

California College of the Arts

2023–2024

VOTER FRIENDLY CAMPUS FINAL CAMPUS REPORT

Contents

Executive Summary **3**

Coalition **7**

Strategies/Tactics **10**

Evaluation and Results **17**

Conclusion **21**

Appendix **22**

Executive Summary

In 2024, the CCA Voting Coalition significantly expanded democratic engagement efforts across campus, successfully securing institutional support from CCA's new President, David C. Howse, leveraging CCA's newly expanded campus to increase student participation, and piloting innovative outreach strategies in new locations.

A key success was our strategic, cross-departmental approach, which exceeded initial goals. Anchoring efforts around National Voter Registration Day and Constitution Day allowed us to host a highly visible, campus-wide event with faculty, students, and college partners. Partnerships with the First Year Program, Student Life, Learning Resource Center (LRC), Libraries, Education Technology Services (ETS), and International Student Services ensured that students encountered voter registration opportunities in academic and social spaces. Additionally, faculty grants encouraged professors to integrate civic participation into coursework.

We also enhanced data collection and analysis, increasing our use of the ALL IN Voter Registration Portal to track voter registrations and other important metrics. A student survey conducted before the Presidential Primary Elections identified key social and political issues students cared about, guiding programming such as the "Drag & Democracy" event on LGBTQIA+ rights. Furthermore, a collaboration with the Masters in Design Strategy (MDes) Program empowered graduate students to conduct research on student voting behaviors, providing valuable insights that shaped outreach strategies.

Despite these successes, capacity constraints remained a challenge, as CCA lacks a dedicated democratic engagement staff position. Institutional transitions, budget cuts, and increased workloads impacted our ability to maintain partnerships and required us to train new collaborators.

Looking ahead, the CCA Voting Coalition remains committed to deepening partnerships, leveraging creative engagement strategies, and expanding data-driven approaches to ensure a culture of civic participation at CCA.

What were your major successes in 2024?

We secured institutional support for democratic engagement from CCA's new President.

In December 2023, CCA welcomed its 10th president, David C. Howse. The CCA Voting Coalition met with President Howse and confirmed his support for democratic engagement and our 2024 Voting Action Plan. In addition, he signed the ALL IN Presidents' Commitment to Full Student Voter Participation, re-committed to sending out campus-wide communications, and participated in a voting video that was shared widely online and via social media.

See David C. Howse's 2024 National Voter Registration Day video message for the CCA community →

We leveraged CCA's new expanded campus in San Francisco to reach more students.

CCA's newly expanded campus opened in August 2024 and includes 82,305 square feet of additional space for teaching, making, and exhibiting art. The new addition brings together more than 30 academic programs and disciplines, student housing and dining, and interdisciplinary learning on one campus in San Francisco. The Voting Coalition used this exciting moment to pilot new formats

and locations around campus for tabling and community events and identified creative ways to engage students and faculty as they explored the new campus.

We strengthened collaborations with the First Year Program.

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 effort ensured that all first-year students had the opportunity to register to vote. In addition, tabling events took place at new student orientation and "Welcome Week," and the Coalition collaborated with First Year Faculty member Carol Elkovich to sponsor an exhibition of work by First Year Program students titled "Speak UP! Speak OUT! First Year Students and the Art of Change" that was on display during Election Week. Key events organized by the CCA Voting Coalition, including the college's National Voter Registration Day and Constitution Day event, were specifically promoted to First Year Students, ensuring high turnout from the college's youngest voters.

We grew democratic engagement support for out-of-state students and our international student population.

Many CCA students prefer to vote in their home states, so the Voting Coalition worked with the Student Records Office to gather accurate data regarding students' home states and then collected voting information and resources specifically related to those states. Through tabling events, a new voter registration kiosk, and an email helpdesk (vote@cca.edu), the coalition was able to provide personalized assistance to students who wanted to register to vote in their home state or have absentee ballots mailed from their home states to their residence hall addresses (where applicable).

Members of the CCA community participate in elections worldwide, including in India, the Republic of Korea, Taiwan, Mexico, and Canada. The CCA Voting Coalition partnered with the International Student Services office to create a Portal Intranet page dedicated to International Student Voting. This page included a calendar of upcoming national elections and links to specific resources. It was also used to debunk myths about noncitizen voting.

All campus-wide communications were inclusive of out-of-state voters and students ineligible to vote.

We integrated creative citizenship in CCA's curriculum by offering $5,000 in grants to faculty members interested in incorporating assignments related to voting and democratic engagement in their fall 2024 classes.

Nine faculty members from across CCA's four divisions received funding to weave civic participation into their course assignments.

THEORY ACTS

This symposium was organized by Irene Cheng (Associate Professor, Architecture Program) and James Graham (Assistant Professor, Architecture Program) to posit that theory is a crucial instrument for developing an activist practice, and that the textual and discursive sides of architectural education are vital to becoming an engaged citizen. The featured speakers all teach architectural theory from an engaged, activist, democratizing perspective at their own institutions: Ana María León (associate professor at the Harvard Graduate School of Design), Jay Cephas (assistant professor at Princeton University School of Architecture) and Aaron Cayer (assistant professor at CalPoly Pomona).

Prop Talk: Navigating the Key Issues on California's Ballot

Natalie Pellolio (Visiting Faculty, History of Art and Visual Culture Program) worked with students in her "Art and the Machine" course to host "Prop Talk," a launch event for their 2024 Online California

Ballot Proposition Voter Guide. Written, illustrated, and designed by the students, this voter guide broke down each state proposition in clear, everyday language, making it easier for students to grasp the issues and make informed decisions on election day. By students for students! (See Appendix)

Speak UP! Speak OUT! First Year Students and the Art of Change

First Year 2D studios led by Carol Elkovich (Associate Professor, First Year Core Studio Program), hosted an exhibition in the Hooper Atrium October 29–November 6, 2024. In the exhibition, her students visually explored and expressed personal and important issues through collective zines and collages. The exhibition also included collages made by First Year Students through an open and anonymous response. (See Appendix)

Election Watch Party

On November 5th, CCA students were invited to Makers Cafe (CCA's dining hall) to watch the results of the 2024 Presidential Election, moderated by Maxwell Leung (Associate Professor, Critical Studies Program). Students enrolled in his "American Politics" course presented their final projects, which analyzed and predicted who the seven battleground states would choose for the next President of the United States. The watch party aimed to provide an engaging space for the campus community and offer an opportunity to consider the implications of the election results for the country's future.

Get out the vote!

Isabel Samaras (Adjunct II, Illustration Program) created an assignment in her "Studio 2: Concept" course that resulted in a vibrant and diverse collection of posters that captured a different facet of why voting matters, offered a unique invitation to civic participation, or honored the history of voting rights. The project communicated the importance of participating in elections, and the vital role that each of us can play in shaping our collective future. These posters were on view in CCA's Nave on Election day. (See Appendix)

Conversations: 2024

During election week, Kim Anno (Professor, Critical Ethnic Studies and Painting and Drawing Programs) and students in her "Citizen Artists/Designers/Journalists" course in the Critical Ethnic Studies Department highlighted the election issues of traditionally marginalized voices that are often kept out of the national dialogue. They sought women, folks of color, Indigenous, young people, LGBTQIA+ community, labor, higher education, technology, environmental justice, elected leaders, and others, and asked them a set of questions, including: "What does this election mean to you in 2024?" They assembled their answers into a larger-than-life newspaper that hung in CCA's Nave for passersby to read.

