



UC Santa Barbara 2022 Democratic Engagement Action Plan

Developed by: Viviana Marsano

Executive Summary:

This nonpartisan democratic engagement action plan was developed by UC Santa Barbara 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 UC Santa Barbara for the 2022 election are: **INSERT topline goals here**

- Return to in-person voter registration campaign for move-in day, in classes, and Registered Campus Organizations (RCOs) membership meetings.
- Extend voter registration to UCSB athletes.
- Organize at least one educational GOTV event

Leadership:

Our leadership team includes the following:

Viviana Marsano - Director of Civic and Community Engagement, marsano-v@ucsb.edu

Suzanne Perkin, Associate Dean of Student Life, serlinger@ucsb.edu

Katya Armistead, Assistant Vice-chancellor and Dean of Student Life, katya@ucsb.edu

Margaret Klawuun, Vice-chancellor of Student Affairs, miles.ashlock@ucsb.edu (chief of staff)

Peyton Dilday, voter registration and GOTV intern, peyton.dilday@ucsb.edu

Renee Bischof, Chief Deputy Registrar of Voters, Clerk-Recorder, Assessor, and Registrar of Voters, County of Santa Barbara, rbischo@countyofsb.org

Chistian Zuñiga, student, Alpha Phi Alpha Fraternity Incorporated, christianzuniga@ucsb.edu

Add additional contacts with names and titles. Ideally this list will include individuals from student affairs, academic affairs, students, the office of the president, local election officials, and partner organizations.

Our campus works with these following nonprofit partners:

Isla Vista Community Network
Isla Vista Community Services District
Isla Vista Recreation and Park District
St. George Youth Center
Plant Parenthood of Santa Barbara
Student PIRGs, among others

Commitment:

Insert more information: How is it woven into the culture of the institution and is clearly reflected in the institution's mission, learning outcomes, curriculum, and co-curriculum? If your president or chancellor plans to sign the [Higher Education Presidents' Commitment](#) by November 2022, include that here.

UC Santa Barbara has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

UC Santa Barbara has had a long history of voter registration commitment for over 15 years and received national recognition in the past for the number of students registered to vote. In the early 2000s, this commitment started with the vice-chancellor of Student Affairs, who earmarked funds for an annual voter registration campaign and designated a permanent staff member to lead this initiative every year. This infrastructure was later replicated in all the UCs. In addition, the offices of the External Vice President for Statewide Affairs and the External Vice-President for Local Affairs in Associated Students collaborate with the Gauchos Vote Coalition (former Voter Registration Volunteer Coalition) in its annual voter registration campaign.

Housing, Dining, and Auxiliary Enterprises partners with the Gauchos Vote Coalition during move-in weekend. Housing provides voter registration information during their annual resident assistant staff training. On move-in weekend, the Gauchos Vote Coalition does in-person registration in approximately 90 floor meetings. Between 2,000 and 3,000 freshmen and sophomores are registered over this weekend.

Other activities include registering students in classes with faculty permission, in fraternity and sorority houses, at Registered Campus Organizations (RCOs) meetings, tabling at several campus locations, and during Week of Welcome events.

GOTV activities:

In addition to voter registration activities, GOTV activities include:

- A very comprehensive social media campaign, including several emails to the whole student body (undergraduate and graduate students= 26,000) with information on voters' rights, same day voter registration, offices and propositions in the ballot, polling places both on and off-campus, and instructions on how to find their polling place. This information is shared in several UCSB departments and student groups' accounts, the UCSB general IG account (with 37,000 followers), and in the parents' newsletter, among others.

- Tabling at several campus locations and events, with information on voters' rights, same day voter registration, offices and propositions in the ballot, polling places both on and off-campus, and instructions on how to find their polling place.
- Email to all Housing leadership, resident directors, assistant resident directors, and resident assistants with information on elections deadlines, polling locations closest to their residence halls or apartments, and on how to find their polling place.
- UCSB has had a voter registration and GOVT dedicated webpage for over 15 years with pertinent information: <https://seal.sa.ucsb.edu/civic-community-engagement/voter-registration>
- Ballot Party, a non-partisan educational event where attendees, guided by a prominent local leader, went through every office and proposition included in the ballot.

Landscape:

UC Santa Barbara is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018. Our institution is the following: Minority Serving Institution, Hispanic-Serving Institution and Asian American and Native American Pacific Islander Serving Institution (AANAPISI).

Our campus demographic and voting data:

UC Santa Barbara has 26,179 students. Insert more data about in-state vs. out-of-state, residential vs commuter, and demographic breakdowns by age, race, etc.

Of the 26,179 students (both undergraduate and graduate students) that attend UC Santa Barbara, there are 19,380 in-state students: the majority originating from the Southern Counties (9,968) and Northern Counties (7,542), followed by students from the UCSB Service Area (2,140). There are 1,248 out-of-state students and 2,548 international students as well.

While studying at UC Santa Barbara, students indicated that they live in the following areas: The majority of students (11,586) reside in the local community (a significant number living in Isla Vista (8,929)). There are 10,448 students living elsewhere in California, 1,371 students staying in UCSB owned facilities, and 652 students located elsewhere in the US. 1,917 students live internationally.

