

# CIVIC & VOTER EMPOWERMENT ACTION PLAN



**SAN FRANCISCO  
STATE UNIVERSITY**

1600 HOLLOWAY AVE, SAN FRANCISCO, CA 94132

[sfsu.edu](http://sfsu.edu)

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# EXECUTIVE SUMMARY

In response to California Assembly Bill 963, Sections 66850–66852, this Student Civic Engagement and Voter Empowerment plan was developed by San Francisco State University in preparation for the 2026 election. SF State is committed to promoting civic engagement and recognizes the importance of this work in fostering a vibrant, democratic society. The goal of this plan is to serve as a strategic framework for SF State to involve campus stakeholders and enhance nonpartisan democratic civic engagement, along with promoting student voter registration, education, and turnout. The implementation of this plan will be facilitated by the Institute for Civic and Community Engagement, which will coordinate efforts across various campus units and divisions.

Furthermore, this action plan reviews the initiatives and events conducted from 2022 to 2024. According to our NSLVE report, we experienced a decrease in our voting rate from 2020 to 2022, resulting in a current rate of 29.1%. For the next two years, SF State’s short-term goal is to increase our voting rate by 60%, bringing it back to our 2020 rate of 89.1%. SF State also aims to enhance awareness and opportunities for education and involvement in national, state, and local elections across our campus communities. To ensure equity, we will employ strategies such as targeted outreach to underrepresented groups, providing accessible voting resources, and fostering an inclusive environment for all students.

Over the next five years, SF State’s long-term goal is to ensure that every student and campus community member is registered to vote, with at least 80% actively participating. This action plan is a living document that will be revised on an ongoing basis to ensure that it is inclusive of all campus community voices.

# COMMITMENT

San Francisco State University's mission is to educate and equip our students to thrive in a global society. As part of SF State's 2023-2024 Strategic Plan, two of our strategic priorities, "Our Commitment: Educational Equity and Student Success" and "An Engaged Community Partner: A Leading Force for Good in the Bay Area," align closely with the goals of promoting civic participation and ensuring all students have equal opportunities to engage in the democratic process. By prioritizing transformative educational experiences and collaborating with a diverse array of Bay Area partners, we aim to deeply instill the value of civic engagement in our students.

Through this commitment, we hope to empower our students not only to register to vote but also to actively participate in elections, making their voices heard in the democratic process. As we continue to support our communities through innovative courses, experiential learning, political engagement, participatory action research, and direct services, SF State aims to implement an action plan that empowers our students to not only vote but also fully participate in the civic life and political processes of their communities. As a result, SF State is committed to increasing nonpartisan democratic engagement and empowering students to fully participate in the civic life and political processes of their communities.





# LEADERSHIP

As of September 2021, SF State has been enhancing and developing a campus-wide strategic plan that reflects the perspectives of our current students, faculty, staff, alumni, and key community members. In developing this strategic initiative, SF State and the Institute for Civic and Community Engagement (ICCE) are creating a comprehensive action plan that embodies SF State's values: empowerment and transformation, justice, and local and global engagement.

The team responsible for developing the Civic and Voter Empowerment Action Plan (CVEAP) will include:

- ICCE's Senior Coordinator (AB 963 Coordinator)
- Government and Community Relations Liaison, Office of the President
- ICCE's Programs and Outreach Coordinator
- Associated Students Inc., Director of Government & Community Relations (student representative)
- *ICCE's Civic and Community Engagement (CCE) Interns*: A team of ten SF State students who lead student-driven activities and workshops, offering a peer-to-peer perspective on civic engagement.
- *Faculty Members*: Representatives from all eight colleges, including the Lam Family College of Business, College of Ethnic Studies, College of Health and Social Sciences, College of Liberal & Creative Arts, College of Professional & Global Education, College of Science and Engineering, and the Graduate College of Education.
- *Community Partners*: Various local organizations and stakeholders.
- *City and County of SF, Department of Elections*: Providing important updates and collaborating on voter registration drives.

The implementation of this plan is facilitated by ICCE, which coordinates efforts across various campus units and divisions. When fully launched, the coalition intends to meet quarterly and ad hoc, as needed, to discuss progress and strategies. To keep campus coalition members engaged, we will use strategies such as regular updates, collaborative workshops, and feedback sessions. We will address turnover by ensuring a smooth transition of responsibilities and maintaining comprehensive documentation of all activities.

