

# All In Democracy Challenge

## Action Plan 2020-2021



SACRAMENTO  
STATE

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*Sacramento State*

*Community Engagement Center*

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## Executive Summary

Recognizing the need for campus oversight and coordination of civic engagement activities, the Community Engagement Center (CEC) convened a Civic Engagement Leadership Team in 2019-2020. The All In 2020-2021 Action Plan has been compiled by the Civic Engagement Leadership Team, which is inclusive of the work of the previously constituted University Voter Engagement working group. The CEC is the entity that has been tasked with planning and implementation of campus civic engagement activities, which have, in the past, focused on Constitution Day and Civic Engagement-related celebrations and activities.

The Civic Engagement Leadership Team includes students, faculty, staff, and community partners. Initially focused on continuing to support our campus-based Voting Center, the group expanded during the 2019/2020 academic year to incorporate more student voices and broaden the scope of the mission to larger civic engagement collaborations including the 2020 California Primary Elections, 2020 Census outreach, and the 2020 Presidential Election. In addition in 2019, California Campus Compact awarded Sac State with funding to support two California Campus Compact Youth Voice/Youth Vote Fellows. The Fellows participated in the leadership team and developed a two-minute video on voter rights and voter suppression. The video has been submitted to Civic Life Project's National Democracy 2020 Youth Film Challenge, will be posted to the CEC webpage, and is available on YouTube.

This academic-year (2020-2021) plan focuses on short-term goals around the 2020 Presidential Election. As we begin to review and revise this plan in fall, we will also seek to align it with the campus work around becoming an Anchor Institution, which began with President Nelsen's public commitment in 2018. Sacramento State has a vested interest in the well-being of the Sacramento Region and strives to support and improve the quality of life in the community in which we serve.

## Leadership

Working with Sacramento County Voter Registration and Elections Division, the Civic Engagement Leadership Team is developing a plan to recruit additional members of the community to participate in this important work. Currently, the committee meets monthly to discuss voter outreach events on campus and in the local community. Partnerships across the institution include representatives from Student Affairs, Academic Affairs, Public Affairs and Advocacy, and the Division of Inclusive Excellence. We will continue to review our participant list to ensure the broadest possible representation across campus. In addition, we will also consult with Public Affairs and Advocacy to obtain their recommendations for additional external partners who should be involved.

## Civic Engagement Leadership Team Members and Active Supporters

Name	Title	Campus Division/Off-Campus Members
Anthony Fajardo	Volunteer Specialist, CEC	Academic Affairs
Francine Redada	Senior Partnership Coordinator, CEC	Academic Affairs
Kimberly Nalder	Professor, Department of Political Science; Director, Project for an Informed Electorate (PIE)	Academic Affairs
Marisa Warnock	Volunteer & Program Specialist, CEC	Academic Affairs
Sara McClellan	Assistant Professor, Department of Public Policy and Administration	Academic Affairs
Young-Im Lee	Assistant Professor, Political Science	Academic Affairs
Ariel Rylander	Capital Fellows Program	Center for California Studies
John Johnson	Director of Inclusive Excellence Learning	Division of Inclusive Excellence
Kari Kelso	Public Education and Community Outreach, Administrator, Office of the Circuit Executive for the Ninth Circuit	Justice Anthony Kennedy Library and Learning Center
Claudia Bonsignore	President	League of Women Voters, Sacramento Chapter
Joe Pinkas	Director, Financial Aid	McGeorge School of Law
Nathan Dietrich	Director of State & Federal Relations, Office of Public Affairs and Advocacy	Public Affairs & Advocacy
Rita Gallardo Good	Director of Civic Affairs, Office of Public Affairs and Advocacy	Public Affairs & Advocacy
Diana Campos	Community Organizer	Sacramento Area Congregations Together (ACT)
Gabby Trejo	Executive Director	Sacramento Area Congregations Together (ACT)
Judy Robinson	Sustainability and 2020 Census Manager	Sacramento County Complete Count Committee
Benjamin A. Phillips-Lesenana	Election Manager, Precinct Operations	Sacramento County Voter Registration and Elections
Heather Ditty	Election Outreach Manager	Sacramento County Voter Registration and Elections
Janna Haynes	Public Information Officer	Sacramento County Voter Registration and Elections
Mati Kuss	Census Coordinator	Sacramento Covered

