



**CAMPUS
DEMOCRACY
CHALLENGE**

California State University San Marcos 2020 Democratic Engagement Action Plan
Developed by: Rochelle Smarr

Executive Summary:

The Presidential Election 2020 Task Force developed our Democratic Engagement Plan. The task force is led by the Dean of Students and the Associate Vice President of Community Partnerships. Together with each lead of the two sub-committees within the overall Task Force on Election 2020 and Free Speech. The overall committee is comprised of 12 campus leaders made up of faculty members from various colleges, colleagues from Student Affairs, Associated Students, Academic Affairs, and three student leaders. We developed this action plan based on our NSLV results from 2016 and 2018. Through a variety of virtual events, social media campaigns, automated text messages and in-class presentations we plan to increase our voter education and registration efforts substantially. We have also signed up to participate in the all CA university and community college Ballot Bowl led by the CA Registrar of Voters. We started implementing our plan in July 2020 with the launch of our Election 2020 website (serving as a one-stop shop on all things voter education and registration). As faculty returned to campus virtually mid-August we had the Deans send out Election related messages with faculty resources on how to incorporate the election into their courses from discussion activities, 5-minute videos and invitations to come to class to present. Our short-term goal was to have a consistent communication campaign via email and social media about the election from three main channels (Office of Communications, Office of Civic Engagement and Associated Students). Our long term goal is to have a free speech campaign that encourages students to have healthy dialogues with one another. Along with presenting events and reminders of various ways to remain engaged after the election. We have identified the Brookings Institute article on 76 Ways to Stay Engaged as medium to develop our post-election events and communication campaigns.

Leadership:

Our leadership team includes the following:

Jason Schreiber, Dean of Students, Student Affairs (Co-Chair)
Scott Gross, Associate Vice President, Innovation Hub, Extended Learning (Co-Chair)
Margaret Chantung, Communications Director, University Communications Co-Chair, Critical Issues Team
Ariel Stevenson, Associate Director, Office of Inclusive Excellence
Rochelle Smarr, Director of Service Learning and Civic Engagement, Academic Affairs
Sean Bradbury, Director, Office of Government Relations
Tony Pang, Associate Director, Student Life and Leadership
Andrew Gamboa, Vice President of Student & University Affairs, Associated Students, Inc.
Catherine Matsumoto, Communication
Cynthia Chavez-Metoyer, Faculty, Political Science
Ruoxi Li, Faculty, Political Science

Staci Beavers, Faculty, Political Science
Andrew Reed, Office of Communications
Erin Fullerton, Office of Risk Management
Elizabeth Matthews, Interim Dean, College of Humanities, Arts, Behavioral & Social Sciences

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, campus text message system, CougarBot and faculty announcements

Landscape:

Our campus demographic and voting data:

2016 Voting Rate: 52.1% Change from 2012: -2.2% 2016 Voting Rate for all institutions: 50.4%. Of the 14,000 registered students we have less than 300 on-campus. Our campus and CSU system is virtual until May 2021.

Goals:

Our campus democratic engagement goals are:

Short term: Increase voter education and registration by 25% for all eligible and registered students. Long term: Increase student civic engagement by 15% to know and exercise their civic engagement beyond voting and into local and national engagement campaigns.

Strategy:

Our campus has used the following strategies and organized the following events:

Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

We have developed a consistent communication campaign via weekly campus email announcements, campus calendar of events and social media about the election from three main channels (University Communications, Office of Civic Engagement and Associated Students). Additionally, each of the aforementioned offices and Task Force members are assisting with the development and promotion of virtual election events. We host at least one voter education or registration virtual event each week through the Office of Civic Engagement and Civility Campaign community. We are also promoting national voter education events such as National Voter Registration Day, National Voter Education Week and Vote Early Day. The Office of Civic Engagement is actively creating election important dates and event flyers to share with GEL faculty, campus centers and student support centers to share with their virtual communities via social media or on their weekly newsletters. University Communications is sending out weekly messages and Associated Students have a steady social media campaign to reach over 10,000 students.

NSLVE:

California State University San Marcos has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

We will evaluate our plan through the results of the Ballot Bowl competition of the number of students registered to vote, we will also review our event evaluations and campus wide surveys that Institutional Planning and Analysis send out to all students with questions about civic engagement. Each individual office hosting an event will manage and evaluate their data. The Election Task Force will designate someone to collect the data and share with the Institutional Planning and Analysis. We will evaluate registration numbers, learning outcomes and increase in civic engagement after the election.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.