VOTE VOTE VOTE CCA!

Faculty members Michael Wertz (Associate Professor, Illustration Program) and Chris Treggiari (Senior Adjunct, First Year Core Studio Program) guided ~150 students through the process of screen printing voting t-shirts and posters on National Voter Registration Day and Constitution Day, with a particular focus on First Year Students, as well as during the opening celebration for CCA's expanded campus.

We met students "where they are" by partnering with departments across the college to provide clear voting information, registration opportunities, educational resources, and support to students in spaces where they normally operate. Highlights include partnerships with the LRC, RAs, and Libraries.

The Learning Resource Center (LRC) is a team of 10–15 CCA students (undergraduate and graduate) who serve as coaches in all academic subject areas. The Voting Coalition trained the LRC's coaches

in voter registration during Orientation Week so that they could outreach to students regarding voter registration during initial coaching sessions.

Similarly, the Voting Coalition partnered with the Resident Advisors for Peer Connections to support and engage the approximately 400-500 residents who live within our two residential halls. This involved providing resources and practice to the RAs so they could have individual conversations with residents to educate and support them in the voter registration process and post voting information in visible locations in Residence Halls.

The Voting Coalition also partnered with the Libraries team to install a Voting Kiosk near the entrance of CCA's Simpson Library (main library) in August 2024, before students returned to campus. The Voting Kiosk included a computer station that was open to CCA's Voter Registration Webpage and gave users the option to print their registration application for free. It also included step-by-step instructions to register to vote, contact information for questions, envelopes and stamps, and a secure drop-off mailbox for applications. Library staff were trained in summer 2024 to support voter registration.

What were your major challenges?

CCA does not have a dedicated staff position focusing on democratic engagement work.

Each coalition member integrates voting work into their existing job responsibilities, limiting capacity but also allowing democratic engagement to be woven into various departments. However, this structure presents obstacles, particularly during periods of institutional change.

Fall 2024 was especially demanding for the CCA community.

The opening of CCA's expanded campus and staffing reorganizations significantly increased workloads. Budget cuts and institutional restructuring further strained our efforts, leading to the loss of key campus partners and requiring unexpected training for new collaborators. These disruptions impacted the continuity and effectiveness of our initiatives.

Furthermore, as an art and design school without a Political Science or similar program, CCA lacks a built-in academic hub for civic engagement. Recruiting faculty, staff, and students to lead voting efforts requires sustained outreach and relationship-building. This year, these efforts were further challenged by widespread feelings of overwhelm among faculty and students, particularly in the critical months of October and November.

Despite these hurdles, the Voting Coalition remains committed to strengthening partnerships and embedding civic engagement across the institution.

Coalition

What group or groups were in your campus coalition?

CCA's Exhibitions and Public Programming department oversees the Creative Citizens in Action (CCA@CCA) initiative; the CCA Voting Coalition and our campus voting work are centralized within this initiative.

The CCA Voting Coalition's core members meet monthly to coordinate efforts and form workgroups between meetings to execute specific strategies and events. Advisory members and community partners join workgroups on an ad hoc basis. While staff members serve on the Coalition long-term, faculty and student members are recruited annually each spring. Their roles vary based on capacity, skills, and interests. The Voting Coalition can be reached as a group at vote@cca.edu.

Core Members

- Jaime Austin (Committee Chair), Director of Exhibitions and Public Programming / Academic Affairs
- Bryndis Hafthorsdottir, Gallery Manager / Academic Affairs
- Adriana Lopez Lobovits, Chief of Staff & Equity Partner / Office of the President
- Noki Seekao, Senior Director of Campus Life / Student Affairs
- Stephaine Villanova, Assistant Director for Student Engagement, Activities, & Leadership / Student Affairs
- Pia Zaragoza, 2024 CCA@CCA Faculty Coordinator / Faculty Representative
- Elisabeth Cobb Hughes, Graduate Design Program / 2024 CCA@CCA Student Fellow
- Maitri Bhateja, Anurag Pradipkumar Bhavsar, Arunima Walimbe, Mehak Prashant Kothari, Nidheesh Hasabnis, Graduate Interaction Design Program / Student Representatives

Advisory Members

- Joyce Alcantara, Assistant Director, Content and Marketing / 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
- Jose de los Reyes, Associate Director of Institutional Research / Academic Affairs
- Janeece Hayes, Director of Student Belonging & Inclusion / Student Affairs
- Sarah Kruse, Associate Director of Learning Resources / Academic Affairs
- Tracy Tanner, Assistant Director, Center for Art and Public Life
- Trey Terrio, Director, Auxiliary Services / Enrollment Services
- Katie Lindsey, Assistant Director, Student Engagement & Comunications / Enrollment Services
- Lisa Jonas, Director of Alumni Engagement / Advancement
- Daniel Ransom, Librarian, Instructional Services / Libraries
- Erik Scollon, Associate Professor and Chair, First Year Core Studio Program
- Jill Tolfa, Associate Director, International Student Services / Student Affairs
- Dominick Tracy, Associate Provost, Educational Effectiveness / Academic Affairs
- Lindsay Wright, Director of Integrated Communications / Marketing & Communications

Community and National Partners

- ALL IN Campus Democracy Challenge (which includes Higher Education Presidents' Commitment to Full Student Voter Participation
- Association of Independent California Colleges and Universities (AICCU)
- California Secretary of State California University College Ballot Bowl
- Campus Vote Project
- National Voter Registration Day
- The Potrero Boosters Neighborhood Association
- Voter Friendly Campus
- For Freedoms

Local Election Office

- Karlie O'Toole Gabour, Deputy, San Francisco Department of Elections
- Deanna Mitchell, Precinct Services/Voter Outreach, San Francisco Department of Elections

Is there anyone missing or any group missing that you would like to include in the future?

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. As staff leave the college or rotate off, we continue to recruit new members. In the 2024 election cycle, we focused on new staff representation from Student Affairs and the President's Office, and successfully recruited two new staff members to the Core Team. To secure consistent faculty and staff representation, we have created both a paid faculty coordinatorship position and a paid student fellowship position to help recruit and compensate faculty and students for their time and efforts related to supporting democratic engagement during key election years, such as 2024.

Our Coalition includes all of the recommended groups, but going forward, we would like to grow our community partnerships in San Francisco so that our students have more opportunities to interact with citizens in our surrounding neighborhood. We've set a goal to partner with two new organizations outside CCA in 2026–2028.

Does the current makeup of your coalition work?

Our Voting Coalition was effective in following through on our 2024 Voting Action Plan to deepen the college's vision of creative citizenship and democratic engagement, grow institutional support, and establish new programs supporting student engagement that we can leverage in future election cycles. In particular, the Core Team, though small, wields significant influence thanks to its core members' extensive institutional knowledge—three of its five staff members have worked at CCA for six or more years and have served on the Coalition since its inception in 2018. Representing a diverse array of departments, the Coalition effectively utilizes existing resources and leverages strong connections with internal partners, including senior leadership, to enhance civic engagement on campus. The Coalition also benefits from diverse input from faculty and students, which fosters fresh ideas and ensures accountability. Despite staffing, funding, and facility shortages, the Coalition has demonstrated resilience and adaptability, solidifying its impact and ensuring its longevity in promoting civic participation. In addition, the CCA Voting Coalition experiences strong support from upper-level administrators, including the President, Provost, Associate Provost, and Vice President of Diversity, Equity, Inclusion, and Belonging.

