

## UC Santa Barbara Voter Registration Action Plan 2020

**Campus Name:** Santa Barbara

**Designated point of contact:**

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a. Send all-campus emails and social media messages reminding students and employees to register to vote and providing a link to register online.

a. *The Voter Registration Volunteer Coalition recruits approximately 65 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&A section, and several links to pertinent webpages.*

*Numerous email reminders are 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 both on campus and 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, Instagram and will produce a short video encouraging voter registration.*

b. Actively promote and participate in National Voter Registration Day (September 27, 2016).

b. *UCSB will increase tabling in several campus locations with high traffic and highlighted Voter Registration Day.*

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 allowing access to student organizations conducting voter engagement drives.

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 will be email announcements to our division, announcements in all the residence halls and*

	<p><i>dinning commons TV running 24 hours a day, and multiple announcements in our Facebook page and the private pages of approximately 65 voter registration volunteers. Voting registration video:</i></p> <p><i>d. UCSB collaborates with the County Elections Office to coordinate on-campus polling places, which have basically stayed the same for many years. County Elections posts big maps in several campus locations to advertise polling places. 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 Shoreline and other media.</i></p>
<p><b>a.</b> Comprehensive plan to support student civic engagement.</p>	<p><i>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. This month we created a new coalition including these groups and CALPIRG: Gauchos Vote. The plan includes:</i></p> <ul style="list-style-type: none"> <li><i>o MOU with Housing, Dining, and Auxiliary Enterprises (in existence for many years now) to register residents during move-in weekend at each of their floor meetings (we are present at 77 meetings and register approximately 3,000 on a weekend)</i></li> <li><i>o Door to door registration in the residence halls two weeks before the deadline to register</i></li> <li><i>o Registration outside the dinning commons</i></li> <li><i>o Class announcements and voter registration in classes with 100+ students</i></li> <li><i>o Tables outside big lecture halls</i></li> <li><i>o Tables in key places with high student traffic, i.e., the University Center, the Recreation Center, the library</i></li> <li><i>o Registration every Week of Welcome event including the cultural socials, attended by hundreds of students</i></li> </ul>

b. Provide opportunities for students to complete an online voter registration at peak times which include upon class registration and upon enrollment.

c. Invest institutional resources to promote election awareness using offline content, such as a promotional campaign with poster and banners that saturate the campus with vote messages.

- *At soccer games, career fair, political debates, and the student organizations fair (with approximately 200 organizations participating)*
- *At weekly meetings in the Greek system and other campus organizations*
- *Door to door in Isla Vista, with a population of approximately 18,000 students*

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, makes announcements in our student organizations portal (500 clubs registered), place banners, wooden signs and posters on campus, publish ads in the school newspaper, publish an article in the Campus Connection, our quarterly parent newsletter, and sent an electronic voter guide.*

*Links:*

- <http://www.sos.ca.gov/elections/>

*Pamphlets & Voter Guide:*

- <http://www.voterguide.sos.ca.gov/>
- <http://www.smartvoter.org/>
- <http://www.easyvoterguide.org/>
- <http://www.sa.ucsb.edu/parents/CMSMedia/Documents/CC%20Fall%202016-web.pdf>

*Students also have the opportunity to register on Gaucho On-Line Data (GOLD), our class enrollment system.*

c. *Every year, 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 and Student Resource Building information desk. UCSB has them available in numerous tabling activities from the start of the academic year to the day before the deadline to register.*

d. Adopt, modify, and/or maintain policies that allow for and encourage voter registration, voter education, and get-out-the-vote efforts by student organizations.

e. Provide permanent financial resources to support voter engagement efforts by government associations and nonpartisan campus vote coalitions.

f. Integrate voter engagement into office(s) of service learning, civic engagement, and/or student affairs.

*In addition to the on-line efforts mentioned above, we distribute t-shirts among volunteers and allies to encourage students to register and vote.*

d. *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.*

*The Office of Student Life also works very closely with the Associated Students' Office of the External Vice-President for Local Affairs and the Office of the External Vice-President for Statewide Affairs and their staff to agree on policies, recruit volunteers, and carry out the registration drive.*

*In 2018, the University of California Office of the President designated a Person of Contact (POC) on each campus and meet online every month to establish policies, marketing, and educational plans.*

e. *The two main sources of funding for voter engagement efforts are the Office of Student Life, the Office of the Vice-President for Statewide Affairs, and the Office of the External Vice-President for Local Affairs in Associated Students. For 2020, we have applied for a large grant from the Student Fee Advisory Committee.*

f. *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 Local Affairs and the Office of the External Vice-President for Statewide Affairs in Associated Students, and*

	<p><i>Housing, Dining, and Auxiliary Enterprises in facilitating access to all residence hall and apartments residents. Some academic departments allow the coalition to visit their lectures to register students to vote.</i></p>
<p>g. Voter registration/GOTV are often promoted by administration, faculty, and staff during election season.</p> <p>Other activities organized this year to also present next year:</p>	<p>a. <i>Through the years, UCSB has been extremely committed to the Student Voter Registration Act. For the last decade, several years UCSB has been the #1 campus in the country in the number of students registered. During the primaries, UCSB registers approximately 9,000 students. For presidential elections, the Voter Registration Volunteer Coalition registers 13,000 students. We have access to many venues on campus.</i></p> <p>b. <i>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:</i></p> <ul style="list-style-type: none"> <li>○ <a href="http://www.sa.ucsb.edu/Voter-registration/q-a-guide-to-voter-registration">http://www.sa.ucsb.edu/Voter-registration/q-a-guide-to-voter-registration:</a></li> <li>○ <a href="http://www.sos.ca.gov/elections/Pamphlets%20and%20Voter%20Guide">http://www.sos.ca.gov/elections/Pamphlets &amp; Voter Guide:</a></li> <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><i>Past voter registration video:</i></p> <ul style="list-style-type: none"> <li>○ <a href="https://www.youtube.com/watch?v=nN77wRx9qs">https://www.youtube.com/watch?v=nN77wRx9qs</a></li> </ul> <p><i>UCSB Voter Registration web site at:</i></p> <ul style="list-style-type: none"> <li>○ <a href="http://www.sa.ucsb.edu/voter-registration">http://www.sa.ucsb.edu/voter-registration</a></li> </ul> <ul style="list-style-type: none"> <li>- A display in our main plaza with anonymous students who are ineligible to vote on how voters can support them</li> <li>- GOTV events</li> </ul>