

Sierra College

Civic Engagement & Voter Empowerment

2024-2026 Action Plan

## CEVE ACTION PLAN TABLE OF CONTENTS

Table of Contents	
<a href="#"><u>EXECUTIVE SUMMARY</u></a>	Page 3
<a href="#"><u>Introductions</u></a>	Page 3
<a href="#"><u>Key Terms Internal</u></a>	Page 3
<a href="#"><u>Key Terms External</u></a>	Page 3
<a href="#"><u>LEADERSHIP</u></a>	Page 4
<a href="#"><u>CEVE Workgroup Membership</u></a>	Page 4
<a href="#"><u>Commitment: On and Off Campus</u></a>	Page 5
<a href="#"><u>On-Campus Partnerships</u></a>	Page 5
<a href="#"><u>Off-Campus Local Partnerships</u></a>	Page 5
<a href="#"><u>Off-Campus Statewide Partnerships</u></a>	Page 6
<a href="#"><u>Off-Campus National Partnerships</u></a>	Page 6
<a href="#"><u>2022-2024 Action Plan Accomplishments</u></a>	Page 7
<a href="#"><u>LANDSCAPE</u></a>	Page 7
<a href="#"><u>About Sierra College</u></a>	Page 7
<a href="#"><u>CEVE Mission</u></a>	Page 8
<a href="#"><u>Commitment</u></a>	Page 9
<a href="#"><u>NSLVE (National Study of Learning, Voting, and Engagement) Data</u></a>	Page 9
<a href="#"><u>REFLECTION</u></a>	Page 13
<a href="#"><u>2024-2026 GOALS</u></a>	Page 16
<a href="#"><u>EVENT REQUIREMENTS</u></a>	Page 18
<a href="#"><u>COMMUNICATIONS</u></a>	Page 19
<a href="#"><u>REPORTING</u></a>	Page 19
<a href="#"><u>EVALUATION</u></a>	Page 19

# Sierra College

## Civic Engagement and Voter Empowerment

### 2024-2026 Action Plan

#### EXECUTIVE SUMMARY

##### Introduction

Since AB 963 was signed into law in 2019, Sierra College's Civic Engagement and Voter Empowerment (CEVE) workgroup has been energetically working with internal departments (Facilities and Plant Operations, Marketing, etc.) and community partners (Placer County, Nevada County, League of Women Voters, etc.) to implement requirements and action plan goals. The Associated Students of Sierra College (ASSC) Student Senate supports the workgroup by appointing student leaders to serve on the workgroup and promoting/funding civic engagement events and voter information. The ASSC Programming Board often supports the workgroup by hosting national civic engagement holidays like Constitution Day, National Voter Registration Day, and National Voter Education Week. ASSC also partners with California Secretary of State Student Vote Project and the Student Senate for California Community Colleges to civically engage students virtually and in-person. With this 2024-2026 Action Plan, the CEVE Workgroup commits to using data informed practices for continuous improvement.

Campus Life, under the Student Services division, is responsible for implementing and facilitating the action plan. Campus Life, with the CEVE Workgroup and other departments, will collaborate to ensure students are informed of upcoming local, state, and national elections.

##### Key Terms Internal

**ASSC:** Associated Students of Sierra College

**CEVE Workgroup:** Civic Engagement and Voter Empowerment workgroup composed of students, faculty, classified and management staff, and administrators

##### Key Terms External

**A Band of Voters:** A Band of Voters identifies and supports Student Leaders and other young activists to educate, inspire and mobilize their peers to claim the political power of their generation and build a safer, more sustainable and equitable democracy.

**AB 963:** California legislation signed into law by Governor Newsom in 2019 to increase student voter accessibility and participation.

**ALL IN:** ALL IN Campus Democracy Challenge – a national umbrella organization that coordinates and administers the PAC-12 Voting Challenge

**Ballot Bowl:** Established in 2018, the California University and College Ballot Bowl is a friendly competition where higher education systems compete to register the most college students to vote. The California Secretary of State Students Vote Project hosts the California University and College Ballot Bowl biennially.

**CCCSAA:** California Community College Student Affairs Association promotes and advances public two-year post-secondary education and brings members together for mutual benefit. CCCSAA stimulates effective working relationships in the field and strengthens professional status by establishing criteria for professional training.

**California SOS:** California Secretary of State

**LWVPC:** League of Women Voters – Placer County

**NSLVE:** The National Study on Learning, Voting, and Engagement publishes biannual reports tracking student voter registration and participation patterns during every election cycle – including both midterm and general elections.

**SSCCC:** Student Senate for California Community Colleges represents all 2 million California Community College students at the state level. As a nonprofit organization, SSCCC ensures that students have effective means in participation in formation of state policies.

**Voter’s Choice Act (VCA):** This new model allows participating counties to conduct elections with enhanced flexibility and convenience for voters. It empowers voters to choose how they want to vote—whether by mail or in person—when to vote, with expanded in-person early voting, and where to vote, through secure ballot drop-off locations, vote centers, or by mail, all within the established election timeframes.

