University of California, Berkeley

EAVP Vote Coalition

Civic and Voter Empowerment
Campus Action Plan

Ava Escobedo & Regan Kin
ASUC Vote Coalition, 2024-2026

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Introduction

UC Berkeley has long been a center for student-led civic engagement, nurturing generations of civic leaders who have significantly influenced our nation. The ASUC Vote Coalition serves as the official non-partisan civic engagement department for the Associated Students of the University of California at Berkeley. Team members are the main student coordinators for all voter registration, education, and civic engagement initiatives on campus. Vote Co works closely with campus leadership, student organizations, and other stakeholders to promote a culture of democratic participation at UC Berkeley. With the 2024 Action Plan, Vote Co aims to establish both short-term and long-term goals that encompass all aspects of student civic engagement, reflecting UC Berkeley's foundational vision of "contribut[ing] even more than California's gold to the glory and happiness of advancing generations."

<u>Key Terms</u>

ASUC: The Associated Students of the University of California, UC Berkeley's independent student government

Vote Co: The Associated Students of the University of California Vote Coalition, the ASUC's official non-partisan campus-wide civic engagement department

EAVP: The Associated Students of the University of California External Affairs Vice President's Office, the home of the ASUC Vote Coalition

LEAD Center: The Leadership, Engagement, Advising, & Development Center is UC Berkeley's hub for student involvement, leadership development, and co-curricular advising.

CEC: Chancellor's Civic Engagement Committee

SCVE: Student Civic and Voter Empowerment Advisory Board

UCSA: University of California Student Association

UCweVOTE: Campaign by UCSA to coordinate civic engagement across the UC system

GOTV: "Get Out The Vote"

AB 963: Legislation signed into law by Governor Newsom in 2019 to increase student voter accessibility and participation (and strengthen California elections in general).

NSLVE Data: The National Study on Learning, Voting, and Engagement publishes biannual reports tracking student voter registration and participation patterns during every election cycle — including both midterm and general elections (jump to for more specifics).

ALL IN: ALL IN Campus Democracy Challenge — a national umbrella organization that coordinates and administers the PAC-12 Voting Challenge

AGF: Andrew Goodman Foundation

Executive Summary

This plan was developed by UC Berkeley's 2024-2026 ASUC Vote Coalition Director Regan Kin and Deputy Director of Programs, Ava Escobedo. The purpose of this Action Plan is to serve as the foundational framework for our approach to increase the accessibility and inclusivity of voter participation and civic engagement at UC Berkeley — and to do so with a focus on underrepresented and/or historically low-turnout communities on campus. More importantly, this plan will serve as a means of ensuring continuity and retainment of institutional knowledge as leadership is transferred within or among partnering organizations.

This Action Plan will be implemented on UC Berkeley's campus, with hopes of influencing similar efforts and actions across the nine University of California campuses through the University of California Student Association's UCweVOTE campaign — in addition to the entire Atlantic Coast Conference through the [DemocrACCy Voting Challenge](#). *The goal of our action plan is to centralize and institutionalize civic engagement efforts at UC Berkeley in order to extend the impact and continuity of each stakeholder's contributions.*

This plan is to be implemented each election cycle and is to be revisited each year to ensure quality and effectiveness. It contains both short and long-term goals and must be revisited within intervals that are deemed appropriate to those goals. Specific timelines are outlined in Section: "[Strategy](#)." Most importantly, the Campus Action Plan will serve as a **"living document"** that is continually updated and revised to reflect the dynamic nature of this work. As a result, this Action Plan would not have been possible without the hard work of 2023-24 Andrew Goodman Ambassador, and former EAVP and Vote Co Director Alex Edgar, who provided the basis for the 2024-2026 Action Plan.

The plan will be implemented by the ASUC Vote Coalition, in partnership with other campus and community organizations, such as the Chancellor's Civic Engagement Committee, and with funding from UC Berkeley and other external grants. It will also factor in the ever-changing needs and contributions of members of the Bears to the Ballot Initiative, a partnership program that connects with a diverse group of campus organizations, focused on centralizing our civic engagement efforts on campus under the ASUC Vote Coalition and reaching 100% Voter Registration and Turnout among eligible voters in partnered organizations.

Leadership

The ASUC Vote Coalition operates within a larger team of faculty and students that comprise the Civic Engagement Committee — under the overarching purview of the Student Civic and Voter Empowerment Advisory Board. This team consists of the following members and receives input from student leaders within the Bears to the Ballot Initiative.

CAMPUS LEADERSHIP ORGANIZATIONAL CHART

Student Civic and Voter Empowerment Advisory Board (SCVE)

The SCVE is a more formalized body that convenes on an as-needed basis to <u>implement</u> the voter registration projects and initiatives generated by the Civic Engagement Committee.

- **Regan Kin (Co-Chair),** ASUC Vote Coalition Director & Andrew Goodman Vote Everywhere Ambassador
- **Ava Escobedo (Co-Chair),** ASUC Vote Coalition Deputy Director of Programs & Andrew Goodman Vote Everywhere Ambassador
- **Sandra Bass (Co-Chair),** Executive Director & Senior Associate Dean of Students of the Public Service Center
- **Oliver O'Reilly** (or designate), Vice Provost, Undergraduate Education
- **Lisa Garcia Bedolla** (or designate), Vice Provost, Graduate Division
- **Sarah Reed** (or designate), University Registrar
- **Glen DeGuzman** (or designate), Associate Dean of Students, Residential Life
- **Ruben Lizardo** (or designate), Director, Local Government and Community Relations
- **Micki Antovich**, Director New Student Services
- **Ellen Topp** (or designate), Director Student Affairs Communications
- **Anne Marie Richards** (or designate), Associate Chief Information Officer & Director, SAIT
- **Saanvi Arora**, ASUC External Affairs Vice President
- **Jessie Stewart**, Director of Community Engagement, Cameron Institute, Intercollegiate Athletics
- **Sandra Oseguera Sotomayor,** External Affairs, Vice President, Graduate Affairs
- **Ankita Rakhe** (or designate), Associate Dean of Student Engagement
- **Bahar Navab**, Assistant Vice Chancellor and Chief of Staff Student Affairs
- **Stephen Sutton** (or designate); Vice Chancellor for Student Affairs
- **Veronica Michels**, CalPirg Organizing Director

