



# 2024

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## CIVIC & VOTER EMPOWERMENT ACTION PLAN

UC San Diego

[tritonsvote.ucsd.edu](https://tritonsvote.ucsd.edu)

# EXECUTIVE SUMMARY

Civic engagement plays a critical role in meeting the mission of the University of California, San Diego (UCSD) by transforming California and a diverse global society through education, the generation and dissemination of knowledge and creative works, and with engagement in public service. Our work for this area is specifically done through key community partnerships with the San Diego County Registrar of Voters, the University of California Office of the President and the California Secretary of State.

This nonpartisan civic and voter empowerment action plan was developed by UC San Diego for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement, student voter registration, education, and turnout in the 2024 general election through an on campus coalition.

"Tritons Vote: Your Vote, Your Choice" features key voting infrastructure provided by the CA Secretary of State and the San Diego County Registrar of Voters including a ballot drop box, a vote center and voter registration links. In addition, the campaign features internal infrastructure through event coordination with Tritons Vote, voter registration activation, and online platforms.

**The goals for the University of California, San Diego for the 2024 election are:**

- 1 Establish Comprehensive Voting Infrastructure for UC San Diego.
- 2 Cultivate an Engaging Voter Campaign.
- 3 Secure and Expand Funding and Partnerships for Voter Engagement.
- 4 Enhance Voter Engagement Metrics, Reporting, and Ambitious Turnout.

# LEADERSHIP

## Tritons Vote Coalition

- Streamline Information: to share updates, be point of contact, and provide resources to UC San Diego based voter (education) initiatives.
- Election Activity Host: to establish, coordinate, and host vote centers, registration drives, and educational webinars.
- Be a Model: to serve as the beacon for the university and to better engage with students, faculty, and staff by highlighting the importance of this civic responsibility.

## Purpose of Coalition

- Promote, collaborate, and streamline information such as registration and election resources.
- Provide guidance, share information, and provide volunteer support.
- Host vote center and ballot drop box locations.
- Be recognized as a campus hub for voter engagement activities and help promote voter engagement and education. Responsible for developing the Civic and Voter Empowerment Action Plan.

## Coalition Subcommittees

Under the Tritons Vote Coalition, subcommittees are established to carry out the goals and objectives under the Civic and Voter Empowerment Action Plan. Subcommittees are advised by co-chairs and led by university stakeholders.

### Events Subcommittee

Identify and support campus wide events on voter engagement and education. Develop and host educational programming.

### Free Speech Subcommittee

Discuss strategies to address student dialogue relating to free expressive activities.

### Marketing Subcommittee

Promote campus wide events and develop a comprehensive marketing campaign for voter engagement and education.

### Residence Hall Engagement Subcommittee

Collaborate with on campus residential entities and establish a voter engagement plan for move in and canvassing.



# LEADERSHIP

The following departments will play an integral role in rolling out UC San Diego's voter engagement initiatives and goals for 2024 and will serve as members on the Tritons Vote Coalition:

- Alumni Relations, UCSD
- Associated Students, UCSD
- CALPIRG Students, UCSD
- Campus Performances & Events Office, UCSD
- Center for Student Involvement, UCSD
- Changemaker Institute, UCSD
- Division of Graduate Education and Postdoctoral Affairs
- Earl Warren College, UCSD
- Eighth College, UCSD
- Eleanor Roosevelt College, UCSD
- Office of the Executive Vice Chancellor
- Graduate & Professional Student Association, UCSD
- Housing, Dining, Hospitality, UCSD
- IT Services, UCSD
- Marshall College, UCSD
- Muir College, UCSD
- Office of the Chancellor, Government & Community Relations
- Office of the Vice Chancellor for Equity, Diversity & Inclusion
- Office of the Vice Chancellor for Student Affairs & Campus Life
- Revelle College, UCSD
- San Diego County Registrar of Voters
- Seventh College, UCSD
- Sixth College, UCSD
- Student Governments, Auxiliaries, & Services
- Thurgood Marshall College, UCSD
- UC San Diego Library
- UCSD Transportation Services
- University Centers, UCSD
- University Communications, UCSD

# LANDSCAPE & REFLECTION

The University of California, San Diego is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2017. Presented here is a snapshot of our 2022 voting data from the National Study of Learning, Voting and Education and 2024 UC San Diego student enrollment.



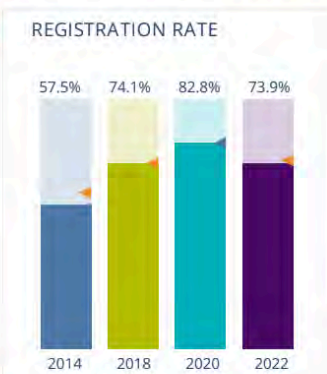
Undergraduate Student Enrollment



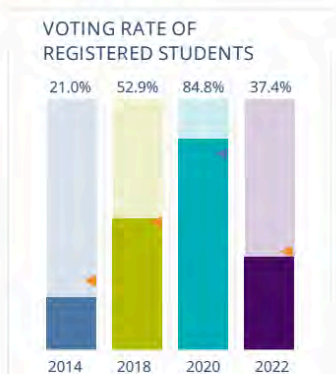
Graduate Student Enrollment



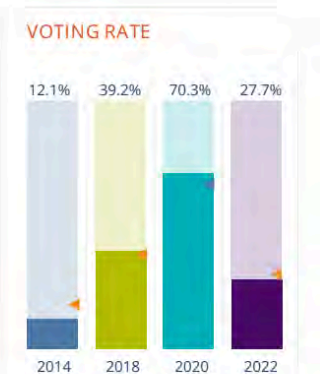
## Voting, Registration and Yield Rates



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.



