

**ALL IN Campus Democracy Challenge  
2024 Democratic Engagement Action Plan  
Santa Clara University**

**Note:** Any new content added to this April 15 version that was not in the previous version is highlighted in gray to make it easier to spot.

**Executive Summary:**

This action plan was developed by Santa Clara University in California for the 2024 primary and general elections. The purpose of this action plan is to increase nonpartisan democratic engagement particularly for student voter registration, education, and election turnout. The goals for Santa Clara University are:

- Provide students with information about how to register to vote in California and all other states.
- Provide students with resources about the variety of ways to vote including voting as an absentee, voting by mail, voting in another state, and voting while abroad.
- Provide students with resources to learn about the election process, candidates, and issues of interest during the 2024 election season.
- Provide students with a campus polling location so they have an accessible place to vote for the general election.
- Provide students with support to understand the results of the general election and navigate the impact of the election results on the nation, our university, and themselves.

Implementation of this plan is by the Center for Student Involvement for the benefit of undergraduate and graduate students of Santa Clara University using email communication, social media, and campus tabling.

The plan began at the start of the 2023-24 academic year and is expected to go through the end of calendar year 2024 yet could continue into calendar year 2025 depending on the results of the November general election.

Funds to cover any related expenses are from the Center for Student Involvement and Associated Student Government.

This plan was developed by the Center for Student Involvement in conjunction with the Associated Student Government.

**Leadership:**

Leadership to implement this action plan is from the Center for Student Involvement and includes a collaborative partnership with the Associated Student Government. Primary leaders include:

- Tedd Vanadilok, Director, Center for Student Involvement
- Jolyn Tran (student), Graphic Design Assistant, Center for Student Involvement
- Tate Dominguez (student), Civic Engagement Chair, Associated Student Government
- April Le (student), Intern, TurnUp Activism

The leadership succession plan includes ensuring that the Director of the Center for Student Involvement position is either filled or have responsibilities delegated to others on the center staff and that at least the Graphic Design Assistant and Civic Engagement Chair positions listed above are filled each year.

Our university also works with the ALL IN Campus Democracy Challenge, National Voter Registration Day, and Vote Early Day. Additionally, our campus works with the Registrar of Voters Office for the County of Santa Clara.

In an effort to ensure underrepresented communities are served, specific connections with the BIPOC community and first generation student community – by way of our Multicultural Center and LEAD Scholars Program respectively – are integrated into outreach and communication endeavors.

**Commitment:**

Use of the university’s student email listservs is the crux of consistent visibility and communication with the entire undergraduate student body and graduate student body. These email listservs are used throughout the academic year to actively promote and provide resources, information, and deadlines related to voter registration and elections.

Key times for using these email listservs include – but are not limited to – the following civic holidays:

- Constitution Day
- National Voter Registration Day
- National Voter Registration Week
- Vote Early Day
- Election Hero Day
- Election Day

In addition to these email listservs, social media channels of prominent student organizations and university departments as well as the university itself are leveraged whenever possible. So is the use of campus tabling at our student union (Benson Memorial Center).

During the spring and fall quarters of the academic calendar, faculty will be sent periodic messages about how they can encourage students to register to vote and be knowledgeable on how to cast their ballots. Faculty will also have the opportunity to have brief 5-minute presentations about voter registration at the beginning or end of any of the classes they teach.

Laminated posters with QR codes to our “all-in-one” voter registration website are being designed and will be posted around campus. A “register to vote” button has also been added to the university’s learning management system (Camino) that students use daily for their classes.

**Landscape:**

Santa Clara University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016. Our university has been recognized by ALL IN with the following seals:

- Bronze, 2016 Presidential Election
- Gold, 2018 Midterm Election

- Gold, 2020 Presidential Election
- Presidential Commitment, 600+ Signatures

Santa Clara University has 8,066 students – of which 6,118 are undergraduate students – as of Fall 2023 enrollment data compiled by the Institutional Research Office.

Santa Clara University has authorized NSLVE.

- 2022
  - 2022 data for our campus voting rate and voter registration rate are not yet available.
- 2020
  - Our institution had a 2020 campus voting rate of 78.6%.
  - Our institution had a 2020 voter registration rate of 87.6%.
- 2018
  - Our institution had a 2018 voter turnout rate of 44.4%.
  - Our institution had a 2018 voter registration rate of 78%.

*FORTHCOMING: This spring we are conducting a demographic analysis of our university's NSLVE data in order to develop tailored strategies to address gaps of outreach to and engagement by specific cross-sections of our student body. This analysis and resulting strategies will be described in the May 31, 2024 draft of our action plan.*

### **Goals:**

Our campus democratic engagement goals are:

- Increase student voter turnout rate to 80% in 2022 and 85% in 2024.
- Increase student voter registration rate to 90% in 2022 and 95% in 2024.
- Increase student organization partnerships to 5 active organizations in 2022 and 10 active organizations.

*FORTHCOMING: Long-term goals will be described in the May 31, 2024 draft of our action plan. These long-term goals will be derived from the demographic analysis of our university's NSLVE data as described in the previous section.*

### **NSLVE:**

*FORTHCOMING: Analysis of NSLVE data to identify any participation gaps by certain demographics such as race or area of study and to develop goals and strategies to address these gaps.*

### **Strategy:**

Santa Clara University will implement the following strategies to increase nonpartisan democratic engagement particularly for student voter registration, education, and election turnout.

Strategy 1: Online Engagement

- Continue to update our “all-in-one” voter registration website so students can find resources at a single location online. (URL: <https://www.scu.edu/csi/engagement/voter>)
- Launch an online platform with ALL IN for students to participate in voter registration and civic engagement activities.
- Collaborate with faculty to promote events and research that they produce for the benefit of our students and to present voter registration information in their classes.
- Confirm with Academic Technology within Information Services that a “register to vote” button can be added to the university’s learning management system (Camino) that students use daily for their classes.

#### Strategy 2: Campus Tabling

- Use campus tabling at our student union (Benson Memorial Center) to conduct voter registration drives and reminder campaigns to cast ballots.
- Use campus tabling at the check-in areas for major university programs – such as Orientation, Welcome Weekend, and Family Weekend – to conduct voter registration drives and reminder campaigns to cast ballots.
- Provide resources and support to student organizations and university departments that want to do their own campus tabling related to voter registration and election engagement.

#### Strategy 3: Civic Holidays

- Continue to promote and provide resources related to the following civic holidays:
  - Constitution Day
  - National Voter Registration Day
  - National Voter Registration Week
  - Vote Early Day
  - Election Hero Day
  - Election Day

#### Strategy 4: Campus Voting

- Collaborate with the Registrar of Voters Office for the County of Santa Clara to host a polling place at our student union (Benson Memorial Center) for the general election.
- Collaborate with the Registrar of Voters Office for the County of Santa Clara to provide an absentee ballot drop box at our student union (Benson Memorial Center).

#### Strategy 5: Faculty Support

- Share periodic resource messages with faculty about how they can encourage students to register to vote and be knowledgeable on how to cast their ballots.
- Provide faculty with the opportunity to have brief 5-minute presentations about voter registration at the beginning or end of any of the classes they teach.

#### **Reporting:**

This action plan will be posted on our campus page on ALL IN’s website:

<https://allinchallenge.org/campuses/santa-clara-university/>

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

NSLVE reports are shared with our Institutional Research Office. Reports are posted on their website for the SCU community to view.

**Evaluation:**

FORTHCOMING: *Evaluation of all aspects of this action plan.*