UC San Diego

2022

Democratic
ENGAGEMENT
ACTION PLAN

Summary

This nonpartisan democratic engagement action plan was developed by the University of California, San Diego 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 through an on campus campaign.

The campaign "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 such as a ballot drop box, a vote center and voter registration links.

The goals for the University of California, San Diego for the 2022 election are:

- Provide voting infrastructure for the campus and local community at large such as a ballot drop box and an election vote center;

- Develop or maintain a voter engagement campaign that is aimed at voter registration, education, and outreach;

- Maintain or increase funding resources to ensure voter engagement efforts are fully supported;

- Increase or maintain voter engagement numbers for a mid-term general election as follows:
  - Voter turnout rate at a minimum of 40% (in comparison to 2018)
  - Voter registration at a minimum of 75% (in comparison to 2018)

Leadership

The following individuals will play an integral role in rolling out UC San Diego's voter engagement initiatives and goals for 2022; some of whom will serve on the voter engagement planning group:

- **Sky Yang**, President, Associated Students, UCSD
- **Giulia Corno**, President, Graduate & Professional Student Association, UCSD
- **Nikki Saito**, Vice President, External Affairs, Associated Students, UCSD
- **MacKenna Rawlins**, Vice President, External Affairs, Graduate & Professional Student Association, UCSD
- **Chloe Vitali**, Assoc. Vice President, Civic Engagement, Associated Students, UCSD
- **Neharika Makam**, Public Relations, Associated Students, UCSD
- **Jesse Oda**, Voter Engagement Intern , Associated Students, UCSD
- **Andrew Amorao**, Community Service Prog. Manager, Center for Student Involvement, UCSD
- **Alfredo Barcenas**, Director, Student Governments, Auxiliaries and Services, UCSD
- **Alfredo Villano**, Senior Graphic Designer, Student Governments, Auxiliaries and Services, UCSD
- **Erik Mitchell**, University Librarian, Geisel Library, UCSD
- **Heather Hernandez**, Chief Administrative Officer, Geisel Library, UCSD
- **Dani Cook**, Associate University Librarian, Geisel Library, UCSD
- **Lori Flor**, Program Director, Library & Safety Security, Geisel Library, UCSD
- **John Payne**, University Centers, UCSD
- **Kaitlin Chell,** Executive Director, Government and Community Relations, UCSD
- **Mandy Sullivan**, Director of Social Media Strategy, University Communications, UCSD
- **Mike Durler**, Election Worker Specialist, San Diego County Registrar of Voters
- **Teresa Trainor,** Site Manager, San Diego County Registrar of Voters

Commitment

Civic engagement plays a critical role in meeting the mission of UC San Diego which is to transform California and a diverse global society by educating, generating and disseminating knowledge and creative works, and engaging 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.
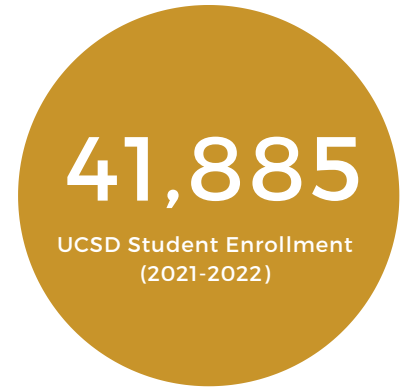
While UC San Diego's strategic plan does not explicitly identify voter engagement as one of its main goals, the departments and organizations within the institution imbed this value within their own individual missions such as the student governments to ensure full participation in the democratic process.