Is there a succession plan in place? If no succession plan is in place, what support is needed to create one?

We do not formally have a succession plan in place, as institutional and senior administrative support is needed to formalize a plan. Core Members have recommended that voting and democratic engagement work be written into the job descriptions of key leaders of the college versus having the voting coalition continue as a volunteer-only committee. This development hasn't happened at the Director level or above yet, but we were successful in writing democratic engagement work into the job description for the Assistant Director for Student Engagement, Activities, & Leadership position in Student Affairs, which is a step in the right direction.

To ensure the long-term success of voting initiatives, we have embedded voting work within a funded initiative, Creative Citizens in Action (CCA@CCA), a college-wide initiative that promotes creative activism and democratic engagement through public programs, exhibitions, and curriculum connections. Founded in 2018, CCA@CCA grew out of CCA's collaboration with alum Hank Willis Thomas, For Freedoms, and Maryland Institute College of Art (MICA). In 2020, CCA secured a $2 million gift to create the Deborah and Kenneth Novack Creative Citizens Endowment, which provides consistent funding year-on-year to support democratic engagement and has an annual report and review process. In 2024, CCA's campus expansion included the "Creative Citizens Hub," a flexible gathering and lecture space that will help support ongoing and dedicated programs at the college.



Current and former members of the CCA Voting Coalition staff a voter registration table, September 2024.

Strategies/ Tactics

Reflecting on your strategies and tactics, what worked? Why?

CCA consulted "The Strengthening America Democracy Guide" while developing our 2024 Voting Action Plan. One of our leading short-term goals for the 2024 election cycle was "to meet students where they are by partnering with three or more departments across the college to provide clear voting information, registration, educational resources, and support to students in spaces where they normally operate." In the end, we partnered with more than six departments across the college, doubling our original goal. Here is what worked:

We anchored our tactics around National Voter Registration Day and Constitution Day, which both took place on September 17, 2024, to produce a highly visible collegewide event that involved the Coalition, faculty, students, and college partners. The event included exhibitions, hands-on activities, voter registration, and voter education.

We collaborated with the First Year program (which is organized within Academic Affairs) on our National Voter Registration Day and Constitution Day event. This fun event, which included screenprinting voting t-shirts and posters, was a requirement of the Core First Year class taken by all first-year students. Thus, it allowed us to reach all first-year students directly in an academic setting and provide faculty in the First Year Program with voting resources.

We partnered with the Student Life team on several tactics. For example, we integrated voter registration into the New Student Orientation and Welcome Week schedule via a Moodle module, tabling, scheduled presentations to orientation groups during campus tours, and direct outreach. We trained student leaders working for Student Life in Residential Education (as Resident Advisors and Orientation Leaders) to provide resources and have individual conversations with residents to educate and support students in the voter registration and turnout process. We also posted voting information in visible locations in residence halls.

We partnered with the Learning Resource Center team (LRC) to train 10-15 CCA students (undergraduate and graduate) who serve as coaches in all academic subject areas. Voter registration training was delivered to the incoming cohort during Orientation Week so that LRC coaches could outreach to students regarding voter registration during initial coaching sessions. In addition, the LRC reposted voting messages to its departmental Instagram account.

We joined forces with the International Student Services Office to produce inclusive information for students who are not eligible to vote in the United States so they could be engaged in democratic engagement activities. This included posting election dates and overseas voter registration information for students from other democratic countries, as well as a slideshow titled "5 Steps to Understanding U.S. Elections as an International Student."

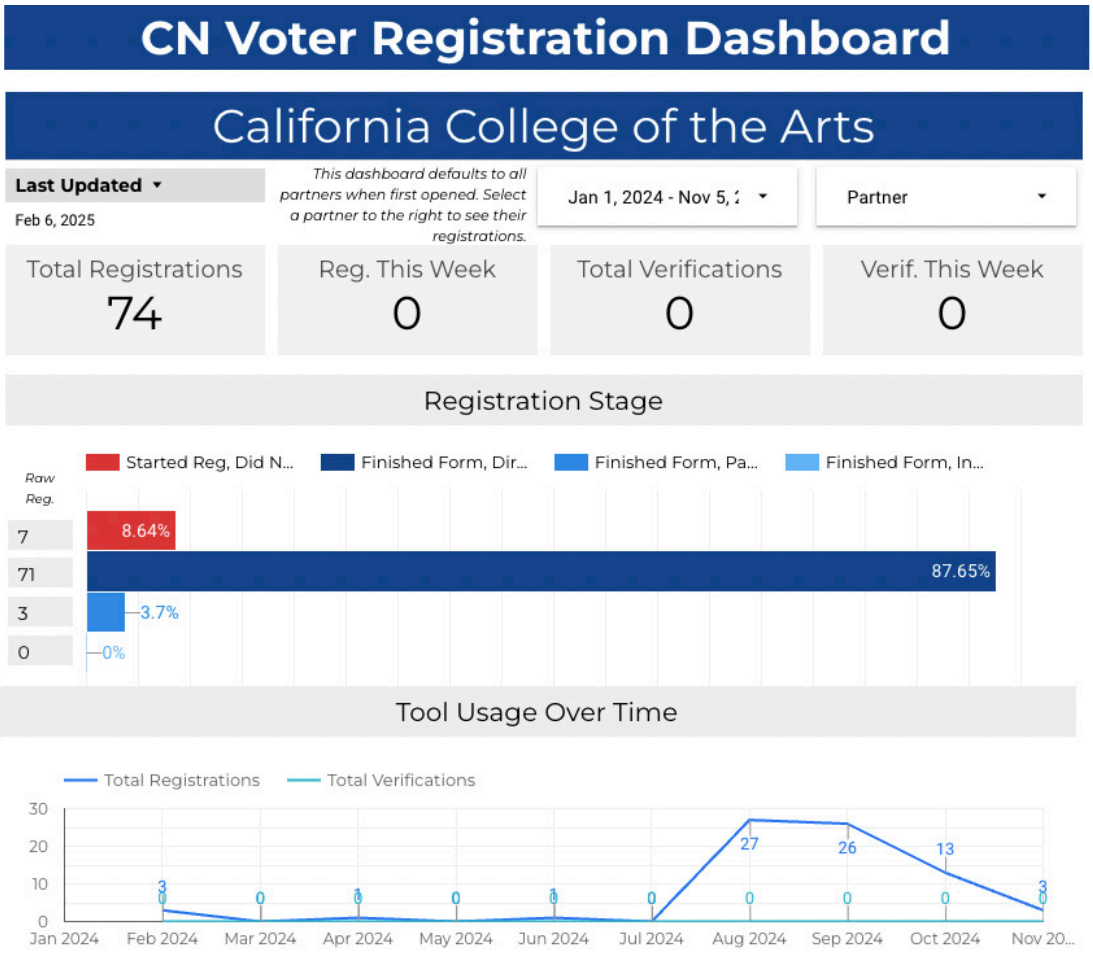
We worked with faculty to reach students within their course curriculum. The Voting Coalition actively encouraged faculty engagement in our voting events so that students could participate as part of their regular class time. This allows students who may not have had the time or access to voting registration and education to attend as part of their usual course schedule.

