California College
of the Arts
2022

VOTING
ACTION PLAN

Executive Summary

1249
undergraduate students

381
graduate students

40%
international students

25%
first generation undergraduate students

65.6%
2020 Student Voting Rate (up 17.2% from 2016)

Background

Founded in 1907, California College of the Arts (CCA) offers 22 undergraduate and 11 graduate programs in the areas of fine arts, architecture, design, and writing. As an educational and cultural institution, California College of the Arts has a responsibility to provide access and opportunities for all people, with special attention to supporting groups historically underrepresented in higher education. We believe that a culturally diverse and inclusive campus is integral to academic excellence, and our student, faculty, staff, and trustee bodies should reflect the diverse world in which we live, with attention to race, ethnicity, religious creed, national origin, age, sex, sexual orientation, gender identity or expression, and ability. CCA has been named one of the 10 most diverse colleges in the United States based on U.S. Department of Education data, including the faculty diversity index and gender ratio, index of student racial diversity, and the percentage of enrolled international students.

CCA is experiencing a moment of change that is opening up exciting prospects for civic and democratic engagement. In fall 2022, CCA is closing its Oakland campus and unifying in San Francisco to create one vibrant institution that will have a powerful and lasting effect on cultural, social, and environmental issues. As part of this initiative, CCA is able to provide campus housing in San Francisco for approximately 750 students, a group onsite seven days a week to engage in co-curricular public programs and partnerships and increase the number of eligible voters in our district.

Creative Citizens in Action Initiative

Creative Citizens in Action (CCA@CCA) is a college-wide initiative that promotes creative activism and democratic engagement through public programs, exhibitions, and curriculum connections. Our campus voting work is centralized within this initiative. Founded in 2018, CCA@CCA grew out of CCA's collaboration with alumni Hank Willis Thomas, For Freedoms, and Maryland Institute College of Art (MICA) during fall 2018. CCA@CCA was expanded in 2020 thanks to an endowment gift to launch The Deborah and Kenneth Novack Creative Citizens Series, an annual series of public programs focused on creative activism that spans the disciplines of art, design, architecture, and writing, and a shared desire by CCA students, faculty, and staff for more connected programming related to art, activism, democratic engagement, and current events. CCA@CCA is overseen by the Exhibitions & Public Programming department in partnership with Student Affairs, Libraries, Academic Divisions, Communications, and faculty.

2022 Action Plan

This plan serves as a guiding document to support our goals to create a culture of creative citizenship. This 2022 Action Plan marks our second cycle of collaborative action planning and builds on our successes from 2022 while identifying areas for further growth. To implement the plan, CCA's Voting Coalition meets monthly to coordinate efforts. Between meetings, work group members take lead roles to execute specific strategies. This plan is effective from January 1, 2022 through December 31, 2022, but also references longer term goals.

Leadership

CCA Voting Coalition

Core Members:
- Jaime Austin (Committee Chair), Director of Exhibitions and Public Programming / Academic Affairs
- Connie Jeung-Mills, Project Manager / Marketing / Communications
- Bryndis Hafthorsdottir, Gallery Manager / Academic Affairs
- Omer Minhas, Director, Institutional Research / Academic Affairs
- Noki Seekao, Director of Student Life / Student Affairs
- Janrey Javier, Coordinator for Student Leadership Development / Student Affairs
- TBH, 2022-2023 CCA@CCA Faculty Coordinator / Faculty Representative
- Riah Trevino, Community Voting Organizer / Student Representative (Undergraduate)
- AnnMarie Giglio, Community Voting Organizer / Student Representative (Graduate)

