



Campus Action Plan University of San Francisco 2020-2021 Academic Year

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 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 election of Donald Trump has been accompanied by a rise in hate crimes including a wave of anti-

Semitic, anti-Muslim and anti-immigrant actions. 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. Millions of women marched the first Sunday after Mr. Trump's inauguration to stand for women's rights as human rights. Similarly, thousands of persons showed up in airports to protest an executive order halting refugees and placing restrictions on travel to the United States based on country of origin. 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.

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.

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 2020-2021 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.

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.

The USFVotes initiative was spearheaded from the results of our NSLVE results, indicating that USF student voting and registration rates (54.6%) were above the national average by 4 percentage points. In addition to the institution's Civic Action Plan, the McCarthy Center implemented the program to engage youth voter engagement on campus on the political process. For the past two years, Vote Everywhere Ambassadors, staff at the McCarthy Center have worked with internal stakeholders at USF to institutionalize voter registration. Conversations with the Registrar's office, President and Provost office, Residential Housing, Student Leadership and Engagement, campus departments and 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.



USFVotes is now 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 8200 students to vote on campus. Challenges remain as voter registration and voting rates on campus are only above the national average by 4 percentage points. 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 to determine our priorities for the upcoming primary, general, and

presidential elections 2020, in addition to Census 2020.

This 2020-2021 academic year, we hope to increase our engagement for the San Francisco elections and the primaries and use the opportunity to develop an even more visible voter identity on campus, using the resources from our partnership with Turbovote and Andrew Goodman Foundation.

LANDSCAPE

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 2020-2021 academic year.

A key partnership developed was one with the Student Leadership and Engagement (SLE) division. This relationship was incredibly fruitful in that it enhanced 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. 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: USFVotes is present at all department events including open houses
- Provost's Office: USFVotes is present at fairs, campus wide events



This 2020-2021 year we hope to improve our partnership and cross planning initiatives with the living-learning communities, particularly in a pivotal election year. 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 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 service-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.

GOALS

- Goal 1: Increase and hit our target registered voters by 3000 before the 2020 presidential 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 election 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 existing campus partners to host issue-based advocacy and education dialogues, Census 2020, voter absentee ballot conversations.
- Goal 5: Create and share faculty toolkit with virtual opportunities for remote and virtual learning asynchronous and synchronously on civic engagement

STRATEGY

During the 2020-2021 semester, the USFVotes campus team will focus on voter education, registration, and turn out to the polls efforts in advance of the 2020 general election. We hope to do this and outreach to a wider audience on campus and the adjacent community. 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. 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 2020-2021 academic term.

Following the results of 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 general election in 2016. 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 the local election, 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. In November, we will work with SF Elections to make sure the polling place is on the USF campus.

In the Spring, the USFVotes team will build our cadre of volunteers and institutionalize an internship program for our USFVotes Campus team. And in particular, we want to focus on Census 2020 and the importance of this year. We are partnering with the graduate Urban and Public Affairs program, the inaugural McCarthy Fellows in San Francisco program, and the Martin Baro Scholar living learning community to share best practices and the importance of Census 2020. We will also prepare for the general election by hosting candidate and issue events, along with voter education events around absentee ballots. We will also have the USF campus as host to two polling places and Vote Center. 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



the Census and 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.

TACTICS

The following tactics will be pursued over the course of the 2020-2021 academic year:

- Train and recruit additional volunteers
- 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
- Partner with graduate school programs to host events related to Census 2020
- Inform on campus student community about Census 2020, presidential candidates and platform issues through workshops and campus events
- Develop commitment agreements for USFVotes Campus Team interns and division of labor through USFVotes committees
- Sign up as a National Voter Registration Day Partner in September
- 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 TurboVote voter registration link 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 partnerships with Ask Every Student Initiative and Campus Compact Youth Voice Youth Vote to implement tactics

TIMELINE

FALL 2020

August

Voter Registration during the following events:

- Student Orientations (*Go Team, Muscat, Schools of Nursing/Law, Schools of Education/Management, Black Student Org, 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*)
- Partner with the McCarthy Center, School of Law, and Urban and Public Affairs Program to host Colloquiums, namely on local candidate issues forums

September

Voter registration at Martin Baro Scholar Program, 2020 Election Watch Partys and Debates, Reassessing the 19th and 26th Amendments on Constitution Day, Graduate Student Senate Social, Critical Diversity Studies Forum and ASUSF student elections. Campus-wide registration event on National Voter Registration's Day.

October

Month of Action: Voter Registration at various events, collaborate with various living learning communities, Participation in GoVote Challenge, presence at the Student Leadership Conference. Host online and virtual events on voter registration, absentee ballot voting, and specific ballot education

November

All hands on deck November election event on campus with two polling places on campus (similar to 2018 midterm election)

December

pre-plan for post election and Spring 2021 public policy issues events and work with divisions and departments at Spring orientation, monitoring and evaluation of semester activities

SPRING 2021

January

Meeting with Athletics Department for athlete campaign on voter registration, 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 presidential platform and issues

February

Presence at the Womxn of Color Conference, collaboration with the Office of Sustainability for Environmental Justice Letter Writing. 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.

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.

April

ASUSF Elections, conduct 2020 campus-wide outreach on election evaluation, pre-plan for Fall Semester and following academic year

REPORTING AND EVALUATION

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 2020 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.

We will also conduct a survey on best practices sent to our Vote Everywhere team to garner feedback on how we can improve on existing and new priorities. We will use these results in anticipation of the new 2021-2022 academic calendar year following the potential impact from the 2020-2021 year and general election.