ICCE is a unit within the Division of Undergraduate Education and Academic Planning (DUEAP). DUEAP actively engages in key discussions with representatives from Academic Planning, the Academic Senate, and Advising, enabling ICCE to build connections that support voter engagement throughout our campus.

As the clearinghouse and structural support for civic engagement across campus, ICCE coordinates and implements the Student Voter and Empowerment Plan through the Gator Votes Initiative. This initiative mobilizes the SF State community to register and turn out to vote. It is co-coordinated by ICCE's Senior Coordinator and the Student Outreach and Programs Coordinator. Additionally, ICCE's Civic and Community Engagement (CCE) Interns support the Gator Votes initiative by leading student-driven activities and workshops, offering a peer-to-peer perspective on civic engagement. With a team of ten SF State students, these CCE Interns receive important updates from the Department of Elections, which they share with SF State students through workshops, tabling events, and on-campus voter registration drives.

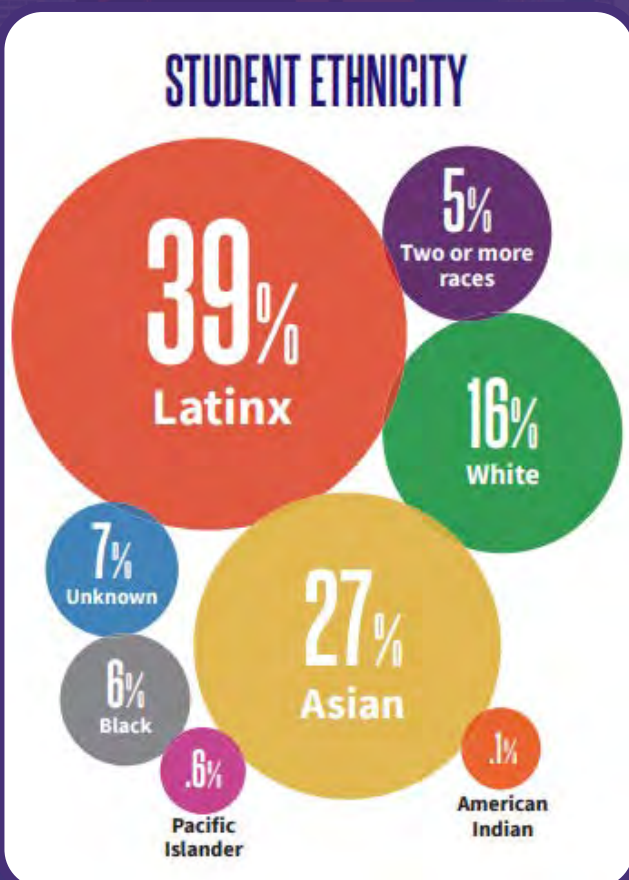
ICCE also works with faculty, staff, and students across all eight colleges, including the Lam Family College of Business, College of Ethnic Studies, College of Health and Social Sciences, College of Liberal & Creative Arts, College of Professional & Global Education, College of Science and Engineering, and the Graduate College of Education.

Additionally, ICCE collaborates with various student programs and departments, including but not limited to the Financial Aid Office, Career & Leadership Department, SF State Strategic Marketing and Communications, and Associated Students (AS) Inc. ICCE works closely with the AS Director of Government and Community Relations to hold events and workshops for students. The Gator Votes initiative had a soft launch in 2020, and we aim to establish a more robust committee by Fall 2025, with commitment from all members of our campus community to enhance student voter engagement at SF State.

# LANDSCAPE

In Fall 2023, there were 23,700 enrolled students at SF State. Below is the demographic breakdown of our student population by race, age, and gender.