Civic Engagement Committee (CEC)

The Civic Engagement Committee meets on a monthly basis (biweekly in the 2 months leading up to an election) and serves as a space where administrators and student leaders can brainstorm and plan new and ongoing voter registration/outreach projects — including the ACC Voting Challenge, Dorm Storms, securing an Accessible Voting Location, and more. Once these plans are finalized by the Committee, they are forwarded to the SCVE Advisory Board for implementation.

- Administrators or Appointed Designate
    - **Sandra Bass (Co-Chair),** Executive Director & Associate Dean of the Public Service Center
    - **Esther Guili** (or designate)**,** Executive Director, Government and Community Relations
    - **Ruben Lizardo** (or designate), Director, Local Government & Community Relations
    - **Mickael Candeleria** (or designate)**,** Assistant Director for Student Government Advising & Leadership Programs
    - **Rebekah Becerra ,** Residential Leadership Coordinator, Residential Life
    - **Micki Antovich,** Director New Student Services
    - **Ambrosia Cooper,** Student Affairs Communications
    - **Jessie Stewart,** Director of Community Engagement, Cameron Institute, Intercollegiate Athletics
    - **Diana White,** Cameron Institute, Intercollegiate Athletics
    - **Harris Mojadedi**, Interim Asst Dean of Students and Director, OASIS
    - **Susan Hoffman**, Director, Osher Lifelong Learning Institute
    - **Kris Kasianovich**, Director, IGS Library
    - **Katelyn Nomura-Weingrow**, Director of Administration and Strategic Initiatives. Berkeley Art Museum and Pacific Film Archive
- Student Organization Representatives
    - **Regan Kin (Co-Chair),** ASUC Vote Coalition Director & Andrew Goodman Vote Everywhere Ambassador
    - **Ava Escobedo (Co-Chair),** ASUC Vote Coalition Deputy Director of Programs & Andrew Goodman Vote Everywhere Ambassador
    - **Saanvi Arora**, ASUC External Affairs VP
    - **Sandra Sotomayor**, External Affairs, Vice President, Graduate Affairs
    - **Veronica Michels**, CalPirg Organizing Director
    - **Rebekah Rose Becerra,** Residential Life

ASUC Vote Coalition

- **Regan Kin,** Director
  - Civic Programs Department
    - **Ava Escobedo**, Deputy Director
      - **Kaylene Lin**, Associate
      - **Emma Ramos**, Associate
  - Civic Education Department
    - **Dzian Tran,** Deputy Director
      - **Kyleigh Wallace**, Associate
      - **Ciara Prentice**, Associate
  - Communication and Partnerships Department
    - **Grace Talty**, Deputy Director
    - **Carmen Berry**, Deputy Director
      - **Melissa Mora-Gonzalez** , Associate

Commitment: On- and Off-Campus

The ASUC Vote Coalition is building the foundation to institutionalize voter registration and civic engagement on the UC Berkeley campus *in a co-curricular capacity* by way of the SCVE and on-campus voter education and programming for UC Berkeley students. In order to ingrain a widespread culture of democratic engagement, however, future leaders within Vote Co must build upon our current work to integrate voter education into *curricular* activities.

For example, Vote Co is sponsoring the "Civic Engagement 101" course through the Goldman School of Public Policy offered every semester to all students who are interested in learning more about how to participate in our democracy. In the future, however, we hope to continue to expand our civic education offerings through Canvas, Campus Partnerships, and more.

Below is a list of partners — both on- and off-campus — who have demonstrated their commitment to supporting student-led democratic engagement initiatives at UC Berkeley:

On-Campus Partnerships

On-Campus: **Vice Chancellor of Student Affairs**

Vice Chancellor Stephen Sutton sponsors the Student Civic and Voter Empowerment Advisory Board in which co-chairs VoteCo Director Regan Kin and VoteCo Deputy Director Ava Escobedo work with campus administration to keep Berkeley students up to date on voting events and resources as well as coordinate get-out-the-vote efforts.

On-Campus: **Office of Government and Community Relations**

Ruben Lizardo, Director of Local and Community Relations and Esther Gulli, the Executive Director of Government and Community Relations have been integral in helping Vote Co send campus-wide emails, secure an Accessible Voting Location, or AVL on Berkeley campus in direct collaboration with the Alameda County Registrar of Voters and the City of Berkeley itself.

On-Campus: **Public Service Center**
Sandra Bass, Director of the Public Service Center, is the current Civic Engagement Coordinator, Co-Chair of the SCVE and Co-Chair of the Civic Engagement Committee. She is our main point of contact for all civic engagement plans and administration questions and is the AGF Campus Champion.

On-Campus: **New Student Services** (NSS)

Michi Antovich from New Student Services (NSS) has supported Vote Co's effort to implement nonpartisan voter registration programming at the Golden Bear Orientation (GBO) for incoming freshmen and transfer students. After the 2024 elections, the Vote Co team will have continuous meetings to maintain this valuable partnership to build a campus culture of civic engagement from the moment students step foot on campus — physically or virtually.