Clarissa LaGuardia	Graduate student, Public Policy Administration	Student
Denisse Garcia	Undergraduate Student, ASI President	Student
Griselda Camacho	Undergraduate Student, Forensic Chemistry	Student
Janneth Gil Magana	Undergraduate Student, Child Development	Student
Jessica P Riestra	Undergraduate Student, Public Affairs & Advocacy and State Director, March for our Lives Northern California	Student
Lilia A. Contreras Ramirez	Strategic Projects Assistant, The Serna Center	Student Affairs
Lisa Dalton	Executive & Board Associate, Associated Students Inc.	Student Affairs
Nicki Croly	Director, Student Organizations & Leadership	Student Affairs
Viridiana Diaz	Assistant Vice President for Strategic Diversity Initiatives and Serna Center Administration	Student Affairs
Noel Mora	Graduate Student, Public Policy Administration and Coordinator, The Serna Center	Student and employed by Student Affairs
Savannah Mendoza	Undergraduate Student, Civic Engagement Coordinator, Office of Governmental Affairs, ASI	Student and employed by Student Affairs
Dixie Reid	Writer, University Communications	University Communications

## Commitment

Civic engagement is enthusiastically supported at the highest level of administration at Sacramento State. The University works to increase voter registration and voter turnout among its students and in the broader community.

President Robert Nelsen emailed all members of the campus community a few weeks prior to the Fall 2018 election reaffirming Sacramento State’s deep commitment “to the civic engagement of our students” and attesting that “the simple act of voting is the cornerstone of our democracy.” He reminded the community that participation in the election was critical as “Californians will vote for governor, U.S. senator, congressional representatives, and legislators, as well as on a number of state propositions.” His message provided students with instructions on how to register to vote and where they could vote on-campus.

In support of student registration and voting, Sacramento State partnered with Associated Students, Incorporated (ASI) and the Sacramento County Voter Registration and Elections Office to establish a Vote Center on campus, to staff the site, and to advertise its existence and purpose. The Center opened a week before the 2018 Midterm Elections, allowing voters to drop off ballots or vote in person. Vote Centers were made possible by the 2016 California Voter’s Choice Act, which allowed Sacramento and thirteen other counties to replace traditional polling places with a voter friendly alternative. These

locations allow for “same day” conditional voter registration. The Vote Center at Sac State became the first Center to be placed on a college campus in California.

In general, voter consciousness is an issue promoted at Sacramento State in an ongoing way, not just during the election season. Since our last classification, Sacramento State’s Community Engagement Center has expanded their Constitution Day effort to a full week of activities, now known as Constitution and Civic Engagement Program (CCEP). Activities routinely include voter registration drives, quiz bowls, days of community service and lectures/ guest speakers. Linked here is a video of a panel in 2018 addressing Proposition 1, the Veterans and Affordable Housing Bond. The panel was moderated by Kim Nalder, Professor of Political Science and Director of the Project for an Informed Electorate (PIE).

[https://www.youtube.com/watch?v=slfYsl6j9ts&list=PLBQP8peXHcaJHjjVXOr5fX7OKYAd\\_vZyM&index=1](https://www.youtube.com/watch?v=slfYsl6j9ts&list=PLBQP8peXHcaJHjjVXOr5fX7OKYAd_vZyM&index=1)

Educating for civic learning and democratic engagement is reflected in the campus Mission, Vision and Values statements:

- Mission: As California’s capital university, we transform lives by preparing students for leadership, service, and success.
- Vision: Sacramento State will be a recognized leader in education, innovation, and engagement.
- Values: Student Success; Scholarship, Research and Creative Activity; Diversity and Inclusion; Community Engagement; Innovation; Integrity; and Accountability.

