

CAMPUS ACTION PLAN 2023-2024

University of
La Verne

Office of Civic and
Community Engagement

Executive Summary

The Office of Civic and Community Engagement (OCCE), Myrna Hugo and Julissa Espinoza developed the 2023-2024 Campus Action Plan for the University of La Verne.

This plan will be implemented at the University of La Verne's Main Campus in La Verne, California. The action plan begins at the start of University of La Verne's Fall Semester August 2023 and ends in May 2024 at the end of Spring Semester. The action plan will be reviewed and updated at the end of each semester, each academic year.

The plan is for the University of La Verne Campus Community to use as a guide during the 2023-2024 academic year to encourage student civic engagement efforts on campus. The plan seeks to accomplish the following:

- BUILD on students' prior knowledge of who the Office of Civic and Community Engagement is, and what we do on campus,
- INCREASE student's civic learning, democratic participation, civic engagement and voter turnout,
- ENHANCE inter-campus relationships between students, student organizations, faculty, and staff to develop democratic engagement programming, including voter registration drives and civic engagement activities for students.

This action plan will be implemented by the Office of Civic and Community Engagement and incoming OCCE student and voter engagement education leads.

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Landscape: Democratic Engagement on Campus

Leadership:

- a) Office of Civic and Community Engagement (current managing unit)
- b) Office of the President
- c) Office of Religious and Spiritual Life
- d) Office of Student Engagement & Leadership (in Student Affairs)
- e) Associated Students of ULV (ASULV, housed in Student Affairs)
- f) Campus Activities Board of ULV (CAB, housed in Student Affairs)
- g) NALEO Educational Fund (external, nonprofit organization)
- h) NAACP of Pomona Valley (external, nonprofit organization)
- i) Latino/a Roundtable of San Gabriel & Pomona Valley (external, nonprofit organization)
- j) SLSV Coalition (external, national student voter organization)

Commitment and Partnerships:

The above units with their student and faculty leadership within ULV (a thru j) have been active supporters of OCCE civic engagement initiatives and events on campus. They have offered their resources (students, social media marketing, and space) for voter education events. The above units have also provided collaborative energy by sharing and co-presenting many of our events on campus, as well as providing their expertise in the subject matter, and their trustworthiness on campus.

Overall, the University Administration also provides enthusiastic support for civic learning and engagement as it is one of our four core values. The democratic engagement piece has been a natural addition, managed by OCCE. The Office of Civic and Community Engagement is identified as a campus-wide resource for civic engagement, specifically voter education.

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In addition, through the required GE La Verne Experience (LVE) courses, ULV students are able to have firsthand experience working in our communities while increasing their awareness of their civic duties (via LVE 305).

Part of our succession plan is to ensure Student Affairs (letter d) has a full understanding of our commitment to civic engagement and is able to step in should OCCE be unable to provide support and student management. As part of Student Affairs, this unit has extensive experience working with students in activities and clubs. They provide administrative, budget, marketing, and pre- and post-event guidance using the University's best practices of student engagement.

External collaborations (h thru j) have given OCCE an invaluable experience covering related regional activities while broadening their understanding of civic learning and democratic engagement in our region.

1. **NSLVE:**

ULV is still waiting for the 2020 NSLVE report. We were informed by NSLVE at the end of October 2021 that the release date for our campus report is delayed due to data discrepancies. Once received, we will revise this action plan to include comparative statements between previous years, and engagement plans based on the 2020 report.

2. **Partnerships** (*see Commitment and Partnership section above*)

3. **Resources:**

Current resources are primarily from the Office of Civic and Community Engagement budget with support from the Office of Diversity, Equity, and Inclusion.

4. **Institutionalization:**

- a. **Community Engagement Day** – students come together for a day of learning, service, and engagement with OCCE community partners,
- b. **National Voter Registration Day** – inviting and educating ULV students throughout the day (and the weeks coming up to this day) on the importance of civic engagement and voting in a democratic society

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- c. Dedicated table and board in the Office of Civic and Community Engagement with voter education material to ensure year-round information visibility and access.

5. Programming:

- a. Community Engagement Day Booth
- b. Club Fair
- c. National Voter Registration Day Booth
- d. Movie Night and Debate watches with discussion
- e. Voter Education Bingo
- f. Local election debates with candidates
- g. Social Media messaging and marketing, particularly Instagram

6. Achievements, Challenges, and Opportunities:

a. Achievements

- i. successful voter registration events
- ii. ULV became a designated Voter Center in November 2022
- iii. increased social media (Instagram) growth and presence
- iv. improved recognition and visibility on campus

b. Challenges

- i. Increasing attendance to our student events
- ii. hesitation from peers to approach event booths due to a pervasive climate that elections and voting may be a polarizing and politicized subject

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c. Opportunities

- i. collaboration with larger organizations/clubs on campus for events
- ii. new partnerships with regional colleges and universities via NAACP's new initiative to create a regional coalition
- iii. creation of Advisory Boards for our key engagement and education programs and events to ensure we are inclusive and receiving input from faculty, staff, students, community members

Goals

Short-term Goals:

- Introduce the Office of Civic and Community Engagement and the Andrew Goodman Foundation, Vote Everywhere Ambassadors to new students during New Student Orientation, Community Engagement Day, and Involvement Fairs and throughout the academic year.
- Involve various organizations/clubs on campus to co-create programming with us
- Register 100 people to vote on National Voter Registration Day
- Encourage 10 students to become election workers.

