



University of California, Santa Cruz 2020 Democratic Engagement Action Plan
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Executive Summary:

The UC Santa Cruz Student Union Assembly and Office of External Affairs developed this plan for the University of California, Santa Cruz.

The action plan seeks to institutionalize and streamline civic engagement efforts at UC Santa Cruz by collaborating with various campus entities to form a Civic Engagement Committee within the Office of the Chancellor. UC Santa Cruz is a very unique campus administratively, and by streamlining communications between different campus offices working on civic engagement we can not only register more students to vote, but further engage the student body in voter education by increasing our collaborative capacity.

This plan covers November 2020-January 2025.

Short-term goals: Establish an MOU with various administrative divisions on civic engagement, educate the campus community on ballot initiatives and familiarize them with the Santa Cruz County ballots, inform on ballot mailing procedures and deadlines. Additionally, establish the Chancellor's Civic Engagement Committee.

Long-term goals: Formalize existing elections/voter reg procedures and timelines for university emails, establish working relationships between university divisions to make UCSC champions on civic engagement and increase student participation rates. Also, work to maximize efforts in order to make voting and civic engagement more accessible to all students on campus, and to engage all campus community members.

Leadership:

Our leadership team includes the following:

Government & Community Relations Director or Designate, Associate Dean of Students & Chief of Staff or Designate, University Registrar, Office of the Registrar or Designate, Student Union Assembly Vice President of External Affairs or designate, Dean of Students Student Government & Leadership Coordinator, Office of the Chancellor Civic and Voter Empowerment Coordinator (to be named by January 2021), Associate Vice Chancellor, Colleges, Housing, and Educational Services or Designate, Santa Cruz County Elections Programs Coordinator or Designate

Commitment:

Proposing for Chancellor to sign the Higher Education Presidents' Commitment to Full Student Voter Participation before the election

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

Goals:

Our campus democratic engagement goals are:

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

Campus wide emails, competitions with students across campus including athletes, Greek Life members, researchers, STEM student leaders, etc...

NSLVE:

University of California, Santa Cruz has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.