Enrolled Type	Number	Percent
First Generation Student	20,673	87%
Post Baccalaureate/Graduate	3,0276	13%
First Generation	7,239	31%



56% WOMEN



43% MEN



.04% NONBINARY

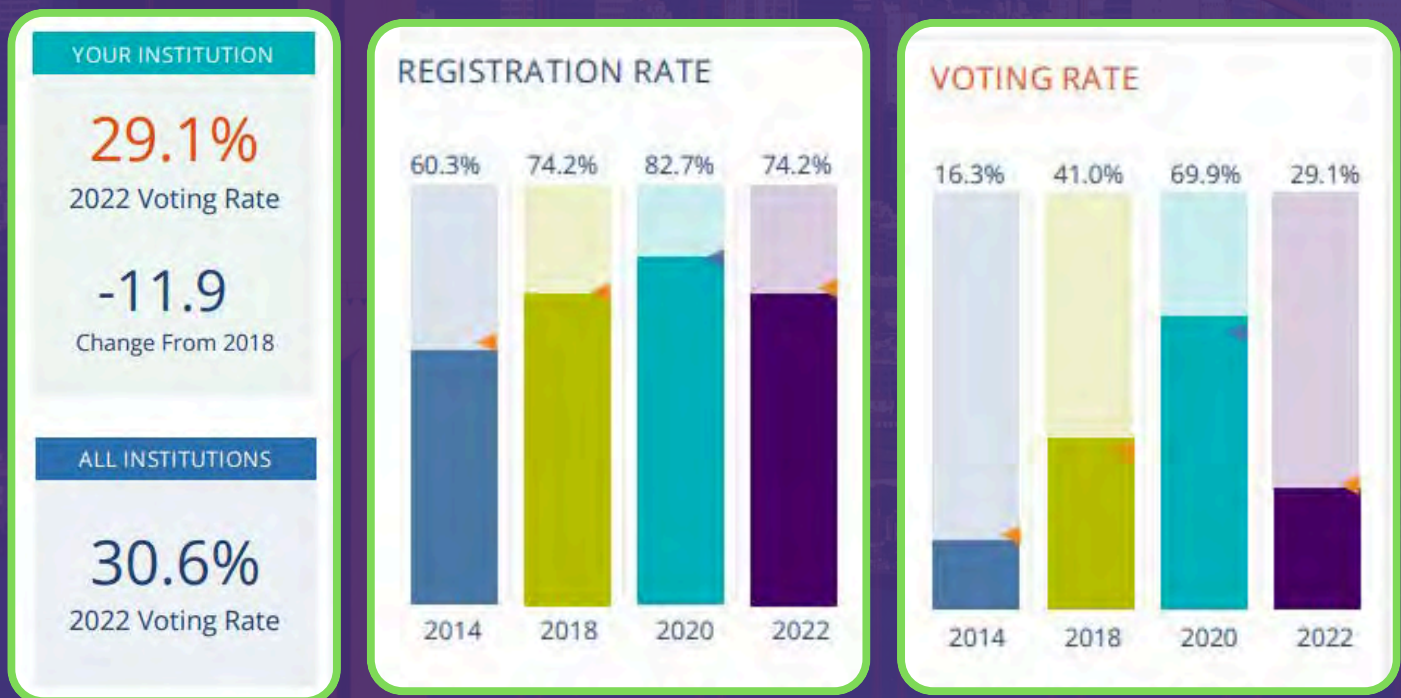
# LANDSCAPE *(continued)*

SF State is a major public 4-year urban university situated in San Francisco, California. Building on a century-long history of commitment to quality teaching and broad access to undergraduate and graduate education, SF State offers comprehensive, rigorous, and integrated academic programs that require students to engage in open-minded inquiry and reflection.

According to the SF State's authorized 2022 NSLVE report, our campus had:

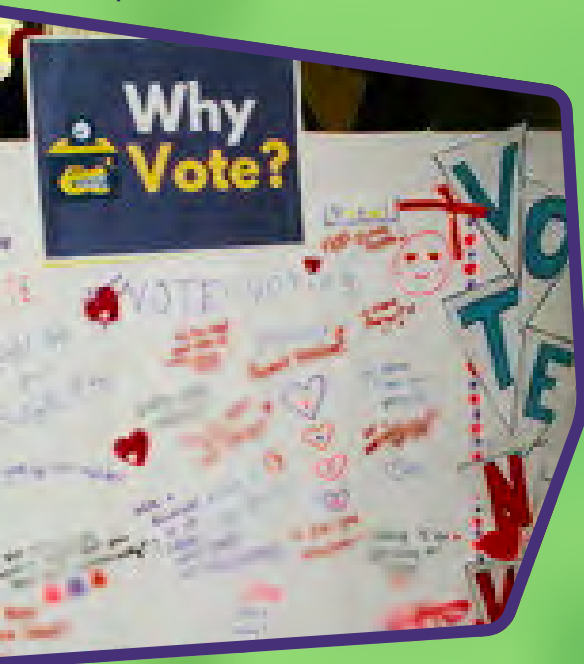
- A registration rate of 74.2%
- A voting rate of 29.1%

Since 2022, SF State has also been a part of the ALL IN Campus Democracy Challenge, receiving a 2022 Bronze Seal for student voter engagement for our voter engagement.



