

2024

# College of Alameda Civic and Voter Empowerment Action Plan



COLLEGE OF  
ALAMEDA

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# Executive Summary

This nonpartisan Civic and Voter Empowerment Action Plan was developed by College of Alameda in Alameda, 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 Presidential general election. The goals for College of Alameda for the 2024 election are: Increase voter registration and turnout by informing students of important dates and hosting civic engagement efforts.

College of Alameda is committed to increasing voter turnout and engaging our students to be involved with civic engagement. College of Alameda has partnered with local organizations such as the Women’s League of Voters to encourage voter registration amongst students and the campus community.

The Office of Student Activities and Campus Life will be facilitating the implementation efforts in partnership with the College’s Student Government Leaders of the Associated Students of College of Alameda (ASCOA). To ensure that the plan is equitable we will engage campus constituents from all levels including the administration, faculty, students and classified professionals. Our civic and voter empowerment strategies include both virtual and in-person outreach opportunities for all to be involved.

## Leadership

The Civic and Voter Empowerment Action Plan leadership team includes Natalie Rodriguez, Director of Student Activities & Campus Life and the Associated Students of College of Alameda (ASCOA – Student Government). The Office of Student Activities and Campus Life will engage the campus’ executive leadership as well as the Academic and Classified Professional Senates.

College of Alameda has engaged the [League of Women Voters](#) and [Grita Canta Vota](#) as community partners in executing the college’s Civic and Voter Empowerment Action Plan.

## Landscape

College of Alameda is a public community college. The institution is a Minority Serving Institution and Hispanic-Serving Institution.

## Demographic data

College of Alameda has 6,341 students.

### ***Ethnicity:***

30.6% Latinx  
16.3% White  
24.3% Asian  
18% Black/African American  
0.4% Pacific Islander  
0.2% American Indian  
6.8% Two +  
3.4% Unknown

### ***Age Group:***

15% 16 – 18  
40.9% 19 – 24  
12.2% 25 – 29  
9.2% 30 – 34  
16.7% 35 – 54  
2.4% 55 – 64  
1.8% 65 & above  
1.9% Under 16

Although our campus does not collect voting data, we are in the process of enrolling in the National Study of Learning, Voting and Engagement (NSLVE) to gain insight about student political learning, voter registration rates, and campus demographics. Our enrollment in the NSLVE will allow us to analyze the data to determine if our campus is reaching its civic engagement goals.

## Reflection

Civic engagement efforts at College of Alameda have continued through the yearly Constitution Day event which takes place every September 17<sup>th</sup>. Additionally, the campus sends out civic engagement and voter empowerment communications via social media and student email blasts. The campus Civic Engagement and Voter Empowerment [webpage](#) is updated regularly. On the Civic Engagement and Voter Empowerment webpage, guests can find links to voter registration, important dates, frequently asked questions, Non-partisan resources, and information on how to become a paid elections poll worker. The delay in registering for the NSLVE was due to administrative transitions that left the Director of Student Activities and Campus Life position vacant for a period.

In the Fall of 2024, we have amplified our civic engagement and voter empowerment efforts through voter registration drives and voter encouragement poster making activities. We have continued our tradition of holding the annual Constitution Day Jeopardy game and have partnered with the League of Women Voters. Moving forward we are exciting to be collaborating with Grita Canta Vota soon.

## Goals

### Short-term (2 year)

**Goal 1:** Increase student voter turnout by 5% in 2024 and 2% in 2026.

**Goal 2:** Increase student voter registration by 5% in 2024 and 2% in 2026.

**Goal 3:** Create a Civic Empowerment Campus Coalition

### Strategy:

College of Alameda will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- Constitution Day
- National Voter Registration Day
- Partnerships with local organizations
- Student email blasts
- Website postings
- Social media postings
- We will form a campus coalition by partnering with the Associated Students of College of Alameda, the Academic and Classified Senates, as well as the Executive Team.

### Long-term (5 year)

**Goal 1:** Increase student voter turnout by 10% by 2028.

**Goal 2:** Increase student voter registration by 10% by 2028.

**Goal 3:** Create a strong culture of Civic Empowerment through the Civic Empowerment Campus Coalition.

**Strategy:**

College of Alameda will implement these strategies to increase nonpartisan democratic engagement and student voter participation withing the next five years.

- Constitution Day
- National Voter Registration Day
- Partnerships with additional local organizations and government agencies
- Newsletter to students
- Website postings
- Social media postings
- We will form a campus coalition by partnering with the Associated Students of College of Alameda, the Academic and Classified Senates, as well as the Executive Team.

## Event Requirements

### Fall 2024 – Summer 2025

- 1) **Voter Empowerment Poster Making** – On Thursday, August 22, 2024, students were encouraged to register to vote, check their voter registration status, and create posters that would motivate citizens to vote.
- 2) **Voter Empowerment Poster Making** – On Tuesday, August 29, 2024, students were encouraged to register to vote, check their voter registration status, and create posters that would motivate citizens to vote.
- 3) **Voter Empowerment Poster Making** – On Tuesday, September 5, 2024, students were encouraged to register to vote, check their voter registration status, and create posters that would motivate citizens to vote.
- 4) **Constitution Day Jeopardy & National Voter Registration Day** – On Tuesday, September 17, 2024, in partnership with the League of Women Voters, College of Alameda hosted its annual Constitution Day Jeopardy game and provided the opportunity for voter registration through the League of Women Voters.
- 5) **La Carne Azada - Vota** – On Tuesday, October 15, 2024, during the Latinx Heritage Month closing ceremony, La Carne Azada, the college will partner with Grita Canta Vota to promote civic engagement and empowerment.

### Fall 2025 – Summer 2026

- 1) **Voter Empowerment Poster Making** – On Thursday, August 21, 2025, students will be encouraged to register to vote, check their voter registration status, and create posters that will motivate citizens to vote.
- 2) **Constitution Day Jeopardy & National Voter Registration Day** – On Tuesday, September 16, 2025, in partnership with the League of Women Voters, College of Alameda will host its annual Constitution Day Jeopardy game and provide the opportunity for voter registration through the League of Women Voters.
- 3) **La Carne Azada - Vota** – On Tuesday, October 15, 2024, during the Latinx Heritage Month closing ceremony, La Carne Azada, the college will partner with Grita Canta Vota to promote civic engagement and empowerment.

## Evaluation and Reporting

College of Alameda will evaluate its action plan by using the college's NSLVE voting data. The college will also include survey questions regarding civic engagement in future surveys to students. The campus action plan will be posted on the campus' Civic Engagement and Voter Empowerment [webpage](#).