On-Campus: **LEAD Center** - **Student Government**

Mickael Candeleria from the LEAD Center has served as an invaluable partner to student-led civic engagement efforts. He also helps connect student leaders with system-wide programming from the UC Office of the President (UCOP).

On-Campus: **ASUC External Affairs Vice President** (EAVP)

The ASUC Office of the External Affairs Vice President, led by External Affairs Vice President Saanvi Arora, is a critical partner in providing funding, resources, and administrator support for the Civic Engagement Committee's work. Vote Co is a Department within the EAVP Office. On most matters, the EAVP will always defer to the Vote Coalition Director for any voting-related inquiries, so the EAVP is not required to attend SCVE or CEC meetings. Historically, the EAVP Office has been an instrumental player in sponsoring, funding, and implementing civic engagement projects. Thus, at least one of the two Andrew Goodman Ambassadors will be a part of EAVP Vote Co. in some capacity — either as Director or as GOTV Manager.

On-Campus: **UC Student Association (UCSA)** **UCweVOTE Campaign**

UCweVOTE is a standing UCSA campaign that aims to register students to vote, provide voter education, and get out the vote on Election Day. Vote Co Director Regan Kin currently serves as the UCweVOTE Campaign Vice-Chair and Vote Co Deputy Director of Civic Education, Ava Escobedo, is the Campaign Coordinator for Berkeley.

On-Campus: **Institute of Governmental Studies - UC Berkeley**

The Institute for Governmental Studies at UC Berkeley has allowed Vote Co to set up a Voter Registration Station in their library, provides a space for a voter registration and mail-in ballot workshops, and provides a statewide election guide for Vote Co distribution each election year. Executive Director Christine Trost and Library Director Kris Kasianovitz coordinate efforts with Vote Co.

On-Campus: **CALPIRG**

California Public Research Interest Group (CALPIRG) is a state-wide student-funded non-profit dedicated to serving public and student interests. At UC Berkeley, with over 100 active volunteers and interns, CALPIRG has been working to register and mobilize voters through substantive grassroots efforts.

Off-Campus Local Partnerships

Off-Campus (Local): **Alameda County Registrar of Voters** (ROV)

The Alameda County Registrar of Voters is a critical partner in all civic engagement efforts at UC Berkeley, given that the ROV is responsible for distributing voter registration forms and administering local elections. The ROV also offers a 30-minute voter registration class that student leaders can take by commuting to the Alameda County Superior Court (a short BART ride away) — something Vote Co leaders should attend together *every year*, if possible.

Off-Campus (Local): **City of Berkeley**

The City of Berkeley is another important off-campus partner Vote Co collaborates with, albeit less frequently than with Alameda County ROV officials. In our effort to secure an on-campus polling location, for example, it is important that Vote Co works closely with the City of Berkeley to purchase parking spaces for community members who wish to cast their vote without the financial burden of parking fees.

Off-Campus Statewide Partnerships

Off-Campus (State): **California Secretary of State Office**

The California Secretary of State Office is a vital partner in Vote Co's voter registration and turnout efforts. The Secretary of State's office provides Vote Co with information about California elections, as well as resources and support for our voter programming and voter education resources.

Off-Campus (State): **[Commonwealth Club World Affairs](#)**

Commonwealth Club World Affairs is the nation's oldest and largest public affairs forum. Building on more than 118 years of nonpartisan civil dialogue at The Commonwealth Club, Creating Citizens brings students and educators into the conversation. In collaboration with Lauren Silver, Vice President for Education, Vote Co hosts "Creating Citizens Speaker Series at UC Berkeley" events one to two times a semester.

Off-Campus (State): **Californians for Civic Learning**

Californians for Civic Learning is a coalition of California-based non-profits, superintendents, and other civic stakeholders in lobbying for increased civic education requirements across Pre-K through College curriculum.

Off-Campus National Partnerships

Off-Campus (National): **[Andrew Goodman Foundation](#) (AGF)**

The Andrew Goodman Foundation is a national organization that provides programmatic and financial support to the Vote Coalition through its Vote Everywhere Program. It also provides a national network of peer Ambassadors through the National Civic Leadership Training Summit summer conference each year.

Off-Campus (National): **[ALL IN! Campus Democracy Challenge](#)**

The ALL IN! Campus Democracy Challenge is a national umbrella organization that helps coordinate and administer the [ACC Voting Challenge](#).

Off-Campus (National): **[University of California National Center for Free Speech and Civic Engagement](#)**

The UC National Center for Free Speech and Civic Engagement has provided significant financial and advisory support through their Valuing Open and Inclusive Conversations and Engagement Initiative.

Off-Campus (National): **[Students Learn Students Vote Coalition](#)**

The Students Learn Students Vote (SLSV) Coalition is made up of campus, nonprofit, community, student, and philanthropic leaders who help student voters get more involved in our democracy.

We use their position as a central nervous system, to coordinate collaborations across organizations and participate in national programs and campaigns through their initiative .

Off-Campus (National): **Ask Every Student**

Ask Every Student is a national joint initiative that facilitates collaboration between campus leaders and nonprofit partners to help campuses ask every student to participate in the democratic process and achieve full student voter registration. They are a major financial and advisory organization that has helped Vote Co implement many programs and educational tools using their incredible resources. The Aske Every Student Voter Registration and Tabling Training Guides are our go-to resources for training our volunteers and registering students during Class Raps.