# REFLECTION

Our campus successfully hosted four main civic engagement events during both the 2022–2023 and 2023–2024 academic years, catering to students, faculty, and staff. While we met our event goals, we were unable to accurately track attendance or the number of students who registered to vote, as these events were open to the entire campus. To address this, ICCE plans to implement new systems to capture attendance, including QR codes for students to scan during our activities. We also plan to follow up with the Department of Elections to obtain data on student voter registrations, as they are the primary organization we invite to assist with this process.



**Assessment of Voter Registrations:** Due to the lack of accurate tracking systems, we do not have precise data on the number of voter registrations accumulated from our events. However, we recognize this as a critical area for improvement and are implementing measures to better capture this data in the future.

**Evaluation of Civic Engagement Events:** We were able to conduct all planned civic engagement events during the past two academic years. These events included voter registration drives, educational workshops, and holiday-themed voter registration drives, which were particularly popular.

**Barriers and Solutions:** One significant barrier we faced was the inability to accurately track attendance and voter registrations. To overcome this, we plan to implement QR codes for attendance tracking and collaborate more closely with the Department of Elections for accurate voter registration data. Additionally, we aim to enhance our outreach efforts to ensure higher participation rates.

**Lessons Learned and Best Practices:** We learned the importance of having robust tracking systems in place to measure the impact of our events. Moving forward, we will continue to use QR codes and other digital tools to capture attendance and engagement data. Our holiday-themed voter registration drives have proven to be effective in engaging students, and we plan to continue this approach.



# FALL 2022-SPRING 2023 EVENTS

## **2022 RIGHTS AND WRONGS: A CONSTITUTION AND CITIZENSHIP DAY CONFERENCE (TWO-DAY CONFERENCE) - SEPTEMBER 15 & SEPTEMBER 16, 2022**

Held by the Department of History, San Francisco State University has a proud tradition of organizing conferences for Constitution and Citizenship Day, a national holiday that commemorates the signing of the U.S. Constitution in 1787. The 2022 conference provided multiple opportunities to reflect critically on the past, present, and future of constitutional rights, freedoms, citizenship, democracy, equality, and justice.

## **VOTER REGISTRATION DAYS - OCTOBER 5, OCTOBER 11, AND OCTOBER 21, 2022**

In collaboration with the San Francisco Department of Elections, ICCE held Voter Registration Days to help our campus community register to vote and gain more information about the 2022 elections.

## **PLSI DEPARTMENT ELECTION NIGHT WATCH PARTY - NOVEMBER 8, 2022**

On Tuesday, November 8, 2022, the Political Science Department hosted an Election Night Watch Party from 5 to 8 PM in HUM 304, coinciding with the highly anticipated 2022 midterm elections. The event attracted students and faculty eager to follow the results and discuss the political implications of the elections. Faculty members from the PLSI Department offered professional analysis and commentary, helping attendees better understand the election process and its significance. The event also provided complimentary food, creating a welcoming environment for students to engage in discussions about the midterms and broader political issues.

## **JOINING FORCES: BAY AREA CIVIC ENGAGEMENT CONVENING - APRIL 28, 2023**

Hosted by ICCE and the American Democracy Project, this regional convening of provost-led teams and faculty members from twelve Bay Area AASCU campuses provided an opportunity to achieve alignment on regional civic engagement priorities, explore potential collaborations, discuss the needs of the region, and share ongoing successes and strategies. The event also included professional development and networking opportunities.

# FALL 2023-SPRING 2024 EVENTS

## 2023 RIGHTS AND WRONGS: A CONSTITUTION AND CITIZENSHIP DAY CONFERENCE (TWO DAY CONFERENCE) – SEPTEMBER 18 – 19, 2023

The 2023 conference provided multiple opportunities to reflect critically on the past, present, and future of constitutional rights, freedoms, citizenship, democracy, equality, and justice.