Long-term Goals:

- Outreach to our other campuses nearby that are part of the regional consortia
- Contact and collaborate with various clubs and organizations on campus for events
- Have more educational booths on campus so that students are more familiar with our organization (active and passive marketing)

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Strategies

Short-term Goal Strategies:

- Increase number of OCCE Student leads (from 2 to 3) and Voter Engagement Education Ambassadors (from 1 to 2) to cover more projects and events as well as have a stronger pulse on student body and
- Meet with Student Affairs unit leadership before end of AY to include voter registration as part of new/transfer student orientation
- Increase frequency and consistency of informative posts on social media (Instagram and more recent addition, TikTok) to maintain engagement and build reputation as a trustworthy, non-partisan resource

Long-term Goal Strategies:

- Consistent collaboration with other student organizations/clubs across campus to maintain relevance (e.g. co-presenting and/or providing support for 1-2 events per semester with clubs)
- Create easily accessible and visible informational booths and on campus, in all major buildings
- Maintain frequency and consistency of informative posts across all social media and printed material to maintain engagement and build reputation as a trustworthy, non-partisan resource

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Tactics and Timeline over the course of the AY 2023-2024

Tactics:

- Identify more potential campus partners through staff contacts and those who hold leadership roles (Black Student Union, Latino Student Forum, First Generation, LGBTQ+ Coalition, Campus Activities Board, Associated Students of ULV, various departments in colleges)
- Utilize our relationship working with Student Life to expand our projects exposure to students through Campus Activities Board large social media influence and following.
- Continue regular schedule of social media posting (started last AY) - aim for at least 1-2 posts a week
- Start a regular schedule to how often we send texts through the texting platform about incoming info about the election pre-plan all messages ahead of time.
- Work on a regular meeting time with our AGF team on a bi-weekly basis to ensure transparency on individual projects, gain support, and get help when needed.

Fall 2023 Semester Timeline

August

- Hire new Student Civic Leads
- On-board new Student Civic Leads
- Meeting to Plan National Voter Registration Day

September:

- Community Engagement Week OCCE Civic Booth
- 09/15 – *Latino Heritage Month* - NALEO Latino Voter Edu Workshop
- 09/19 - *National Voter Registration Day*

October:

- 10/02 – 06 - *National Voter Education Week*
- TBD – Move Night
- 10/26 – *Vote Early Day*

November:

- Social media messaging to get out the vote B4 election day
- 11/07 – *Election Day*

December:

- Winter Break, No Events on Campus

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Spring 2024 Semester Timeline

February (Black History Month):

- NAACP PVB – Voter Edu & History workshop
- Voter Education Engagement campaign for primaries
- Black Student Union Club Collab

March (2024 Presidential Primary, Women’s History Month)

- 03/05 – Presidential Primary
 - **ULV is a designated 4-day Vote Center of the Los Angeles County**
- Student Org Club Fair
- Women’s History of Voting Rights workshop
- Voter Registration Booth

April:

- Forum discussion (sustainability as tie in to Earth Day)
- TBD - Community Service Day @ULV
- 04/21 – *Earth Day*
 - Voter Education & Registration

May:

- No planned events

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Reporting

Sharing Your Plan:

- Student Affairs
- Office of the President
- NAACP regional coalition on voter education
- All In Challenge for Democracy | Civic Nation
- Department partners on campus

Publishing Your Plan:

- Office of Civic and Community Engagement webpage

Reporting NSLVE Data:

- Office of the President
- Advancement
- Student body (through clubs, mass messaging, OCCE bulletin)
- OCCE social media followers (as an infographic of highlights)
- NAACP regional coalition on voter education (planned)
- All In Challenge for Democracy | Civic Nation

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Monitoring & Evaluations

Meetings:

- Meet bi-weekly in OCCE

Event Reports:

- The new Civic Student Leads will be in charge of reviewing, summarizing, and reporting all events staged. Event reports are expected no later than 2 weeks after each event, and will be discussed at the closes scheduled bi-weekly check ins.

NSLVE Report Usage:

- OCCE is responsible to receive this report (alongside the Office of the President and the Office of Institutional Research). OCCE is also responsible for reauthorization of future reports.
- OCCE together with Civic Student Leads will review and share data from the reports to the campus via joint presentation using social media.
- Additional reporting and discussions are also expected to happen between OCCE and the Office of the President as part of a larger initiative of continuously increasing voter participation and student engagement at ULV.

Research:

- Design and conduct our own research using a survey to understand civic, voter and democratic engagement on campus and the impact of our strategies.

Continuous Evaluation:

- Review and edits of the Campus Action Plan are planned at the end of each semester, every academic year.

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- Submit to All In Challenge and AGF for review and feedback.