Off-Campus (National): **Civic Holidays**

Civic Holidays are nonpartisan days of action that strengthen and celebrate our country's democracy! They bring together a wide range of organizations and communities in pursuit of an America where everyone participates and votes. We host events for National Voter Registration Day (9/17/24), National Voter Education Week (10/7-10/11), Vote Early Day (10/29/24), and Election Hero Day (11/4/24).

Landscape

Institutional Climate

Since the California State Legislature passed **AB 963** in 2019, democratic engagement has increasingly become a priority for Berkeley and the UC system as a whole. From Fall 2019 onwards, Vote Co and the Andrew Goodman Ambassadors have worked to build and maintain meaningful working relationships with key stakeholders (namely, administrators) to create an institutional climate that is conducive to student democratic engagement and learning. As mentioned in the previous section, however, all of these initiatives are *co-curricular* — meaning that none of our efforts thus far have been folded into the Berkeley curriculum as of yet. This is something we intend to initiate ourselves, but anticipate will be carried on by future Vote Co leaders.

As far as co-curricular initiatives go, current offerings include ASUC programming, such as Votechella and the Creating Citizens Speaker Series, voter education materials in the form of non-partisan voter guides, and on-campus tabling to get students interested and excited about civic engagement.

In terms of curricular activities, we now offer a civic engagement course through the DeCal Program at Berkeley, which allows students to design and teach their own classes to undergraduate students. The class educates students on how they can exercise their right to vote and/or make their voices heard in our democracy.

Campus Political Culture

As for the political climate within the campus community, the Berkeley student body leans overwhelmingly leftward, with many self-identifying as progressives. This can either be an energizing or de-energizing force, depending on the broader political context: For example, many Berkeley students were deeply discouraged by the outcome of the 2020 Democratic Presidential Primary, which saw a more progressive candidate lose to a more moderate one — and has led many students to believe that they are choosing between the "lesser of two evils" during the upcoming general election. This disengagement was also present in the lower voting rates during the 2022 midterms in which voting rates at Berkeley dropped over 40%. To address this sense of disillusionment, Vote Co hopes to host panels and roundtable events focusing on down-ballot races and propositions to educate students on the power of their vote and to debunk the notion that their vote is just a "drop in the bucket."

Internal & External Barriers

Historically, a lack of centralization and institutionalization in voter registration efforts have prevented UC Berkeley from optimally engaging students in GOTV and voter education initiatives. However, recent endeavors have allowed for improved infrastructure and communication between students and administrators who are seeking to increase civic participation on campus.

Externally, a lack of a centralized polling place has created confusion among student voters.
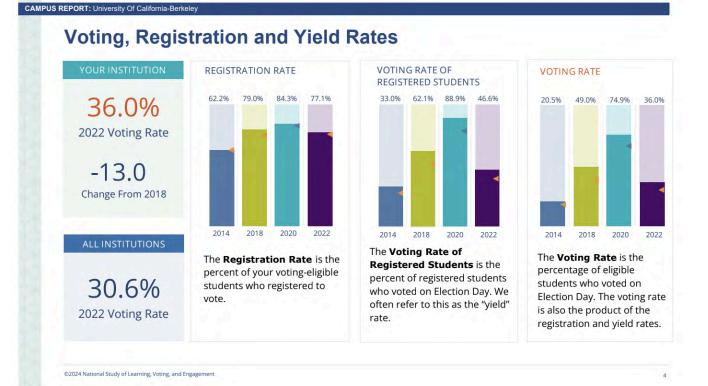
Institutional & External Resources 2024-25

- Andrew Goodman Foundation Grant ($1,000/year)
- UC National Center for Free Speech and Civic Engagement (Two $5,000 grants)
- CACSSF Grant (varies each year)
- ASUC EAVP Office Funding (varies each year)

NSLVE **(National Study of Learning, Voting, and Engagement) Data**

With regards to NSLVE data, Berkeley is in a unique position in that it utilizes an *opt-in* data collection model, as opposed to an *opt-out* model, which means that our NSLVE report is not completely accurate in terms of tracking student voter participation. A long-term goal for Vote Co is to work in conjunction with the SCVE and other administrators to switch Berkeley to an *opt-out* model, as a majority of colleges and universities across the country already do.

Based on trends seen in Berkeley's 2022 NSLVE report and the expected drop in voter turnout during the 2022 midterm season, the ASUC Vote Coalition hopes to reignite student interest in the upcoming election and increase civic involvement. VoteCo plan to focus more of our GOTV outreach specifically on STEM students — who were shown to vote at significantly lower rates (at least 10 percentage points lower) than their social sciences and humanities peers. While voter registration rates have remained relatively constant between 2020 and 2022, the drop in voting rate during the past midterm season has also influenced VoteCo's plans to place increased emphasis on get-out-the-vote efforts between the October 21st registration deadline and Election Day. Relevant Campus NSLVE Data can be found below.

Voting, Registration and Yield Rates

YOUR INSTITUTION
36.0%
2022 Voting Rate
-13.0
Change From 2018

REGISTRATION RATE

| 62.2% | 79.0% | 84.3% | 77.1% |
| 2014 | 2018 | 2020 | 2022 |

VOTING RATE OF REGISTERED STUDENTS

| 33.0% | 62.1% | 88.9% | 46.6% |
| 2014 | 2018 | 2020 | 2022 |

VOTING RATE

| 20.5% | 49.0% | 74.9% | 36.0% |
| 2014 | 2018 | 2020 | 2022 |

ALL INSTITUTIONS
30.6%
2022 Voting Rate

The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the "yield" rate.