## VOTE-A-TIMES: THE PERFECT DATE TO REGISTER – FEBRUARY 14, 2024

The Vote-A-Times event, hosted by the Gator Votes initiative, was designed to promote voter registration among the SF State community. Taking place on Valentine's Day, it offered a variety of engaging activities, including games, crafts, and snacks led by ICCE's Civic and Community Engagement interns. Attendees also had the opportunity to learn about the voter registration process and important deadlines in preparation for the Primary Elections on March 5, 2024, from ICCE and the SF Department of Elections.



## ELECTION INFO FROM LEAGUE OF WOMEN VOTERS & SF DEPARTMENT OF ELECTIONS – FEBRUARY 26, 2024

Experts from the League of Women Voters of San Francisco, a nonpartisan nonprofit educating citizens on elections and government, presented detailed information and insights about what's on the ballot for the Presidential Primary on March 5. The San Francisco Department of Elections also provided information in English and Spanish about voter registration, accessible voting, and resources for justice-involved voters and those without a fixed address.

## SUPER TUESDAY ELECTION EVENT – MARCH 5, 2024

This event provided an opportunity to analyze the election results and engage in meaningful conversations about the political landscape.

# GOALS

As the lead for civic engagement on our campus, ICCE is collaborating with various departments to promote voter registration and engagement. With our existing connections to various campus departments, we can host events and share social media reminders to support this initiative. We recognize areas for growth, particularly in building a stronger campus coalition that includes a diverse range of departments and student organizations in our efforts and discussions. Over the next two years, we aim to strengthen this coalition to ensure our campus community is registered and actively participating in voting.

## SHORT TERM (2-YEAR)

- **Goals and Benchmarks:** Based on our NSLVE report, we noticed a large gap between our registration rate and our voter turnout rate. We hope to increase the number of students who are registered to vote and who turn out to vote by AY25-26. Our goal is to increase our voting rate by 60%, aiming to reach a participation rate of 89.1%, equivalent to our 2020 rate.
- **Achieving Goals:** We will actively participate in the ALL IN Challenge State and City Campus Voting Challenge by registering at least 200 students to vote by the end of the academic year. We will measure our progress by tracking registration and turnout rates during the upcoming elections. By using QR codes, we can assess the effectiveness of our civic engagement events. Collaborating with the SF Department of Elections will help us evaluate the success of our in-person registration opportunities. Additionally, we plan to work with our AT department to add a voter registration button to our student Canvas website.
- **Expanding Campus Coalition:** We will develop a campus committee focused on civic engagement by recruiting at least eight student organizations and campus departments by the end of Spring 2025. As we strive to enhance and organize student voter engagement, we seek to involve additional groups and departments in the conversation, ensuring they are aware of the goals and deliverables in the student voter action plan. To facilitate this, we will issue a call to action by the end of Fall 2024. This invitation will encourage individuals to attend monthly meetings to discuss upcoming dates, share campus initiatives, and identify interested members who can help develop the next action plan for our university. Departments to include, but not limited to: Residential Life, SF State Athletics.
- **Other Initiatives:** Highlighting our participation in the ALL IN Challenge and collaboration with the SF Department of Elections.

# LONG TERM

- **Goals:** Ensure that every student and member of the campus community is registered to vote, with at least 80% actively participating in elections. This will be achieved through ongoing voter registration efforts, education initiatives, and engagement activities that promote civic involvement.
  - **Student Voter Registration and Civic Engagement:** We aim to achieve at least a Platinum Seal by 2026, building on our 2022 Bronze Seal achievement with a 29.1% voting rate.
  - **Student Voter Turnout:** Increase our voting and registration rates significantly over the next five years.

- **Evaluating Progress:** Benchmarks will align closely with our short-term goals, serving as key indicators of progress toward increasing our voting and registration rates.
- **Evidence of Impact:** As mentioned earlier, SF State received the 2022 Bronze Seal, reaching a 29.1% voting rate. We aim to achieve at least a Platinum Seal by 2026.
- **Strength of Campus Coalition:** We will evaluate the strength of our campus coalition by its ability to engage a diverse range of departments and student organizations in our civic engagement efforts. This coalition will play a crucial role in achieving our long-term goals.