We partnered with CCA's Education Technology Services Department (ETS) to incorporate voting information into CCA's Portal Intranet landing page so that every student accessing the Portal would have easy access to voting information. ETS also changed the settings on every campus

computer's browser to make the Voting Coalition's website its homepage from August through November 2024. This greatly increased traffic on the college's voting resources web pages.

Another focus was increasing our data collection throughout the election cycle to help with evaluation. Here is what worked:

In spring 2022, the CCA Voting Coalition partnered with ALL IN To Vote to create a CCA-branded voter registration portal that tracks voter registration data. While the portal has been live since the end of April 2022, the Voting Coalition did not commit to exclusively using this portal for voter registration until 2024, when ALL IN added tools to check registration and request absentee ballots to the portal. The portal recorded 22 voter registrations during the 2022–2023 academic year and 18 registrations during the 2023-2024 academic year, and dramatically increased to 74 registrations in 2024.



A screenshot of the ALL IN Voter Registration Portal Dashboard, which shows engagement with the portal between January 1 and November 5, 2024.

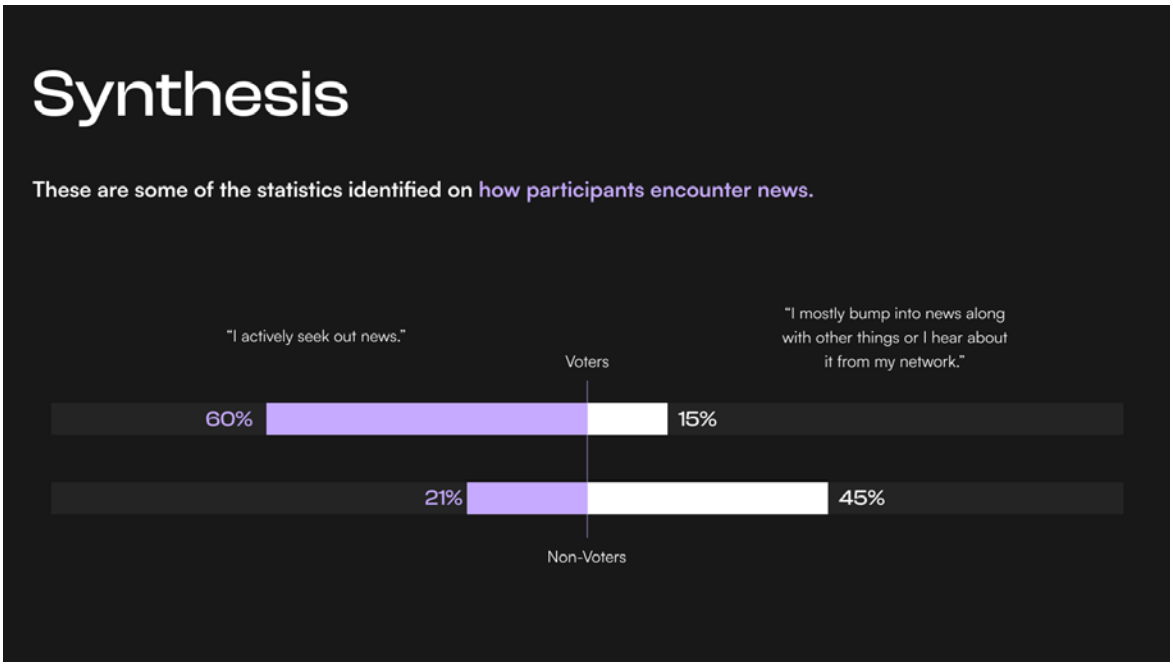
Prior to the Presidential Primary Elections in March 2024, we conducted a student survey during a tabling session with the goal of gaining a deeper understanding of our student community's interest in civic engagement and voting plans. Within a group of 96 students, 23 different social, political, and civic engagement issues were identified that students cared deeply about. The following social issues rose to the top for the majority of our students: Environmental (Sustainability/Climate Change), Health Care (Public Health), and LGBTQIA+ Rights. Knowing the values of our students allowed us to engage them in future programming efforts better. For example, we hosted a "Drag & Democracy" performance event and discussion event on October 23, 2024, that focused specifically on LGBTQIA+ rights and resources.

We partnered with the Masters in Design Strategy (MDes) Program to co-design an opportunity for graduate students to conduct research as part of a course assignment that informed the Voting Coalition's outreach strategies related to youth voting. Topics identified by students for research via polls and student interviews included:

- Reasons why non-voters may not vote
- Zones of influence related to voting
- Behaviors and trends related to news and voting information consumption
- Issues youth voters most care about

Data from these polls and interviews were synthesized into a presentation that was shared among the Voting Coalition and various stakeholders throughout the college.





Two slides from the MDes students' presentation synthesizing data from the polls and interviews they conducted in spring and summer 2024.

Centering the arts and creativity throughout our events is a hallmark of voting work at CCA. Our campus-wide in-person engagement activities contributed to strong campus energy related to voting. Featured events include National Voter Registration Day and Constitution Day, and Drag & Democracy.

National Voter Registration Day and Constitution Day: VOTE VOTE VOTE CCA!

September 17, 2024





Left: Faculty members Michael Wertz and Chris Treggiari guided ~150 students through the process of screen printing voting t-shirts and posters.

Right: A pop-up mayoral desk designed by the Oakland Lowdown invited students to draft their first acts, if elected to office.





Left: The CCA Voting Coalition staffed a bustling voter registration table.

Right: Daniel Ransom of the CCA Libraries set up a mobile “Art and Politics” library.