Advisory Members:
- Joyce Alcantara, Social Media Manager / Marketing / Communications
- Tricia Brand, Vice President of Diversity, Equity, Inclusion, and Belonging
- Shiraz Chavan, Senior Director of Enrollment Management & Undergraduate Admissions and Sponsor of Manos Abiertas LatinX Club / Enrollment Services
- Kelly Dawson, Director of Auxiliary Services / Enrollment Services
- Lisa Jonas, Director of Alumni Engagement / Advancement
- Erik Scollon, Associate Professor and Chair, First Year Core Studio Program
- Dominick Tracy, Associate Provost, Educational Effectiveness / Academic Affairs

National and Community Partners
- Evangelina Pena, Voter Outreach, San Francisco Department of Elections
- ALL IN Campus Democracy Challenge
- Campus Vote Project
- Voter Friendly Campus
- Mi Familia Vota
- For Freedoms
- National Voter Registration Day

The CCA Voting Coalition has experienced strong support from upper administrators, including the President, Provost, Associate Provosts, and Vice President of Marketing & Communications, particularly in the area of campus-wide communications. We are excited that CCA has recently hired its inaugural Vice President of Diversity, Equity, Inclusion, and Belonging and we look forward to partnering with their office more deeply in the future.

We are seeking to address student turnover due to graduation by creating a new paid work study position titled "Community Voting Organizer." Recruiting began in April to identify 2-4 students to start working in August to help increase voter participation and democratic engagement on CCA's campus. These students would serve on an annual basis as core members of CCA's Voting Coalition. Faculty participation as a core member is compensated via a paid position as CCA@CCA Faculty Coordinator.

Commitment

Mission

California College of the Arts educates students to shape culture and society through the practice and critical study of art, architecture, design, and writing. Benefiting from its San Francisco Bay Area location, the college prepares students for lifelong creative work by cultivating innovation, community engagement, and social and environmental responsibility.

Values

As an educational and cultural institution, CCA believes in fostering the artistic and academic excellence of our students and faculty.

- We cultivate intellectual curiosity and risk-taking, collaboration and innovation, compassion and integrity.
- As a global citizen and good neighbor, CCA believes in its role as a proponent of social justice and community engagement.
- We promote diversity on our campuses by improving access and opportunities for underrepresented groups, and we see this endeavor as vitally enriching for everyone.
- We value sustainability and believe that as a school of the arts we have a unique ability and an ethical responsibility to shape a culture that is more environmentally responsible.
- We understand the importance of creative economies and the role of artists, designers, architects, and writers in solving social, cultural, environmental, and economic problems.

Diversity Goals

A central theme of CCA's five-year strategic plan is to cultivate diversity by accomplishing the following three goals:

- Increase racial, socioeconomic, and global diversity among students, staff, faculty, and trustees
- Develop our pedagogy and curriculum to reflect social and cultural diversity
- Build a campus community that supports and values diversity

We see CCA's Voting Action Plan and the Creative Citizens in Action initiative as key contributors toward achieving these collegewide goals. At CCA, civic engagement is a core component of our educational mission, which is often expressed in news stories and admissions materials using the term "creative citizenship."

Creative Citizens in Action Initiative (CCA@CCA)

Oversight for voting and democratic engagement work sits within CCA's Creative Citizens in Action initiative, which is overseen by Academic Affairs via the Department of Exhibitions and Public Programming, in collaboration with Student Affairs and Marketing/Communications. CCA@CCA is supported by an ongoing endowment gift, and has an annual report and review process.

CCA Voting Coalition

The CCA Voting Coalition is made up of staff, faculty, and students and has been actively working to grow institutional commitment for democratic engagement since 2018. CCA has served as a polling location since spring 2018, and we submitted our first democratic engagement action plan to the Campus Vote Project and Voter Friendly Campus program in 2020. Since 2020, the CCA@CCA initiative continues to level up the college's commitment toward voter engagement with campus-based voter registration drives, "get out and vote" events, curriculum connections, and support for student activities focused on voter outreach. The Voting Coalition has an annual review meeting to assess and evaluate efforts.