# UPCOMING EVENTS

## **REACH AND PROMOTION:**

To promote events and workshops across campus, we shared information with all departments and student organization social media platforms, encouraged promotion among Associated Students, and collaborated with Strategic Marketing and Communication to feature these events on SF State's social media and through email blasts.

## **VOTER REGISTRATION TRACKING:**

To measure voter registration efforts, we will follow up with all partners, particularly the Department of Elections, to determine how many students have registered. For ICCE events, we will utilize QR codes to track student participation in activities.

For the next two years, SF State plans to continue to have events that support civic and voter engagement on our campus. This includes, but not limited to:

## **FALL 2024**

### **CIVIC AND COMMUNITY ENGAGEMENT INTERNS TABLING/CLASSROOM PRESENTATION - ONGOING**

CCE interns will conduct classroom presentations and engage in tabling at events to encourage students to register to vote and participate in civic activities.

### **LOBBY CORPS WORKSHOPS - ONGOING**

Under Associated Students, the Lobby Corps Assembly (Lobby Corps) is in charge of establishing and promoting civic engagement efforts at San Francisco State University on behalf of AS.

### **"I VOTED" STICKER DESIGN CONTEST - SEPTEMBER 23, 2024- OCTOBER 10, 2024**

SF State is hosting its first "I Voted" Sticker Contest, allowing students to create the "I Voted" sticker that will be distributed to all students who vote at our on-campus polling station for this upcoming General Election.

## **ROUNDUP OF THE 2024 CAMPAIGN AND SUPREME COURT POLITICS: A FACULTY BROWN BAG – SEPTEMBER 18, 2024**

This event is an informative discussion on the 2024 Presidential Campaign and Supreme Court Politics, covering the recent Supreme Court immunity decision, the Democratic and Republican campaign tickets, and the debate on Tuesday, September 10.

## **NATIONAL VOTER REGISTRATION WEEK – SEPTEMBER 17 – 19, 2024**

Hosted by Associated Students Inc, this week-long event allows students the opportunity to register to vote, learn about the ballot, and speak with community partners.

## **PRESIDENTIAL ELECTION LECTURE SERIES – SEPTEMBER 10 – DECEMBER 3, 2024 (EVERY TUESDAY)**

This virtual zoom event provides an opportunity for SF State campus community to come together to discuss, in a non-partisan way, issues that are top of mind as people head to the polls. Each week, faculty guest speakers present on a range of topics relating to the theme of the week, which will be followed by a question-and-answer session moderated by Dr. Rebecca Eissler, Assistant Professor of Political Science.

## **BATS, BREWS, AND BALLOTS: VOTER REGISTRATION DRIVE – OCTOBER 15, 2024**

As a final reminder event, the Gator Votes initiative facilitates campus-wide efforts to mobilize the SF State community to register and turn out to vote, utilizing the spooky holiday season. The Bats, Brews, and Ballots Registration Drive will host games, crafts, and snacks in the Malcolm X Quad from 10AM-1:30PM for students to enjoy, while also learning about registering to vote in time for the General Elections on November 5, 2024.

# **SPRING 2025**

## **VOTE-A-TINES: THE PERFECT DATE TO REGISTER – FEBRUARY 12, 2025**

Valentine's Day themed Registration Drive, providing fun activities and workshops that centers the importance of civic engagement and providing students opportunities to register to vote and practice their democratic right.