The data shows an age distribution of students by class level: In representing the undergraduate students, the most that responded are 19-20 years old (44%) followed by 21-22 (27%), 18 & under (21%), 23-24 (4%), and 30-39 (1%). Of the graduate students, the most that responded are 25-29 years old (47%) followed by 30-39 (21%), 23-24 (20%), 21-22 (8%), 40 & over (4%).

The UCSB student population is made up of many different ethnicities and subgroups. According to the data, the majority of undergraduates who responded (20,438 domestic students & 2,758 International students) are White (7,115), followed by Asian/Pacific Islander

(5,945), Chicano/Latino (5,736), Unknown (511), and Other (4). Of the Graduate students that responded, the majority are White (1,248), followed by Asian/ Pacific Islander (334), Chicano/ Latino (323), and Unknown (71). (This data is from the 2020-2021 academic year, data for 2021-2022 has not been published yet).

In 2020, UCSB had a campus voting rate of 78.1%, which is a 30.8% increase in the number of students voting from 2018. UCSB also had a voter registration rate of 89.9%, which is a 7.1% increase in the number of students registered to vote from 2018.

Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Gold, 2020 Gold

Goals:

Our campus democratic engagement goals are:

Insert 2-4 goals that are S.M.A.R.T.I.E.: Specific, Measurable, Ambitious, Realistic, Timebound, Inclusive, and Equitable. Include goals about what you hope your 2022 and 2024 voter registration and voter turnout data will be. If your campus doesn't have NSLVE voting data yet, reference [page 8 of this report](#) to see what the 2020 national voter turnout average was for your institution type. For reference, the national campus voter turnout rate in 2020 was 66% and the 2020 voter registration rate was 83%.

- 1) Increase student voter turnout rate to 52% in 2022 (from 47.3% in 2018) and to 82% in 2024 (from 78.1% in 2020). Increase student voter registration rate to 85% in 2022 (from 82.8% in 2018) and to 92% in 2024 (from 89.9% in 2020)
- 2) Initiate collaboration with the UCSB Athletics department to register student athletes for the 2022 elections (efforts in 2020 did not materialize with the onset of the pandemic). Increase to 75% UCSB student athletes' voter registration and voting rates for the 2024 elections.
- 3) Increase to 50% the number of sorority and fraternity chapter meetings visited to register students to vote and to 10% the number of FSL members that volunteer to register students to vote.
- 4) Increase the number of GOTV activities/programs for the 2024 elections.

Strategy:

UC Santa Barbara will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Insert your strategies, major events, and tactics for voter registration, voter education, and voter turnout. Include participation in any [Civic Holidays](#) like National Voter Registration Day, National Voter Education Week, or Vote Early Day.

Goal #1 above:

- a) Increase messaging on voter registration and GOTV through GOLD (class registration platform) and GauchoSpace (course platform) for the 2024 election.
- b) Increase the number of volunteers in the Gauchos Vote Coalition to 45 in order to increase voter registration efforts during move-in weekend, class presentations, RCO meetings, FSL chapter meetings, and tabling for the 2024 election.
- c) Hire 2 instead of 1 voter registration/GOTV intern and 1 social media intern solely dedicated to voter registration and GOTV.

Goal #2 above:

- a) Initiate contact with the Athletics department earlier in the year (summer) to start strategizing with leadership.
- b) Work with every coach individually to attend one of their trainings to individually register student athletes.
- c) Feature student athletes in voter registration and GOTV social media campaign.

Goal #3 above:

- a) Work with FSL chapters in the summer, when house residents and general membership are back at UCSB, to register their members to vote and recruit volunteers. In the past, it has been very difficult to collaborate with this student population since their recruitment occurs exactly during Week of Welcome events and the three-week period we have to register students to vote by the end of October.

Goal #4 above:

- a) Increase outreach to UCSB programs and local non-profits to co-sponsor GOTV activities they are already offering or to coordinate new ones.

Evaluation:

We will evaluate our action plan in the following ways:

In addition to using your future 2022 NSLVE voting data, how will you evaluate your campus democratic engagement programming? What metrics will you track and who will lead the evaluation effort?

Some of our action plans are easier to evaluate, such as move-in voter registration, tabling, and FSL chapter visits. Since these are in-person activities, there is a spreadsheet with accurate numbers of voter registration cards per outreach event. On-line voter registration can be tracked through the GOLD and GauchoSpace platforms and the Secretary of State's College Bowl competition. Presentation of GOTV programs and activities can be evaluated based on attendance.

If your campus hasn't authorized the National Study of Learning, Voting, and Engagement (NSLVE) which gives you access to campus voting data reports, NSLVE can be authorized through [this form](#) and submitted to NSLVE@Tufts.edu.

UCSB has already authorized the National Study of Learning, Voting, and Engagement

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website
<https://allinchallenge.org/campuses/university-of-california-santa-barbara/>.

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

Include with whom your campus action plan and NSLVE reports will be shared on your campus community and where, in addition to ALL IN, the action plan and NSLVE reports will be posted online for people to access.

UCSB's campus plan and NSLVE reports will be shared with Registered Campus Organizations (RCOs), campus departments, and local community agencies who support our voter registration and GOTV efforts, as well as on Student Affairs announcements and newsletters, and the Civic and Community Engagement website.