



UC Davis
ALL IN Challenge
Action Plan
2022



UNIVERSITY OVERVIEW

- UC Davis is a four-year research university, founded in 1908 to serve the state of California.
- Located in Northern California, the University is housed on two campuses:
 - the main campus in the college town of Davis
 - UC Davis Health campus in the state capital, Sacramento



LEADERSHIP

- UC Davis leadership is fully committed to the advancement of voter and civic engagement both among students and the campus community.



VOTER ENGAGEMENT COALITION

- The Voter Engagement Coalition is comprised of students, staff, and faculty from various department across campus, including the ASUCD and Center for Student Involvement; the Student Disability Center, Government and Community Relations, ASUCD Creative Media, Student Affairs Marketing and Communications, and members of the We Vote Student Committee.
- The Coalition meets regularly to share information, plan events, and to strategize to find best practices for increasing voter access, awareness, engagement and participation.



GOALS FOR 2022

While our NSLVE report reflected a voting rate of 76% for the 2020 general election, UC Davis' voting rate for the 2018 mid-term election was 43.9%. With a focus on increasing student engagement during mid-term elections, our goals for 2022 are to:

- meet the Big Sky Votes challenge of increasing our:
 - voter registration rate to 78%
 - voter turnout rate to 45%
- increase the voting rate for Mathematics and Statistics majors by 10%, from 37% to 47%.
- recruit student athletes to participate in a minimum of two voter registration events

VOTER ENGAGEMENT STRATEGIES

Increasing Voting Access

- All registered voters in California automatically receive a mail-in ballot
- To further increase voting accessibility, UC Davis:
 - has installed a permanent ballot drop-box on campus
 - hosts a Voter Assistance Center, which is open on election day, as well as the three days before election day.



VOTER ENGAGEMENT STRATEGIES

Using Social Media

- Aggies Vote Website (featuring a voter registration link and voter resources for students)
- Voter registration reminders in Schedule Builder
- Online roundtable discussions
- Instagram takeovers
- Voter assistance guides



VOTER ENGAGEMENT STRATEGIES

Host Voter Registration Drives at:

- New Student Orientation, Move-in, and Welcome Week
- Tabling and fairs on the quad
- Sporting events



VOTER ENGAGEMENT STRATEGIES

Additional Opportunities

- Host debate-watch pizza parties and Lunch & Learns on local community issues
- Help our County Registrar's office recruit students to work at the polls
- Work with Greek Life to organize a voter registration competition
- Work with the International Center to enlist students who may be unable to vote to help with registration drives