Curriculum Connections

Thanks to enthusiastic support from students, faculty, and staff, the CCA@CCA initiative has been able to expand into curricular support by providing Faculty Microgrants for democratic engagement projects that take place within courses, a required Moodle module for first year students related to democratic engagement, and by tagging an increasing number of "Creative Citizen" courses in our Workday course catalog to help students more easily identify these classes. In addition, voter registration has been embedded in our orientation process since 2020.

Partnerships and Communication

President Stephen Beal signed the ALL IN Presidents' Commitment to Full Student Voter Participation in both 2020 and 2022. And both President Steve Beal and Provost Tammy Rae Carland have re-committed to sending out campus-wide communications (including students, faculty, staff, and alumni) this fall to help reinforce the importance of voting. In 2020, CCA created a special Voting page on our institution's Portal Intranet that we are continuing to develop, and the college communicates externally about voting via campus signage and social media.
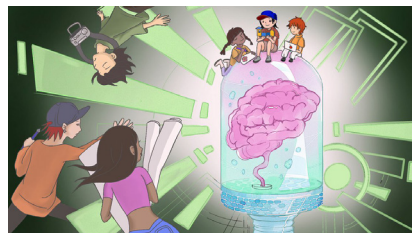
Creative Accord

CCA's Creative Accord is a collective agreement for all members of the CCA community that was created collaboratively in 2020 to allow us to hold each other accountable and give us something to aspire to as a creative community. There are four principles that comprise the Creative Accord. These principles unite the 2,000+ members of the CCA community by naming our shared values, helping us understand why we do what we do, discovering common goals in hard moments of misunderstanding, and creating opportunities for inclusion.

The four principles of the Creative Accord are:

Think Beyond
We examine and apply critical curiosity to ourselves, others, and our craft.

Radical Responsibility
We approach our craft with the understanding that we are interconnected and responsible creative-citizens.

Cultivate Creative Action
We utilize different tools to advocate for informed social change that impacts us, our making, and our community.

Become chimeraMADE*
We actively contribute to being part of a creative community.

Digital murals depicting the four principles of the Creative Accord by students in Senior Adjunct Professor Eduardo Pineda's Fall 2020 Critical Ethnic Studies Mural Art course.
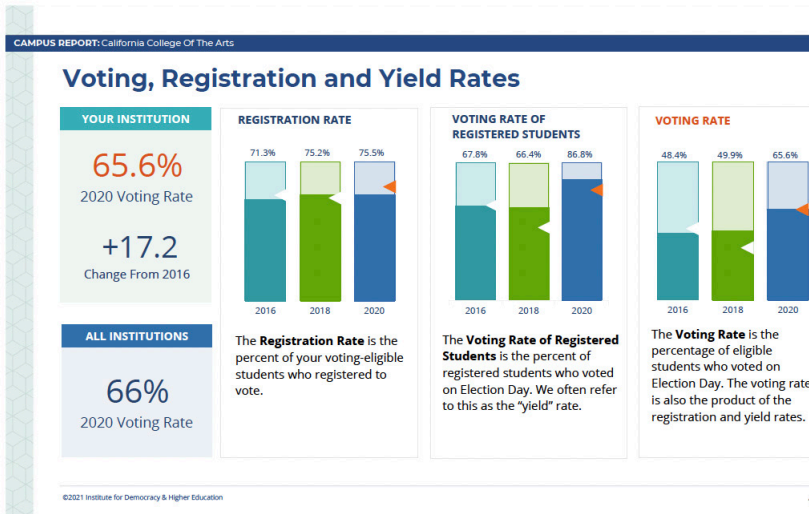
Note: CCA's mascot is the Chimera, a mythical creature made up of lion, goat, and snake -- three distinct identities that culminate in a single form and represent an apex of strength, knowledge, and skill.

Landscape

At CCA, we are committed to working with faculty, staff, students and election officials to reduce barriers to student voting.

