

# University of California San Francisco 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Jennifer Rosko

## Executive Summary:

This nonpartisan democratic engagement action plan was developed by University of California, San Francisco (UCSF) for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election.

## Leadership:

Our leadership team includes the following, campus groups, and organizations:

### UCSF Voter Engagement Workgroup Roster

First Name	Last Name	Role	Title
Jennifer	Rosko	Co-Lead	Executive Director, Student Life
Scott	Carlson	Co-Lead	Specialist, Advocacy and Communication
Kathy	Chew	Campus	Program Coordinator
Eleanor	Chung	UCSF Health	Assistant Clinical Professor
Tonja	Deegan	Member	Director, Communications
Abby	Ellis	Co-Lead	Director, Advocacy
Tracy	Garcia	Campus	Assistant Director
Brenda	Gee	Campus	Administrative Director
Elizabeth	Griffiths	UCSF Health	Assistant Clinical Professor
Sophia	Labeko	Campus	Social Media Manager
Renee	Landzberg	Campus	Medical Student
Emily	Lefson	Campus	Manager
Gena	Lewis	UCSF Health	Assistant Clinical Professor
Wylie	Liu	Campus	Director
Victoria	Liu	Campus	Medical Student
Robert	Mansfield	Campus	Administrative Officer

Monica	Mapa	Campus	Associate Director, Marketing & Strategic Communication
John	McCoy	Campus	Director, Dentistry & Nursing
Lina	Mendez	Campus	Executive Director
Jessica	Price	Campus	Facilities Manager
Aisha	Queen-Johnson	Campus	Administrative Program Director
Sapna	Ramappa	Campus	Medical Student
Talia	Ruxin	Campus	Medical Student
Jennifer	Satake	UCSF Health	Project & Policy Analyst
Palveen	Sekhon	Campus	Medical Student
Kate	Shimshock	Campus	Coordinator
Christine	Sweet	Campus	Communications & Events Manager
Susan	Toland	UCSF Health	Director of Communications
Sally	Zhou	Campus	Dentistry Student
Brandon	Stroud	Campus	Program Manager
Nerissa	Ko	Campus	Faculty
Laurae	Pearson	Campus	Director of Administration and Finance

**Commitment:**

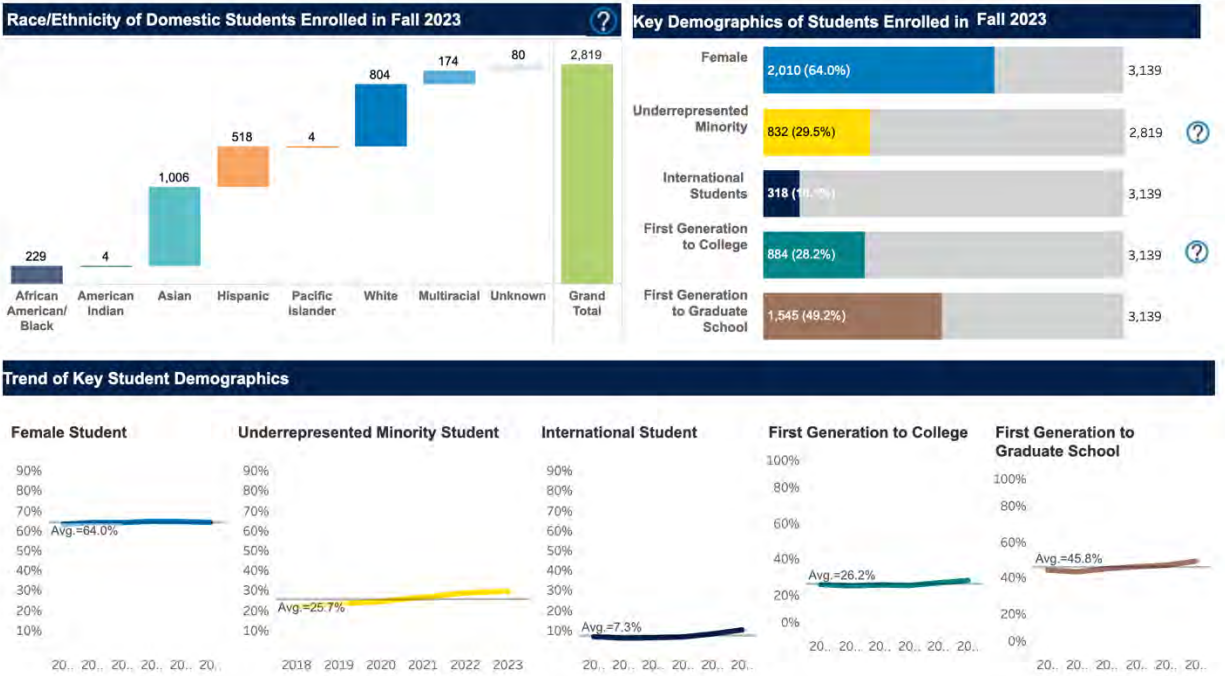
UCSF Chancellor, Sam Hawgood, is a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation. He most recently signed the commitment in 2023.

