

**Campus Action Plan
University of San
Francisco 2024-2025
Academic Year**



UNIVERSITY OF
SAN FRANCISCO

EXECUTIVE SUMMARY

Located in the heart of the city it has served and engaged since its founding in 1855, the University of San Francisco is committed to the public purpose of higher education and the principles articulated in the Action Statement of Presidents and Chancellors on the 30th anniversary of the founding of Campus Compact.

Grounded in the Jesuit tradition of educating students for lives of enlightened leadership, engaged citizenship and service to others, USF educates students for engagement in communities around the world. It does this not only through formal and informal teaching in classrooms, community, and co-curricular settings, but also through the examples set by faculty whose teaching, research, and service reflect engagement for a more socially just world and by the institutional structures at USF that build connections between campus and community and among students with diverse identities and shared ideals.

The public purpose of higher education is reflected in USF's core vision to educate "leaders who will fashion a more just and humane world." The university's mission is to "promote learning in the Jesuit Catholic tradition. The university offers undergraduate, graduate, and professional students the knowledge and skills needed to succeed as persons and professionals, and the values and sensitivity necessary to be men and women for others."

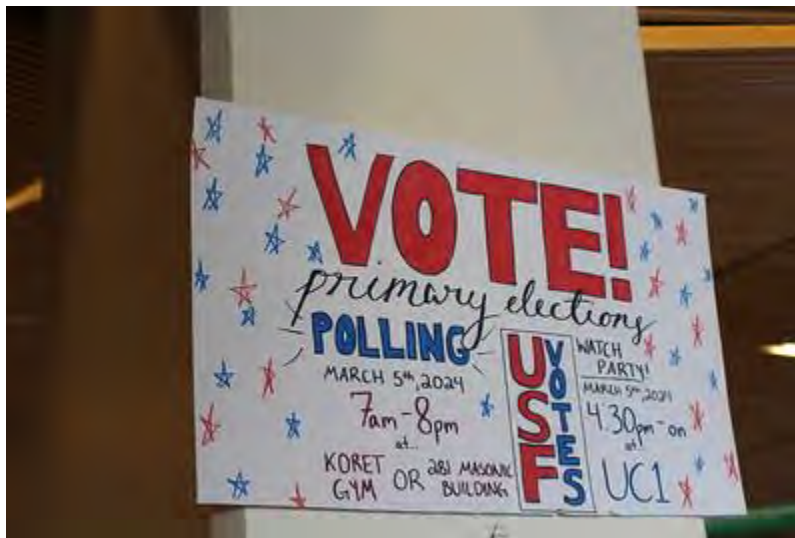
The five points of the university's strategic plan, USF 2028, reflect this vision and mission. In addition to promoting its Jesuit Catholic tradition and academic excellence, the university "contributes to and benefits from the energy, resources, diversity and opportunities" of San Francisco. It "prepares students for the complexities of a diverse and interdependent world through curricular and co-curricular offerings which capitalize on the differences within the city and the university." It also "educates students to responsible global citizenship in an increasingly interdependent world." Its institutional structures like the Leo T.

McCarthy Center, Office of Diversity, Equity, and Community Outreach, and University Ministry reflect a commitment to "a faith that does justice" and equity. USF has been a longstanding member of Campus Compact since 1990. Chancellor Privett has served on the board of California Compact since 2008. USF has hosted regional Compact



meetings, its faculty members have participated in California Compact's Fellows Program for Political Engagement, and its students have received Newman Civic Awards.

In this historical moment, USF's commitment to civic action for social justice is even more necessary. DACA students worry about whether they will be able to complete their education in the United States. The Black Lives Matter movement challenges institutions of higher education to practice their commitment to racial justice and equality. The rise of "fake news" as well as verbal attacks and slander against reporters, unsubstantiated charges of voter fraud, and efforts to depress voter participation are all designed to shake confidence in electoral democracy and civic engagement. At the same time, we have witnessed a heartening surge in people expressing their resistance to antidemocratic trends and socially unjust policies. The activism of this current time is not only a reaction to immediate problems but also a response to longstanding,



underlying injustices like racism, sexism, and economic inequality. The country is at a reckoning of who we are inherently and who we choose to be.