## LEADERSHIP

The CEVE Workgroup includes students, classified staff, faculty, management, and community partners. Each senate appoints representatives to serve on the workgroup, which comprises the following members, and receives guidance and input from the senates and the executive leadership team. The CEVE Coordinator currently chairs the workgroup. The workgroup meets monthly via Zoom throughout the academic year, guided by agendas and action plan goals to stay focused and on track. Meeting via Zoom allows for all constituents to participate in decision making processes within the workgroup.

### CEVE Workgroup Membership:

2022-2024 CEVE Workgroup Membership		
MEMBER	TITLE	SENATE/CLUB/ORG
Abba Schwartz	Student Representative	Student Senate
Sahil Tandel	Student Representative	Student Leader
Vyvyan Huckleby	Student Representative	Student Senate
Juan Miguel Blanco	CEVE Coordinator	Faculty Coordinator

2022-2024 CEVE Workgroup Membership		
<b>Christina Ung</b>	<b>Classified Senate</b>	<b>Support Specialist</b>
<b>Vacant</b>	<b>Academic Senate</b>	<b>Vacant</b>
<b>Zenaido Ramos-Bustos</b>	<b>Academic Senate</b>	<b>Faculty – Spanish</b>
<b>Vacant</b>	<b>Management Senate</b>	<b>Vacant</b>
<b>Angela Galvan Torrens</b>	<b>Community Partner</b>	<b>League of Women Voters – Placer County</b>

## Commitment: On and Off Campus

### On-Campus Partnerships

- Marketing – The CEVE Workgroup’s partnership with Marketing has expanded since the 2020-2022 Action Plan. The coordinator meets with Marketing once a semester to ensure that election information is up to date on the website and event calendar and to prepare dissemination of election information to the college community. This includes email, social media, and Sierra College app.
- Political Science Department – Since its inception, the CEVE Workgroup has consistently involved Political Science faculty, with the last two coordinators being part-time instructors from the department. Their contributions have ranged from reviewing webpage content to assisting with the drafting of email communications to students.
- Facilities & Operations – The CEVE Workgroup collaborates with the President’s Office and Facilities & Operations to secure campus spaces for activities related to local, state, and national elections. Throughout the 2022-2024 action plan cycle, the Facilities Council partnered with the CEVE Workgroup and officials from Placer and Nevada Counties to facilitate discussions regarding the implementation of ballot drop boxes and the establishment of voting centers and polling places.
- Learning Resource Center – The CEVE Coordinator collaborates with Sierra College librarians to distribute the nonpartisan election research guide, which connects the Sierra College community to valuable local, state, and national civic engagement resources.
- Residence Halls – The CEVE Workgroup provides physical voter registration forms to the residence hall every semester. Additionally, our community partner helps register students during Move-in Day.

### Off-Campus Local Partnerships

- League of Women Voters – Placer County: The League of Women Voters – Placer County has been a community partner since the inception of the CEVE Workgroup in spring 2020. They have provided educational workshops to the college community and have hosted several voter registration booths. Our partnership goes beyond the college, as we have been involved and attended Placer County Elections Office workshops and events.

- Placer County Elections Office: The CEVE Workgroup's partnership with the Placer County Elections Office has expanded since Placer County became a Voter's Choice Act county in fall 2023. During the 2020-2022 action plan cycle, Sierra College – Rocklin campus served as a polling place for the county. For the California 2024 Primary Presidential Elections, Sierra College – Rocklin campus served as a 4-day vote center.
- Nevada County Elections Office: During the 2020-2022 action plan cycle, Sierra College – Nevada County Campus served as a vote center. This was possible due in part to the campus space being available due to the pandemic. When Sierra College returned to on ground courses, space was no longer available to host a vote center. Sierra College Nevada County Campus is currently engaging in conversations with Nevada County Elections Office to possibly install an official ballot drop box. In the meantime, Nevada County Elections Office provided NCC with a voter drop box for the 2024 Presidential Primary Elections. The voter drop box was available February 06, 2024 through March 05, 2024.

#### Off-Campus Statewide Partnerships

- California Secretary of State (SOS) – The California Students Vote Project, under the Secretary of State (SOS), provides guidance and support to help the workgroup meet AB 963 requirements and action plan goals. Through the Students Vote Project's webpage, the workgroup can access resources such as handbooks, templates, program/event examples, and webinars. Additionally, we can request physical voter registration cards via the webpage.
- CCCSAA – Sierra College has been a member of CCCSAA for several years. CCCSAA frequently offers webinars and conference tracks specifically designed to help understand AB 963 requirements. Additionally, CCCSAA partners with the California Secretary of State to host webinars and FAQ sessions.
- SSCCC – The ASSC Student Senate is part of SSCCC Region II. SSCCC frequently hosts workshops on AB 963 requirements during their annual Advocacy Academy in the fall and General Assembly in the spring. Additionally, SSCCC collaborates with the regions to appoint students to committees and workgroups focused on supporting AB 963 efforts.

