

## **2022 Voter Engagement Action Plan – UC Riverside**

### **Overview**

This action plan outlines the strategies for strengthening civic engagement on the UCR campus leading up to the November 2022 elections. This action plan will need to be revisited after the election so as to sustain and expand civic engagement on campus. The activities outlined in this plan will be carried out over the course of the Fall 2022 quarter on and around the UC Riverside campus. This plan includes work that will be done by campus and community partners who together make up the Civic Engagement Workgroup.

### **Leadership**

The Civic Engagement Workgroup is a nonpartisan collaborative effort led by Student Life and consisting of representatives from Residential Life, ASUCR, Governmental and Community Relations, the Center for Social Innovation, and ASPB. The workgroup will help to set goals and implement the strategies necessary to strengthen civic engagement on campus leading up to the November 2022 midterm elections.

### **Alignment with VCSA Strategic Plan**

Many of the initiatives and activities of the Civic Engagement Workgroup have a direct connection to the 2025 Strategic Plan for the Division of Student Affairs:

- Strategic Theme #1: Transform the Student Experience
  - Objective 1.1: Reduce/remove barrier that obstruct student development
  - Objective 1.3: New/reimagined events, campus traditions, and sources of campus pride
  - Objective 1.6: Implementation and assessment of high impact practices
- Strategic Theme #2: Creating Collaborative Partnerships
  - Objective 2.1: Establishing meaningful campus/community partnerships
  - Objective 2.2: Holistic approach to the student experience
  - Objective 2.3: Develop partnerships nationwide, and move from best practices to evidence-based work
  - Objective 2.6: Collaborate with Government Relations to advance student success
- Strategic Theme #4: Fostering and Advancing Social Justice
  - Objective 4.1: Enhance diversity, inclusion, and social justice on campus
  - Objective 4.2: Identify and implement best practices in social justice
  - Objective 4.3: Identify barriers to inclusion and equity
  - Objective 4.4: Develop a long-term diversity, inclusion, and social justice plan
  - Objective 4.5: Develop collaboratively across the division to identify core principles of diversity, inclusion, and equity

### **Landscape**

UCR is a participating campus in the National Study of Learning, Voting, and Engagement (NSLVE)—a national study by the Institute for Democracy & Higher Education at Tufts University. Our participation in this study gives UCR critical insight into its current level of voter engagement and shows how UCR stacks up against comparable universities.

For the first time since the campus has been a part of the NSLVE, UCR has surpassed the national average in voter turnout in the 2020 presidential election. At 68.7% voter turnout, UCR saw a jump of +28.7 percentage points from the 2016 election, and it surpassed the 66% national average for all colleges and universities.

UCR also saw great increases in registration rate (81.3%) and voting rate of registered students (84.5%). Of course, the stage was set for there to be such a large turnout in voting in 2022, but the campus hopes to keep this momentum going.

For the 2014 midterm election, UCR has a voter rate of 9.1%. After launching a number of initiatives and removing barriers to voting for students, UCR saw a massive jump to a 34.6% voting rate for the 2018 midterm election. UCR hopes to go even further in the 2022 election and get closer to the national average.

### **Goals**

There are some limitations to our voter engagement efforts on campus. The main obstacle is that our campus does not have a Civic Engagement or Voter Engagement center. Also, there isn't a permanent budget for these types of activities.

With these limitations in mind, we do have a few goals:

- We hope to successfully host our first Vote Center this 2022 midterm election
- Launch a campus-wide voter registration communication plan
- Surpass our 2018 midterm election voter turnout

Long term, we hope to:

- Make civic/voter engagement a priority for our campus
- Increase the size, reach, and impact of our Civic Engagement Workgroup
- Surpass the national average in voter turnout for all colleges and universities for all elections

### **Activities**

Campus Wide Communication

- Including voter registration information in newsletter to undergraduate students
- ASUCR President's Email: The student body president will send an email in a week before the online voter registration deadline to encourage students to register to vote
- Large social media campaign—asking departments from around campus to re-post our voter registration stories

Programmatic Efforts

- Voter registration drives
- Voter Engagement week (hosted by ASPB)
- Voter registration presentation at all Student Org Seminars

Marketing/Information Campaign

- Updates to [vote.ucr.edu](http://vote.ucr.edu)
- Working with University communications to develop social media assets
- Leveraging the social media power/reach of the workgroup by working closely with partners.

This includes marketing through the social media accounts of the following groups:

- Student Life
- Residential Life
- Governmental and Community Relations
- Center for Social Innovation
- Civic Engagement Student Coalition
- ASUCR
- ASPB
- University Communications

- Departments who join the Civic Engagement Coalition  
Including Civic Engagement/Voter Engagement information in programs around campus where it is possible and makes sense (e.g. orientation)