Student Data

CCA registered for the National Study of Learning, Voting, and Engagement for the first time in 2020, and received our first report in 2021. Our 2020 Voting Rate was 65.6%. While this percentage represents an improvement of 17.2% from 2016, we still see much room for improvement. In fall 2020, CCA was operating in a remote learning environment, so we are hopeful that a robust Voting Action Plan and return to in-person outreach and events will contribute to an increase in our voting rate in future elections.

CAMPUS REPORT: California College Of The Arts

Voting, Registration and Yield Rates

YOUR INSTITUTION

65.6%
2020 Voting Rate

+17.2
Change From 2016

ALL INSTITUTIONS

66%
2020 Voting Rate

REGISTRATION RATE
71.3% 75.2% 75.5%
2016 2018 2020
The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

VOTING RATE OF REGISTERED STUDENTS
67.8% 66.4% 86.8%
2016 2018 2020
The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the "yield" rate.

VOTING RATE
48.4% 49.9% 65.6%
2016 2018 2020
The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

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We worked with Institutional Research and Student Records to collect students-by-state data for the first time in 2022. California is a hybrid vote-by-mail/in-person voting state with the majority of voters voting by mail. We have noticed that many students wish to vote in their home states, and having this data will allow us to collect and share election deadlines and helpful information by state. We are planning to focus on all states with 10 or more students based on fall 2021 data. (Please note that since our current data is based on fall 2021, when CCA was still a hybrid campus, the numbers may look slightly different in fall 2022 when all of our students are back on campus for in-person classes.)

40% of our student population is international. In 2020, we developed a presentation on being an informed voter and understanding U.S. elections from an international student perspective, and we hope to support interest in democratic engagement in students' home countries.

Because we are unifying to one campus in fall 2022, which has increased the workload of many of our partner departments, we plan to focus on internal voter turnout in 2022 with the plan to engage our surrounding community more deeply in 2024.

State	Total Students
California	749
Texas	22
Hawaii	14
Illinois	13
Washington	13
Colorado	12
Florida	12
New Jersey	11
New York	10

## Curriculum

Creative citizenship designated courses

"Creative Citizens" courses build students' skills in creative activism and civic engagement, and receive a special tag in CCA's Workday course registration module that allows students to search for them specifically when registering for courses. Course topics may include social justice, environmental activism, civic or political engagement, activist movements, forms of protest, social practice, community engagement, design activism, and more. We take a multi pronged approach in identifying courses with creative citizenship components. All faculty are invited to nominate their courses to receive the "Creative Citizens" designation and simultaneously the Voting Coalition vets the course catalog and extends invitation to select academic courses to join the program. There is an average of 40 "Creative Citizens" tagged courses over the academic year.

CCA@CCA Faculty Grants for public programs

CCA@CCA Faculty Micro Grants are designed to support course efforts tied to civic and democratic engagement by CCA faculty. The goal of this program is to support the implementation of small-scale, immediate public-facing events, projects, or activations that aim to improve the learning experience of students and offer critical resources for civic involvement. Projects are developed as part of course curriculum and are featured in the Creative Citizens Program Series as well as social media and online platforms. We have $10,000 allocated to Faculty Grants each academic year.

First year Moodle Module/Creative Citizens in Action: Is That Me?