#### Off-Campus National Partnerships

- ALL IN Campus Democracy Challenge – Sierra College has been an active participant in the ALL IN Campus Democracy Challenge since 2020. We have submitted two action plans along with our NSLVE reports (2016-2022) and have received recognition for excellence in student voter engagement during the 2018 midterm, 2020 presidential, and 2022 midterm elections. In 2024, Abba Schwartz, a student leader on the CEVE Workgroup, was honored on the 2024 ALL IN Student Voting Honor Roll, recognizing 137 students nationwide for their outstanding contributions to civic engagement. Abba's efforts at Sierra College and within the region were especially noted. Additionally, our

college president and superintendent, Willy Duncan, signed the Presidential Commitment to Full Student Voter Participation, reinforcing our dedication to empowering students to become informed and active citizens in all elections—local, state, and national.

- The National Study on Learning, Voting, and Engagement (NSLVE) – Sierra College is a proud participant in the National Study on Learning, Voting, and Engagement (NSLVE). We have renewed our commitment to this initiative, ensuring that we will receive valuable data for the next ten years (2023-2033). You can find NSLVE reports on the Sierra College Civic Engagement and Voter Education (CEVE) webpage at <https://www.sierracollege.edu/vote>.

### 2022-2024 Action Plan Accomplishments

- Ballot Drop Box installed on the Rocklin Campus
  - Placer County
- Voter Drop Box – Nevada County Campus
  - Nevada County
- CEVE Student Ambassador position was approved
  - Work Study funded
- Placer County Board of Supervisors approved the transition to the Voter’s Choice Act (VCA) election model on June 13, 2023
  - Starting with the 2024 Presidential Primary Election (March 2024)
- Sierra College – Rocklin Campus was approved to serve as a 4-day VCA vote center for the 2024 Presidential Primary Election

## LANDSCAPE

### About Sierra College:

Sierra College, headquartered in Rocklin, California, operates an additional campus in Grass Valley and an educational center in Truckee. Annually, Sierra College serves over 18,000 students from Placer, Nevada, Sacramento, and El Dorado Counties. Sierra College offers a diverse array of 150 degrees and certificates, along with a wide range of Community Education courses. Notably, Sierra is one of just four community colleges in the nation to host an Osher Lifelong Learning Institute (OLLI), underscoring its commitment to lifelong learning. With more than 1,300 employees spread across its three locations in a district spanning 3,200 square miles, the college is actively working to designate both its main campuses as voting centers in upcoming elections, reinforcing its commitment to civic engagement.

In the fall of 2025 or spring of 2026, Sierra College will open a 350-bed residence hall dedicated to providing affordable housing for low-income students, while also creating a supportive and inclusive community. This development will transform the Rocklin Campus into a more

residential-focused environment. The CEVE Workgroup will play a crucial role in partnering with residence hall staff to ensure that students are actively engaged in civic events during their time on campus.

In partnership with California State University, Sacramento, the Placer Center at Placer Ranch will address the higher education needs of Placer County. This collaborative initiative with Sierra College introduces a new model of higher education. Upon completion, the site is expected to accommodate the academic pursuits of over 12,000 students from Sacramento State and Sierra College. Construction on the Placer Center began in early 2024.

**Mission:** The mission of Sierra College is to ensure that all our students have access to an equitable, high-quality education where they are welcomed, supported, and empowered to achieve their goals.

**Vision:** Sierra College will be the preferred destination for higher education and training in our region, strengthening our surrounding communities through the success of our students.

**Core Values:** The following core values will establish our ethical principles and guide our institutional decision-making. Through a process of continuous evaluation, Sierra College will:

1. Cultivate a diverse, equitable, and inclusive community to enrich its mission and support students in achieving their educational goals.
2. Empower students in their education.
3. Identify and remove historical barriers to equitable education and success.
4. Support and model excellence and innovation in teaching, learning, scholarship, and creativity.
5. Support students, faculty, and staff with the resources necessary to ensure equitable student success.
6. Be responsive to the educational and workforce needs of our local communities and businesses.
7. Demonstrate equity-minded collaboration with all stakeholders in decision making.
8. Manage all resources in a manner that is equitable, sustainable, and responsible.

#### **CEVE Mission:**

Civic engagement and voter empowerment are pivotal elements of the college experience, enhancing democratic participation across society. At Sierra College, we are committed to



nurturing these values by offering opportunities on and off campus. Our students engage in active learning through courses, extracurricular activities, student organizations, internships, and peer interactions, all designed to foster civic responsibility.

To solidify our position as a leader in voter engagement, Sierra College is proud to introduce the Civic Engagement & Voter Empowerment action plan (CEVE). This initiative will augment our existing strengths in civic involvement by supporting and expanding the efforts of various campus departments, including auxiliary services. By implementing the CEVE action plan, we aim to maintain our status as a premier public institution for voter education and registration, ensuring our students are empowered, informed, and ready to fulfill their roles as active, informed citizens.

The Sierra College CEVE action plan is designed to demystify civic engagement and the electoral process, connecting students with resources, services, and partnerships that empower them to become active and informed global citizens.