Given USF's history as an anchor institution and its commitment to preparing graduates to be persons for others and given this moment in history when so much is demanded for the vitality of democracy, this civic action plan asks what more USF can do to build its capacity to

support the public purpose of higher education, to meet the challenges of preparing everyone on campus to engage with diverse others in democratic dialogue, and to help bend the arc of civic engagement on a path towards social justice. It focuses not on new programs out in the community nor on external goals but rather on projects on campus and internal goals to strengthen democratic community, inclusive dialogue, and education for justice on its own campus. In so doing, the university prepares graduates to go out into the world and do the same. At this time, in our diverse community, USF stands ready to be a model of bringing together faculty, students, and staff to be leaders in inclusive civic action for equity and social justice.

Who

Angeline Vuong, Associate Director for Civic Engagement and Public Service Programs at the Leo T. McCarthy Center at USF developed this plan alongside the USFVotes Campus Action Team Leads. These student leaders are Caitlin Kennedy, Ashlyn Glancy, Sofia Fontana, Ruby Kaill, Lauren Crane, Jayden Joeckel, Diego Zamalloa,

Laine Slabbinck, Elena Jimenez, Violet Biggs, with the consultation and feedback of other student volunteers within the organization.

Purpose

The purpose of the campus action plan is to provide a blueprint of our civic action engagement in the 2024-2025 academic year as we implement voter engagement efforts on our campus in preparation for the 2024 general elections. This exercise gives us an opportunity to take stock of our current University landscape as well as determine short-term and long-term goals for the sustainability of these efforts.

Where

The plan will be implemented at the University of San Francisco

Goals

The main goal of the plan is to document and develop strategies to embed and institutionalize voter registration, voter education, and voter turnout for the 2024-2025 academic year.

Duration

Academic Year 2024-2025

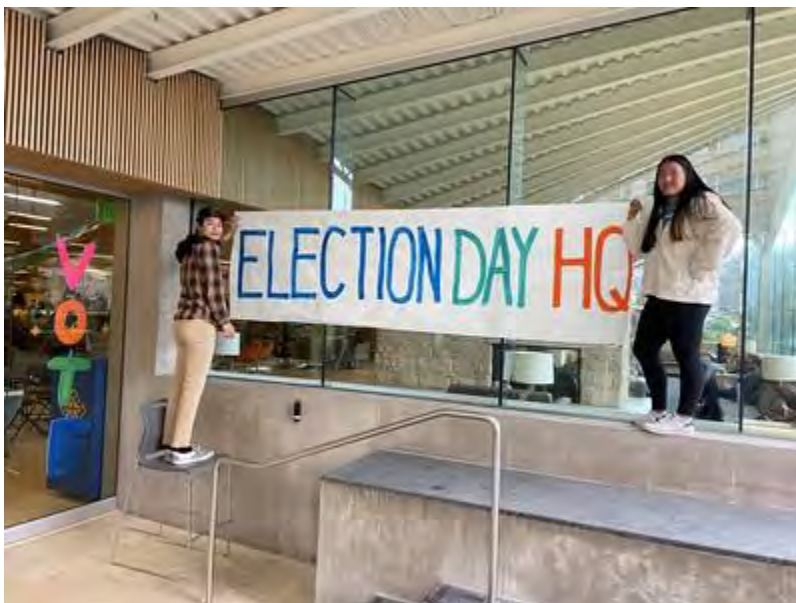
Implementation

The plan will be implemented by the Leo T. McCarthy Center, our USFVotes Campus Team in partnership with other stakeholders at the university, external partnerships with community, and a cadre of volunteers

LEADERSHIP

This civic action plan draws on our Center's community engaged learning, civic engagement, and social justice at the University of San Francisco. Civic action overlaps with all these areas, and the plan draws on what we know about how these interrelated areas inform motivations, goals, and outcomes for civic action. In addition, all of these areas relate to USF's history as an anchor institution in the city of San Francisco and to

its Jesuit mission to prepare students to serve others.



The Leo T. McCarthy Center will commit to the campus action plan for the 2024-2025 academic year and seeks to improve upon existing democratic political participation ventures namely to enhance institutional capacity for voter

engagement, educate students and engage with them to informed members of the community.

The Leo T. McCarthy Center for Public Service and the Common Good is dedicated to inspiring and preparing students at USF to pursue lives and careers of ethical public service and the common good. The McCarthy Center provides a forum for education, service and research in public policy-making and programs for the common good. It supports undergraduate and graduate academic programs, provides service learning, and government experiences for students and generates publishable research. A curriculum that blends rigorous intellectual training with fieldwork experience prepares students to articulate and promote the common good of all society's members through careers or service in government, non-profits or the private sector.