The University’s overall civic, democratic, and/or political learning outcomes are reflected in the Baccalaureate Learning Goals:

Personal and Social Responsibility, Including: civic knowledge and engagement—local and global, intercultural knowledge and competence, ethical reasoning and action, foundations and skills for lifelong learning anchored through active involvement with diverse communities and real-world challenges.

The University’s General Education Learning Outcomes reflect educating for civic learning and democratic engagement through several GE Areas. Examples:

**American Institutions-1: US History.** Students will be able to:

- Explain and analyze the causes and consequences of significant events in the US historical context relating to political, economic, geographic, and social change.
- Explain and evaluate the historical development of US institutions and ideals in relation to the Constitution and American democracy.
- Analyze and evaluate the United States in its global context, with particular attention to its historical derivation from other cultures and its incorporation of immigrants into American society.

**Area US-2: US Constitution.** Students will be able to:

- Explain the characteristics, operation, and interaction of institutions in the US Constitution. A. Congress: Legislative process, operation and structure, and elections. B. Executive: Electoral

College, unitary executive, exercise of executive power, and the functioning of the bureaucracy.  
C. Judicial: Judicial review, decision making, and selection.

- Explain the rights and obligations of citizens under the US Constitution, including the Bill of Rights, and the incorporation of rights via the 14th Amendment.
- Explain and analyze the history and legacy of civil rights and civil rights movements in relation to the US Constitution and legislation.
- Explain and evaluate the function, role, and impact of campaigns and elections, interest groups, political parties, mass media, social movements, and public opinion on democracy in the United States.
- Explain the relationship between state, local, and federal government, including enumerated, reserved, and concurrent powers under the US Constitution over time.

**Area US-3: California State and Local Government.** Students will be able to:

- Explain the structure and functions of California's constitution, including plural executive, legislative and judicial branches, local governments, and the function and history of direct democracy in California politics and government.
- Describe the historical development of California's political institutions, including California's finance and budgetary processes, as well as its electoral system.
- Explain the contributions of diverse groups to California's political evolution.

**GE AREA B5: Further Studies.** Students will be able to:

- Recognize evidence-based conclusions and form reasoned opinions about science-related matters of personal, public and ethical concern.

The campus commitment to community engagement is reflected through the Tenure and Promotion Process. All tenure-track faculty are required, as a part of tenure and promotion, to engage in, document and assess their participation in "community service." As the Anchor Initiative unfolds, the campus will be revisiting the Retention, Tenure and Promotion process to determine the extent to which the "service" component may need to be expanded and the extent to which a "civic" engagement component may be included. In addition, the campus was recently recognized as a 2020 Carnegie Reclassified Institution which also demonstrates the extent to which community engagement is embedded across and within all divisions.

Working with our community partners, we have the capacity to measure our outreach efforts and provide a variety of resources to communities within the greater Sacramento area.

## Landscape

Sacramento State's Baccalaureate Learning Goals include an explicit reference to Civic Engagement: Personal and Social Responsibility, Including: civic knowledge and engagement—local and global, intercultural knowledge and competence, ethical reasoning and action, foundations and skills for lifelong learning anchored through active involvement with diverse communities and real-world challenges.

In their annual assessments, departments are invited to include their inclusion and assessments of this Learning Goal. In addition to curricular civic engagement, the University took multiple measures to encourage its students to vote. Voter registration forms were given to all students in the residence halls and distributed to non-residential students throughout campus. ASI hosted voter registration tables across campus and conducted an active campaign on social media through the 2018 election cycle. The Information Resources and Technology unit posted a voter registration reminder and “get out the vote” message visible to students when they logged into the student portal, “My Sac State.” The Black and Brown Voter Summit hosted a voting education rally in the library quad. These efforts paid off. The University participated in the “Ballot Bowl” voter registration contest, in which campuses competed to register students to vote. Of all of California’s universities, colleges, and community colleges, Sacramento State came in tenth.