# FALL 2025

## CIVIC AND COMMUNITY ENGAGEMENT INTERNS TABLING/CLASSROOM PRESENTATION – ONGOING

*See description above*

## LOBBY CORPS WORKSHOPS – ONGOING

*See description above*

## NATIONAL VOTER REGISTRATION WEEK – SEPTEMBER 15– 19, 2025

*See description above*

## BATS, BREWS, AND BALLOTS: VOTER REGISTRATION DRIVE – OCTOBER 14, 2025

*See description above*

# SPRING 2026

## VOTE-A-TINES: THE PERFECT DATE TO REGISTER – FEBRUARY 12, 2026

*See description above*

*JUNE 2, 2026 – STATEWIDE DIRECT PRIMARY ELECTION*

## NATIONAL VOTER REGISTRATION WEEK – SEPTEMBER 15– 19, 2026

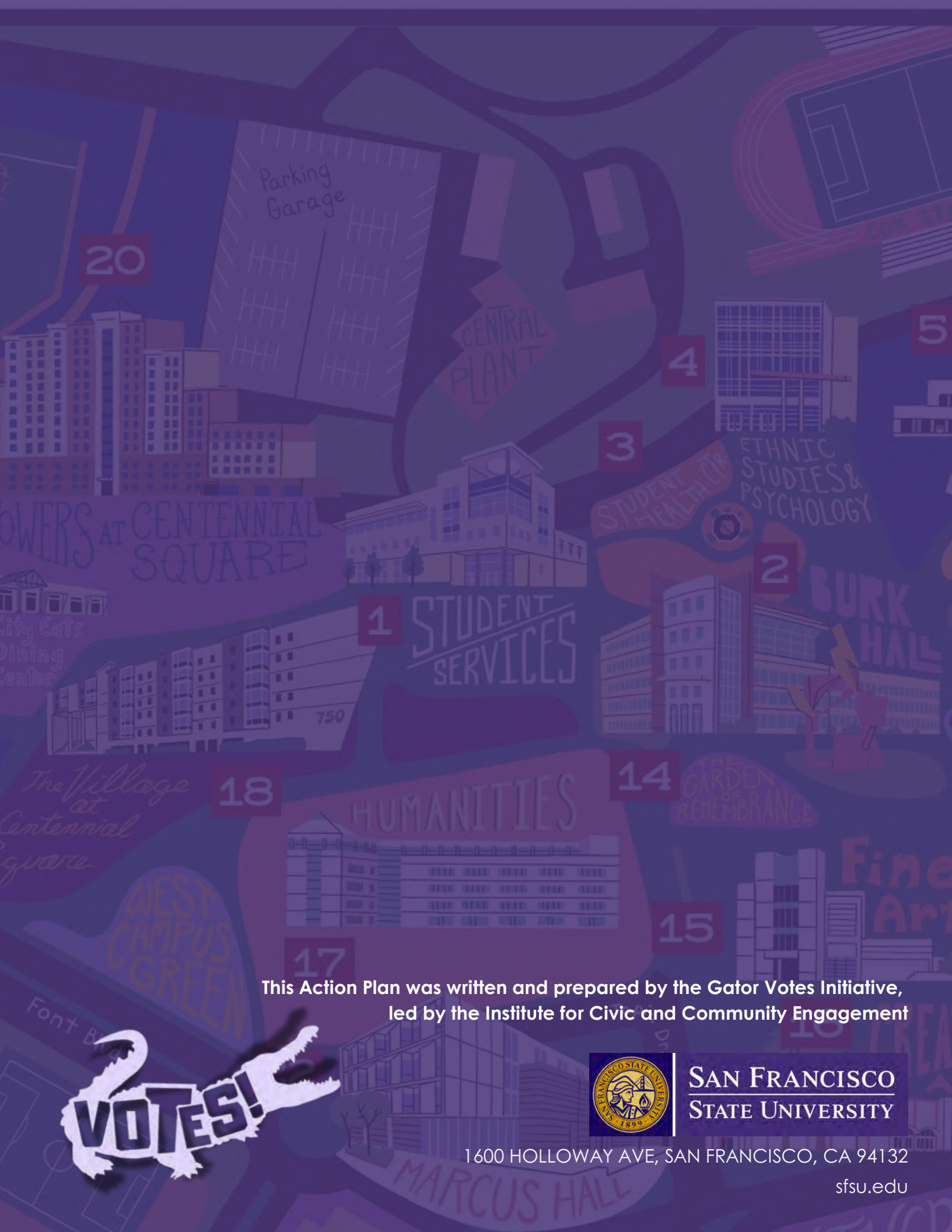
*See description above*

## BATS, BREWS, AND BALLOTS: VOTER REGISTRATION DRIVE – OCTOBER 14, 2025

*See description above*

*NOVEMBER 3, 2026 – GENERAL ELECTION*





This Action Plan was written and prepared by the Gator Votes Initiative, led by the Institute for Civic and Community Engagement



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