Our Leaders

Leo T. McCarthy Center for Public Service and the Common Good

- Derick Brown, Sr. Director
- Karin Cotterman, Director, Engage SF
- Star Plaxton-Moore, Director, Community Engaged Learning
- Leslie Lombre, External Director
- Angeline Vuong, Associate Director, Civic Engagement and Public Service Programs
- Jacqueline Ramos, Community Engaged Learning Program Manager
- Dresden Smith, Program Manager, Engage SF
- Beth Gonzalez, Program Assistant
- Carla Trujillo, Youth Engagement Coordinator
- Cassidy Steele, Graduate Assistant

Cabinet and Leadership

- Paul Fitzgerald, S.J. , President
- Chinyere Oparah, Provost and VP, Academic Affairs
- Charlie Cross, VP, Business and Finance
- Lindsey McClenahan, VP Development
- Julie Orio, VP Student Life
- Opinder Bawa, VP, Information Technology and Chief Information Officer
- Donna Davis, General Counsel
- Ellen Ryder, VP, MARKeting Communications
- Shirley McGuire, Senior Vice Provost, Curricular Innovation and Inclusive Excellence
- April Crabtree, Vice Provost, Strategic Enrollment Management
- Anastasia Vrachnos, Vice Provost, Global Education, Immersions and Strategic Initiatives
- Eileen Chia-Ching Fung, Interim Dean, College of Arts and Sciences
- Shabnam Koirala-Azad, Dean, School of Education
- Susan Freiwald, Dean, School of Law
- Charles Moses, Dean, School of Management
- Angelica Quinonez, Director, University Ministry
- Erin Brigham, Chair, University Council for Jesuit Mission

- Shannon Gary, Associate Vice Provost and Dean of Students
- Tyrone Cannon, Dean, University Library

USFVotes Team Leads

- Caitlin Kennedy
- Ashlyn Glancy
- Sofia Fontana
- Lauren Crane
- Jaeda Johnson
- Ruby Kaill
- Hannah Nelson
- Jayden Joeckel
- Laine Slabbinck
- Diego Zamalloa
- Elena Jimenez
- Hannah Nelson



Student leaders above are in a one year cycle as Team Leads, for the following areas and have the opportunity to continue their leadership:

- Voter Engagement
- Voter Recruitment
- Communications and Outreach
- Programming
- Non-Citizen Engagement

As we continually recruit for new volunteers from various units, departments, and organizations on campus to build our base, new students have the opportunity to be part of the leadership team once Team Leads term out. We also encourage Team Leads to recruit from their own student networks for peers who would be interested in supporting USFVotes on campus. Existing Team Leads peer train and mentor new incoming student leaders.

We work closely with our local elections office, the San Francisco Department of Elections, every semester and have direct contact with them. They often come to campus to table with us to register voters, outreach with the community, and support us with various resources and materials that we share widely. We also work with them closely to make sure our two polling places on campus are staffed and partner with them on various Civic Holidays and have them as a City partner for our community-engaged learning courses.

As USFVotes is housed in the McCarthy Center and is the unit that oversees all of the institution's voter engagement efforts, we also work with various on campus partners who support underrepresented students on campus who serve marginalized communities. Of note, the Cultural Centers and the Culturally Focused Clubs Council are longstanding partners who cultivate support and advocacy for, and with, marginalized identities and communities. We cross-promote and cross-program various

opportunities and events for students to gain a deeper understanding of voting and intersectionality with justice oriented programming. Additionally, we work with our living-learning communities including the Marshall Reilly Living Learning Community, the Black Achievement Success and Engagement Initiative, the Undocumented Student Alliance, MUSCAT First-Generation Scholars, the Esther Madriz Diversity Scholars (serves Latinx students), St. Ignatius Institute, and the newly formed AAPI Center through our AANAPISI designation.

We contribute and work with and alongside external community partners including but not limited to the following organizations: Mo Magic, Booker T Washington, Rosa Parks Elementary, No More Tears, SOMCAN, SF Rising, League of Women Voters SF, AAPI Vote, Andrew Goodman Foundation, Students Learn Students Vote Coalition, among others.

COMMITMENT

There is widespread support for democratic engagement on the USF campus. The University's commitment to civic engagement is enumerated in the institution's mission and institutionalized through the USFVotes project, the initiative responsible for voter engagement through the Leo T. McCarthy Center for Public Service and the Common Good. Father Paul Fitzgerald, President of the University of San Francisco, is part of the Higher Education Presidents' Commitment to Full Student Voter Participation. This commitment is demonstrated on our website on the Leo T. McCarthy internal webpage to demonstrate the university and senior leadership commitment to this endeavor. Civic engagement is also woven into the institutional mission in our new university strategic plan and mission statement and is also displayed in the internal webpage for University community members. One area of improvement is to readily share this consistently and widely communicate this on a more consistent scale through marketing and communications outreach.

