

## Voter Registration Action Plan – UC Santa Barbara

**Campus Name:** Santa Barbara

**Designated point of contact:**

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### 1) Prior to November 2018 elections, the following MOU deliverables were acted upon:

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| <p>a. All-campus emails and social media messages reminding students and employees to register to vote and providing a link to register online.</p> <p>b. Actively promote and participate in National Voter Registration Day</p> <p>c. Send a communication to all faculty and staff encouraging them to support voter registration and get-out-the-vote efforts in their classrooms, both directly and by</p> | <p>a. The Voter Registration Volunteer Coalition recruits approximately 45 volunteers who are trained on voter registration at two different meetings. The Office of Student Life hosts a web page devoted solely to voter registration and elections where students can get dates and places both to register and to vote, a very comprehensive Q&amp;A section, and several links to pertinent webpages. <a href="http://www.sa.ucsb.edu/voter-registration">www.sa.ucsb.edu/voter-registration</a></p> <p>Numerous email reminders sent at the start of the registration drive, every couple of days after that, when the elections are approaching and on Election Day. UCSB provides information on voting locations and hours in each residence hall and in the community of Isla Vista, where approximately 18,000 UCSB students live. The campus also publishes a map with voting polls in Isla Vista. In addition, the campus has a webpage solely dedicated to voter registration where it provides links to voter information, ballot pamphlets, and voter guides. It is integrated in our campus-wide campaign. In addition, UCSB has a voter registration Facebook page and produce a short video encouraging voter registration (see links and attachments at end of this report).</p> <p>b. UCSB increases the tabling in several campus locations with high traffic and highlighted Voter Registration Day.</p> <p>c. In addition to the strategies previously mentioned, the Vice-Chancellor for Student Affairs sends an on-line announcement to faculty requesting to encourage voter registration in their classes and another one to the student body. There are email announcements to our division, announcements</p> |
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| <p>allowing access to student organizations conducting voter engagement drives.</p> <p>d. Work with local elections officials to secure one or more centralized polling sites on or directly adjacent to campus and informing students about the location.</p> | <p>in all the residence halls and dinning commons TV running 24 hours a day, and multiple announcements in our Facebook page and the private pages of approximately 45 voter registration volunteers. Voting registration video from a previous year:<br/> <a href="https://www.youtube.com/watch?v=nN_77wRx9gs">https://www.youtube.com/watch?v=nN_77wRx9gs</a></p> <p>d. UCSB collaborates with the County Elections Office to coordinate on-campus polling places, which have basically stayed the same for many years. Two years ago, County Elections requested permission to post big maps in several campus locations to advertise polling places. This new effort proved very efficient. Local elections officials provide an electronic map with off-campus polling sites, which gets widely advertised through this office on our voter registration webpage, through Org Sync, and other media.</p> |
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**2) Deliverables requested by SOS, Lt. Governor, UCSA):**

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| <p>a. Develop and begin implementing a comprehensive plan to support student civic engagement. (If one already exists, please attach.)</p> | <p>a. UCSB has a very comprehensive plan to support student engagement in elections, developed and implemented by the Office of Student Life, Associated Students, and the Voter Registration Volunteer Coalition (VRVC). The plan includes:</p> <ul style="list-style-type: none"> <li>○ MOU with Housing and Residential Services to register residents during move-in weekend at each of their floor meetings (we attend 77 meetings in one weekend and register approximately 3,000 students)</li> <li>○ A flyer in the move-in packet in each room at the resident halls and university apartments (5,600 flyers)</li> <li>○ Door to door registration in the residence halls two weeks before the deadline to register</li> <li>○ Registration outside the dinning commons</li> <li>○ Class announcements in classes with 100+ students</li> <li>○ Tables outside big lecture halls</li> <li>○ Tables in key places with high student traffic, i.e., the University Center, the Recreation Center, the library</li> <li>○ Registration every Week of Welcome event including the cultural socials, attended by hundreds of students</li> <li>○ At soccer games, career fair, political debates, and the student organizations fair (with approximately 200 organizations participating)</li> <li>○ At weekly meetings in the Greek system and other campus organizations</li> </ul> |
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| <p>b. Provide opportunities for students to complete an online voter registration at peak times which include upon class registration and upon enrollment.</p> <p>c. Develop a plan (with the Secretary of State's office) to implement software that pre-populates online voter registration forms with as much information as practicable.</p> <p>d. Invest institutional resources to promote election awareness using offline content, such as a promotional</p> | <ul style="list-style-type: none"> <li>○ Door to door in Isla Vista, with a population of approximately 18,000 students</li> </ul> <p>b. In addition to the voter registration plan mentioned above, UCSB sends on-line university announcements to every undergraduate and graduate student on this campus, make announcements in our student organizations portal (500 clubs registered), places banners, wooden signs and posters on campus, publishes ads in the school newspaper, and send an electronic voter guide.</p> <p>Links:</p> <ul style="list-style-type: none"> <li>○ <a href="http://www.sos.ca.gov/elections/">http://www.sos.ca.gov/elections/</a></li> </ul> <p>Pamphlets &amp; Voter Guide:</p> <ul style="list-style-type: none"> <li>○ <a href="http://www.voterguide.sos.ca.gov/">http://www.voterguide.sos.ca.gov/</a></li> <li>○ <a href="http://www.smartvoter.org/">http://www.smartvoter.org/</a></li> <li>○ <a href="http://www.easyvoterguide.org/">http://www.easyvoterguide.org/</a></li> <li>○ <a href="http://www.sa.ucsb.edu/parents/CMSMedia/Documents/CC%20Fall%202016-web.pdf">http://www.sa.ucsb.edu/parents/CMSMedia/Documents/CC%20Fall%202016-web.pdf</a></li> </ul> <p>Students also have the opportunity to register on Gaucho On-Line Data (GOLD), our class enrollment system.</p> <p>c. <b>[UCOP Student Affairs is working with the SOS and campus Registrars to advance efforts to implement a pilot program.]</b></p> <p>d. This year, registration forms are made available in all the events and locations mentioned above. In addition, there are several heavy traffic areas where there are displays with forms, including the Office of Student Life front desk, the Student Resource Building information desk, and the University Center. UCSB has them available in numerous tabling activities from the start of the academic year to the day before the deadline to register.</p> <p>In addition to the on-line efforts mentioned above, we distribute t-shirts among volunteers and allies to encourage students to register and vote. The Voter Registration Volunteer Coalition designs and displays very big and visible wooden panels, banners, and posters in many campus locations.</p> <p>e. Every summer, in preparation for voter registration, the Office of Student Life holds several meetings with Housing and Residential Services to discuss current and new policies to encourage nonpartisan voter registration. Afterward, an MOU is drafted, thoroughly reviewed, and signed by both departments.</p> |
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| <p>campaign with poster and banners that saturate the campus with vote messages.</p> <p>e. Adopt, modify, and/or maintain policies that allow for and encourage voter registration, voter education, and get-out-the-vote efforts by student organizations.</p> <p>f. Provide permanent financial resources to support voter engagement efforts by government associations and nonpartisan campus vote coalitions.</p> <p>g. Integrate voter engagement into office(s) of service learning, civic engagement, and/or student affairs.</p> | <p>The Office of Student Life also works very closely with the Associated Students' Office of the External Vice-President for Local Affairs and their staff to agree on policies, recruit volunteers, and carry out the registration drive.</p> <p>f. The two main sources of funding for voter engagement efforts are the Office of the Vice-Chancellor for Student Affairs and the Office of the External Vice-President for State Affairs in Associated Students.</p> <p>g. The coordinating office for the campus wide voter registration campaign is the Office of Student Life in Student Affairs. Other departments include the Office of the External Vice-President for State Affairs in Associated Students, and Housing and Residential Services in facilitating access to all residence hall and apartments residents.</p> |
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**3) Please attach any campus policies or guidance documents that govern the following:**