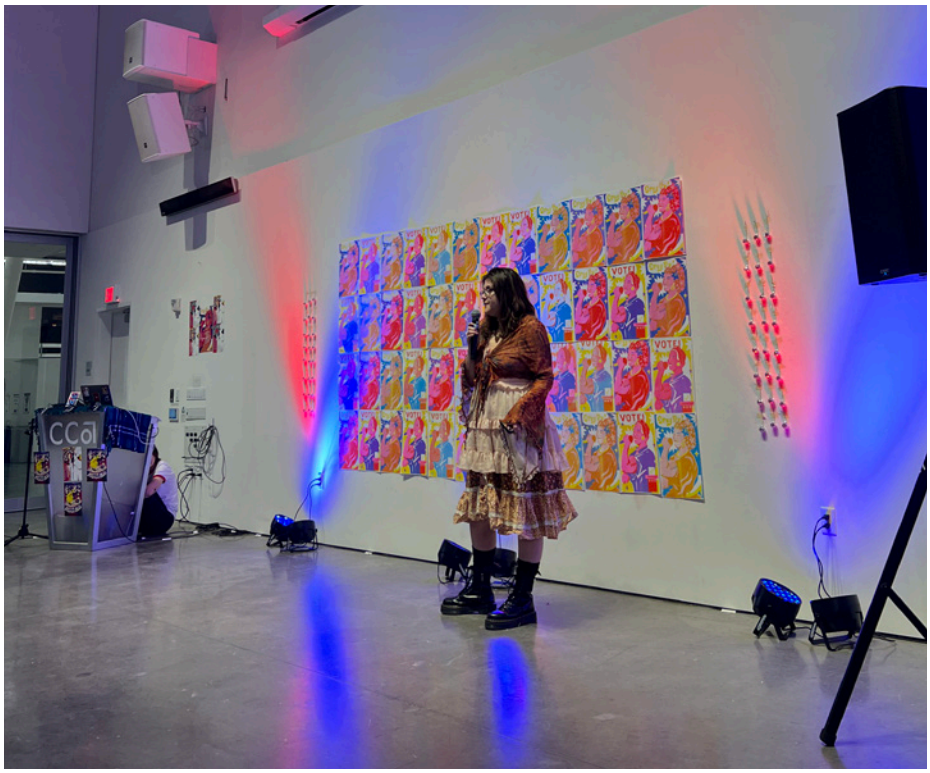
Drag & Democracy

October 23, 2024



Honey Mahogany (Director of the San Francisco Office of Transgender Initiatives) and special guests Afrika America (Drag Out The Vote Ambassador) and Marcel Pardo Ariza (CCA Faculty) kicked off the Fall 2024 Deborah and Kenneth Novack Creative Citizens Series with a drag performance and panel discussion.





Students were heavily involved in the planning and execution of this event: Kaeli Mcleod (Illustration 2025) designed the poster and decor for the event, Lilah Sperman (Illustration 2028) spoke to her peers about the importance of voting, and DJ Misty (aka Christine Ortiz, Photography 2026) entertained guests with sets.

What did not work? Why?

We didn't see as many student-driven initiatives as we had hoped for.

Working with student organizations was challenging due to the campus's lack of a strong student leadership structure. Campus clubs still have not rebounded post-COVID.

Our Voting Kiosk yielded few registrations.

This was the first time we partnered with the Libraries team to install a Voting Kiosk near the entrance of CCA's Simpson Library (main library) in August 2024, before students returned to campus, and trained Library staff to support voter registration. While this kiosk brought a lot of visibility to our campus commitment to voting, we saw very few registrations originate from this station.

Election Day messaging was uncoordinated.

While we had established a communications plan in advance in collaboration with the President's Office, collegewide communications related to Election Day were stressful because well-intentioned messages were crafted and sent by multiple entities—Deans, Academic Programs, Marketing/Communications, etc.—without coordination with the Voting Coalition. In past election cycles, a core member of the Voting Coalition was on the Marketing and Communications team and could serve as a liaison, but this person left CCA, and a replacement could not be found.

Engagement with student collaborators dipped in October.

We had a strong start training the Resident Advisors and Learning Resource Center staff in August and September, but due to our campus opening and related celebration events, staff had less capacity to stay consistently engaged with them in October.

What can be changed in the future?

To address the issues outlined in the previous section, we've identified the following strategies to implement in future election cycles. By implementing these strategies, CCA can build a more student-led, visible, and sustainable civic engagement infrastructure, ensuring long-term impact across future election cycles.

Increase Student-Driven Initiatives & Leadership Opportunities

Partner with Student Life to integrate voter registration into club fairs and activities, e.g. by incentivizing or funding club activities related to democratic engagement.

Engage with new staff in the Office of Student Inclusion and Belonging to help reconnect underrepresented student communities with civic engagement initiatives. Secure the support of the incoming Vice President of DEIB, once hired.

Reimagine the Voting Kiosk for Higher Impact

Relocate to Higher-Traffic Areas: Move or replicate the kiosk in the dining hall, residence halls, or studio spaces where students naturally gather.

Host "Kiosk Takeovers" with Trained Volunteers: Have student ambassadors, faculty, or trained staff actively engage students at the kiosk rather than relying on passive participation.

Strengthen Election Day Communications & Coordination

Establish a Centralized Messaging Strategy: Assign a Voting Coalition core member as the Election Communications Coordinator, responsible for aligning messaging across departments. It would be helpful to have someone from the Marketing and Communications team on the Voting Coalition Core Team to assume this role.

Create a Pre-Scheduled Election Communication Plan: Develop ready-to-send, pre-approved messages for different campus entities further in advance of Election Day and communicate them

out to stakeholders across the college to avoid misaligned outreach.

Sustain Engagement with Student Collaborators Beyond September

Host Monthly Check-Ins or a Mid-Semester Engagement Event: Plan an October social with free food and an interactive workshop to keep trained student leaders engaged.

Develop a "Relay System" for Peer Engagement: Assign small groups of student leaders to check in with each other bi-weekly to maintain momentum and accountability.

Institutionalize Democratic Engagement in Leadership Roles

Formalize Voting Responsibilities in Key Job Descriptions: Advocate for democratic engagement work to be explicitly written into the job descriptions of Director-level and senior staff, ensuring continuity beyond volunteer-led efforts.

Expand Official Staff Engagement Beyond Student Affairs: While progress has been made with the Assistant Director for Student Engagement, similar responsibilities should be embedded within roles in Academic Affairs, DEIB, and other offices.

Establish a Leadership Transition Protocol: Document key processes, contacts, and best practices in our Voting Action Plan to ensure seamless knowledge transfer when staff turnover occurs.



Students gather around a voter registration and "VOTE!" bracelet-making station during Welcome Week, August 2024.

Evaluation and Results

How did you evaluate the success of your campus plan? What were you findings?

The CCA Voting Coalition collects and evaluates data from several recurring studies, including NSLVE, NSSE, and Campus Climate Surveys, detailed below. The results from recent iterations of these studies are still forthcoming; we look forward to analysing their findings in preperation for future action planning processes.