#### Commitment:

Sierra College is truly “the people’s college.” Sierra College’s departments, centers, and programs regularly partner with the surrounding communities to provide engaging events and programs. From Pride Days to the publication of the student-generated Sierra Journal, Sierra College offers new and diverse learning opportunities for all. As denoted in Sierra’s Core Values, the college is committed to empowering students through their education, including civic engagement and voter empowerment, which is foundational to Sierra College’s identity.

In collaboration with the California Secretary of State and respective registrar offices, Rocklin Campus was designated as a vote center for the 2024 California Presidential Primary Election. Both Rocklin and the Nevada County Campuses hosted ballot and voter drop boxes. The CEVE Workgroup will develop this as an ongoing and sustained relationship. There is also the possibility of including the Tahoe-Truckee Center as a vote center in the future.

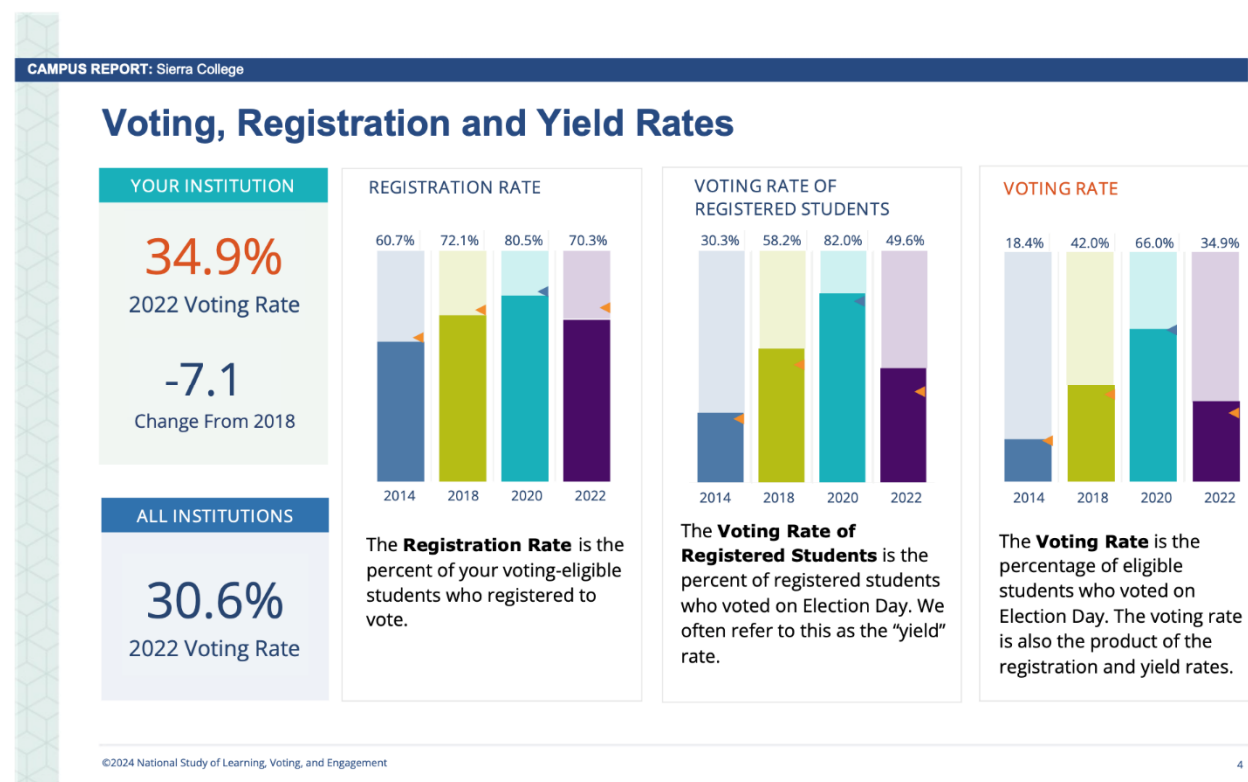
#### Staffing:

To raise civic awareness and participation, Sierra College commits to having a staff member serve as the Civic and Voter Empowerment Coordinator. The Coordinator shall be nonpartisan and will ensure adherence to the plan.

## NSLVE (National Study of Learning, Voting, and Engagement) Data:

According to Sierra College's 2022 NSLVE report, the college's voting rates dropped by 7.1 percent from 2018, falling from 42 percent to 34.9 percent. Despite this decline, Sierra College's voting rate in 2022 was still 4.4 percent higher than the average for all institutions, which was 30.6 percent. Compared to the 2020 General Election, Sierra College experienced decreases in several areas: registration rates fell from 80.5 percent in 2020 to 70.3 percent in 2022, the voting rate of registered students dropped from 82 percent to 49.6 percent, and the overall voting rate decreased from 66 percent to 34.9 percent.

