



University of California, Los Angeles (UCLA) 2024 Nonpartisan Democratic Engagement Action Plan

I. Executive Summary

UCLA's 2024 Nonpartisan Democratic Engagement Action Plan was developed by Campus Life, a division of Student Affairs, and was written by Philip Goodrich, Manager of Campus Life Initiatives. The purpose of this Action Plan is to capture and convey some of UCLA's goals and strategies for the November 5, 2024 General Election. Such goals include increasing student voter registration and turnout rates, providing substantive voter education opportunities, and further institutionalizing nonpartisan civic learning and democratic engagement. While these are long-term efforts, this specific Action Plan will guide the entire campus community from October 1, 2024 through the remainder of the fall 2024 quarter. Although this work is often coordinated by Campus Life, it should be known that civic and voter engagement takes place across the University, and UCLA's success is due the passion, commitment, and overall effort of students, staff, faculty, alumni, donors, and community partners.

II. Leadership

UCLA's civic and voter engagement efforts are coordinated by Campus Life, a division of Student Affairs. While this work takes place across the campus community, the University has designated **Philip Goodrich**, Manager of Campus Life Initiatives, as the primary point of contact and coordinator of such activities. Additionally, the following entities provide support and leadership of campus civic and voter engagement efforts:

BruinsVote

BruinsVote is a non-partisan coalition of students, student organizations, and campus partners that is led by the Undergraduate Students Association Council (USAC) and the Graduate Student Association (GSA) and supported by Student Affairs. BruinsVote

strives to foster a civically engaged campus community where all voices are informed and included in the democratic process. BruinsVote promotes civic learning and democratic engagement through voter registration, voter education, and voter mobilization.

The Civic Learning and Democratic Engagement Network

The Civic Learning and Democratic Engagement (CLDE) Network at UCLA is facilitated by the Division of Campus Life (Student Affairs) and the Center for Community Engagement (Academic Affairs). The CLDE Network exists to do the following: synergize and institutionalize campus CLDE efforts; build relationships and enhance the campus CLDE community; share and promote information related to CLDE on and off campus; disseminate research, data, and literature regarding CLDE; and, identify and discuss CLDE challenges and opportunities. The Network is composed of students, staff, faculty, and community partners.

Campus partners include:

- Strategic Communications
- Government and Community Relations
- Alumni Affairs
- Residential Life – Leadership and Involvement
- The Hammer Museum
- Associated Students of the University of California Los Angeles (ASUCLA)
- Many others

Community/external partners include:

- The Los Angeles County Registrar-Recorder/County Clerk
- The California Secretary of State – Students Vote Project
- The UC National Center for Free Speech and Civic Engagement

III. Commitment

As a university with a public mission, UCLA is deeply committed to civic engagement. In fact, as stated under the institution's mission and values, it reads that "civic engagement is fundamental to our mission as a public university. Located on the Pacific Rim in one of the world's most diverse and vibrant cities, UCLA reaches beyond campus boundaries to establish partnerships locally and globally. We seek to serve society through both teaching and scholarship, to educate successive generations of leaders, and to pass on to students a renewable set of skills and commitment to social engagement."

Furthermore, civic engagement was one of former UCLA Chancellor Gene Block's priorities, stating that "our campus already is deeply invested in this through the efforts of our students, faculty and staff" and "UCLA provides widespread programs in civic education through classroom instruction, service learning and professional training." Last academic year, Chancellor Block hosted the student leaders of BruinsVote for a fireside chat at his residence, and his administration has frequently signed on to the ALL IN Presidents' Commitment to commit to 100% voter registration and turnout. It should also be noted that UCLA has been designated a 2023-2024 Voter Friendly Campus.

Lastly, while there is still much work to be done, UCLA demonstrates its commitment to civic engagement through the institutionalization of this work. Some examples include:

- Voter registration being integrated into the MyUCLA student center platform, allowing students to auto populate their information and the campus to track voter registration data through the California Secretary of State's Office
- Ensuring civic and voter engagement has dedicated administrative support through staff in Campus Life/Student Affairs
- Consistently working with the Los Angeles County Registrar-Recorder/County Clerk to host Vote Centers, along with a permanent Vote-by-Mail Drop Box, on the UCLA campus

IV. Landscape

UCLA is known worldwide for the breadth and quality of its academic, research, health care, cultural, continuing education, and athletics programs. Here is a breakdown of the campus landscape, including a brief summary toward the end of the unique context in which UCLA enters the upcoming election season.