The University also worked to support voter registration and turn-out in the community. The Community Engagement Center supported a voter registration campaign in local low-voter-turnout neighborhoods. The Project for an Informed Electorate (PIE), housed at the Institute for Social Research at Sacramento State, hosted an Initiative Explainer event on October 2, 2018. The Institute hosts ongoing events aimed at empowering citizens by fostering greater understanding of politics, policy, and government.

**By the Numbers:**

Year	Number of Students Registered	Voted By Gender (Non-Binary was not calculated)		Voted Total
		Men	Women	
2012	20,243	5,207	7,844	13,051
2014	17,944	2,157	2,756	4,913
2016	22,546	6,190	8,997	15,187
2018	22,093	5,568	7,795	13,363

**ACCESSIBLE NSLVE INFORMATION | Rev. 02/2020**

Noted below are the statistics for the March 2020 Primary Vote Center on the Sac State Campus:

- Of the 84 vote centers across the county, Sac State’s Center at Modoc Hall was the third most visited voting center in Sacramento County during the 2020 Primary Election
- #1 for Conditional voting method (Change party, address or name)
- Total in-person: 1,170 voters for the 4 days
- 565 Conditional Voter Registration forms
- 867 Vote by mail ballots during 4-day timeframe

Almost 50% of registered voters in Sacramento county participated in the most recent primary election. This was a record turnout. We expect voter turnout during the 2020 Presidential Election in November to exceed this.

## Goals

Overall long-term goal is to support students in developing as lifelong active citizens. To move toward that goal over the next 5 - 10 years, we commit to:

- Increasing student voter participation to over 70% for eligible voters
- Finding concrete ways to engage students who are not eligible to vote
- Providing ongoing opportunities for students to stay engaged in the community around them
- Developing a cohesive strategy for implementing civic engagement across all divisions, focusing on strategies that will allow for alignment of:
  - Baccalaureate and General Education learning outcomes
  - Faculty Tenure and Promotion requirements for Community Engagement and
  - Campus-wide initiative to become an Anchor University
- Working with the Civic Engagement Leadership team to create annual Civic Engagement Action plans that provide at least four opportunities per academic year for students to stay engaged in curricular and co-curricular civic and voter related programs/workshops/speakers' series.

### **Short Term (2020 Presidential Election)**

We are excited to build on the momentum from our 2018 civic engagement efforts, and to implement what learned. For the short term, we are focused on the 2020 presidential election. The goals are:

- To increase our 2018 Voting Rate by 5 points, from 45% to 50%
- To increase our 2018 Registration Rate by 5 points, from 74.1% to 79.1%
- To increase our 2018 Rate of Registered Students who Voted by 5 points, from 60.7% to 65.7%
- To have President Nelsen sign on to the All-In Challenge Presidential Commitment

## Strategy

### Immediate actions

While the Civic Engagement Leadership Team cannot set institutional goals beyond voter turnout and education in each election cycle, we can focus on department/division-level programming. We will work with Institutional leaders to align campus-level strategic goals to include civic education. The short-term goal for our current election cycle is to focus on voter turnout and electoral engagement. In the 2020 presidential election, our goal is to get voter turnout over the 70% mark, in part based on the expectation that national interest in the election will drive voter turnout higher among all groups. Through planned activities such as these, we hope to develop institutional mechanisms for keeping students registered to vote and helping to keep them engaged and thinking about their responsibilities as democratic citizens.

### **Activities**

Note: While we are actively planning the following events and activities, the information below is subject to change.