The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

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Looking Closer

Voting and Registration Rates

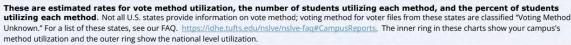|	2014	2018	2020	2022	2018-2022 Change
Total Student Enrollment	51,053	42,561	42,398	45,601	⬆ 3,040
Age under 18/Unknown	498	437	485	396	⬇ -41
IPEDS estimated non-resident aliens	8,179	7,150	6,771	8,141	⬆ 991
Datasource	IPEDS	IPEDS	IPEDS	IPEDS	-
FERPA records blocked	-	-	-	-	-
Non-Degree Seeking Students	-	39	44	-	-
Total eligible voters	42,375	34,934	35,097	37,063	⬆ 2,128
Number of students who registered	26,347	27,598	29,590	28,572	⬆ 974
Number of students who voted	8,684	17,125	26,302	13,327	⬇ -3,798
Registration Rate %	62	78	84	77	⬇ -1
Voting Rate of Registered Students %	32	62	88	46	⬇ -15
Voting Rate %	20	49	74	35	⬇ -13

This page provides the numbers we used to calculate your voting, registration, and yield rates. The sub-categories under total student enrollment are the adjustments that we make to account for students who are ineligible to vote due to age or citizenship status. We also exclude, when correctly flagged, students who are not pursuing degrees.

When we have removed non-resident aliens (international students), it is based on your institution's enrollment submission to the NSC. This is indicated by NSC for non-resident aliens data source. We use IPEDS-derived estimates of NRAs when institutions do not submit non-resident alien status data to NSC, or we cannot verify the accuracy of the reported counts. This is indicated by IPEDS in the data source.

In the following pages with tables, **Enrolled** represents the eligible voters when we have used NSC as the data source. When we have used IPEDS as the data source, **Enrolled** includes non-resident aliens who are ineligible to vote, and for whom we are unable to account due to the lack of data from your institution.

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CAMPUS REPORT: University Of California-Berkeley

By Voting Method

Legend: ■ Not-In-Person ■ Early Vote ■ In-Person □ Other ■ Provisional ■ Unknown

	2014		2018		2020		2022		2018-2022
	Voted	Rate (%)	Voted	Rate (%)	Voted	Rate (%)	Voted	Rate (%)	Change
Early Vote	16	0	35	0	1,276	4	114	0	➡ 0
In-Person	3,830	44	3,689	21	257	1	177	1	⬇ -20
Not-In-Person	4,667	53	12,866	75	22,967	87	11,519	86	⬆ 11
Other	-	-	-	-	-	-	-	-	-
Provisional	62	0	-	-	15	0	-	-	-
Voting Method Unknown	102	1	534	3	1,787	6	1,513	11	⬆ 8

These are estimated rates for vote method utilization, the number of students utilizing each method, and the percent of students utilizing each method. Not all U.S. states provide information on vote method; voting method for voter files from these states are classified "Voting Method Unknown." For a list of these states, see our FAQ. https://idhe.tufts.edu/nslve/nslve-faq#CampusReports. The inner ring in these charts show your campus's method utilization and the outer ring show the national level utilization.

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CAMPUS REPORT: University Of California-Berkeley

Looking Closer

By Education Level / Undergraduate Class Year

	2014			2018			2020			2022			2018-2022 Rate Change
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
EDUCATION LEVEL													
Undergraduate	34,440	3,867	11	30,107	11,559	38	30,062	19,514	64	31,862	8,588	26	⬇ -11
Graduate	15,923	4,777	30	11,228	5,419	48	11,313	6,589	58	12,670	4,645	36	⬇ -11
Class Unknown	192	40	20	743	147	19	487	199	40	673	91	13	⬇ -6
CLASS YEAR													
Freshman	-	-	-	3,685	1,147	31	1,389	794	57	3,814	872	22	⬇ -8
Sophomore	-	-	-	5,529	2,048	37	4,636	2,984	64	5,961	1,646	27	⬇ -9
Upperclassman	-	-	-	21,302	8,416	39	24,249	15,841	65	22,434	6,090	27	⬇ -12
ENROLLMENT STATUS													
Full-time	47,876	8,147	17	39,320	16,011	40	38,639	24,564	63	41,216	12,069	29	⬇ -11
Part-time	2,679	537	20	2,758	1,114	40	3,223	1,738	53	3,989	1,258	31	⬇ -8

These are estimated voting rates by **Education Level (under-graduate/graduate), Class Year, and Enrollment Status (full-time/part-time)**, and the numbers we used to calculate these rates.

If you notice missing data in this page, it could mean any of the following for your institution: (i) does not report this data; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

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CAMPUS REPORT: University Of California-Berkeley

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Architecture	-	-	-	907	347	38	772	385	49	858	203	23	🔻-14
Area, Ethnic, Cultural, and Gender Studies	-	-	-	450	224	49	467	348	74	396	161	40	🔻-9
Biological and Biomedical Sciences	-	-	-	2,590	1,286	49	2,798	2,012	71	2,741	962	35	🔻-14
Business, Management, and Marketing	-	-	-	2,185	838	38	2,372	1,310	55	2,362	686	29	🔻-9
Communication and Journalism	-	-	-	590	285	48	586	422	72	521	171	32	🔻-15

These are estimated voting rates by field of study, and the numbers we used to calculate the field of study rates. For an explanation of CIP codes, please see our FAQ.* There are roughly 8,000 fields of study among U.S. colleges and universities, so we provide rates for condensed categories.