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.
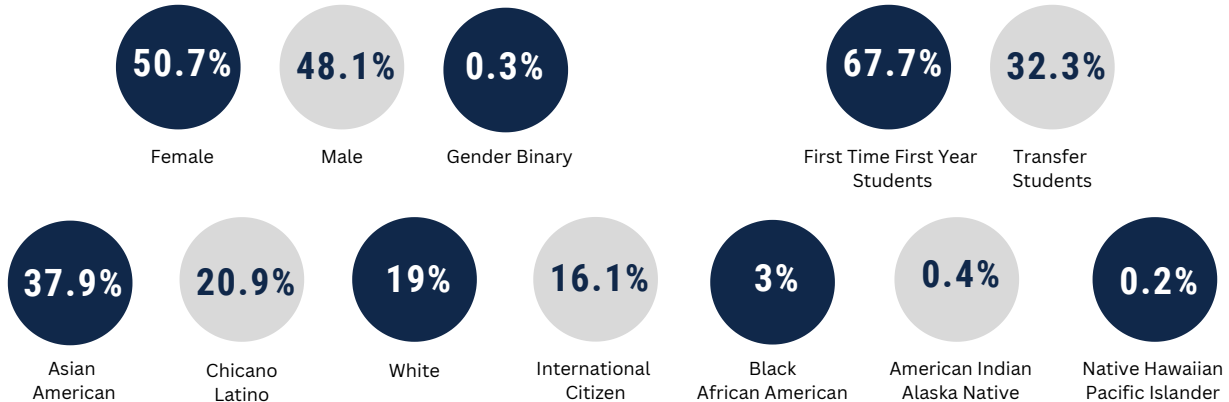
LANDSCAPE

The University of California, San Diego is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2017. Below is our 2021-2022 campus demographics and 2020 voting data:
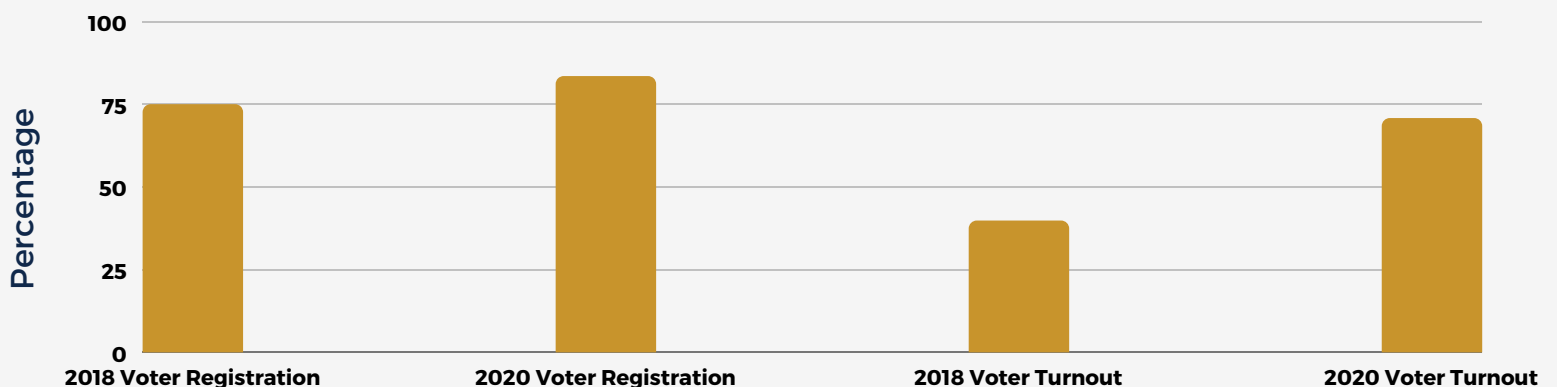
41,885
UCSD Student Enrollment (2021-2022)

777
Medicine/Pharmacy

7,765
Graduates

33,343
Undergraduates

Undergraduate Enrollment

50.7% Female

48.1% Male

0.3% Gender Binary

67.7% First Time First Year Students

32.3% Transfer Students

37.9% Asian American

20.9% Chicano Latino

19% White

16.1% International Citizen

3% Black African American

0.4% American Indian Alaska Native

0.2% Native Hawaiian Pacific Islander

VOTER DATA

UCSD has been recognized by **ALL IN** with the following seals: 2018 Silver & 2020 Gold

Bar chart — Percentage:
- 2018 Voter Registration: ~75
- 2020 Voter Registration: ~83
- 2018 Voter Turnout: ~40
- 2020 Voter Turnout: ~71

Goals & Strategies

#1

PROVIDE VOTING INFRASTRUCTURE FOR THE CAMPUS AND LOCAL COMMUNITY AT LARGE WHICH MAY INCLUDE A BALLOT DROP BOX AND VOTE CENTER.