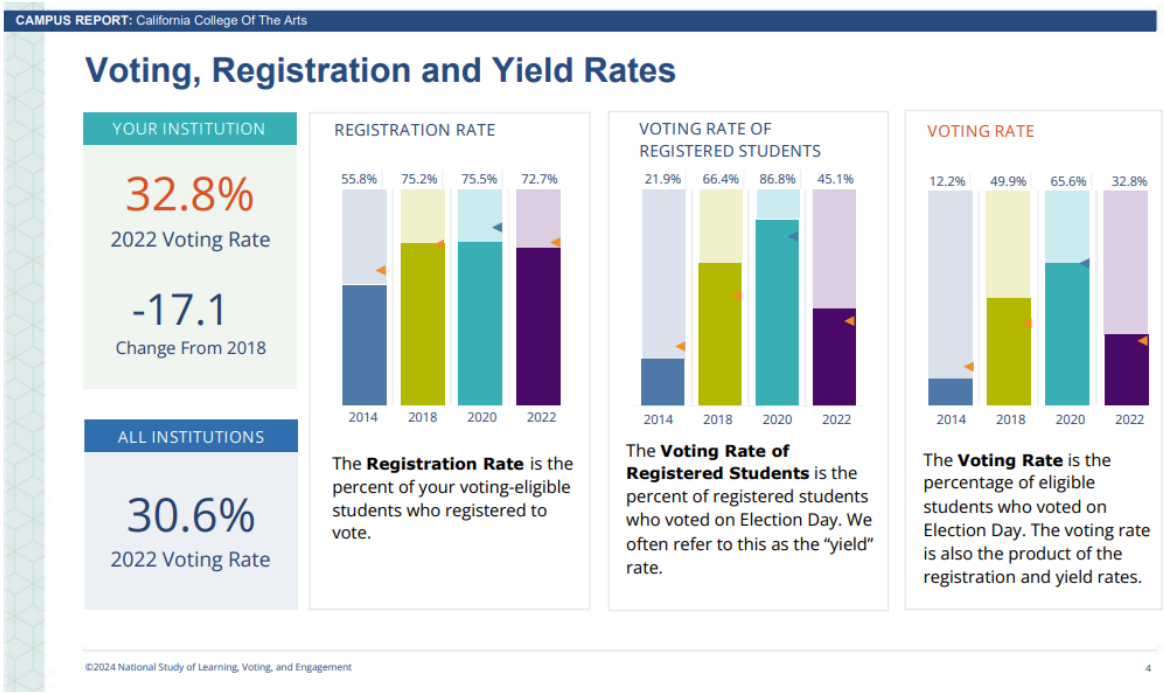
NSLVE

CCA registered for the National Study of Learning, Voting, and Engagement for the first time in 2020 and received our first report in 2021. When we receive data, CCA's Associate Director of Institutional Research reviews it and then shares their assessment with the Voting Coalition, which discusses the results in detail. NSLVE data is made public on CCA's Voting Resources page on Portal and shared via internal meetings with student clubs, senior administration, and other stakeholders.

NSLVE gives a valuable breakdown of voting rates by age group. Our 2022 report indicates that voting rates among young voters 18–24 years old are consistently the lowest among our student body. This data informed our 2024 engagement strategies, including our partnership with CCA's First Year Program.

While our total 2022 Voting Rate was below our rate in 2018, we were more than 2 points higher than the average of all institutions. The NSLVE report also confirmed our observations that a large number of CCA students were voting using mail-in ballots, and we were able to add additional support resources related to signing up for mail-in ballots as part of our 2024 Voting Action Plan.

When we receive the results of the 2024 NSLVE report, we'll follow a similar evaluation process to determine whether to continue these partnerships and resources, or whether to develop alternative strategies.



NSSE

We use the National Survey of Student Engagement (NSSE) 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:

- How much has your experience at this institution contributed to your knowledge, skills, and personal development in being an informed and active citizen?
- How much does your institution emphasize attending events that address important social, economic, or political issues?

Our latest NSSE results are from 2020 and helped shape our 2024 Action Plan; results from future NSSE surveys will help us evaluate the success of our 2024 Action Plan, including our efforts to increase the visibility of civic engagement efforts on campus.

Campus Climate Survey

In March 2023, CCA administered the Higher Education Data Sharing Consortium (HEDS) Diversity and Equity Climate Survey to all staff, students, and faculty. Participants were surveyed about perceptions of CCA regarding climate, diversity, and equity support, experiences with disparaging remarks, and experiences with discrimination and harassment.

As it relates to democratic engagement, the climate survey findings indicate that there is a perceived need for fostering connections across different groups and facilitating open and restorative conversations, a perceived need for greater student and faculty voice in governance processes, and a desire for more institutional support of freedom of expression and authentic expression. The college's Voting Coalition, senior administration, and the Equity Advancement Council (a group of staff and faculty who steer priorities, action planning, and metrics for the success of college-wide integration of diversity, equity, inclusion, and belonging), along with other key stakeholder groups, will continue to explore how the campus climate data informs CCA's strategic planning process and its efforts around democratic engagement and creative citizenship.

During and immediately after the 2024 Election Season, the CCA Voting Coalition worked with the SF Department of Elections and campus partners to collect qualitative and quantitative data that has helped us measure the success of our civic engagement efforts and will inform future Action Plans. In addition to the data outlined in the Strategies/Tactics section of this report (gathered via the ALL IN Voter Registration Portal, CCA student survey, and MDes Program collaboration), we collected data pertaining to voter turnout, event attendance, resource engagement, and more.

SF Department of Elections

CCA's Blattner Hall serves as a polling location, and we receive registration, turnout, and polling place data from the San Francisco Department of Elections. Our precinct has historically seen high turnout numbers, and 2024 was no different. While the average voter turnout in San Francisco was 78.93%, voter turnout at our precinct (7002) was 89.95%—more than 10 points higher than average. This data confirms the usefulness of a campus polling location to serve students and our neighborhood.

Event Attendance and Engagement

We track attendance numbers across events. While exact attendance is difficult to determine during tabling events and exhibitions, our total event attendance was 2,143 across our fall event series. We can analyze this attendance data to see what type of events attracted the greatest number of students and at which events the most students registered to vote. For example, it's clear that events organized or promoted via our partnership with the First Year Program, such as our

Voter Registration Day and Constitution Day festivities, were highly successful, attracting a high number of attendees and resulting in the highest number of voter registrations.

We also track engagement with the Voting Coalition's digital voting resources. For example, we know that 92.5% of incoming students completed the Moodle module that the Voting Coalition developed, indicating that this module is an effective way of reaching young voters. We recorded 7,864 views of our Voting Resources page on CCA's Portal intranet in 2024, which we deem highly successful in comparison to the 1,317 views recorded in 2022—our partnership with CCA's Education Technology Services Department should absolutely be repeated in future election years.

Creative Citizens in Action Faculty Reports

All faculty receiving financial assistance and event support from the Creative Citizens in Action initiative were required to submit a report. These reports helped us collect qualitative data from faculty across academic disciplines, including about common barriers to voting and the ballot issues that could mobilize their students to vote. For example:

"We heard from many CCA community members and family members/friends that the voter guide [my students created] was an essential resource for them in this election, which was great to hear. But I think the biggest success was our learning experience as a class. Many of my students said they had never voted or, if they had voted before, they didn't vote for propositions because they found them too difficult to understand. But after we worked together as a class to research each proposition and their funding sources, they found that they could actually understand them. They also reported feeling optimistic that change can be made at the state/local level, which they had not all realized before this project." –Natalie Pellolio, Visiting Faculty, History of Art and Visual Culture Program

"We had about fifty or more First Year Students join the public collage making days (this in addition to the students in my class). Students enjoyed talking together about their concerns and ideas, and putting together poignant, humorous, serious, and heartfelt stories through collage. We compiled the work into categories and found what our youngest students at CCA were concerned about. U.S. elections were a large category, ruminations on democracy, capitalism, foreign affairs, and freedom were other categories. Other large categories included freedom of speech and the right to determine one's body (trans rights and women's rights, effects of second-hand smoke, peer pressure, effects of digital media on brains and wellbeing, etc.).