UCSF is committed to encouraging civic participation throughout our campus and community. With increased interest in advocacy at UCSF, elections present us with an opportunity to increase engagement and empower our community. The University of California is equally committed to increasing voter engagement on campus and signed a MOU to meet certain requirements with the Secretary of State in 2016.

Launched in the summer of 2019, the UCSF Voter Engagement Work Group is charged with discussing campus-wide efforts, coordinating communication strategies, and strategizing voter engagement events at UCSF for students, staff, faculty, alumni and our greater community.

**Landscape:**

UCSF is a public Professional and joined the ALL IN Campus Democracy Challenge in 2023. Our institution is designated as the following: Predominantly White Institution. University of California San Francisco has 3,139 students.



Source: <https://oir.ucsf.edu/ucsf-student-demographics>

UCSF has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2024 election in fall 2025. Our NSLVE authorization runs through 2033.

**2024 California General Election Overview**

San Franciscans will be voting on the following offices in the November General Election:

**Federal contests:**

- President and Vice President
- United States Senator
- United States Senator (Partial/Unexpired Term)
- United States Representative in Congress, Districts 11 and 15

**State and regional contests:**

- State Senator, District 11
- State Assemblymember, Districts 17 and 19
- BART Board, Districts 7 and 9
- State and regional ballot measures

**Local contests:**

- Mayor
- City Attorney
- District Attorney
- Sheriff
- Treasurer
- Board of Supervisors, Districts 1, 3, 5, 7, 9 and 11

Board of Education, 4 seats  
Community College Board, 4 seats  
Local ballot measures

## Goals:

Our institution's nonpartisan democratic engagement goals are:

- Increase student voter turnout rate to 90% in 2024 (89.9% in 2020).
- Increase student voter registration rate to 88% in 2024 (86.4% in 2020).

## Strategy:

To increase nonpartisan democratic engagement and student voter participation, the UCSF Voter Engagement Workgroup has developed a toolkit of messaging and collateral which is shared across campus and health center to promote voter registration and voter turnout. Below is a link to our toolkit and upcoming events.

### Collateral [[toolkit link](#)]

1. Digital signs
2. Zoom background
3. Social media posts and stories
4. UCSF calendar event posts
5. Newsletters Announcements
6. Campus Emails
7. UCSF Mobile App
  - a. Voter registration reminder (October 20-21)
  - b. Election day reminder (November 5)

### Events

- [September 17](#): National Voter Registration Day
- [September 17](#): Ballot in Brief: Learn About CA State Propositions
- [September 24](#): Ballot in Brief: Learn About San Francisco Ballot Measures
- [September 30](#): San Francisco Mayoral Candidates Forum
- [October 21](#): **Voter Registration Deadline**
- [November 5](#): **Election Day**

## Evaluation:

UCSF will evaluate our action plan in the following ways:

- Reviewing our National, Study of Learning, Voting, and Engagement data to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.
- Holding a workgroup debrief meeting after each election cycle to discuss what worked well and areas of improvement for the next cycle.

### Reporting:

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

Our campus' NSLVE reports are shared with the University of California Office of the President, UCSF senior campus leadership, and the UCSF Voter Engagement Workgroup.