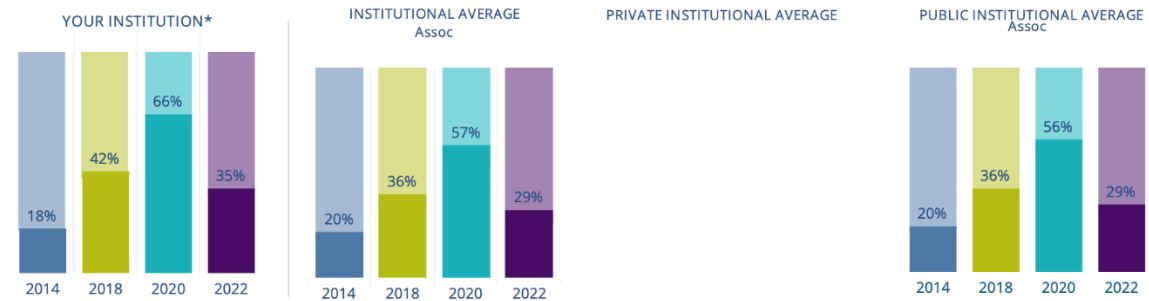
As indicated in the NSLVE Campus Report, average voting rates across all institutions fell by 8.5 percent, from 39.1 percent in 2018 to 30.6 percent in 2022. At Sierra College, most students who voted did so in-person (36 percent) or through non-in-person methods (32 percent). However, data on race/ethnicity and sex was not provided to NSLVE by the National Student Clearinghouse or Sierra College. Regarding age groups, the 2022 data reflected a return to past trends, with older students voting at higher rates than their younger counterparts. Sierra College's NSLVE Campus Report highlighted these same age group trends.



## By Institution Types



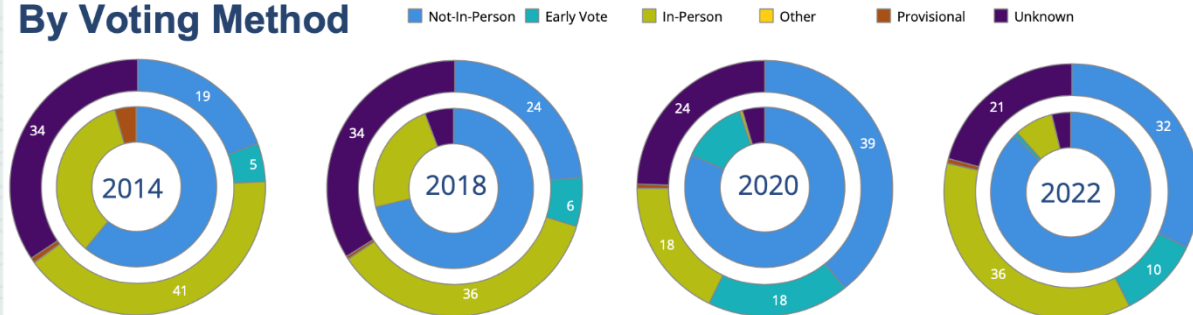
These are estimated voting rates of your institution compared to the average voting rates of similar institutions in NSLVE. For Associate institutions, we only share public associate institutional averages due to sample size. \*"Your Institution" chart is presented at a different scale.



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6

## By Voting Method



	2014		2018		2020		2022		2018-2022
	Voted	Rate (%)	Voted	Rate (%)	Voted	Rate (%)	Voted	Rate (%)	Change
Early Vote	-	-	-	-	1,250	13	36	0	-
In-Person	1,057	34	1,483	22	54	0	334	7	↓ -15
Not-In-Person	1,863	61	4,608	71	7,656	81	3,771	87	↑ 16
Other	-	-	-	-	-	-	-	-	-
Provisional	130	4	-	-	-	-	-	-	-
Voting Method Unknown	-	-	371	5	422	4	161	3	↓ -2

These are estimated rates for vote method utilization, the number of students utilizing each method, and the percent of students utilizing each method. Not all U.S. states provide information on vote method; voting method for voter files from these states are classified "Voting Method Unknown." For a list of these states, see our FAQ. <https://idhe.tufts.edu/nslve/nslve-faq#CampusReports>. The inner ring in these charts show your campus's method utilization and the outer ring show the national level utilization.

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9

## Looking Closer

### By Age Group

**Here, we provide the numbers of students in each age category and the voting rates for each group.** These are based on the student's age on the day of the election, as calculated by the National Student Clearinghouse using data from student enrollment records.

	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
18-21	8,298	1,224	14	8,131	3,286	40	7,806	5,255	67	7,199	2,391	33	↓ -7
22-24	2,660	418	15	2,342	939	40	1,964	1,266	64	1,542	488	31	↓ -8
25-29	2,052	310	15	1,916	673	35	1,714	1,005	58	1,268	363	28	↓ -6
30-39	1,897	393	20	1,753	747	42	1,619	1,024	63	1,292	476	36	↓ -5
40-49	969	295	30	731	365	49	707	472	66	623	282	45	↓ -4
50+	907	416	45	655	455	69	452	360	79	433	303	69	→ 0