#### ***Student Voter Focus Groups***

- **Host organization:** The Serna Center
- **Lead:** Noel Mora, Serna Center Coordinator

- **Description:** A series of four focus group sessions, with a variety of students participating in answering prompted questions. The purpose will be to innovate ideas for voter engagement that are student-created and staff powered.
- **Objective:** By participating in this activity/event, Sac States students will brainstorm and provide ideas to engage their peers in getting out the vote. It will ensure that efforts are student led and staff powered.
- **Populations Served:** Students, Faculty, Staff
- **Est. # of Students Served:** 12
- **Additional Comments:** Can be a collaborative effort across multiple campus partners. We plan to invite our student employees, as this is over summer intersession.

***The Power of the Latinx Vote in 2020 (Zoom Webinar)***

- **Host organization:** The Serna Center
- **Lead:** Noel Mora, Serna Center Coordinator
- **Description:** A moderated panel discussion with guest speakers to be determined. Will highlight voter demographics at the local, state, and federal levels and the importance of Latinx voter turnout in November. Additionally, the historical context of the Latinx vote will be discussed.
- **Objective:** By participating in this activity/event, Sac States students will become informed about the history and context of Latinx voting rights and the impact that Latinx voters can have in the 2020 Elections by participating.
- **Populations Served:** Students, Faculty, Staff
- **Est. # of Students Served:** 40

***Instagram Live Q&A (Spanish/English)***

- **Host organization:** The Serna Center
- **Lead:** Noel Mora, Serna Center Coordinator
- **Description:** A Serna Center hosted Instagram Livestream, answering any questions students may have about the upcoming general election in November. Student questions will be answered live in both English and Spanish.
- **Objective:** By participating in this activity/event, Sac States students will have a chance to ask any questions they may have regarding the upcoming elections, so they can be prepared and knowledgeable voters.
- **Populations Served:** Students, Faculty, Staff
- **Est. # of Students Served:** 40

***Social Media Campaign/ZOOM Graphics***

- **Host organization:** Associated Students, Inc. (ASI)
- **Lead:** Lisa Dalton, Executive & Board Associate
- **Description:** We will have various ZOOM backgrounds available for students, staff, faculty and administrators to use this fall. It will be rolled out as part of a social media campaign which includes: register to vote/re-register to vote, vote early, get out the vote graphics.
- **Objective:** learn how to register, know how to re-register, vote by mail or at a polling site
- **Populations Served:** Students, Faculty, Staff
- **Est. # of Students Served:** 31000

### ***ASI Elections Ambassadors***

- **Host organization:** Associated Students, Inc. (ASI)
- **Lead:** Lisa Dalton, Executive & Board Associate
- **Description:** We will create a volunteer Elections Ambassador program which will span two months to encourage the hard to reach populations of students to encourage them to register and vote. Students will reach out to students to encourage them and others to vote and why it impacts their community.
- **Objective:** feel empowered to use their voice by educating themselves on the importance and value and outcome of voting.
- **Populations Served:** Students
- **Est. # of Students Served:** 5000

### ***ASI Webinar Series (creative name to be determined)***

- **Host organization:** Associated Students, Inc. (ASI)
- **Lead:** Lisa Dalton, Executive & Board Associate
- **Description:** ASI will host a variety of webinars on several different topics over 4-6 weeks to how to register/learn about issues and candidates, how to mail or drop off, or vote in person. Collaborate with campus partners such as CEC, Residence Hall Association, Diversity Centers. The series will finish with a VOTE Party on Vote Early Day (October 24) with interactive games, prizes, DJ etc.
- **Objective:** Engage the student population in taking Civic Action. Provide real time steps in the process and assist along the way.
- **Populations Served:** Students
- **Est. # of Students Served:** 1000

### ***Register to Vote / Get out the Vote Challenges***

- **Host organization:** Associated Students, Inc. (ASI)
- **Lead:** Lisa Dalton, Executive & Board Associate
- **Description:** We will create challenges and look to collaborate with campus partners to encourage registration and voting. Prizes will be offered as incentive for participating in the challenges.
- **Objective:** share their pride in civic engagement and the importance of community taking action.
- **Populations Served:** Students
- **Est. # of Students Served:** 1000