The Voting Coalition worked with the First Year program to develop a required Moodle module that introduces students to CCA's Creative Accord, describes creative citizenship, shares examples of relevant student and faculty projects, and provides resources to eligible students to register to vote. This presentation is updated related to election cycles.
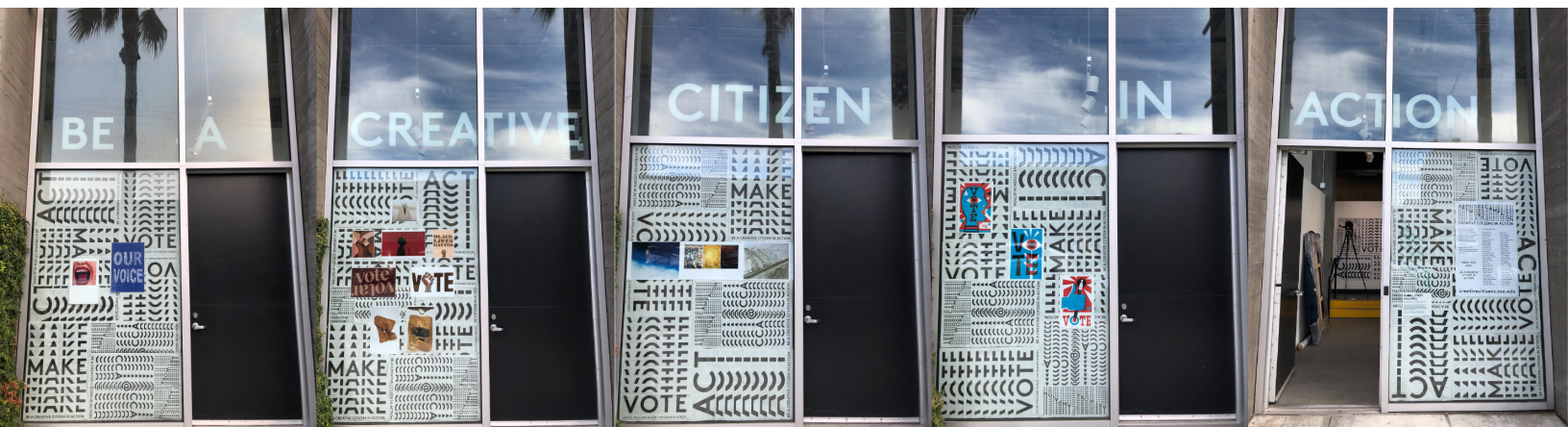
Programs and Events

Voter Registration
- Voter Registration information embedded in orientation content
- Voter Registration Tabling at Orientation, Chimerapalooza (welcome week community fair and celebration), and key large events on campus
- Participation in National Voter Registration Day
- Email communication from CCA President encouraging the community to register to vote
- Voter Registration digital kiosk at CCA Library
- First Year Moodle Module

Voter Education
- Constitution Day programming/town hall event
- Creative Citizens Program Series (typically 10 events per semester)
- Faculty toolkit presentation emphasizing the importance of voting that includes specific and inclusive messages for DACA and international students
- Text banking training event related to non-partisan election education and turnout
- Flyers and Posters

Voter Turnout
- Email communication from CCA President encouraging the community to turn out to vote
- Polling Location for Precinct 7055 located on CCA's campus (moving to Blattner Residential Hall)
- Voting photo selfie station set up by RAs in residence halls
- Voting artwork campaign (in General Election years)

Online Tools and Social Media
- Voting Portal Page in CCA's Intranet
- Voter Registration online portal developed in collaboration with ALL IN
- Voting GIFs available to help the community promote voting on social media platforms
- Student Community Voting Organizers collaborating with CCA's Marcom team related to Instagram and TikTok content

Internal Barriers
- Lack of a dedicated staff position with democratic engagement included in their job description. Each member of the coalition is doing this work on top of their regular duties.
- Lack of voting-specific dedicated funding. While voting work is supported by the Creative Citizens in Action initiative, there is not a funding source specifically for voting work.
- The CCA community is overstretched coming out of the campus closure due to COVID-19 and campus consolidation taking place in fall 2022.
- Members of the public have not been allowed on campus (other than to use the polling location) during the 2021-2022 academic year, which has limited outreach opportunities with the surrounding neighborhoods.
- Work toward campus unification on the San Francisco campus has made it more difficult to maintain connections with community partners. Community partnerships in Oakland were more deep, but need to be transitioned to San Francisco.

Goals

Vision
Creative Citizenship is core to the CCA educational experience.

