maintain a strong civically engaged presence, CSUSB has identified 3 areas for implementation: Campus Wide Communication, Digital Outreach, Premiere Educational Programming.

- **Campus Wide Communication:** CSUSB will distribute, in consultation with the Secretary of State, campus wide emails to all students, faculty and staff with specified voting and election related dates and information, and include specified dates on all print and online academic calendars.
- **Digital Outreach:** CSUSB will utilize digital platforms as a driver of information to students, faculty and staff with specified voter-related dates and information.
- **Premiere Educational Programming:** CSUSB will host outreach events to increase civic learning, democratic participation, civic engagement and voter turnout during an academic term in each even-numbered year and 30 days preceding each statewide primary and general election.

It is important to mention that this action plan is subject to change in consultation with students, faculty, staff and administration to meet the requirements under AB 963 and to adapt to any unexpected changes.

Campus Wide Communication

Tactic 1: Update Campus Information

Responsible Areas: Office of Strategic Communications

Annually: The Civic and Voter Empowerment Coordinator will work with the Office of Strategic Communications to include in both printed and electronic academic calendars (including any online platform):

- 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.



Campus Wide Communication

Tactic 2: Email Notification System

Responsible Areas: Office of Strategic Communications, Office of the President, and Associated Students, Inc.

Annually: During the first month of each academic semester, the Civic and Voter Empowerment Coordinator will work with the Office of Strategic Communications to develop and distribute campus-wide emails to students, faculty and staff providing civic and election dates and information.

Mid-Term & General Election Years: One month before a statewide election, the Civic and Voter Empowerment Coordinator will work with the Office of Strategic Communications to develop and distribute campus-wide emails to all students reiterating the dates and information included in the academic term email communication, provide a campus website address link furnished by the Secretary of State's office providing information, and announce any campus-wide campaign on voter engagement.

Campus Wide Communication



Tactic 3: Press Release

Responsible Areas: Office of Strategic Communications

Annually, Mid-Term, General Election Years: At the start of each year, the Civic and Voter Empowerment Coordinator will work with the Office of Strategic Communications and Associated Students, Inc. to develop and launch formal press releases announcing any voter engagement campaigns. The Office of Strategic Communications will determine appropriate timelines for information release.

Tactic 4: Stakeholder Presentations

Annually: At the start of each academic year and prior to National Voter Registration Day, the Civic and Voter Empowerment Coordinator will gather feedback from Faculty Senate, Associated Students, Inc. Board of Directors and Staff Council on the Civic and Voter Empowerment Action Plan and provide a progress report of its implementation strategies.

Mid-Term, General Election Years: The Civic and Voter Empowerment Coordinator will present to Faculty Senate, Associated Students, Inc. Board of Directors and Staff Council on any voter engagement efforts initiated by CSUSB.

Digital Outreach

Tactic 1: Campaign Development

Responsible Areas: Office of Strategic Communications, Associated Students, Inc.

Annually: On a year in which an election does not occur, the Civic and Voter Empowerment Coordinator will work with the Associated Students, Inc. to register students to vote using the framework of the Civic and Voter Empowerment Action Plan and participate in National Voter Registration Day.

Mid-Term & General Election Years During a mid-term or general election year, the Civic and Voter Empowerment Coordinator will work with the Associated Students, Inc. and the Office of Strategic Communications at the start of National Voter Registration Day (prior to the election year) to develop a comprehensive and informative campaign that will serve as the beacon for voter engagement for all of CSUSB.

Each campaign will include its own branding kit as decided by the Associated Students, Inc and the Office of Strategic Communications and will meet the requirements under this action plan.



Digital Outreach

Tactic 2: Website Development

Responsible Areas: Associated Students, Inc. and Web Services

Annually: The Civic and Voter Empowerment Coordinator will work with Web Services and the Associated Students, Inc. to develop an online (web based) platform that will serve as the driving mechanism for voter information. The developed website will include:

- Voter Registration Information
- Links to CA Ballot Tracking
- Links to ballot information
- Links to polling location
- Election and Voter Registration Dates
- Calendar of Events

Tactic 3: Social Media

Responsible Areas: Office of Strategic Communications, Associated Students, Inc.

Annually, Mid-Term & General Election Years: The Civic and Voter Empowerment Coordinator will work with the Associated Students, Inc. and the Office of Strategic Communications to develop a social media kit that includes election and voter registration information. The social media kit will be shared with the campus community at large and will encourage its usage through a developed timeframe.

Premiere Educational Programming

Tactic 1: Three Event Minimum

Responsible Areas: Associated Students, Inc., Office of Government and Community Relations

Annually, Mid-Term & General Election Years: The Civic and Voter Empowerment Coordinator will work with the Associated Students, Inc. and the Office of Government and Community relations to put on non-campaign type events which may include:

- Presentations from County Registrar of Voters
- Presentations from local elected officials
- Student, Faculty or Staff Panels on Election Information

Tactic 2: Classroom Presentations

Responsible Areas: Associated Students, Inc., Office of Academic Affairs

Annually, Mid-Term & General Election Years: The Civic and Voter Empowerment Coordinator will work with the Associated Students, Inc. and the Office of Academic Affairs to identify potential classroom settings for:

- Presentations on Election and Voter Information (dates, ballot information, etc.)