Registration, Turnout, and Polling Place Services Provided in Precinct # 7002 - 75 Arkansas St

November 5, 2024, Consolidated General Election

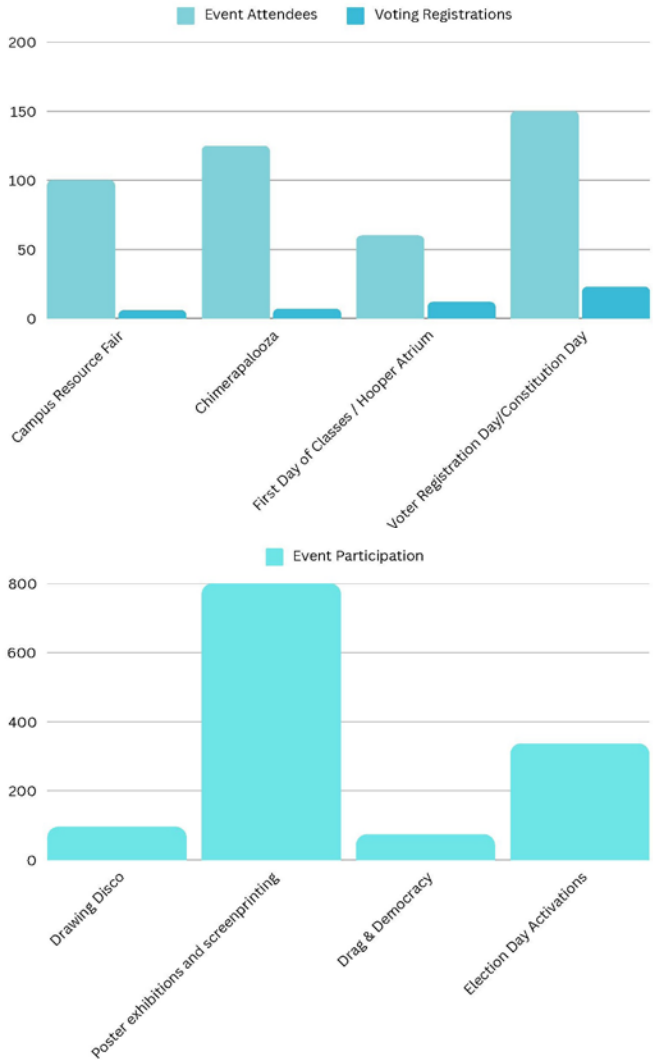
Voting-Eligible Population (VEP) US*	Voter Turnout US*	Percentage Turnout US
244,666,890	156,302,318	63.88%

Registration CA**	Voter Turnout CA**	Percentage Turnout CA
22,595,659	16,140,044	71.43%

Registration SF***	Voter Turnout SF***	Percentage Turnout SF
522,265	412,231	78.93%

Precinct:	Registration	Voter Turnout	Percentage Turnout
7002	869	773	88.95%

Voter Turnout Statistics provided by the SF Department of Elections.



Graphs visualizing attendance and voter registration at key events presented or funded by the CCA Voting Coalition.

The last largest category was concerns about the environment and climate change."–Carol Elkovich, Associate Professor, First Year Core Studio Program

How did you share this evaluation?

Voting Coalition Meetings

The CCA Voting Coalition meets monthly and a section of each meeting is set aside for discussions and evaluation. Because members of the Voting Coalition serve in staff positions across the college, productive conversations consistently take place related to planning, data collection, execution, and evaluation within this team.

Voter Friendly Campus Report

This report is one of our key reporting tools. Our Voter Friendly Campus Final Report will be posted publicly on CCA's Portal and shared directly with senior leadership at CCA to evaluate and support the work of the Voting Coalition.



Voting Coalition members staff an information table on Primary Election Day, March 2024.

Conclusion

What makes your campus a Voter Friendly Campus?

Creative Citizenship is core to the CCA educational experience. It's our creative approach to democratic engagement that makes us a Voter Friendly Campus. From our "Drag and Democracy" drag performance and voting drive, to our First Year Program exhibition, to student-designed "get out the vote" posters, to class assignments demystifying California Ballot Propositions, CCA incorporates art and design through every step of our democratic engagement plan.

How can this designation and the VFC program help your program continue to flourish?

Partnering with Voter Friendly Campus has been transformative for CCA, strengthening our commitment to nonpartisan civic engagement. The report framework provided the structure and resources to institutionalize this work, empower our students, and integrate democratic participation into our creative community. As a small art and design college, the support of VFC and other national voting partners has amplified our impact, making our efforts more sustainable and nationally recognized. The Voter Friendly Campus framework helped us define structures and deadlines that help us plan and document our democratic engagement work, and the VFC designation helped us justify institutional support that will ensure the longevity of the CCA Voting Coalition.

Thank you to the Voter Friendly Campus team and our partners at ALL IN. Your support has helped us achieve these awards and designations:

- "Most Engaged Campus for College Student Voting" 2022, 2024 / ALL IN To Vote
- "Highly Established Action Plan" 2022, 2024 / ALL IN To Vote
- "Best Civic and Voter Empowerment Action Plan (AICCU)" 2024 / California Secretary of State Student Vote Project's California University and College Ballot Bowl Competition
- "Voter Friendly Campus" 2021–2022, 2023–2024 / Voter Friendly Campus



















Appendix

Highlighted Curricular Connections

"Get Out the Vote!" Posters

Students in Isabel Samaras' Illustration Studio 2: Concept course designed a vibrant and diverse collection of posters to speak directly to their peers. Each poster captures a different facet of why voting matters, offers a unique invitation to civic participation, or honors the history of voting rights. They seek to communicate the importance of participating in elections, and the vital role that each of us can play in shaping our collective future. These posters were on view in a central location on campus on Election day.









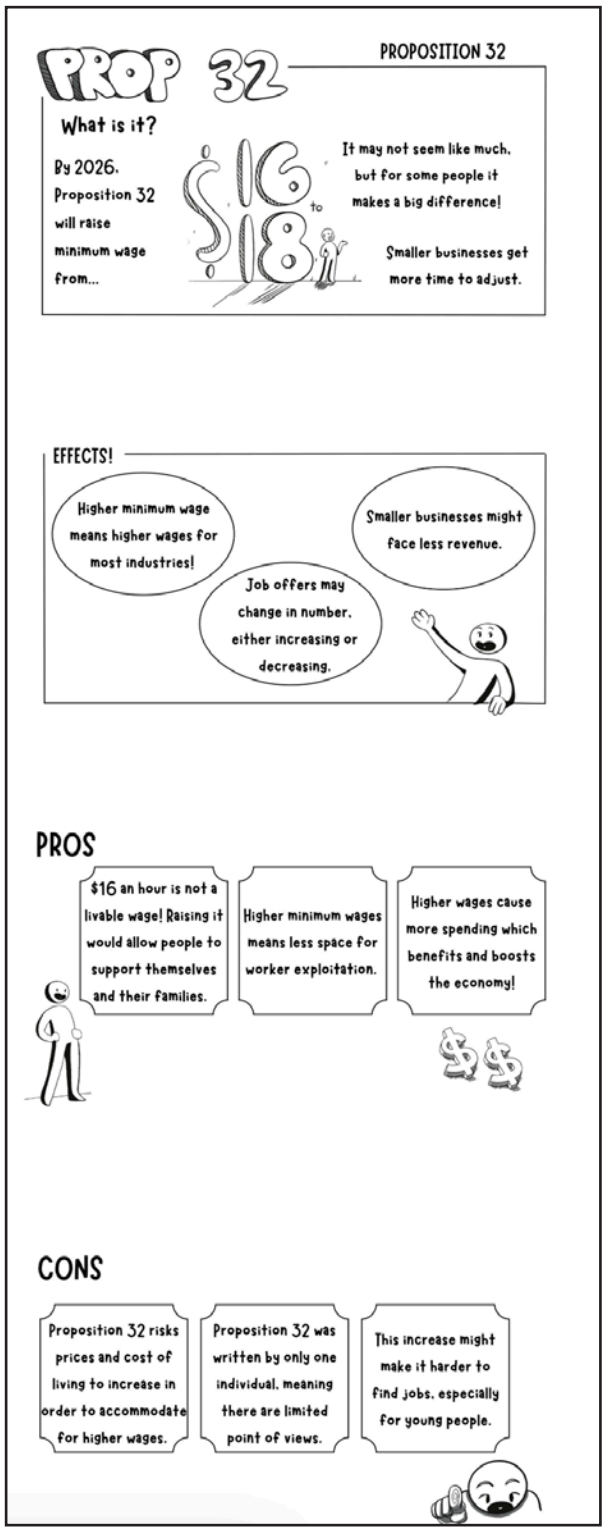




Selected posters by students in Isabel Samaras' Fall 2024 Studio 2: Concept course.