*https://tufts.app.box.com/v/idhe-nslve-report-faq

CAMPUS REPORT: University Of California-Berkeley

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Computer and Information Sciences	-	-	-	2,575	903	35	3,579	1,973	55	4,481	1,062	23	🔻-11
Education	-	-	-	261	151	57	203	143	70	236	128	54	🔻-3
Engineering and Engineering Technologies	-	-	-	5,551	1,837	33	5,821	3,326	57	6,518	1,479	22	🔻-10
English Language and Literature	-	-	-	647	343	53	540	416	77	560	222	39	🔻-13
Foreign Languages, Literatures, and Linguistics	-	-	-	566	292	51	557	348	62	488	179	36	🔻-14
Health Professions	-	-	-	1,105	601	54	1,090	836	76	1,221	510	41	🔻-12
History	-	-	-	371	226	60	271	202	74	284	136	47	🔻-13

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Legal Professions and Studies	-	-	-	1,589	767	48	1,594	1,143	71	1,725	705	40	⬇ -7
Liberal Arts and Sciences, and Humanities	-	-	-	10,060	3,458	34	9,343	5,907	63	10,565	2,680	25	⬇ -9
Mathematics and Statistics	-	-	-	1,373	388	28	1,174	498	42	1,089	213	19	⬇ -8
Multi/Interdisciplinary Studies	-	-	-	1,334	591	44	1,198	850	70	1,252	404	32	⬇ -12
Philosophy and Religious Studies	-	-	-	258	113	43	254	164	64	262	82	31	⬇ -12
Social Sciences	-	-	-	3,741	1,722	46	3,680	2,360	64	3,386	1,099	32	⬇ -13
Visual and Performing Arts	-	-	-	482	237	49	507	343	67	725	242	33	⬇ -15
Unknown	50,555	8,684	17	756	155	20	503	211	41	666	91	13	⬇ -6

Goals

Below are the 6 "key" goals the ASUC Vote Coalition hopes to accomplish during the upcoming year. This is by no means an exhaustive list, but rather a "big picture" guide that allows for smaller-scale projects to be folded in as **sub-goals**.

Goal #1: Implement the ACC Voting Challenge and UCweVOTE Campaign (Short-Term)

- **Get-Out-The-Vote Programming**
- **Voter Education Outreach**

Goal #2: Increase Voter and Pre-Voter Registration throughout the broader Berkeley community (Short-Term)

The Vote Coalition plans to increase outreach efforts to encourage members of the Berkeley community – beyond just Berkeley students – to register to vote. These outreach efforts will focus on educating citizens about the power of their vote and how best to navigate the voter registration process, likely in the form of a partnership with Berkeley High School in which VoteCo members will give class presentations and table on the Berkeley High campus. VoteCo members will also attend frequent Commonwealth Club World Affairs programs that have youth-based audiences to encourage in-person voter registration at these events.

Goal #3: Grow Bears to the Ballot membership & participation (Short-Term)

Vote Co plans to collaborate with the ASUC Executive team to invite more student voices to the table through Bears to the Ballot, an initiative where registered student organizations will pledge that 100% of their members will register to vote — and do our best to engage as many diverse student communities as possible, given that Berkeley is a large campus with many overlapping identities and communities.

Goal #4: Create ongoing education programs for new students (Medium-Term)

- **Golden Bear Orientation (GBO) Programming**
- **Dorm Storms MOU**
- **Residential Hall Programming**
- **Expanding Civic Education Course Offerings**

With an overarching focus on inclusivity in mind, we also hope to grow our outreach to out-of-state students and make sure to provide voter education resources for residents of all 50

states. In that same vein, we also hope to educate Berkeley students on how to get civically engaged even if they are not eligible to vote — which encompasses international students and undocumented students.

Goal #5: Switch Berkeley from an opt-in to opt-out NSLVE campus (Long-Term)

As mentioned previously in the "Landscape" section, Berkeley is one of three schools in the nation that currently utilizes an opt-in data collection model for NSLVE data, as opposed to an opt-out model, which ensures that our NSLVE data is necessarily incomplete. Previously, University Registrar Sarah Reed has voiced valid privacy concerns about sharing student data. Given that all NSLVE data is aggregated, however, switching Berkeley to an opt-out data collection model should not pose a threat to student privacy. Although this is unlikely to become a reality in the short term, our goal is for future Vote Co leadership to continue to advocate for an opt-out data collection model with respect to student voting patterns.

Goal #6: Integrate voter registration into class enrollment (Long-Term)

Stanford was able to [boost its voter registration rates by integrating TurboVote](), an online voter registration tool, into the course enrollment page and adding a registration hold. By working in conjunction with University Registrar Sarah Reed, we hope to fold voter registration and a possible registration hold into the class enrollment process students complete each semester.

Goal #7: Establish a "Democracy Day" or Non-Penalized Election Day at UC Berkeley (Long-Term)

In collaboration with the UCSA UCweVOTE campaign, we will be advocating for an Election Day holiday known as Democracy Day or a Non-Penalized Election Day at UC Berkeley to ensure all students have access to ballot every election year. Especially for non-traditional and out-of-state students, voting on election day can be a challenge, thus by working with the ASUC, campus administration, and Academic Senate, we hope to implement one of these two plans at UC Berkeley. Additionally, we plan to advocate for an Election Day Holiday in California.

Strategy

Civic Programs Department

Creating Citizens Speaker Series - 10/17

Young people's voices are an integral part of our democracy. Yet, Gen Z and Millennial voters consistently turn out at lower rates than older generations. To inspire youth civic engagement, the Associated Students of the University of California Vote Coalition and Commonwealth Club World Affairs have launched a first-of-its-kind partnership: the Creating Citizens Speaker Series. This speaker series will give UC Berkeley students and community members the opportunity to listen to and ask questions of leading minds in politics, media, and education as they learn how to become better, more involved citizens. As the home of decades of activism and civic engagement, Berkeley is the perfect environment for this dialogue to occur. We look forward to welcoming community members and students from around the Bay Area to Berkeley to participate in these riveting conversations.

