



San Bernardino
Valley College

SBVC VOTES CIVIC & VOTER EMPOWERMENT ACTION PLAN

2024-2026





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Executive Summary

The SBVC Votes Task Force at San Bernardino Valley College is dedicated to implementing the Student Civic and Voter Empowerment Act (AB 963). Our mission is to foster a culture of civic engagement and voter participation among students, ensuring their voices are heard and their involvement in the democratic process is active and informed.

San Bernardino Valley College is committed to promoting civic engagement as a core value of our educational mission. The college envisions that our inclusive culture, quality education, and comprehensive support services will create leaders dedicated to promoting social justice and community advocacy on a local and national level. By integrating civic learning into our curriculum and co-curricular activities, we aim to prepare students to be informed, active citizens who contribute positively to their communities. This commitment is reflected in our promotion of voter registration drives, voter educational workshops, and collaborative efforts with local organizations.

IMPLEMENTATION

To achieve our goals, the task force has outlined a comprehensive plan which includes the following key components:

Voter Registration: Help students register to vote. Make registration easy, accessible, and convenient.

- Peer-to-peer education outreach.
- Host voter registration drives (in-person and virtually).
- Promote annual California SOS Ballot Bowl.

Voter Education: Educate students about the importance of voting and provide nonpartisan voter resources.

- Provide nonpartisan information to students regarding upcoming ballot measures and candidates at the local, state, and federal levels.
- Peer-to-peer dialogue, registrar presentations, and distribution of informational materials.
- Online resources/links for voting. SBVC Voter Information webpage: bit.ly/sbvc-vote

Promote Voter Turnout: "Voting should be a habit, not a hobby."

- Include civic, voting, and registration dates/deadlines on physical and virtual academic calendars (SBCCD and SBVC)
- Send email blasts and text messages to students about deadlines and events
- Social media
- Campus flyers/posting
- Collaborate with faculty to share important information/dates/deadlines

Executive Summary (cont.)

STRATEGIES

The task force has identified several strategies to ensure the successful implementation of our action plan:

Raise Awareness: Utilizing various communication channels, including social media, campus emails, and our website, to raise awareness about civic engagement opportunities, events and important deadlines.

Data Collection and Assessment:

- California University and College Ballot Bowl Competition
- National Study of Learning, Voting, and Engagement (NSLVE)
- Event attendance
- Surveys/feedback

Recognition: Acknowledge individual and community milestones--from registration numbers, voting percentages, and volunteerism.

- Recognize students, staff/faculty for their participation and efforts from the Office of the President and in front of the Board of Trustees.

Resource Allocation: Secure funding and resources to support civic engagement initiatives, including grants, sponsorships, and institutional support.



Leadership

MARIE MAGHUYOP

Civic Engagement Coordinator; Student Engagement Specialist, Student Life

- Leads SBVC Task Force in planning events and updating Civic and Voter Empowerment Action Plan
- Serves as liaison between SBVC and Students Learn Students Vote Coalition and other partners

LISA HENKLE

Professor of Political Science & History, Political Science Department Chair

- Serves as faculty liaison to Social Sciences Division, specifically Political Science

MARIA NOTARANGELO

Librarian, Assistant Professor, Library Tech Co-Chair

- Maintains voter resource guide
- Leads voter registration tabling in cross promotion with Library