## Looking Closer

### By Education Level / Undergraduate Class Year

	2014			2018			2020			2022			2018-2022 Rate Change
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
EDUCATION LEVEL													
Undergraduate	12,717	2,371	18	15,087	6,256	41	13,714	9,034	65	11,710	4,023	34	↓ -7
Graduate	-	-	-	-	-	-	-	-	-	-	-	-	-
Class Unknown	4,066	685	16	441	209	47	548	348	63	647	280	43	↓ -4
CLASS YEAR													
Freshman	8,479	1,288	15	7,640	2,869	37	6,681	4,164	62	6,156	1,907	30	↓ -6
Sophomore	8,302	1,767	21	7,888	3,596	45	7,580	5,217	68	6,196	2,395	38	↓ -6
Upperclassman	-	-	-	-	-	-	-	-	-	-	-	-	-
ENROLLMENT STATUS													
Full-time	6,136	966	15	6,163	2,498	40	12,813	8,396	65	5,430	1,792	33	↓ -7
Part-time	10,647	2,090	19	9,365	3,967	42	1,449	986	68	6,927	2,511	36	↓ -6

**These are estimated voting rates by Education Level (undergraduate/graduate), Class Year, and Enrollment Status (full-time/part-time), and the numbers we used to calculate these rates.**

If you notice missing data in this page, it could mean any of the following for your institution: (i) does not report this data; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

## NSLVE 2022 Campus Reflection

College enrollment trends during the 2022 election cycle were notably lower than in previous years, primarily due to the COVID-19 pandemic and the transition back to in-person teaching

modalities. Sierra College mirrored this trend, with an 8.8 percent decline in unduplicated headcount enrollment in spring 2022 (spring enrollment data). Additionally, 75 percent of students (11,466 out of 15,277) enrolled in spring 2022 opted for online courses. Similar patterns were observed in fall 2022, where 71 percent of students (11,530 out of 16,202) chose online courses. These additional data trends provide a clearer understanding of the educational landscape during the 2022 election cycle.

Based on NSLVE “all institution” trends and Sierra College’s Campus Report data, the CEVE Workgroup needs to revamp its strategy for engaging students ages 18-24 and those taking online/hybrid courses. By collaborating with the Programming Board and ASSC Student Senate, we can develop ideas to boost voter registration and turnout for the 2024 General Election and the 2024-2026 Action Plan for this age group and students learning in online modalities. Enhancing visibility during New Student Orientation, Residence Hall Move-in, and CommUnity events can also help in voter education and empowerment.

The CEVE Workgroup also plans to collaborate with Sierra College’s Planning and Research department and the National Student Clearinghouse to include race/ethnicity and sex data in the next NSLVE Campus Report. These additional data points will provide a more comprehensive understanding of student demographics and voting patterns. By analyzing this information, we can tailor our outreach efforts more effectively to ensure that all student groups are adequately represented and engaged in the voting process.

## REFLECTION

### Goal I: Designate Sierra College as a Certified Vote Center

Goal I was partially achieved. The CEVE Workgroup engaged with multiple four-year universities and two-year colleges to gather data and best practices for becoming a certified vote center. Utilizing this information, preliminary plans were developed to coordinate and organize efforts at Sierra College campuses and centers, working in collaboration with community partners and the district. With Placer County becoming a Voter’s Choice Act county in 2023, the Rocklin campus served as a four day vote center.

On April 18, 2023, the Nevada County Campus (NCC) of Sierra College, located in a Voter’s Choice Act county, took a proactive step in civic engagement. A coalition of Sierra College staff—including NCC Executive Dean Karen O’Hara, CEVE Coordinator Juan Miguel Blanco, and Librarian Benjamin Wingard—met with Natalie Adona, the Nevada County Clerk-Recorder/Registrar of Voters. This initial meeting focused on the requirements of AB 963, aimed at strengthening the partnership between Sierra College and Nevada County. Discussions

covered topics such as the placement of ballot drop boxes and the organization of civic engagement activities and voter registration events, particularly targeting Sierra College and Ghidotti High School students. This collaboration seeks to foster a culture of active civic participation among students.

With all Sierra College campuses and centers now situated in Voter's Choice Act counties, achieving Goal I has become more feasible. Consequently, the CEVE Workgroup has designated Goal I as a long-term objective. Moving forward, the group plans to strengthen this initiative by inviting representatives from both Placer and Nevada counties to join as community partners, enhancing the collaborative efforts in meeting AB 963 requirements and Sierra College's 2024-2026 action plan.

#### Goal II: Build stronger relationships with the two campuses and two centers within the District

Goal II requires further refinement to ensure that all campuses and centers can actively participate in civic engagement holiday celebrations and voter registration events. For example, expanding the accessibility of these events through telecommunications platforms such as Zoom will enable broader participation, accommodating those who cannot attend in person. Although some events, including the 2024 Election Preparation: Proposition and Ballot Review, were held both in-person and via Zoom, the workgroup could improve our district-wide communication about these events.

Enhanced collaboration among the CEVE Workgroup, ASSC Student Senate, the Programming Board, and CEVE Student Ambassadors will be instrumental in fully achieving Goal II. Additionally, appointing students from each campus and centers to the workgroup will help us reach a broader audience. Consequently, Goal II will be incorporated as Short-term Goal I in the 2024-2026 action plan.