RHA Collaborative Events

Vote Co leadership, in collaboration with the Berkeley Residence Hall Assembly, coordinate Dorm Storms every election season in which Vote Co leaders and volunteers register and educate voters at the UC Berkeley Residence Halls. Beyond this, Vote Co is working with Rebekah Rose Becerra to provide resources for Resident Hall Associations to host their own voter registration events. We will also increase visibility within residential halls by posting posters with QR codes so students can easily check their registration status online and learn how to access mail-in ballots through their UC Berkeley dorm mail.

Cal Athletics Collaborative Events

Vote Co leadership, in collaboration with the Cal Athletics Department will be tabling at various athletic events throughout the Fall Semester. Currently, we are planning on attending various Volleyball and Women's basketball events, as well as the Cal Football Homecoming Game on October 19th. We hope that by attending these events we cannot only increase Vote Co's campus visibility, but reach student populations who typically are not registered to vote.

Election Day Celebration - 11/5

Every election year, Vote Co concludes its voter education and turnout programming on Election Day before the polls close, and immediately pivots to celebrating all of our partners and student team members' hard work throughout the election season. Through targeted phone calls and emails, an Election Day VIP Watch Party, and social media campaigns, and a "Pizza to the Polls" event, we elevate the hard work and individual efforts of our team.

National Voter Registration Day - 9/17

Vote Co will be tabling on Upper Sproul with special prizes and voter education materials as we register voters all day long! Our social media team will run an exclusive NVRD social media campaign and the announcement of a future Bears to the Ballot Initiative.

Tabling

With the assistance of our student organization partners like CalPIRG and the ASUC, Vote Co will be hosting voter registration drives weekly on campus. Our civic leaders will be registering voters, providing voter resources, and connecting students to civic engagement opportunities on campus and in the community.

Votechella: Civic Engagement Music Festival - 10/11

In order to reinvigorate Cal's civic spirit, Vote Co will be hosting a free music festival called Votechella to help UC Berkeley get students registered to vote and civically engaged before the online voter registration deadline. All undergraduate and graduate students, as well as faculty, staff, and Berkeley community members will be welcome to attend. VoteCo will also have a voter registration table at the festival entrance, offering attendees registration materials and answering any questions they may have. In previous years we've had headliners such as Smino, Waka Flocka Flame, and Cupccake, who have drawn crowds in the thousands. By connecting civic engagement with entertainment, we hope that UC Berkeley will see a boost in voter turnout and outperform our fellow universities of similar size across the country.

Civic Education Department

Berkeley Voter Guide + Nonpartisan 2024 Voter Guides

In collaboration with the ASUC External Affairs Vice President's Local Department, Vote Co has developed a Berkeley Voter Guide to help UC Berkeley students understand how to vote while in college and the important issues and races in Berkeley politics. Information ranging from how to change one's voter registration address to their Berkeley address to how to request an absentee ballot for out-of-state students is provided in this voter guide. VoteCo is also working with the External Affairs Vice President's Local, State, and Federal Departments to develop nonpartisan voter guides, focusing on ballot measures and issues at all levels of politics to encourage Berkeley students' awareness of and involvement in this upcoming election season.

California Ballot Bowl

Established in 2018, the California University and College Ballot Bowl is a friendly competition where all California higher education systems can compete to register the most students to vote. The purpose of the California University and College Ballot Bowl is to inspire the students to become active participants in our democracy, motivate campuses to adopt and implement policies that boost civic engagement and participation, and showcase best practices and the most civically engaged California colleges and universities.

Civic Engagement 101 DeCal

Offered through the Goldman School of Public Policy, this class examines both direct and indirect ways of participating in politics and being civically engaged with an emphasis on the following questions: Why should you participate in our democracy? How can your voice and participation make a difference? What methods can be used to be an engaged citizen? By addressing these questions, this course examines how individuals have the power to deeply impact the views of politicians and leave their marks on the course of politics at all levels: national, state, and local. By the end of this course, every student should understand what it means to be an engaged citizen and be able to analyze different civic engagement tactics and apply them to the real world.

Class Raps

Vote Co and other ASUC EAVP members, collaborate with professors from all departments to lead short 5 minute voter registration walk-throughs at the beginning of class. By targeting

freshman-heavy and large attendance courses, we are able to reach a large number of students and register students who may not traditionally come in contact with our registration efforts.

Golden Bear Orientation (GBO) Programming

Reaching out to new students during Golden Bear Orientation is an effective way to engage newly-eligible voters. Our intent is to register to vote and civically educate new students as they check in to their new living facilities for the academic year and get acclimated to UC Berkeley's campus culture. We believe by connecting with students at this key stage in their time in Berkeley, they will connect their overall experience closely with civic engagement.

National Voter Education Week - 10/7-11

In addition to hosting Votechella, we will be sharing new resources with the campus community on Upper Sproul and our social media platforms in honor of National Voter Education Week. We are planning on tabling all week and pushing out our non-partisan voter guides to our campus community this week.

Voter Registration Training

To make sure each student leader is well-equipped to help register their peers to vote, every Vote Co Leader must attend an official voter registration training class offered by the Alameda County Registrar of Voters. After completing the training, each student leader can request up to 200 voter registration forms (including forms in other languages such as Spanish and Chinese). This ensures that we are passing on accurate information to the campus community regarding voting procedures.

