

University of Southern California All-In Action Plan 2024



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Executive Summary

This Action Plan serves as a guide to VoteSC's actions for the 2024-2025 school year and includes our hyper-charged 10 weeks of action during the 2024 Fall semester in the lead-up to 2024 elections. Our goal is to increase and sustain voter engagement throughout the 2024-2025 academic year. VoteSC has struggled to get turnout and student engagement in the past two academic years but we have experienced an uptick of interest in the lead-up to the 2024 Presidential election. VoteSC plans to increase this interest through 2 separate weekly tabling events at different locations on campus, posting biweekly on our social media with information for students, working to outreach with Registered Student Organizations to speak at club meetings, and contacting professors to let members of VoteSC speak for in classes and distribute voting information. We also plan to help amplify other non-VoteSC-specific voting measures in working with the USC working group on voting and helping publicize the polling location and locations of ballot drop-off boxes both on and near campus.

Leadership

VoteSC is the student-run nonpartisan voter registration organization at USC. As a chapter, we are hosted by the USC Center for the Political Future and they serve as our biggest collaborator. We partner together to host events like

our annual National Voter Registration Day events. VoteSC's Executive Board is composed of Sara Xiao Stienecker (President), Duncan Law (Vice President), Liv Bohler (Director of Digital Strategy and Literacy), Elsie Bencke (Co-Director of Outreach), and Halley Hoellwarth (Co-Director of Outreach). At present, our organization hosts weekly Executive Board meetings and does not host general body meetings. We attempted to host larger group meetings in the spring semester of 2024 and did not find it helpful to our group's overall mission of helping students get registered to vote. Rather, we maintain a roster of volunteers and students who are interested in assisting and they occasionally help the Executive Board in speaking to Registered Student Organizations and classes. We also maintain our curriculum from our General Body Meetings on our social media as a replacement.

Our Executive Board regularly liaisons with other political organizations on campus to help activate students to vote. In the past, we have collaborated with the USC Political Union, USC College Republicans, and Trojan Democrats. Currently, the President of VoteSC sits on USC's working group on voting, where she collaborates with administration and other student leaders from both the undergraduate and graduate levels to provide a student perspective and help amplify information. VoteSC also meets periodically with staff at USC's Office of Civic Engagement, staff from the USC Center for the Political Future, and various administration-level staff from departments involved with

civic engagement including USC Athletics meet periodically to discuss the new voting center on campus and the accessibility and marketing for students.

A complete list of Individuals in the USC Voting Working Group:

Akilah Graham

Mary-Kay Demetriou

Coleman Reardon

Kambiz Akhaban

Nicole Pompilio

Stacey Croomes

Saul Garcia

Melinda Ramos-Alatorre

Julie Rousseau

Annette Gibson

Julia Smith

Chief of Staff of USC's Undergraduate Student Government

Vice President/President of USC's Undergraduate Student Government

President of VoteSC

In the coming months, this working group will collaborate to ensure all Trojans are aware and able to access the polling place on campus and help

publicize opportunities for voting throughout the undergraduate and graduate student bodies at USC.

Landscape

Currently, the landscape for voter engagement at USC is fairly complicated. In some veins, it is the most political engagement we have seen from the student body in our time at USC but in others, there has been an uptick in students who strive to disengage from civic engagement all together. This year has brought a remarkable increase in political engagement on campus. In line with our nonpartisan mission, VoteSC has chosen to abstain from any partisan involvement. For this reason and others, including more restrictive voting regulations in select states following the 2020 election, it has been difficult to encourage students to vote.

In contrast to our 2022 report, USC has shown more interest in non-partisan civic engagement. USC staff, as dictated above, have engaged students and administrative stakeholders to host and publicize a voting site on USC's University Park Campus. After the 2024 Presidential election, we will continue to work with individuals from the voting working group to ensure that USC will be able to host a polling place in 2026 and 2028. Though none of our current Executive Board members will be students in those years, we will

provide information for our future Executive Board members in our transition guide.

Since our last All-In Action plan, voter registration and voter protections have come under more fire, providing a continuous struggle for our Executive Board and out of state students at USC. While USC has a significant in-state population that benefits from same-day registration, we also have a large group of students who are registered to vote in states outside of California. We utilize our Turbovote software to best assist these students to request ballots and register but there are often challenges that arise with diverse voter regulations and registration on a state-by-state basis. More than once, we have had students raise questions about why they have to print and mail forms when their peers from California or other states with more lax voter regulations can conduct the process online or register the same day at polling locations. We will continue to provide resources for our out of state students as well as our student body who are studying abroad. While the majority of USC students study abroad in the Spring, we will and have already begun to publicize resources for students who are outside of the United States to assist those who are currently abroad.

Goals

VoteSC's mission, as stated in our constitution, is to increase the voter turnout of the USC student body and to boost levels of civic engagement. This is especially true during our push to the 2024 Election.

Long Term Goals:

- Instill the importance of voting and civic engagement in the USC student body.
- Build out civic engagement promotion network by having students promote voter turnout to their family and friends to help boost voter turnout on a larger level.
- Make Election Day a USC holiday and give students the day off to vote.
- To enhance voter activation among our student body, it's essential to increase media literacy, as a significant portion of USC students rely on social media for their news. By equipping them with the skills to critically evaluate information, we can empower them to make informed decisions and actively participate in the electoral process.

Short Term Goals:

- Provide resources for students out of state to register and request ballots.
- Provide resources for students in state to register/update their registration.

- Provide resources for students studying abroad to request their ballots to their local embassy.
- Create longstanding partnerships with Registered Student Organizations, both political and non-political, to help reach broad swaths of the USC student body.
- Continue to work with USC's Center for the Political Future to collaborate on events.

In addition to these goals which we will maintain throughout the academic year, we are implementing these goals for the 10 weeks up to November 5th to help boost voter turnout.

- Weekly tabling events
- Speak at Registered Student Organization meetings in all focus areas, including USG, Greek Life, Marshall RSOs, STEM clubs, and volunteering clubs.
- Speak at USC Athletics Affinity Meetings.
- Promote voting to USC athletes through tabling in Athlete quad and speaking at team meetings.

Strategy

- Create promotional materials kit for students to share on social media.
- Create slides and flyers for students/Professors to promote in their classes.

- Launch a social media campaign.
 - Two feed posts weekly on social media
 - Two story posts weekly on social media (on days with no feed post)
 - Collaborate with Registered Student Organizations to cross-collaborate across platforms
 - Collaborate with USC's Center for the Political Future to launch a "Why I Vote" series
- Distribute pins and stickers to the USC student body to promote civic engagement during our weekly tabling events.
- Weekly tabling at USC's Sustainability Hub on Tuesdays.
- Weekly tabling on Trousdale (main student thoroughfare) on Thursdays
- Collaborate with Julie Rousseau from USC Athletics for outreach to athletes.
- Create branding kit and distribute TurboVote links for athletic teams.

Reporting and Evaluation

As stated in our previous All-In Action Plan, we have reactivated our partnership with TurboVote, a voter registration software that allows us to assist students from all 50 states register and request absentee ballots. At present, due to our membership structure we do not maintain a newsletter but we will report our TurboVote statistics in the lead up to the 2024 Presidential

election through our social media accounts and to the USC Center for the Political Future as our organization is hosted in their department.

When our partnerships with Registered Student Organizations is more established, we may establish a monthly one-pager for them to reference to understand the impact and importance of civic engagement.