The USFVotes initiative was spearheaded from the results of our NSLVE results, indicating that USF student voting and registration rates in 2020 (75.1%) were a +19.9 change from our 2016 results. In addition to the institution's Civic Action Plan, the McCarthy Center

implemented the program in 2017 to engage youth voter engagement on campus on the political process. For the past five years, Vote Everywhere Ambassadors, staff at the McCarthy Center have worked with internal stakeholders at USF to institutionalize voter registration and to make voter engagement a process deeply embedded in our



university mission and strategic plan. Continuing partnerships with the Registrar's office, President and Provost office, Residential Housing, Student Leadership and Engagement, campus departments and various offices have been priority to have a voter identity at USF and to brand USFVotes as an initiative that is important to the foundation of civic engagement on campus. In our experience with COVID-19 and the remote hybrid nature of our university operations, our voter engagement efforts are more accessible with hybrid opportunities for in-person and digital engagement. **Note: We hope to receive new data from NSLVE 2022 which has not been provided yet. Once it is, we will use that data to share widely with the USF community.

USFVotes is present at New Student Orientation, on the Registrar page when students update their information, and visibly present on campus at high impact events. Since August 2017, USFVotes registered approximately 25,000 students to vote on campus. Challenges continue to remain however as our urgency is year round yet the institution chooses to recognize this urgency every election cycle. Opportunities to build greater relationships with internal and external stakeholders is in the planning stages of this year and we intend to build greater capacity and brand the initiative across USF. Having a presence at NSO and registering new voters on the first day of campus indicates to new students that this is an institutional priority. USFVotes is also prevalent throughout campus at key campus-wide events. We will use the new results from NSLVE from 2022 to determine our priorities for the upcoming primary, general elections in 2024.

This 2024-2025 academic year, we hope to increase our engagement to prepare for general election and use the opportunity to develop an even more visible voter identity on campus, using the resources from our partnership with Andrew Goodman Foundation.

LANDSCAPE

The past campus democratic engagement efforts have shown that we continue to struggle with getting buy-in and deeper engagement with our student body. Meeting them where they are at, particularly during COVID-19 and the ramifications of a move toward hybrid engagement, was incredibly important and we chose to engage in more accessible forms online and digitally. The general climate of political engagement changes in every semester cycle, and even though we have strong NSLVE numbers, there is a sense of apathy in our university community at least with undergraduate students. We use this information to actively target students



based on demographic details and aim to do so in a strategic way. Our campus seems to “show up” during election periods but in the interim, voter engagement is not as prioritized on campus as we would like.

Our demographics are as follows:

Diversity of Total Student Population (Spring2023)

Asian: 22.4%

African American: 7%

Latinx: 21.8%

Native American: 0.2%

Pacific Islander: 0.3% **Multi Race:** 8.7%

International: 12.6%

Unknown:

White: 26%

TOTAL: 9,188

USF is ranked #1 in ethnic diversity among national universities (U.S. News & World Report 2024)

GENDER, FULL-TIME FACULTY

Male: 46.1%

Female: 53.9%

GENDER, PART-TIME FACULTY

Male: 40.8%

Female: 59.2%

ETHNICITY, FULL-TIME FACULTY

Black/African American: 5.2%

Asian: 16.9%

Hispanic or Latino/a: 11.2%

International: 1.3%

Native American/Alaskan

Native: 0.2%

Native Hawaiian/Pacific

Islander: 0.2%

Two or More Races: 3.8%

Unknown: 8.1%

White:53.0%

ETHNICITY, PART-TIME FACULTY

Black/African American: 6.2%

Asian: 16.0%



Hispanic/Latinx: 10.0%
International: 1.1%
Native American/Alaskan Native: 0.3%
Native Hawaiian/Pacific Islander: 0.5%
Two or more races: 4.1%
Unknown: 10.6%
White: 51.4%

Our stakeholder engagement internally has been a bedrock to expanding our voter engagement, registration, and education opportunities. We intend to capitalize on this for the 2024-2025 academic year in time for the general elections.

