

*Executive Summary: Share a few sentences or paragraphs about the democratic engagement work happening on campus. Who developed this action plan (person or committee name)? Which campus or campuses will this action plan be implemented? What does this action plan seek to accomplish? When does this action plan start and end? Who or which department is in charge of this action plan? What are your topline short-term and long-term goals?*

The People's Pitzer is an organization started as part of the CEC to focus specifically on civic engagement among the Pitzer student body. The People's Pitzer is broken into four groups, focusing on voter education, voter registration, get out the vote, and ballot access. Through these four initiatives, separated into working groups led by students, The People's Pitzer plans to engage students at all stages of the voting process. Beginning at the start of the semester, People's Pitzer initiatives will continue providing students with educational resources, information about voting, opportunities for community engagement, and student forums for discussion. The work done by The People's Pitzer seeks to make students feel more comfortable and knowledgeable about the voting process. In the short term, these initiatives want to increase student civic engagement and raise Pitzer's voting rates among the student body. In the long term, we hope this work will make students empowered through democracy and foster connections between activism and civic engagement.

*Leadership: Who is on your leadership team? Include name, title, and department. This may include faculty, staff, administrators, students, community and national partners, and local elections officials.*

Tricia Morgan, Managing Director of the CEC, is the People's Pitzer director  
Jackie Contreras, Operations Manager of the CEC, is the People's Pitzer Operations Manager  
Ari Wood, General Office Assistant at the CEC, helps with People's Pitzer projects  
Benjamin Shaw is the People's Pitzer Student Coordinator

*Landscape: What are your past voting rates? How many students are on campus? What is the demographic breakdown of the student body?*

In the 2016 election, 55% of Pitzer's student body voted, according to the NSLVE report. That was up 2.1% from the 2012 election, and 5.9% higher than the national average in 2016. Pitzer college has 1,087 students enrolled.

*Goals: What are your short-term (2020 election) and long-term goals (2022 and beyond)?*

For the 2020 election, we want to raise Pitzer's voting rate significantly. We want to make sure that the student body knows how to vote, especially in a time when absentee voting, something many are unfamiliar with, is more popular. We also want to make sure students feel

knowledgeable about what and who is on the ballot this year. In the long term, we want to create a spirit of communion between civic engagement and activism, and show the community that activism can happen at the voting booth.

*Strategy: What events, tactics, and strategies are happening on campus this election?*

In the run-up to the election we are hosting multiple events per week centered around our working groups. These include education opportunities, student forums regarding hot button issues, live streams of the presidential debates, and non-synchronous news updates and opportunities to connect with community partners. On election day we plan to host events throughout the day allowing students to feel connected to one another even while physically distant. Following the election, we will be offering resources to help students cope with whatever the results may be and to process what has felt like an extremely lengthy election.

*Evaluation: How will you evaluate success of your action plan and strategies? What metrics will you measure from specific events and strategies in addition to NSLVE data? Who will do the evaluation?*

The 2020 NSLVE report will give us insight into voter turnout, and if we were able to raise that on campus. We will also measure success based on student participation and continued civic engagement conversations and programs launched on campus.