#### Goal III: Sustain partnerships and collaboration with community partners and student organizations

During the 2022-2024 action plan cycle, the CEVE Workgroup's collaboration with community partners increased. The group proactively engaged with Placer and Nevada counties to forge effective working relationships with their election offices. These partnerships led to different modes of voting, from in-person via the Rocklin Campus vote center and expanded mail-in ballot options. These efforts helped ensure greater accessibility and participation in the electoral process across the region.

Although the workgroup successfully forged and sustained partnerships with community partners, we fell short in building similar relationships with student organizations. During the 2020-2022 action plan cycle, our workgroup included members from the Political Science Club and collaboration with the Phi Theta Kappa Honors Society. Moving forward, it is crucial that we strike a balance in nurturing and maintaining both internal and external relationships.

Due to several members leaving the workgroup in fall 2024 and senates unable to replace those vacancies, meetings in February and March 2024 did not take place. This was a setback for the workgroup as 2024 California Primary Elections were scheduled in March 2024. The remaining members worked on outstanding projects via email to ensure students were receiving accurate information.

### **Ballot Drop Box**

- The official ballot drop box was installed on January 10, 2024, at the Rocklin Campus
- Location – Next to the parking structure (one way road closer to the gym)
- Marketing has added the ballot drop box to the interactive campus map
- Marketing did a social media post regarding the ballot drop box in early February 2024

### **Voter Ballot Collection Box**

- The Voter Ballot Collection Box was available February 06, 2024 – March 05, 2024
- Location – N1 Building (Admissions and Records Office lobby)
- Marketing has added the Voter Ballot Collection Box to the interactive campus map

### **California Presidential Primary Election Communication**

- The event calendar was updated with important dates regarding the election
- Marketing sent an email to all registered students regarding the election in early February
- Rocklin Campus served as a 4-day [Vote Center](#)

### **CEVE Student Ambassadors**

- The CEVE Student Ambassador job description was approved in December 2023
- The CEVE Student Ambassador is work study funded
- The position was posted in early February 2024
- Interviews to fill the position took place in April 2024



## 2024-2026 GOALS

The CEVE Workgroup employed the S.M.A.R.T.I.E framework in its goal design.

### Long-term Goal I:

<b>Designate Sierra College as a Certified Vote Center</b>	
Specific	The Workgroup will communicate with Placer and Nevada counties and the California Secretary of State (SOS) to begin the process of designating Sierra College campuses and centers as certified vote centers.
Measurable	The Workgroup will schedule to meet with the mentioned counties by Spring 2025. The Workgroup will schedule to meet with the SOS by Spring 2025. The Workgroup will initiate communications with Sierra College facilities regarding vote center options.
Achievable	Colleges and universities across the United States are hosting certified voting centers, thereby enhancing students' access to civic engagement opportunities. In collaboration with Placer and Nevada counties, the Workgroup will prepare a memorandum of understanding (MOU) to submit to the Sierra College Board of Trustees by Fall 2025.
Relevant	The construction of new residence halls on the Rocklin Campus will enable students to conveniently exercise their right to vote. Meanwhile, at the Nevada County Campus, initiatives such as the Ghidotti Early College High School Program will offer voter education and resources to the area's young, future voters.
Time-Based	This goal is intended to be completed before the next election cycle.
Inclusive	This goal is inclusive because anyone and everyone (who is eligible to vote) can participate in voting through a Sierra College certified vote center.
Equitable	This increases voter turnout by providing more options and access to voting by reducing common barriers (i.e. transportation) to voter participation.

### Short-term Goal I:

<b>Build stronger relationships with the two campuses and center within the District</b>	
Specific	Create a formal partnership between the two campuses and center to meet AB 963 requirements. Encourage representation and participation from NCC, and Tahoe Truckee students and staff.
Measurable	Evaluate and reestablish partnerships each year to ensure the partnership achieves its goal.



<b>Build stronger relationships with the two campuses and center within the District</b>	
Achievable	Host active and/or passive programs on each campus and centers – that are tied to national civic/voter events as per AB 963.
Relevant	Aligns with the mission of Sierra College and encourages students to think critically and actively participate in the civic engagement process, which may challenge their perspectives and values.
Time-Based	Plan calendar of events during the Fall 2024, Spring 2025, and Summer 2025 semesters. Implement in Fall 2024.
Inclusive	Partnering with our diverse faculty (Sierra Employee Resource Groups), student organizations, and community partners to ensure all voices are represented.
Equitable	Collaborate with CommUnity (the focused branch of Sierra Supports that prioritizes equitable institutional engagement and support services for our most disproportionately impacted students at Sierra College) to connect students to civic engagement and voter empowerment opportunities.

#### Short-term Goal II:

<b>Sustain partnerships and collaboration with community partners and student organizations</b>	
Specific	Strengthen our partnership with The League of Women Voters – Placer County, collaborating closely with both students and faculty. Additionally, we will engage with William Jessup University to foster robust student voting coalitions in Placer County.
Measurable	Maintain at least one formal partnership between a community organization and the student body.
Achievable	The CEVE Workgroup will continue to co-host at least one event with each partner organization and invite these groups to become members of the CEVE Workgroup.
Relevant	Establishing formal partnerships with external organizations who model civic engagement by forging stronger connections that enhance political awareness and provide frameworks for student groups to organize effectively.
Time-Based	Sustain these partnerships from 2024 to 2026.
Inclusive	Continuing partnerships with nonpartisan groups. Research statewide organizations who have a proven track record of inclusivity and are mindful of intersectional identities.
Equitable	CEVE Workgroup prioritizes partnerships and collaborations that have demonstrated records of voter empowerment, equitable practices, and nonpartisan civic engagement.

