



## San Diego City College 2022 Democratic Engagement Action Plan

Developed by: Marciano Perez Jr.

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by San Diego City College in California for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for San Diego City College for the 2022 election are to increase the student voter turnout rate to 60% and the student voter registration rate to 80%.

### **Leadership:**

Our leadership team includes the following:

Ricky Shabazz Ed.D. – College President

Marciano Perez Jr. – Vice President of Student Services

Dr. Adan Sanchez Ed.D. – Acting Dean of Student Affairs

Lori Oldham – Student Affairs Coordinator

Diego Bethea – Associated Students Government President

Nicole Delgado – Associated Students Government Affairs Officer

Dr. Susan Murray, Ph.D. – Dean of Institutional Effectiveness

Jeanne Widener – San Diego League of Women Voters, Voter Engagement Chair

Masahiro Omae, Ph.D. – Dean, School of Behavioral and Social Sciences and Consumer and Family Studies

Nicholas Boushee, Ph.D. - Associate Professor of Political Science

### **Commitment:**

Be a Citizen We Can All Be Proud Of Campaign

For the health of our democracy and your own well-being, we need you to vote; 2022 is only the beginning. Stay informed, hold your elected officials accountable, and vote in as many future elections as you're physically and mentally able to.

And don't forget about the power of education. The more you know (and the more you're able to do), the better off you, your community, and our nation will be. America is strongest when people like you have the skills to take advantage of the opportunities that are available to them.

Register to Vote links:

- [All In to Vote](#)
- [Ballot Bowl](#)
- [Register to Vote Online](#)
- [Find Out If You Are Already Registered](#)
- [Get more information about voting](#)
- [Check Voter Registration Video](#)
- [Video Guide for New Voters](#)

### 13 Good Reasons to Vote:

- Click [here](#) to view

The Office of Student Affairs will:

- In collaboration with the Office of Research and Institutional Effectiveness, will launch the “All In to Vote” campaign using San Diego City College’s **Homepage** in the **“Rotating Banner”** section, as well as under **Calendar, News and Announcements** and all social media platforms (Facebook, Twitter, and Instagram). Data will be generated for each voter registration using this resource tool and will be used for reporting purposes to measure the efficacy of this endeavor.
- **All In to Vote”** campaign information and marketing materials to all City College faculty and request that they promote this campaign on their online course announcements pages for all of their classes to raise awareness and increase student participation.
- In collaboration with ASG, launch the **ASG Voter Registration Challenge**. ASG member will take selfies of themselves registering to vote in an effort to lead the student body to register to vote and join the challenge. With student permission, the selfies will be posted on the ASG Website and all social media platforms.
- In collaboration with ASG, we will create a PSA that includes the ASG membership to promote the importance of **Your Vote-Your Voice** to be posted on the City College and ASG websites and all of their respective social media platforms.
- Encourage the entire college community to take the **Pledge to Vote** to champion accountability from registering to vote through casting their votes.
- Collaborate with the Office of Communications to create marketing materials in an effort to get the word out to register to vote, as well as to vote early by mail or in person, where safe to do so using all elements of social distancing guidelines.

- Work with San Diego City College’s Political Science Department (Professors Boushee and Dean Omae) in an effort to hold virtual voting forums to raise awareness and explain the importance of voting, as well as to inform students who are not eligible to vote HOW they can still use their voices to make a difference and plan voting rallies.
- Coordinate with the ICC to promote the **All In to Vote** campaign during their virtual Club Rush events, where all student clubs will have a “Voter Registration and Vote Early” element to their respective club marketing materials.

San Diego City College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020.

Voter engagement efforts are connected to the college’s Constitution Week activities and District-level campaigns, including emails and messages in Canvas course shells. The college’s institutional values and social justice commitment <https://sdcity.edu/about/mission-priorities/index.aspx> reflect the strong connection between the campus and the communities it serves, supported by civic engagement activities.

### **Landscape:**

San Diego City College is a public community college and joined the ALL IN Campus Democracy Challenge in 2020. Our institution is the following: Minority Serving Institution, Hispanic-Serving Institution. SD City College is the oldest community college in the city of San Diego and the fifth established in the state of California. Its urban campus adjacent to downtown and Balboa Park offers over 240 degree and certificate programs leading to career entry and university transfer.

Our campus demographic and voting data:

San Diego City College has 14,865 students.

- 46% are Latinx; 24% are White; 9% are Black; 7% are Asian; 4% are Filipino/a
- Half of current students are ages 18-24; 41% are age 25 or older
- About 1,300 first-time students enroll each year
- 55% of students are taking fewer than six units each semester

San Diego City College has authorized NSLVE.

Our institution had a 2020 campus voting rate of 57.4%.

Our institution had a 2020 voter registration rate of 75.3%.

Our institution had a 2018 voter turnout rate of 33.8%.

Our institution had a 2018 voter registration rate of 67.1%.

Our institution has been recognized by ALL IN with the following seals: 2020 Bronze

**Goals:**

Our campus democratic engagement goals are:

Increase student voter turnout rate to 60% in 2022 and 63% in 2024.

Increase student voter registration rate to 80% in 2022 and 83% in 2024.

**Strategy:**

San Diego City College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- National Voter Registration Day events in partnership with SD League of Women Voters
- Student-led social media campaign
- Publicize SD City College standings in CA Secretary of State's Ballot Bowl competition
- Publicize NSLVE reports for SD City College

**Evaluation:**

We will evaluate our action plan in the following ways:

- NSLVE data
- Ballot Bowl voter registration data
- Participation in campus events
- Social media engagement

**Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/san-diego-city-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

Post NSLVE results and action plan on City Ready to Vote web page; link page on [sdcity.edu](http://sdcity.edu) home page