The University has a student body of around 46,676, with 33,040 undergraduate students and 13,636 graduate/professional students. This includes 6,367 international students representing 118 different countries. Twenty-nine percent of undergraduates are First Generation and 28% receive Pell Grants.

With respect to student diversity by ethnicity, 35.1% of undergraduates identify as Asian and Pacific Islander, 25% identify as White, 22% identify as Hispanic, 6.5% identify as African American, 3% identify as Other Domestic or Unknown, and less than 0.7% identify as American Indian. For graduate/professional students, 27% identify as White, 22% identify as Asian and Pacific Islander, 13.6% identify as Hispanic, 6.5 % identify as African American, 2.4% identify as Other Domestic or Unknown, and less than 0.6% identify as American Indian.

Nearly 80% of undergraduate students are California residents, and around 45% of graduate/professional students are California residents. In terms of gender diversity, 38.2% of undergraduates identify as male, 60.1% as female, and 1.2% as non-binary. For graduate/professional student gender diversity, 49% identify as male, 48.2% identify as female, and 1.9% identify as non-binary.

With the diverse identities, lived experiences, and perspectives of the Bruin community, UCLA (like many colleges and universities) faced many challenges navigating campus activism and campus climate issues during the 2023-24 academic year. For many students and members of the campus community, their sense of trust in the institution's democratic ideals was severely impacted, creating a challenging environment as we enter this critical election season. To address some of these challenges, Interim Chancellor Darnell Hunt announced a Four-Point Plan for a safer, stronger UCLA focused on: (1) enhancing community safety and well-being; (2) fostering a culture of engagement, learning and dialogue across difference; (3) promoting freedom of expression in line with University of California and campus policies; and (4) continuing to evaluate and improve how we support our diverse community. This plan will guide the campus community through the likely contentious election season and the entire 2024-25 academic year.

V. Goals

Short term goals for the November 5, 2024 General Election:

- Achieve a **90% voter registration rate** among voting eligible students
- Achieve an **85% voting rate** among voting eligible students
- Host at least **15 voter education and/or election-related events**

Long term goals for the 2028 Election:

- Achieve a **95% voter registration rate** among voting eligible students
- Achieve an **90% voting rate** among voting eligible students
- Host at least **20 voter education and/or election-related events**

VI. Strategy

UCLA's strategies to achieve the aforementioned goals come in many forms, including programming, marketing and communications, outreach and engagement, infrastructure support, teaching and research, and institutionalization. Below is a detailed list of some of these strategies for the November 5, 2024 General Election:

Voter Registration

- **Voter Outreach and Engagement Team *[Outreach and Engagement]***
 - In spring 2024, UCLA Campus Life received an “Ask Every Student (AES) Implementation Grant” in the amount of \$6,000 to hire student Voter Outreach and Engagement Coordinators. Three (3) coordinators were hired during summer 2024 to integrate voter registration and engagement into New Student Orientation. Campus Life was able to hire an additional four (4) students heading into the fall 2024 quarter bringing the team to seven (7) students total. In addition to being able to compensate students for this work, these students will provide invaluable service by bringing voter registration and engagement into classes, student organization meetings, and other campus functions.
- **Support of BruinsVote *[Outreach and Engagement]***
 - UCLA Campus Life provides BruinsVote – UCLA’s student-led vote coalition – with a dedicated advisor and administrative coordinator, in addition to their designated advisor with the campus activities office. This staff representative meets with the BruinsVote student leaders on a regular basis, assists with training on voter registration and nonpartisanship, purchases and supplies merchandise for outreach efforts, and helps the organization coordinate logistics and strategy. Much of what BruinsVote focuses on includes direct peer-to-peer voter engagement which assists with larger voter registration goals.
- **Voter Registration Video at New Student Welcome *[Marketing and Communications]***
 - The UCLA Student Affairs Media Team crafted a customized video focused on voter registration. This video was shown at the fall 2024 New Student Welcome, which reached thousands of new Bruins. A QR code was provided to direct viewers to the MyUCLA voter registration portal.
- **Drag the Vote Event *[Programming]***
 - The Residential Life Leadership and Involvement team is coordinating an event called “Drag the Vote” – an event focused on civic engagement and drag performance. The event will be held on October 16 in the lead up to California’s October 21 voter registration deadline. Students will receive a ticket to the event upon showing that they have registered to vote and/or pledged to talk with family/friends about the importance of voting.