### ***Social Media Video (s) on registering to vote and voting***

- **Host organization:** Associated Students, Inc. (ASI)
- **Lead:** Lisa Dalton, Executive & Board Associate
- **Description:** We will create either a video or videos with the step by step process of registering and completing your ballot including mailing it.
- **Objective:** be empowered to register and vote.
- **Populations Served:** Students
- **Est. # of Students Served:** 1000

### ***Distribution of Voter Reg cards and bookmarks***

- **Host organization:** Associated Students, Inc. (ASI)
- **Lead:** Lisa Dalton, Executive & Board Associate

- **Description:** We will make sure that all incoming students in the Residence Halls have voter registration cards and bookmarks with information on the Voter's Choice Act which impacts the County of Sacramento voters.
- **Objective:** Have the steps available to register and vote.
- **Populations Served:** Students
- **Est. # of Students Served:** 2500

***Everyone Votes: We Vote. We Count.***

- **Host organization:** Community Engagement Center (CEC)
- **Lead:** Anthony Fajardo, Volunteer Specialist VISTA
- **Description:** Community Engagement Center (CEC) and Sacramento Area Congregations Together (ACT) will train student volunteers to canvas underrepresented neighborhoods in Sacramento County to register voters.
- **Objective:** To educate our communities about the importance of voting, empower them to verify their voter status and ensure all qualified residents are registered.
- **Populations Served:** Students and community members
- **Est. # of Students Served:** 100

***Ballot Measure Explainer***

- **Host organization:** Project for an Informed Electorate (PIE)
- **Lead:** Kim Nalder, Director
- **Description:** Create video of each proposition on the Sacramento County ballot (including Statewide measures)
- **Objective:** The Ballot Measure Explainer is just one of the non-partisan events PIE puts on throughout the year to empower and inform citizens by fostering a greater understanding of politics, policy, and government.
- **Populations Served:** Students, staff, faculty, and community members
- **Est. # of Students Served:**

***Canvas Alert***

- **Host organization:** Office of Public Affairs and Advocacy
- **Lead:** Nathan Dietrich, Director of State & Federal Relations
- **Description:** Post Voter Registration alert on campus-wide, learning management system: Canvas
- **Objective:** Put Voter registration alerts on every course section inputted in Canvas. Bring awareness to voter registration.
- **Populations Served:** Students
- **Est. # of Students Served:** 31000

***Time, place and manner policy and training***

- **Host organization:** Student Organizations & Leadership (SO&L) and the Division of Inclusive Excellence
- **Lead:** Nicky Croly
- **Description:** With the possibility of high tensions for the 2020 election, we plan to train staff and students about free speech and appropriate ways to express themselves.
- **Objective:** Ensure all students are informed of their rights and preservation of free speech
- **Populations Served:** Staff and faculty
- **Est. # of Students Served:** 100

### ***Civic Engagement Online Resource Fair***

- **Host organization:** Community Engagement Center
- **Lead:** Marisa Warnock, Volunteer & Program Specialist
- **Description:** The Sac State community is invited to visit the various campus, community and government organizations and get informed about voter registration and civic engagement.
- **Objective:** Ensure students are informed about various and civic resources and given clear instructions for how to register and vote by mail.
- **Populations Served:** Students, staff, and faculty
- **Est. # of Students Served:** 200

In preparation for the 2020 Presidential Election, the Civic Engagement Leadership Committee will collaborate with the Sacramento County Voter and Elections Division to accomplish the following:

- voter engagement messaging, outreach and advertising via social media;
- remote/virtual opportunities and events;
- marketing on Sac State billboard and website;
- virtual participation with the Community and Civic Engagement Resource Fair and other Constitution and Civic Engagement (CCEP) events; and
- events listed on campus calendars.