The results of our NSLVE data greatly informs us of pain points and challenges that we can address in this academic year and we look forward to receiving the 2022 results soon. By race, there are gaps in Asian identified student participation at only 49%, Black identified students at 63%, Hispanic identified students at 76%, Native Hawaiian/Pacific Islander identified students at 70%, White students at 75%. In knowing this racial data, we can continue to target more outreach by partnering with our Office of Anti-Racism, Diversity, Equity and Inclusion, the Culturally Focused Clubs Council and the Cultural Centers to have front-facing engagement with these underrepresented communities before election periods. Looking closely by field of study, all areas of study seemed to improve in voter participation rate, however the Mathematics and Statistics majors dropped by 6 points. This will require us to reorient our marketing and outreach efforts for this specific group and to tailor resources to them specifically, while also at the same time, more generally using the results of the data to address issues in all fields of study.

A key partnership we have in our voter engagement efforts is with the Student Leadership and Engagement (SLE) division. This relationship is fruitful in that it enhances USF's commitment to democratic engagement. USFVotes' relationship with SLE gave us the opportunity to register students at Orientation, building our voter identity right when new students enter campus on their first day and even before they enter foot on campus through online modules they must complete around civic and community engagement. We want to continue to build upon this partnership for the remaining years. Additionally, this initial relationship brought along additional partnerships with the following partners:



- Registrar: having a set presence of voter registration when students register for classes

- Office of Marketing and Communications: digital advertising and outreach
- College of Arts and Sciences, School of Law, School of Education, School of Management, School of Nursing: USFVotes is present at all department events including open houses
- Provost's Office: USFVotes is present at fairs, campus wide events
- Office of Antiracism, Diversity, Equity, and Inclusion: cross-programming for campus-wide events including Constitution Day and annual Critical Diversity Studies Forum

This 2024-2025 year we will continue to improve our partnership and cross planning initiatives with the various units/departments on campus, living-learning communities, particularly in a pivotal election year. This also helps us with recruitment and outreach so that we can build our volunteer base more fully. These shared residential and academic environments give student leaders a deeper, more meaningful, and connected learning opportunities that are focused on the school's social justice values. These populations are a key indicator for us to target as they encompass the following:

- Black Achievement Success and Education and Marshall Reilly Living-Learning Community: explore the rich history and intellectual and political traditions of Black Americans, and engage with the local Bay Area Black community.
- Erasmus : explore the intertextuality of ethics, service, and justice at local and global levels.
- Esther Madríz Diversity Scholars : analyze the forty-year culture of hip-hop to explore issues of diversity, inequality, social justice, and change.
- Martín-Baró Scholars : examine social justice in San Francisco through classroom assignments and a community-engaged learning project.
- St. Ignatius Institute : investigate the challenging realities of our world, share community, and explore spirituality in the Jesuit tradition.
- Muscat Scholars Program : first generation college students.

Our experiences these past years operating through COVID-19 forced us to reimagine our impact, accessibility, and how to connect with the student body through more creative means, both in-person, on-campus, more traditional outlets, while also taking advantage of digital online resources. We intend to do so again for the 2024-2025 academic year and build upon the successes to address challenges we face as an institution.



GOALS

Our mission for the USFVotes initiative is to register 100% of eligible students to vote at election periods and we will continue to work toward this overarching long-term goal.

Our short-term goals include the following:

Goal 1: Increase and hit our target registered voters by 5000 before the 2024 election (i.e. using strategies such as engagement with student organizations, be present at events to support GOTV efforts across campus, have TurboVote voter registration link visible and present on all mediums including social media, news media, print media)

Goal 2: Substantially increase voter turnout rate in local San Francisco elections and primaries above previous NSLVE report year

Goal 3: Increase engagement and partnership with other divisions, departments, organizations on campus (namely Greek Council, Athletics, ITS, and Living Learning Communities)

Goal 4: Work alongside community partners and support in non-partisan voter registration efforts

Goal 5: Continue our Pollworker Training Academy at USF for the general elections

Goal 6: Work alongside existing campus partners to host issue-based advocacy and

education dialogues and voter absentee ballot conversations.

Goal 7: Create and share faculty toolkit with virtual opportunities for remote and virtual learning asynchronous and synchronously on civic engagement

Goal 8: Use the extensive resources from national partners to embed in course curriculum and voter engagement efforts on campus. (i.e. Andrew Goodman Foundation, Ask Every Student, NSLVE, Campus Election Engagement Project, All In Challenge, Students Learn Students Vote, NASPAA, Campus Compact, Every Vote Counts, Scholar Strategy Network, Turbovote, Voter Friendly Campus)

Goal 9: Recruit and retain student volunteers

Our long-term goals include the following:

Goal 1: Centralize area for students to learn about civic engagement. This will unify our efforts and make sure that our messaging and branding are consistent and can reach the broader community with helpful resources for the community.