Strategy 1: Develop a partnership with the San Diego County Registrar of Voters to establish a California Election Ballot Drop Box on the UCSD campus.

Strategy 2: Develop a partnership with the San Diego County Registrar of Voters to establish a Vote Center on the UCSD campus and allow it to serve the campus and local community during the election timeframe.

#2

MAINTAIN OR INCREASE FUNDING RESOURCES TO ENSURE VOTER ENGAGEMENT EFFORTS ARE FULLY SUPPORTED.

Strategy 1: Secure funding through the Associated Students Office of Civic Engagement to fully support all voter engagement initiatives.

Strategy 2: Identify and utilize funding from the University of California Office of the President and LEAD California to support student participation.

Goals & Strategies

#3

DEVELOP OR MAINTAIN A VOTER ENGAGEMENT CAMPAIGN THAT IS AIMED AT VOTER REGISTRATION, EDUCATION, AND OUTREACH.

Strategy 1: Utilize the "Tritons Vote" campaign and create the 2022 theme that will be utilized to promote voter engagement at UCSD with an emphasis at registering eligible voters to vote and to educate the campus community on the general election process.

Strategy 2: In partnership between the Associated Students and the Graduate & Professional Student Association, identify volunteers that will serve to register students to vote and engage with the campus community on voter education for 2022.

Strategy 3: Create a streamlined online process in the form of webpages for connecting the campus community to election resources such as the voter registration links from the CA Secretary of State, polling location finder, ballot box information, and policies on the election.

Strategy 4: Participate in national voter engagement events such as national voter registration day and election day to maximize voter registration, turnout, and participation.

Strategy 5: In partnership with UC San Diego's Center for Student Involvement and the University of California Office of the President, develop workshops and webinars that focus on voter education.

Goals & Strategies

#4

INCREASE THE STUDENT VOTER REGISTRATION RATE TO 75% IN 2022 AND 85% IN 2024.

Strategy 1: Utilize the "Tritons Vote" campaign to register students to vote through social media outreach, online voter registration links provide by the CA Secretary of State, on campus events, and onsite tabling across the university.

TRITONS
VOTE
YOUR VOTE, YOUR CHOICE

#5

INCREASE THE STUDENT VOTER TURNOUT RATE TO 40% IN 2022 AND 75% IN 2024.

Strategy 1: Identify and secure voting infrastructure such as a vote center, ballot box and online resources to ensure eligible voters are aware of election resources and are easily able to vote through mail or in person.

Evaluation & Reporting

We will evaluate our action plan in the following ways:

- Number of students registered to vote as part of the California Secretary of State Ballot Bowl competition hosted by the California Students Vote Project.
- Number of student participants who created a voter action plan.
- Number of attendees at all UCSD voter engagement events (in person and online).
- Student feedback survey administered through the student governments of UCSD to be administered in early 2023 aimed at further enhancing civic engagement through election participation.

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

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website. Upon receiving the NSLVE report for 2022, UC San Diego's Student Governments, Auxiliaries and Services will share the report with the following campus stakeholders:

- Office of the Chancellor, UCSD
- Office of the Executive Vice Chancellor and Provost
- Office of the Vice Chancellor for Student Affairs
- Associated Students Senate, UCSD
- Graduate and Professional Student Association Council, UCSD
- University of California, Office of the President

In addition, a copy of the plan will be placed on the UCSD's Associated Students Office of Civic Engagement webpage.

FOR QUESTIONS, CONTACT:

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ALL IN Campus Democracy Challenge

UC San Diego