RAY CARLOS

Dean of Student Engagement & Wellness

- Identifies funding and other resources to support SBVC Votes

BRIDGETT PIERCE

Associated Student Government, Student Senator

- Serves as the representative for SBVC students

Task Force Team

TODD HEIBEL

Professor of Geography-GIS

MATTHEW KIM

Web Developer, Marketing & Public Relations

EVE MULHALL

Content Specialist, Marketing & Public Relations

MARITZA PORTILLO

Administrative Assistant III, Student Life

LACRETIA SMITH

Basic Needs Coordinator, Student Life

ANTHONY BLACKSHER

Professor and Faculty Chair of Sociology and Ethnic Studies

CONNIE LEYVA

Executive Director, KVCR Public Media

VANESSA WIARCO

Community Engagement Manager, KVCR Public Media

JUSTIN VERDUZCO

Program Assistant, KVCR Public Media

DANIEL MAYO

STEM-MESA Director

TOM VARDEN

Planetarium Coordinator

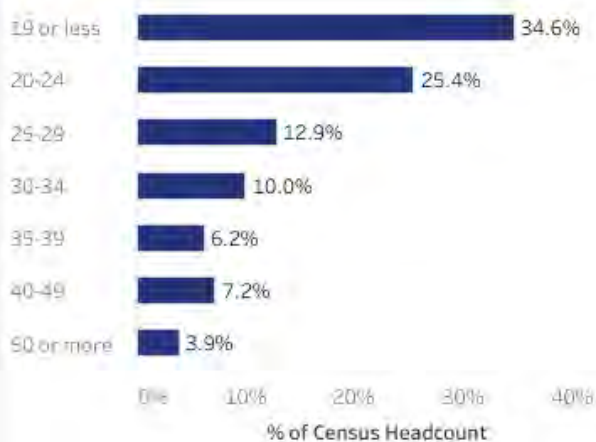
Landscape

San Bernardino Valley College is a public community college located in San Bernardino, CA. Our institution is a Minority Serving Institution and Hispanic-Serving Institution. Our campus demographics as of 09/06/24 show:

14,138

ACTIVELY ENROLLED STUDENTS

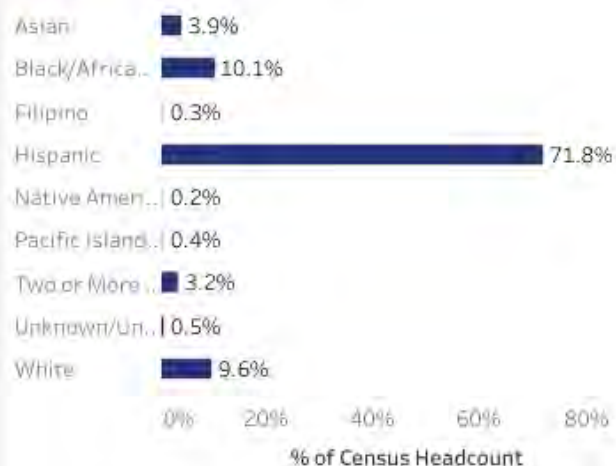
Age Group



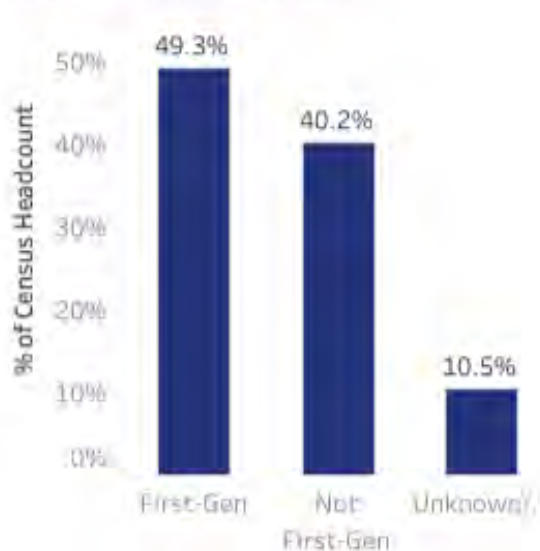
Gender Identity



Race



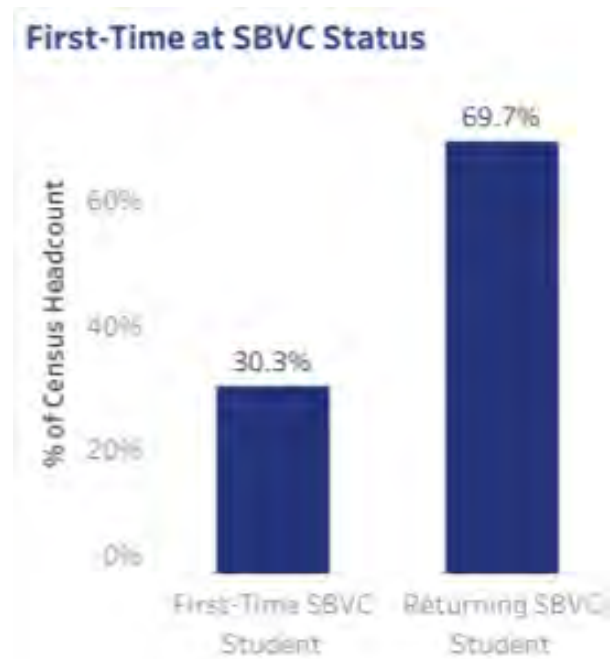
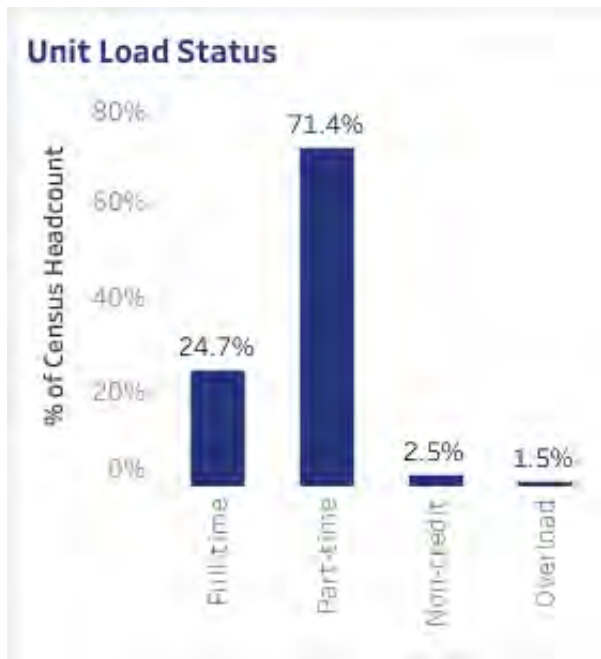
First-Generation Status



Landscape (cont.)

14,138

ACTIVELY ENROLLED STUDENTS



NSLVE

San Bernardino Valley College re-authorized the National Study of Learning, Voting, and Engagement (NSLVE) in 2023, however, was not included in the annual data match cycle, therefore does not yet have campus voter registration and turnout data. Data for the 2024 election is expected to be available around Fall 2025.

Reflection

VOTER REGISTRATIONS



The SBVC Votes team promotes voter registration through in-person tabling at campus events, through Library and classroom orientations, social media, email blasts, and physical postings around campus.

ON-CAMPUS PARTNERSHIPS

On-campus partnerships include the SBVC Votes leadership team and campus departments which consists of staff, faculty, and students from various areas including Student Life, Library, Marketing, Social Sciences, STEM-MESA, and Science with support from Student Equity & Success, Arts, Lectures, & Diversity Committee, Arts & Humanities, First Year Experience, Office of Instruction, Office of Student Services and the Associated Student Government.

OFF-CAMPUS PARTNERSHIPS

SBVC is a member of the Students Learn Students Vote Coalition, Campus Takeover, and the ALL IN Campus Democracy Challenge, which all provide valuable resources and workshops to expand our civic engagement initiatives on campus.