Goal 2: Elevate our participation in Civic Holidays. We have consistently participated as a partner in National Voter Registration Day, Election Hero Day, Voter Education Week.

Goal 3: Work closely with the Office of Marketing and Communications and Educational Technology Services and Information Technology Services to have a consistent voter registration button institutionalized all year round, rather than just on important election years.

STRATEGY

During the 2024-2025 semester, the USFVotes campus team will focus on voter education, registration, and turn out to the polls efforts in advance of the 2024 election. We hope to do this and outreach to a wider audience on campus and the community of the Bay Area. The team will continue to explore partnerships with new cultivation opportunities (more student organizations, departments, Greek Council, Athletics, etc.), particular attention will be placed on new voters in the incoming class. In doing so, we will expand our efforts in working with Student Housing and Student Leadership and Engagement divisions, making sure that all of our eligible new students on campus are registered to vote and have the information necessary to vote in the election.

We will start out in the Summer 2024 term, with our voter training series called Summer of Action, working with various departments and student organization leaders to train them to register their networks and peer groups to vote. In doing so, we hope to build upon the momentum for the 2024 election and honor the anniversary of Freedom Summer. Doing so will be a strategy to recruit new volunteers in time for the Fall semester. We already had great success this past academic year with the primaries.

The team will continue to explore partnerships with student organizations and institutional divisions on campus to expand on our engagement efforts. We will continue our efforts to institutionalize voter registration, working closely with relevant administrators to build the necessary buy-in, particularly as we work with the university marketing team to showcase USFVotes on media channels across campus. This goal and strategy that we have used will build upon previous years and improve in this 2024-2025 academic term.

Following the provided results of the upcoming 2022 NSLVE from Tufts University, we will use the quantitative data provided to see our voter registration percentage rates along with voter turnout rates from the last election in 2022. Using the results and the data, we will update our strategy in targeting specific departments, students, majors, to encourage specific demographics to vote and turn out at the polls. Using this data will also give us leverage when we approach other institutional stakeholders who still need to have buy-in on institutionalizing voter engagement on campus.

At the same time, and in the days up to elections, the team will engage in voter registration efforts such as tabling by partnering with various organizations and utilize a new process to build our cadre of voter registrants through



various living learning communities. The living-learning community population includes student leaders who are deeply engaged in social justice and civic engagement, a prime pool of leaders who can support USFVotes and the Andrew Goodman Foundation mission. This includes University Ministry, the Muscat Scholars Program, the Martin Baro Scholars program, BASE, Erasmus, among others. These students will be trained and prepared to assist students on campus to register to vote, request absentee ballots, and informed at the polls. Throughout the election year, we will work with the San Francisco Department of Elections to make sure the polling place is on the USF campus.

Spring 2024 was a pivotal semester for our USFVotes Campus Team as we hosted the California primaries and built upon momentum for the election. We also continued to expand on our curriculum through our voter engagement course called INTD:176

Reclaiming Our Vote. This community-engaged learning course that critically examines the historical and current context of voting rights. This series of two courses engages undergraduate students provide year-round support for USF Votes and deepens students' engagement and their participation in civic life. Their community-engaged learning projects will impact directly with our voter engagement efforts that include, but are not limited to implementing a pollworking academy on campus; data visualizations of our NSLVE report data; marketing and outreach for all of our local, state, and national elections; supporting our USFVotes podcast Making It Political; recruiting new students to be voter registrars; supporting our unhoused communities in San Francisco in voter registration efforts. We will continue this course in Fall 2024 and use the learning from our pilot to replicate and scale.



In the Fall semester, the USFVotes team will build our cadre of volunteers and institutionalize voter registration at New Student Orientation. We partner with ASUSF and SLE, our McCarthy Center program participants, living learning communities Martin Baro Scholar living learning community. We will also prepare for the election by recruiting heavily at campus school wide fairs, be present at different institutional events, and build community/recruit/retain members and new prospects. We will also implement events and voter registration opportunities aligned with the Civic Holidays to make sure that we are visible on campus. There will be programming in partnership with the Critical Diversities Studies department and the McCarthy Center to host conversations, dialogues, and workshops on how students on campus can talk about and engage in voter engagement efforts become more involved in the process and

within and among the community. Doing so builds the brand of the initiative and gives students an opportunity to meaningfully commit time to USFVotes and the Andrew Goodman Foundation.