Short Term Goals (2022 General Election through spring 2023)
- The institution will ensure that 80% of eligible incoming students are registered to vote by the end of National Voter Registration Day and that all students are encouraged to pledge to vote in the upcoming 2022 General Election as well as verify their registration details.
- To successfully transition the location of CCA's Polling Location from 1111 Eighth Street to Blattner Residential Hall allowing easier access for CCA students, and greater proximity to the Potrero Hill neighborhood.
- Recruit 2-4 students to work as paid Community Voting Organizers to help increase voter participation and democratic engagement on CCA's campus.
- Expand CCA's Voting Portal to include non-partisan voter education resources from partnering organizations and a toolkit with a concise presentation deck for faculty to share with their students.
- Raise the profile of CCA's Voting Portal as a central resource for democratic engagement that is measured by unique views.
- Provide $5000 in funding to the CCA@CCA Faculty Grant Program specifically for faculty members incorporating public activations related to voting and democratic engagement in their classes.
- Create an online voter registration portal to streamline student registration (from all states).
- Create a social media campaign that expands the representation of student voices in CCA's social media presence by pairing Marketing & Communications with the new Student Community Voting Organizers to empower student content, and to expand to TikTok.
- Empower Student Community Voting Organizers to produce one student-driven event related to voting such as a "Get Out the Vote" event or Election Watching Party.
- Establish visible voting information stations in CCA's two student residence halls–Founders Hall and Blattner Hall.
- Partner with the Marketing & Communications department to incorporate creative citizenship and democratic engagement into CCA's Mission/Values page on cca.edu.

Longer Term (2024 General Election and beyond)
- CCA will increase student voting rates by 10%, with students of color voting at the same rates as white students.
- At least 66% of our working group leadership will represent BIPOC and/or marginalized communities on our campus (currently at 57%).
- Institutionalize civic learning and democratic engagement as a core part of the First Year Program curriculum.
- Increase the number of "Creative Citizens" tagged courses to greater than 20 by instituting a longer term process for faculty development of "Creative Citizens" tagged courses.
- Support democratic engagement efforts by 2 student clubs on campus.
- By 2024, develop relationships with 2 off campus community organizations related to voting and democratic engagement.
- Include civic engagement module in student orientations (work is already being done, but we are working toward long term commitment)

Strategies

Use data to help us target outreach

NSLVE data showed us that the voting rate for students ages 18–29 was lower than expected. These age groups represent a significant number of our undergraduate and graduate students. Therefore, we plan to focus voter registration efforts to target these younger voters by focusing on outreach during orientation and move-in, recruiting paid Student Community Voting Organizers from these particular age groups, increasing toolkit support for course-based outreach by faculty, and prioritizing support for student-led voting initiatives.

Voting Rate by Age Group

	2016	2018	2020
18-21	26%	22%	40%
22-24	27%	24%	29%
25-29	35%	39%	32%
30-39	50%	49%	60%
40-49	71%	65%	81%
50+	73%	—	100%

Faculty Involvement

We've found that direct faculty engagement with their students is an effective outreach tool. In addition to offering grants to faculty who have a desire to organize democratic engagement events with their students, at the first faculty meeting in the fall a representative from the Voting Coalition will share toolkit information with faculty members and encourage them to talk with their students about registering to vote in the first weeks of classes. Additional faculty outreach will take place with the First Year Program and we are planning to partner with faculty specifically on Constitution Day programming.

Turnover/Succession Plan

To ensure long term success of voting initiatives, we have embedded voting work within a funded initiative, Creative Citizens in Action (CCCA@CCA). In addition, we are working to build a Voting Coalition that includes a diverse group of individuals from departments across the college with a focus on consistent staff representation to help balance out the faculty and students who turn over more frequently. Going forward we hope to connect more deeply with CCA's new office of Diversity, Equity, Inclusion, and Belonging.