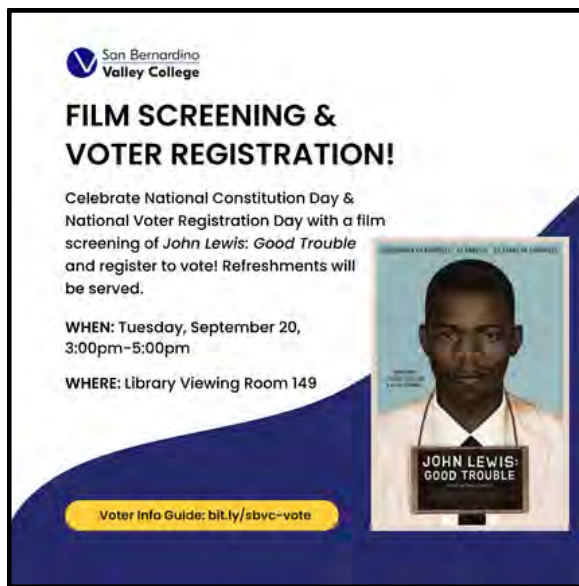
Our primary off-campus partnership is with the San Bernardino County Registrar of Voters (ROV), who provide us voter education materials (i.e. registration cards, brochures, and more) and facilitate voter education presentations virtually during election periods.

We have recently connected with KVCR Public Media, which is housed on SBVC's campus to collaborate on upcoming events. Additionally, we hope to develop more partnerships and expand our collaboration with voter organizations and nonprofits such as TODEC Legal Center, CalMatters, and the League of Women Voters San Bernardino to connect with our community.

Events

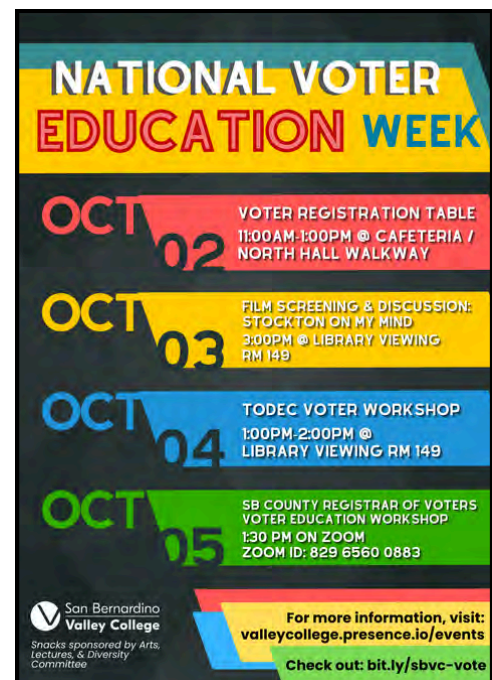
HOSTED 2022-2023 ACADEMIC YEAR

- 9/29/22 – Film Screening of *John Lewis: Good Trouble* and Voter Registration Table
- 10/4/22 – San Bernardino County Registrar of Voters Voter Education Virtual Presentation
- 10/6/22 – Film Screening of *Latino Vote: Dispatches from the Battleground* and Voter Registration



HOSTED 2023-2024 ACADEMIC YEAR

- 9/19/23 – National Voter Registration Day Tabling
- 10/2/23-10/5/23 – National Voter Education Week Events
 - Voter Registration Table
 - Film Screening and Discussion of *Stockton on my Mind*
 - TODEC Voter Workshop
 - SB County Registrar of Voters Voter Education Workshop
- 2/13/24-2/14/24 Voter registration tabling



Upcoming Events

FALL 2024

- 9/10/24 – Virtual Debate Watch Party & Discussion
- 9/16/24 – Film Screening & Discussion: *The Young Vote* (2022)
- 9/17/24 – Natl. Voter Registration Day x Constitution Day
- 9/18/24 – SB County Registrar of Voters Education Workshop
- 9/19/24 – Rock the Vote
- 10/2/24 – CalMatters Voter Education Workshop
- 10/7/24-10/10/24 – Natl. Voter Education Week
- 11/5/24 – Election Night Watch Party @ KVCR Public Media

LIVE

**Virtual Debate Watch Party & Discussion:
First Presidential Debate!**

WHEN
TUESDAY, SEPT. 10
5:30 PM

Join us for a live debate watch party with post-debate discussion moderated by SBVC Faculty.

REGISTER AT:
bit.ly/sbvcdebate1

San Bernardino Valley College

SBVC VOTES

CAL MATTERS

Voter Education Workshop!