Youth Voter Rights Act Campus Promise

The Youth Voting Rights Act, introduced by Senator Elizabeth Warren (D-Mass.) and Representative Nikema Williams (D-Ga.), is a transformational piece of legislation that would build upon the 26th Amendment to fundamentally improve access to the ballot for young people across the country. The Youth Voter Rights Act Campus Promise is a collaboration between UC Berkeley and the Campus Vote Project to form a national coalition of student governments who are committed to institutionalizing the principles of the Youth Voter Rights Act, regardless of its status in Congress.

Communication and Partnerships Department

Campus-Wide Emails

Emails sent widely to campus organizations, students, faculty, and staff from the LEAD Center will be used to facilitate the distribution of knowledge regarding important dates within the election timeline, useful links, polling place locations, and other related information. When appropriate, Vote Co will work directly with the Chancellor's Office to coordinate email communications for important dates such as vote-by-mail and in-person voter registration deadlines, as well as Election Day itself.

Cal Central + bCourses Updates

Vote Co is working with UC Berkeley's Campus Communication Team to increase visibility on important election holidays, such as National Voter Registration Day, the deadline to register to vote, and Election Day. In order to do this, we are coordinating pop-up banners with voter information and important links on students' campus portals and class pages to be posted the night before each election holiday.

"I Voted" Campaign

To inspire their friends and family members to vote, we will be launching an "I Voted" campaign at Berkeley, challenging all students, faculty, and administrators to share photos of themselves with their "I Voted" stickers to social media and BCourses with the hashtag #gobearsgovote to be entered in a raffle for prizes.

Berkeley Life Newsletter

Vote Co leaders are working with the Student Affairs Communications Team to coordinate marketing efforts that will reach a broader audience. These marketing and outreach efforts include the Berkeley Life Monthly Roundup Newsletter, the UCBerkeleyLife social media pages, and various departmental newsletters. Through these communication channels, we will post short blurbs about our upcoming events to encourage student participation in our democracy.

Social Media Outreach

Vote Co uses its Communication and Outreach Department to run its [Instagram](#) pages. This ensures that we are meeting students where they are when promoting programming and educational materials, and serves as an important mechanism to reach a wide range of students who often lack access to civic engagement.

#WhyBearsVote Video Campaign

To encourage a sense of community and togetherness, our team plans to create a short video highlighting the reasons behind why people choose to vote and why it is important to vote in the upcoming elections. Video content will be collected from campus individuals and compiled by Vote Co. The final product will be released on all social media platforms in the weeks leading up to Election Day.

Reporting

UC Berkeley's Campus Action Plan will be made publicly available through participation in the ACC Voting Challenge. Each year, the Vote Co Director will submit their plan to the ALL IN! Campus Democracy Challenge and Andrew Goodman Foundation for feedback and evaluation. The final draft will then be posted on the UC Berkeley page under ALL IN's website.

The Campus Action Plan will also be made available to members of the Civic Engagement Committee — which consists of student leaders and key administrators — to review and revise as the academic year progresses. As mentioned previously, the Action Plan will be a "living document" that is constantly revised and updated to reflect the most current political conditions and/or institutional barriers at UC Berkeley. In that same vein, it will be revised every two years based on trends found in the latest NSLVE report, to ensure that our voter outreach is effectively targeting low-turnout demographics on campus.

Evaluation

Our success in meeting the 6 "key" goals will be evaluated with the following metrics:

Goal #1: Registration

Until our coalition is able to determine a single, centralized method of collecting voter registration numbers, this metric will be the sum total of all paper registrations and online registrations completed through the voter registration deadline. Through our Vote Co Linktree as well as the CAstudentsvote website, which allows us to create a [Berkeley-specific voter registration tracking link](#), we have been able to track the number of students who click on the voter registration links, but as of yet cannot track voter registration completions through these forms. Additionally, through our programming and social media we hope to be able to directly tie our work into an increase in registration of UC Berkeley students.

Goal #2: Institutionalization

To assess our level of institutionalization in regards to civic engagement efforts on campus, we will evaluate each entity — be it Vote Co, CALPIRG, or the AGF Ambassadors — in their ability to transfer institutional knowledge to new leadership (when such a shift occurs). We will assess the methods that each entity uses to document institutional knowledge and how this knowledge is incorporated into training or transfer-of-leadership protocols. New leadership must have a thorough understanding of both past and current initiatives, and must also be aware of the necessary next step(s) for each project.

Goal #3: Centralization

For this metric, we will assess each entity's ability to communicate with one another and maintain appropriate spheres of influence based on each entity's strengths. Our team will be considered centralized once we are able to act as a single unit, delegating tasks within our team without much overlap and with full consensus among relevant student leaders.

Goal #4: Education

For this election cycle and beyond, we will evaluate the education metric based on our coalition's ability to spread adequate messaging in regard to civic and democratic engagement. We will base this evaluation specifically upon the completion of a voter education guide for California races, the dissemination of adequate information for out-of-state races, and the sharing of additional ways to remain civically engaged for those who may be unable to vote. We will also evaluate our coalition's commitment to instilling voter education practices within the school curriculum, both through orientation activities and a student-run DeCal course.

Goal #5: Outreach & Inclusion

This metric goes hand-in-hand with our evaluation of education. We seek to assess the breadth of engagement that our efforts have spanned across campus, paying specific attention to our success in engaging out-of-state students, STEM-major students, and groups that are historically underrepresented in our democracy.

Goal #6: Voter Turnout

We will use our various programming and social media platforms to promote voter turnout via mail-in ballot and Election Day voting at the polls. Then, we will monitor voter turnout using data from our campus NSLVE report. If possible, we also hope to collect data from Alameda County regarding the usage of our on-campus ballot drop box. Additionally, through our work on the Election Day Holiday, either Democracy Day or Non-Penalized Election Day, we hope to see an increase in voter turnout.