Timeline

May 1, 2022	Voter Registration Portal through ALL IN goes live
May 31, 2022	Voting Action Plan due for ALL IN and Voter Friendly Campus
June 2022	Voting Coalition meets with Marketing & Communications department to map out plan for social media and email communications in fall
August 1, 2022	Updated Voting page goes live on Portal. Call goes out to staff to volunteer to help with National Voter Registration Day.
August 2022	Creative Citizenship Moodle module launches, which includes voting registration information, as part of online New Student Orientation requirements
Aug 27 - Aug 30	Voter Registration Drive as part of Welcome Days and Move-in. DIY Voting Toolkit for Faculty is distributed to faculty during Faculty Week.
August 31, 2022	Fall 2022 classes begin
September 5-9, 2022	Kickoff meeting with Student Community Voting Organizers and outreach to student clubs
Sept-Dec 2022	Creative Citizens in Action Program Series (5-10 events)
September 17, 2022	Constitution Day Town Hall event
September 20, 2022	Voter Registration tabling event plus National Voter Registration Day email from CCA President
October - November, 2022	CCA@CCA Faculty Grant Projects & Events
October 2022	Voter Education gatherings (absentee ballot parties, small roundtables in the library, etc.)
November 1, 2022	Email from CCA President about importance of voting
November 8, 2022	General Election
Nov 2022 - Jan 2023	Reporting and evaluation

Reporting

Voting Action Plan

This plan will live within the Creative Citizens in Action initiative, which is administered by the Exhibitions and Public Programming Department within Academic Affairs. The strategies and goals outlined in this document will be assessed twice a year by the Voting Coalition Group, with an annual report shared with a broader range of stakeholders including CCA's President and Senior Cabinet annually each summer. CCA's Voting Action Plan will be publicly available on CCA's voting page on Portal. We will also share the NSLVE data/report, updates, and information both internally and externally.

NSLVE

CCA registered for the National Study of Learning, Voting, and Engagement for the first time in 2020, and received our first report in 2021. We plan to continue to participate in NSLVE. When we receive data, CCA's Director of Institutional Research reviews the data and then shares their assessment with the Voting Coalition, who discuss results in detail. NSLVE data is made public on CCA's Voting page on Portal, and is shared via internal meetings with student clubs, Senior Cabinet, and other stakeholders.

Evaluation

To ensure successful assessment of this work as part of our broader Creative Citizens in Action initiative as well as integration with larger institutional assessment efforts, CCA's Director of Institutional Research is a part of our Voting Coalition. We will collect process data on an ongoing basis to assess and document the reach of our education and engagement work. Tracking will include how many and which CCA groups use the DIY/Curriculum Toolkit, as well as number of participants and audience (which students are reached) at our engagement events. In addition, we track views and time spent on CCA's Portal Intranet voting pages.

We will also measure our success by the numbers of eligible students who a) register to vote and b) turn out to vote in the 2022 and 2024 elections. CCA registered for the National Study of Learning, Voting, and Engagement in 2020, and will be able to use this data to assist us in measuring our success.

NSSE

We will continue to use the National Survey of Student Engagement (NSSE) as part of the ongoing assessment for our overall initiative. We will continue to assess trends from the following topics both in comparison to the Association of Independent Colleges of Art and Design (AICAD) consortium as well as national data, and make adjustments to continue to enhance our democratic engagement efforts:
1. How much has your experience at this institution contributed to your knowledge, skills, and personal development in being an informed and active citizen?
2. How much does your institution emphasize attending events that address important social, economic, or political issues?
Based on the 2020 NSSE results, CCA appears to be doing better than our AICAD peers when it comes to contribution of knowledge/skills in being informed and active citizens, as well as the institution's emphasis on attending events that address important social, economic, or political issues. In particular, for question 18j related to "Being an informed and active citizen" CCA scored 2.7 versus the AICAD mean of 2.4.

Dear future me,
I VOTED.
You're welcome.