# LANDSCAPE & REFLECTION

As a signatory to the Higher Education Presidents' (Chancellor) Commitment to Full Student Voter Participation, UC San Diego will continue to reflect upon its strategic commitment to civic learning, democratic engagement, and youth participation in elections. Through its development of a Civic and Voter Empowerment Action plan, UCSD was able to create and execute a series of goals and strategies that led the institution to be a premiere location within San Diego county for voter registration and education.

Below are the outcomes of the goals in 2022 of which will serve as a foundation for the 2024 goals and strategies:

## **Goal 1: Provide voting infrastructure for the campus and local community at large such as a ballot drop box and an election vote center.**

- Outcomes: established a ballot drop box and secured a vote center location in partnership with UC San Diego's University Center and Library.

## **Goal 2: Develop or maintain a voter engagement campaign that is aimed at voter registration, education, and outreach.**

- Outcomes: Reformed the Student Outreach and Voter Action Committee into Tritons vote to streamline election resources such as voter registration links from the CA Secretary of State, polling location finder, ballot box information, and policies on the election.

## **Goal 3: Maintain or increase funding resources to ensure voter engagement efforts are fully supported.**

- Outcomes: Obtained funding from the University of California Office of the President and LEAD California to support student participation. Secured funding through the Associated Students Office of Civic Engagement to fully support all voter engagement initiatives.

## **Goal 4: Increase or maintain voter engagement numbers for a mid-term general election.**

- Outcomes: Due to the return to in person learning and the reduced number of polling locations, the registration and voter turnout numbers decreased.

# GOALS & STRATEGIES

1

## ESTABLISH COMPREHENSIVE VOTING INFRASTRUCTURE FOR UC SAN DIEGO.

Strategy: Maintain a robust voting infrastructure that serves both the campus and the broader local community. This includes the promotion of a secure ballot drop box and the establishment of an additional fully-equipped election vote center. These facilities will ensure convenient and accessible voting options for all eligible voters, thereby enhancing democratic participation in the 2024 general election. **[Short Term]**

2

## CULTIVATE AN ENGAGING VOTER CAMPAIGN.

Strategy: Develop and sustain a dynamic voter engagement campaign that focuses on comprehensive voter registration, education, and outreach in partnership with students, faculty, and staff. This campaign will employ innovative strategies to inform and empower voters, ensuring they are well-prepared and motivated to participate in the electoral process. **[Long Term]**

Strategy: Leverage digital platforms such as social media and the development of a website and email channel, community events, and educational workshops that will foster a culture of informed and active citizenship. **[Short Term]**

# GOALS & STRATEGIES

3

## SECURE AND EXPAND FUNDING & PARTNERSHIPS FOR VOTER ENGAGEMENT.

Strategy: Secure and increase funding resources dedicated to voter engagement initiatives. By ensuring these efforts are fully supported financially, Tritons Vote can expand outreach and effectiveness, providing the necessary tools and resources to engage a diverse and widespread electorate. **[Long Term]**

Strategy: Develop and execute a Memorandum of Understanding that establishes a partnership between Tritons Vote and the Residential Life units at UCSD for voter registration and education during an election cycle. **[Short Term]**

4

## ENHANCE VOTER ENGAGEMENT METRICS, REPORTING, AND AMBITIOUS TURNOUT.

Strategy: Commit to maintaining or increasing voter engagement and registration numbers during the 2024 general election, particularly in comparison to previous election cycles. Through targeted outreach and strategic initiatives, Tritons Vote seeks to inspire greater participation and ensure that every eligible voter is encouraged and able to cast their vote. **[Long Term]**

Strategy: Provide the campus community with voter engagement resources and educational material creating a streamlined process for registration and voter turnout. **[Short Term]**



# PROGRAMMING & EVENTS

In accordance with the Student Civic and Voter Empowerment Act requirements, UC San Diego's Tritons Vote commits to having a minimum of three civic engagement events within an academic year and one event within the final 30 days preceding a statewide primary election and a general election during an even numbered year,

## ACADEMIC YEAR 2024-2025

### UCSD Move-In Day Voter Registration Drives & Canvassing

August 2024 - September 2024

- In partnership with the residential communities at UCSD, Tritons Vote will host tabling locations during the annual move-in week and conduct door to door canvassing as methods to registering students to vote.

### Campaigning for Change: Your Role in Making an Impact

October 2024

- Featuring youth changemakers, Tritons Vote will host an event that will be geared towards motivating students to seek out problems within their own communities that are not being addressed and encourage them to develop either politically-oriented or direct-service solutions.

### What Now, What Next? Webinar on Election Cycles

October 2024 - January 2025

- Featuring UC San Diego faculty, Tritons Vote will host a series of educational webinars discussing the impacts of the general election and the before and after effects of each cycle.

## ACADEMIC YEAR 2025-2026

### Faculty & Student Leader Panels

Summer - Fall 2025

- Host a series of informational panels featuring key UCSD faculty and student leadership

### National Voter Registration Fair

Fall 2025

- Host an on campus voter engagement fair.

### How to Be Civically Engaged: 2026 Primary Election

Winter & Spring 2026

- Host a series of webinars with information about the primary election season.





## FOR QUESTIONS, CONTACT:

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**ALL IN** Campus  
Democracy  
Challenge

TRITONS  
**VOTE**  
YOUR VOTE, YOUR CHOICE