### **Long term strategies**

Upon his inauguration in 2015, University President Robert Nelsen brought a steadfast commitment to enlivening an engaged campus and has challenged all constituencies to rise to his expectations of becoming an Anchor University, linking community engagement with high quality teaching, scholarship, and service. Building on a strong and deep tradition of engagement, President Nelsen is, as per the University's motto, "redefining the possible." Community engagement, civic engagement, and mutually beneficial partnerships are being realized more fully and coherently due to a commitment to make community engagement a principal goal of the institution for the mutual benefit of Sacramento State and the Sacramento community in a collaborative, reciprocal, and transformative way.

A major objective of community-engaged learning and civic engagement opportunities is to prepare students to assume roles as empathetic, courageous, engaged, and globally informed leaders who are ready to serve in their communities and at the state, national, and international levels. As an Anchor University, we will be seeking true, lasting change through civic engagement.

In support of the Anchor University initiative, the Civic Engagement Leadership Team will work to further institutionalize civic engagement. The team plans to clarify and formalize its mission and infrastructure. The team will continue to meet once per month and invite appropriate campus partners for collaboration. To ensure that civic engagement work is aligned with campus strategic goals and plans, in year one the CEC, as a member of the newly forming Anchor Council, will share its work on civic engagement and solicit feedback from the group. The implementation of the strategies outlined above will define the work of year two.

### **Reporting**

This plan will be shared with all members of the Civic Engagement Leadership Team, posted on the website of the Community Engagement Center, and shared with upper administration. We will also

share the NSLVE data/report on the Student Affairs website in the Strategic Planning Assessments section. Accomplishments will be shared through press releases on the University's website, the Community Engagement Center's monthly campus-wide e-newsletter, with community partners, and through appropriate social media accounts. Additionally, the plan will be posted on the All-In Challenge website on CSU Sacramento's profile page. The NSLVE report is received by the Student Organization and Leadership (SO&L) department. The report is summarized and posted on their website

<https://www.csus.edu/student-affairs/strategic-planning-assessment/internal/documents/accessible-infographics/accessible-nslve-information.pdf>

## Evaluation

We will use a multi-pronged approach to evaluate the effectiveness of the comprehensive civic engagement plan. The Civic Engagement Leadership Team will lead the evaluation process by:

- working with Sacramento County Voter Registration and Elections Division to analyze the voting data;
- working with Professor Kim Nalder and the Project for an Informed Electorate, who conducts research on awareness of and attitudes toward voting;
- working with the Office of Inclusive Excellence to identify performance measures related to various markers of identity (race, gender expression, sexuality, first generation) and voting patterns;
- working with the Office of Institutional Research and Effectiveness Planning to construct the Civic Engagement Survey referenced below;
- conducting an overall evaluation with all data after the 2020 Presidential Elections;
- using NSLVE data to evaluate our success in meeting the goals we have set out in the plan; and
- using the data gathered to make adjustments to programming and outreach.

One example of our evaluation efforts will include the following:

Online Civic Engagement Survey to Sac State community - students, faculty, staff - to:

- assess whether civic engagement efforts are effective in increasing student participation in the areas of voter registration, education, and participation;
- provide information that will help us continue to improve student civic engagement, build stronger coordination for civic engagement efforts, and help us advocate for this work to become a University-wide priority that is supported with institutional resources; and
- gather attendance numbers at virtual/remote events/programs/early voting and work with NSLVE and our local elections board to get data on numbers for comparison to previous years.

All participating individuals and campus units will be requested to share attendance numbers, voter registration numbers, and planned events with Marisa Warnock, CEC Volunteer and Program Specialist, who will share with the Civic Engagement Leadership Team so that the campaign can be fully documented and evaluated.

As volunteers help students to register to vote, we will keep a running tally of the number of students newly registered, so that we can plan for the future based on which events are most effective at increasing registration rates. For final data we will look forward to the NSLVE report to see whether our

overall efforts have taken us not only over our benchmark, but have moved us further along as compared to similar institutions. This plan, its modifications, and data on its effectiveness, will be shared with those organizing for the 2022 campaign.

Based on the data gathered, this plan will inevitably evolve as we find new partners on campus and as we review and revise some initial plans in favor of others.