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| <p>a. Access voter registration/GOTV organizers and student groups currently have (or do not have) to orientation activities, campus</p> | <p>a. Through the years, UCSB has been extremely committed to the Student Voter Registration Act. For the last decade, UCSB has been the #1 campus in the country in the number of students registered. During the primaries in 2016, UCSB registered 12,000 students. For this past election, the Voter Registration Volunteer Coalition registered and/or confirmed registration of 13,000 students. As mentioned in previous questions, the Voter</p> |
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| <p>plazas, residential dorms, and classrooms/academic settings.</p> <p>b. How voter registration/GOTV are currently promoted by administration, faculty, and staff during election season.</p> <p>c. How voter registrations is currently offered to students during class registration and in other online formats.</p> <p>d. Financial support currently provided to voter registration/GOTV organizers and student groups.</p> | <p>Registration Volunteer Coalition has access to all the venues and settings mentioned in this question.</p> <p>b. Call_for_Volunteers_2016.docx. See information provided in previous questions.</p> <p>c. GOLD, our on-line course registration system has a link to on-line voter registration that every student registering for a class can utilize following links:</p> <ul style="list-style-type: none"> <li>o <a href="http://www.sa.ucsb.edu/">http://www.sa.ucsb.edu/</a></li> </ul> <p>Voter-registration/q-a-guide-to-voter-registration:</p> <ul style="list-style-type: none"> <li>o <a href="http://www.sos.ca.gov/elections/">http://www.sos.ca.gov/elections/</a></li> </ul> <p>Pamphlets &amp; Voter Guide:</p> <ul style="list-style-type: none"> <li>o <a href="http://www.voterguide.sos.ca.gov/">http://www.voterguide.sos.ca.gov/</a></li> <li>o <a href="http://www.smartvoter.org/">http://www.smartvoter.org/</a></li> <li>o <a href="http://www.easyvoterguide.org/">http://www.easyvoterguide.org/</a></li> <li>o <a href="http://www.sa.ucsb.edu/parents/CMSMedia/Documents/CC%20Fall%202016-web.pdf">http://www.sa.ucsb.edu/parents/CMSMedia/Documents/CC%20Fall%202016-web.pdf</a></li> </ul> <p>Voting registration video:</p> <ul style="list-style-type: none"> <li>o <a href="https://www.youtube.com/watch?v=nN_77wRx9gs">https://www.youtube.com/watch?v=nN_77wRx9gs</a></li> </ul> <p>UCSB Voter Registration web site at:</p> <ul style="list-style-type: none"> <li>o <a href="http://www.sa.ucsb.edu/voter-registration">http://www.sa.ucsb.edu/voter-registration</a></li> </ul> <p>d. The two main sources of funding for voter engagement efforts are the Office of the Vice-Chancellor for Student Affairs and the Office of the External Vice-President for Local Affairs in Associated Students. Both organizations share in covering the cost of the whole campaign.</p> |
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