Join us for an interactive voter education workshop with CalMatters and guest speaker, **Connie Levya**, Executive Director of KVCR Public Media

When: Wednesday, October 2, 2:00PM

Where: KVCR Public Media
701 S Mt Vernon Ave
San Bernardino, CA 92410

Learn more at: bit.ly/sbvc-vote

KVCR PUBLIC MEDIA

SBVC VOTES

SBVC VOTES WEEK!
SEPTEMBER 2024

Sponsored by:
FIRST YEAR EXPERIENCE

16 MON | **FILM SCREENING & DISCUSSION: THE YOUNG VOTE (2022)**
2:00 PM, Library Viewing Room 149
Join us for a screening and discussion of *The Young Vote* (2022).

17 TUES | **NATL. VOTER REGISTRATION DAY x CONSTITUTION DAY**
2:00 PM - 4:00 PM, Library Viewing Room 149
Join us with political science professors and experts Ed Millican and Ladan Ask, plus a screening of *The Words That Built America* (2017).

18 WED | **SB COUNTY REGISTRAR OF VOTERS EDUCATION WORKSHOP**
2:00 PM, Zoom Link: bit.ly/sbvc-votes-rov24
Meeting ID: 948 3967 5792
Learn what you need to know to vote this General Election including your voting options, important deadlines, voting security, resources, and more!

19 THUR | **ROCK THE VOTE**
2:00PM, Greek Theater
Get ready to Rock the Vote! Join us for voter resources, food trucks (while supplies last), and music with DJ Les and Nojac!

Learn more at: bit.ly/sbvc-vote
Email us: SBVCvotes@valleycollege.edu

Events (cont.)

BARRIERS	LESSONS LEARNED/BEST PRACTICES
<ul style="list-style-type: none"> • Started civic engagement task force during COVID-19 pandemic • Challenges identifying funding sources • Over 70% of San Bernardino Valley College (SBVC) students are part-time, which limits their ability to attend events and engage fully in campus activities. • Historically low voter turnout in San Bernardino County. 2022 General Election turnout was 40% • We are unaware of the identities of registered voters, which constrains our ability to conduct targeted outreach efforts. 	<ul style="list-style-type: none"> • Collaboration across campus departments for funding support, feedback, and resources. • Food has been helpful in drawing in more students to voter registration tables. • Utilizing all methods of communication available to promote events including student email, social media, faculty email, Canvas shell, and more. • Hosting events both in-person and virtual formats to reach more students. • Partnering with Marketing to create social media content and update website with events and important voting dates. • Many community organizations are eager to engage in civic outreach, so we should proactively invite them to partner with us rather than waiting for them to reach out.



Goals

SHORT-TERM GOALS (2-YEARS)

- Launch SBVC Votes sticker design contest for students.
- Host 2nd virtual Presidential Debate watch-party for students.
- Host first ever SBVC Votes Week event at SBVC including Rock the Vote event.
- Hire Federal Work Study (FWS) student employees to assist with SBVC Votes initiatives.
- Create voter registration and voter turnout rate baseline for 2024 election.
- Create an SBVC Votes structure and succession plan, including ongoing representation from Political Science department.
- Continue to coordinate events for: Constitution Day, Natl. Voter Registration Day, Natl. Voter Education Week, Natl. Vote Early Day, and Election Day.
- Extend voter events into spring and summer semesters, ex. March in March.
- Partner with specialized programs to incorporate voter engagement in orientation.

LONG-TERM GOALS (5-YEARS)


- Host SBVC Votes Week/Rock the Vote event every Presidential Election year.
- Establish permanent funding source(s) for SBVC Votes initiatives.
- Maintain SBVC as polling place every election.
- Establish SBVC Votes as an official campus committee.
- Increase voter registration rates in California Ballot Bowl competition.
- Establish ongoing relationship with SBVC Foundation.
- Develop more community partnerships.








Connect With Us!



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San Bernardino, CA 92410

 SBVCVotes@valleycollege.edu

 bit.ly/sbvc-vote

 909-384-4474