Voter Education

- **Civic and Voter Education Events *[Programming]***
 - Campus units across the university have coordinated voter education and election-focused programs and events. Examples include:
 - Democracy Workshops hosted by UCLA Campus Life

- An educational workshop series funded by a VOICE Award from the UC National Center for Free Speech and Civic Engagement that is focused on providing Bruins with the knowledge and skills to actively participate in our democracy.
 - United in Democracy hosted by the Associated Students of the University of California Los Angeles
 - A three-part series funded by a VOICE Award from the UC National Center for Free Speech and Civic Engagement. The three events include topics such as “Voting: Making Your Voice Heard,” “Investigating the Media,” and “Civil Engagement and the Aftermath of Voting.”
 - Understanding Key 2024 Ballot Measures hosted by UCLA Government and Community Relations and UCLA Alumni
 - A two-part program with one event focused on key state propositions and the other focused on local ballot initiatives. Both events will involve UCLA faculty expertise.
 - The Hammer Forum: 2024 Presidential Election series hosted by the Hammer Museum and the UCLA Law School Safeguarding Democracy Project
 - A series of public forums addressing some of voters’ biggest concerns, such as the fairness of the Electoral College, allegations of election fraud, and the spread of misinformation.
- **Civic Learning and Democratic Engagement One-Credit Courses [Teaching and Research]**
 - The CLDE Network is funding nine one-credit “Fiat Lux” courses focused on civic learning and democratic engagement during the fall 2024 quarter. Examples of such courses include: “Civic Engagement Behind Bars: Prisoners and Literary Production,” “Voter Registration, Participation, and Activism in the 2024 Election,” and “Democracy, Freedom, Truth, and Sustainable Futures: Diverse Global Perspectives.”
- **UCLA Newsroom Election 2024 Page [Teaching and Research]**
 - The UCLA Newsroom has created a dedicated page (<https://newsroom.ucla.edu/categories/election-2024>) devoted specifically to Election 2024. This page includes expert commentary and research by faculty, news about election-related events, and messages from campus leadership.

Voter Mobilization

- **Campus Vote Centers and Vote-by-Mail Drop Box [Infrastructure Support]**

- UCLA works with the Los Angeles County Registrar-Recorder/County Clerk to support voter infrastructure every election cycle. For the November 5, 2024 General Election, UCLA will host three (3) Vote Centers on Campus, along with activating our permanent Vote-by-Mail Ballot Drop Box (<https://bruinsvote.ucla.edu/vote-at-ucla>).
- **Campus-Wide Emails and Messaging [Marketing and Communications]**
 - With the assistance of UCLA Strategic Communications, multiple campus-wide messages will be sent to the Bruin community. These messages include a section in the Chancellor’s Fall Quarter Update focused on all things civic and voter engagement and a general email with important information about voting logistics in the days leading up to the election.
- **Party to the Polls and Election Results Viewing Event [Programming]**
 - The University will support BruinsVote in organizing a “Party to the Polls” event on Election Day to encourage Bruins to vote in the election. In addition, UCLA Campus Life and UCLA Residential Life will work with BruinsVote to organize election results viewing sessions on Election Night.

VII. NSLVE

UCLA data from the National Study of Learning, Voting, and Engagement is summarized below. Please note: the data below only represent engagement from the past three Presidential Elections, not midterms, primaries, or special elections.

Year	Registration Rate	Voting Rate
2020	85.9%	76.6%
2016	77.2%	51.9%
2012	70.2%	44.1%

To access all UCLA NSLVE data, please visit: <https://clde.ucla.edu/voting/ucla-data>.

VIII. Reporting

This action plan, UCLA’s NSLVE data, and other important civic and voter engagement information will be publicly accessible and available at the university’s newly created Civic Learning and Democratic Engagement website.

The website can be accessed here: <https://clde.ucla.edu/>.

IX. Evaluation

The effectiveness and overall success of this Action Plan will be evaluated using the following tools:

Voter Registration:

- Data from the California Secretary of State's Ballot Bowl Competition
 - Link: <https://caballotbowl.sos.ca.gov/>
- Data from UCLA's 2024 NSLVE Report
- Collection of physical pledge cards used by UCLA Campus Life's Voter Outreach and Engagement team

Voter Education:

- Tracking the total number of campus voter education and election-related events through UCLA's Community Calendar and word-of-mouth
 - Event attendance and engagement will also be monitored to assess the impact of each individual program
 - All election-related activities will be captured on the Civic Learning and Democratic Engagement website referenced above

Voter Turnout:

- Data from UCLA's 2024 NSLVE Report
- Vote Center usage data from the Los Angeles County Registrar-Recorder/County Clerk's Office