With the delay in NSLVE results from 2022, we are unable to provide a summary and detailed information to inform our strategies for the 2024-2025 semester. However, we do have details from our 2020 results below:

- 75.1% 2020 Voting Rate, +19.9 change from 2016
- Asian Voting Rate: 49%
- Black Voting Rate: 63%
- Hispanic Voting Rate: 76%
- Native Hawaiian/Pacific Islander Voting Rate: 70%
- Two or More Races Voting Rate: 77%
- White Voting Rate: 75%
- Male Voting Rate: 58%
- Female Voting Rate: 70%

As we receive this data, we specifically tailor our outreach and communications by field of study and race/ethnicity to the USF community. Doing so is an effort to meet people where they are at and informs our strategy for voter registration and engagement. As we do not have the NSLVE 2022 results, it is challenging to determine how we can set our goals and strategies beyond what we stated above in a more specific manner and can only speak of our tactics in the past given our data above. Once we do receive the latest NSLVE data, we intend to share it widely with the USF community through a public press release via our Office of Marketing and Communications and various email communication channels internally. We hope to also share the action plan and our NSLVE data on our internal webpages and post the information interactively so that members of the USF community may access it.

TACTICS

The following tactics will be pursued over the course of the 2024-2025 academic year:

- Train and recruit additional volunteers for succession planning
- Continue to build upon classroom visits to average 200 classroom voter registration visits a semester
- Have our INTD175 and INTD176 Reclaiming Our Vote community-engaged learning course offered every semester and reimagine the course in Fall 2024 and as an offering for all class cohorts with a replicable curriculum that can be used for First Year Seminars and USF101 courses
- Build upon relationships with First Year Seminar courses and USF101 courses to embed a community-engaged learning and civic engagement orientation module facilitated by McCarthy Center staff

- Train and recruit additional volunteers
- Deepen work for community-engaged learning course INTD175 and INTD176 with undergraduate students and voter engagement efforts
- Identify potential partner organizations (living learning communities, Athletics, Greek Council, Student Leadership and Engagement, Culturally Focused Clubs Council, Foghorn)
- Use recent NSLVE report results to better target voter engagement and outreach for specific departments/major schools
- Develop commitment agreements for USFVotes Campus Team interns and division of labor through USFVotes committees
- Sign up as a Civic Holidays partner (NVRD, Vote Early, Voter Ed Week)
- Raise awareness about the Andrew Goodman my.VoteEverywhere.org portal working with student groups and communications department (Ambassador)
- Work with faculty and departments to have USFVotes be present at various events and on virtual and online platforms (Banner, Canvas)
- Have bit.ly/usfvotes visible and present on all mediums including social media, news media, print media all year round and at key election time periods
- Be present at various campus events to support GOTV efforts across campus and build momentum and expand brand
- Organize a meeting with the Campus Team and Board of Elections to confirm an early voting site on USF campus
- Write articles on campus' democratic engagement work, share your Vote Everywhere Campus Action Plan with key stakeholders on campus, and identify a civic engagement convening to participate in
- Partner with other representatives in the higher education and community engaged learning to present at events for professional development and outreach of issues
- Utilize new role on Board of SLSV to engage in stronger partnerships with Ask Every Student Initiative, Students Learn Students Vote, and Campus Compact Youth Voice Youth Vote to implement tactics

TIMELINE

SUMMER 2024

Begin biweekly trainings for Summer of Action and recruit from student leadership, campus organizations

FALL 2024

August

Voter Registration during the following events:

- Student Orientations (*Go Team, Muscat, Schools of Nursing/Law, Schools of Education/Management, Living Learning Communities, New Student/Off Campus/Transfer Student Weekend*).
- Residential Housing (Voter Registration for students by partnering with Student Housing and Residential Education curriculum)
- Fairs/Resource Week (*Muscat Job, Faculty Resource, Don's Fest, Involvement Fair*)

September

Voter registration at Martin Baro Scholar Program, Watch Parties and Debates, Constitution Day, Graduate Student Senate Social, Critical Diversity Studies Forum and ASUSF student elections. Campus-wide registration event on National Voter Registration's Day. Focus on voting accessibility and disability rights with letter writing guide and pamphlet for local, state, federal legislation.