California Ballot Proposition Website

On October 17, 2024, students in Natalie Pellolio's Art and the Machine course hosted Prop Talk, a launch event for their 2024 Ballot Proposition Voter Guide. Written, illustrated, and designed by the students, this voter guide breaks down each proposition in clear, everyday language, making it easier to grasp the issues at hand and make informed decisions on election day. During the launch event, students discussed ballot issues and the upcoming election with attendees and passed out voter information resources.



Excerpt from the 2024 Ballot Proposition Voter Guide.



Students attend Prop Talk, October 2024.

Speak UP! Speak OUT! First Year Students and the Art of Change

First Year 2D studios led by Professor Carol Elkovich hosted an exhibition in CCA's Hooper Atrium October 29–November 6, 2024. In the exhibition, First Year students visually explored and expressed personal and important issues through collective zines and collages. The exhibition also included collages made by First Year Students through an open and anonymous response.



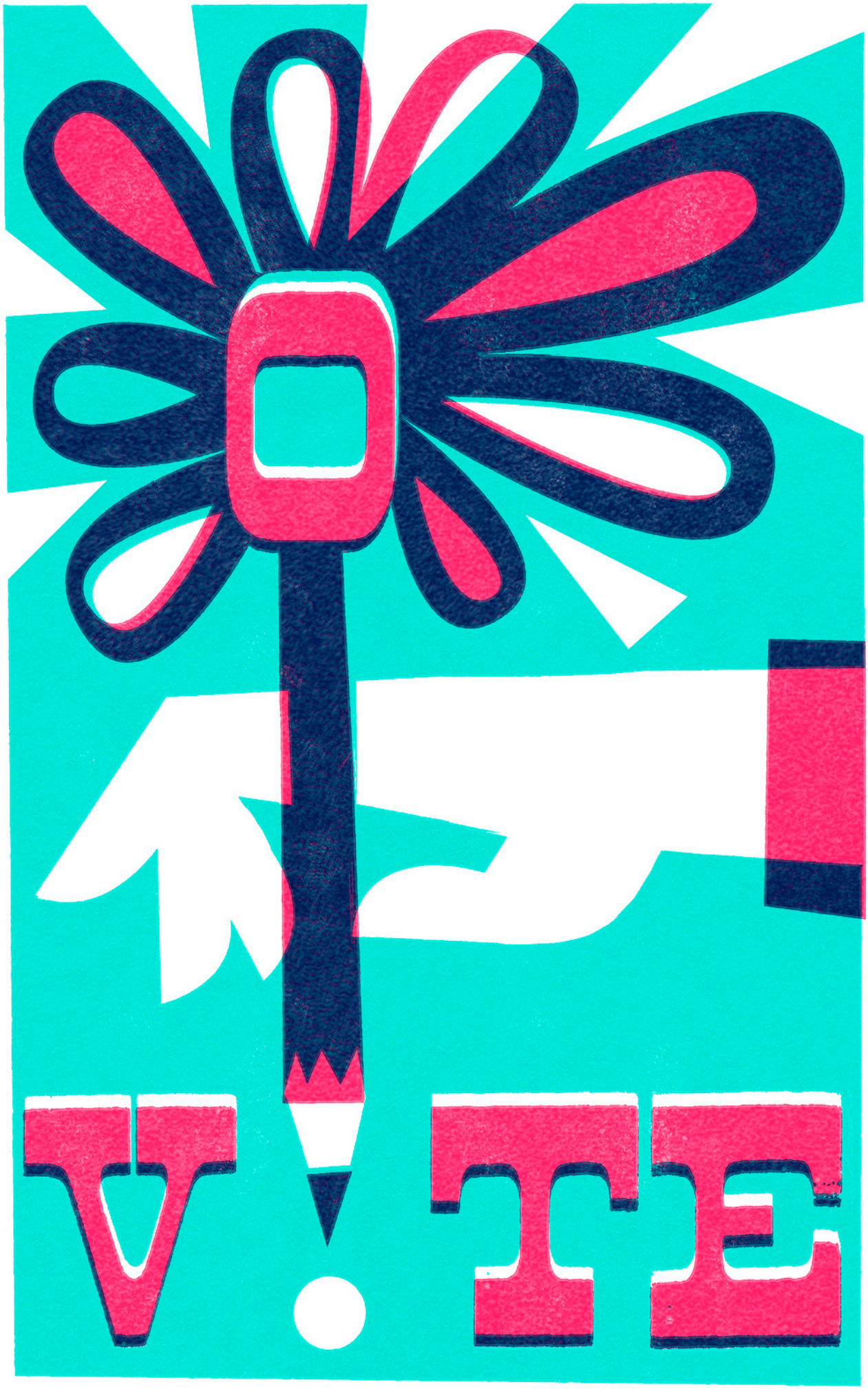






Fall 2024 Events Funded by Creative Citizens in Action and the CCA Voting Coalition

- *TAKE ACTION: A CCA@CCA Exhibition* | Organized by the Exhibitions & Public Programming Department
- National Voter Registration Day and Constitution Day: VOTE VOTE VOTE CCA! | Organized by Michael Wertz, Chris Treggiari, and Jaime Austin
- THEORY ACTS | Organized by Irene Cheng and James Graham
- Prop Talk: Navigating the Key Issues on California's Ballot | Organized by Natalie Pellolio
- Drag & Democracy | Organized by Pia Zaragoza
- CCA Election Day Activations
    - CCA Polling Location | Organized by the CCA Voting Coalition
    - *Speak UP! Speak OUT! First Year Students and the Art of Change* | Organized by Carol Elkovich
    - OH SHIT! Ballot Proposition Screenprinting Workshop | Organized by Jasmine Zhang
    - Election Day Pop Up | Organized by the CCA Voting Coalition
    - Election Watch Party | Organized by Maxwell Leung
    - *Get Out the Vote! Poster Exhibition* | Organized by Isabel Samaras
    - *Conversations: 2024* | Organized by Kim Anno
- Where do we go from here? Roundtable Discussion with The Sisters of Perpetual Indulgence | Organized by CCA@CCA Faculty Coordinator Pia Zaragoza
- activism, applique, + embroidery workshop | Organized by CCA@CCA Student Fellow Elisabeth Cobb Hughes



VOTE! VOTE! VOTE! poster designed by Michael Wertz (wertzateria.com).

CCA
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