October

Month of Action: Voter Registration at various events, collaborate with various living learning communities, Participation in GoVote Challenge, Vote Early Day, Voter Education Week, presence at the Student Leadership Conference. Host online and virtual events on voter registration, absentee ballot voting, and specific ballot education. Focus on registration and education and make educational resources to push on social media and Linktree

November

All hands on deck for Election Hero day to prepare for 2024 election with videos, and educational resources to prepare for upcoming elections

December

Build a remote presence by adding to Linktree and adding more research and reach on social media. Prepare for rest in the fight for democracy.

SPRING 2025

January

Present at resident advisors training for voter registration, registration campaign at Spring Dons Fest and Involvement Fair, presence during the Latinas in Leadership Forum. Host conversations on policy platform and issues. Build a remote presence and social media outreach in preparation for beginning of school.

February

Presence at the Womxn of Color Conference, Work with Martin Baro Scholars program on outreach civic education outreach. Partner with the University's Communications department and hosting public policy issues conversations on presidential platforms as it relates to equity and social justice issues. Focus on Black History month by providing book guides, letter writing guides

March

Conduct meetings with Student Leadership & Engagement, and Student Housing for census process in dorms and campus, continue voter registration and training events at student leadership conferences. Provide opportunities for community to civically engage in pathways to public service. Focus on women's history month and create materials for book guides and letter writing guides for legislation.

April

ASUSF Elections, conduct 2024 campus-wide outreach on election evaluation, pre-plan for Fall Semester and following academic year. Focus on environmental policies with book guides and letter writing guides and partner with Office of Sustainability

May

Follow up with AAPI and Mental Health Guide focus with guides and resources for constituents. Prepare for summer and rest.

REPORTING AND EVALUATION

Our action plan will be shared with all members of the Cabinet and widely distributed and posted by the Office of Marketing and Communications and incorporated into reports to upper administration. We will have and will continue to share the NSLVE data/report on the website available to the USF community. Where applicable, we plan

to share updates and information through our various social media channels with the public and broader community in an effort to be transparent and share information widely.

The NSLVE 2022 report has already been shared with the University community and we will have touchpoints throughout the 2024-2025 academic year to continue to share the report and data to various units and departments, as a placeholder for the 2024 NSLVE data results when received and distributed. Our NSLVE report is housed on our internal webpage and we have had a press release and full campus wide communications already about its dissemination in Spring 2024. We can have conversations to potentially do so again in 2024-2025 academic year with the newest NSLVE 2022 reports.

The USFVotes team will participate in bi-weekly meetings as well as monthly team meetings at the McCarthy Center to review the plan's implementation and progress towards the stated goals. USFVotes campus team will meet with relevant partners and stakeholders on an ongoing basis to build relationships, get additional buy in, and see areas for improvement along with opportunities and challenges. This year, the USFVotes team will ensure that the institution will participate in NSLVE and that the Campus Champion will receive the results of the report. Using the date from the NSLVE report, we will use that to determine our course of action prior to the 2024 presidential election. Additionally, USFVotes Ambassadors and Team Lead will fill out event reports on an ongoing basis and submit to program manager in a timely basis. This is a helpful tool that we submit that tracks how many people we have registered to vote, how many pledges, volunteer support, and how many people were in attendance. This also includes online hybrid remote events. From our learning, we need to do a better job putting the word out of our activities to the community and get more students involved in voter engagement efforts through other digital engagement means.

It is important to us that we are making impact and to know if our civic engagement efforts are effective in increasing student participation in areas of voter registration, turnout, and participation. As a USFVotes team, we want to continue to improve and grow so that the organization is sustainable in years to come. Voting is a University-wide priority but oftentimes, and in this upcoming year with university wide budget cuts, we are forced to reduce some of our plans to make it more applicable to the challenging environment.

The McCarthy Center will lead the evaluation process, building on what we have already started. Our Team Leads will support in considering attendance at various events and programs and do follow-ups with students who visit our tabling and programming opportunities. Additionally, we hope to use the NSLVE and show growth from every two year period and make it readily available to the community. We plan to use the 2022 NSLVE data to make adjustments in programming and tailored outreach based on the data that we will receive and evaluate our success in meeting our goals.

Our Team Leads and Center staff will take the lead on gathering informal and formal survey data on how effective our voter registration, pledges, attendance, and volunteer

retention is to evaluate our progress. We will collect and analyze this data via surveys and informal interviews to see if we need to adjust our strategies. Potentially using new digital forms of survey through social media is an option and a way to engage with young people more readily and accessible. Doing so will help us improve and to continually share impact during and after the elections with our community, leaders, networks, partners, and other stakeholders.