## EVENT REQUIREMENTS

Sierra College plans to celebrate the following civic engagement holidays prior to the November 05, 2024 Presidential General Election – Constitution Day, National Voter Registration Day, National Voter Education Week, and Vote Early Day. The CEVE Workgroup also plans to collaborate with the League of Women Voters to host a nonpartisan “What’s on your Ballot” workshop. This workshop will be conducted in a hybrid format, enabling students from all campuses and centers to participate.

Each academic year, the college will host at least three election outreach events to enhance civic learning, democratic participation, civic engagement, and voter turnout. To better support both in-person and online students, efforts will be made to offer two of the three events in a hybrid format. The CEVE Workgroup will help facilitate hybrid events (moderating chats), ensuring students' questions are addressed with minimal interruptions to presenters.

**Pop to the Polls:** The ASSC Programming Board will host Pop to the Polls during National Voter Registration Day. This event consists of registering students and providing snacks such as popcorn, Pop-tarts, popsicles, all while enjoying pop music.

**Residence Hall Orientation:** The CEVE Workgroup will partner with the residence halls and the League of Women Voters to engage students in their fall 2024 and 2025 orientations, hosting a voter registration table.

**What’s on your Ballot Workshop:** The CEVE Workgroup will partner with the League of Women Voters – Placer County to empower voters by breaking down the details of upcoming elections. Participants will understand key issues and propositions that will appear on their ballots. The workshop provides tools to help voters make informed decisions, including how to research and understand the implications of ballot measures.

**California Ballot Bowl:** Established in 2018, the California University and College Ballot Bowl is a biennial competition organized by the California Secretary of State's Students Vote Project. Higher education institutions across the state vie to register the highest number of students to vote. The initiative aims to encourage student involvement in democracy, motivate campuses to foster civic engagement through effective policies, and highlight the most civically active colleges and universities in California.

**Voter Registration Tabling:** The CEVE Student Ambassadors will host voter registration tables at strategic campus locations and major events throughout the academic year.

**We Need S'more Voters:** This event will be a fun and engaging program aimed at encouraging voter participation and civic engagement within the community. Participants will enjoy delicious treats while learning about voter registration, the voting process, and how they can make a difference in upcoming elections. This program is designed to spark conversations, build community, and inspire more people to get out and vote.

## COMMUNICATIONS

**Campus-Wide Emails:** Sierra College will distribute emails to all registered students in compliance with AB 963 mandates. These communications will detail crucial dates, election schedules, voting center locations, links to the California Secretary of State, and other pertinent information. The CEVE Workgroup will oversee all email correspondence, with distribution managed by the Marketing department.

**Social Media Outreach:** The ASSC Student Senate will actively share social media posts and stories concerning upcoming elections, including key dates and timelines, across their platforms. Additionally, pertinent content from the California Secretary of State and the ALL IN Democracy Challenge will be reposted on both the ASSC Student Senate and Marketing social media channels to ensure broad and informed student engagement.

**CEVE Webpage:** The CEVE Workgroup will partner with the Marketing department to ensure the CEVE webpage is regularly updated and maintained. This collaboration aims to provide the Sierra College community with the most current and comprehensive information regarding upcoming elections, ensuring that all updates are timely and relevant.

## REPORTING

Sierra College's CEVE Action Plan will be publicly available on the CEVE webpage, the ALL IN Democracy Challenge website, and the California Secretary of State.

The CEVE Workgroup will have access to the action plan, enabling its members to effectively pursue both long-term and short-term goals and monitor the plan's progress. In accordance with AB 963 requirements, the action plan will undergo revisions every two years to ensure it remains effective and relevant.

## EVALUATION

Long-term Goal I: Designate Sierra College as a Certified Vote Center – The CEVE Workgroup is committed to advancing long-term goal I. The initial phase involves extending invitations to the election offices of Placer County and Nevada County to join the workgroup. Upon their integration, the workgroup will be prepared to draft a Memorandum of Understanding (MOU)

that formally recognizes Sierra College as a certified vote center. This will mark a significant step towards achieving our objectives and enhancing our collaborative efforts.

Short-term Goal I: Build stronger relationships with the two campuses and center within the District – The CEVE Workgroup meetings take place on Zoom, significantly improving accessibility and ensuring full participation from all members. The group's focus is now on selecting a date and time that accommodates everyone involved. Additionally, the workgroup is charged with developing innovative joint programming strategies that align with national civic holidays, voter registration drives, and election events.

Short-term Goal II: Sustain partnerships and collaboration with community partners and student organizations – The CEVE Workgroup has successfully met this objective with existing community partners. Incorporating the Placer and Nevada County Election Offices as community partners will further enhance our ability to achieve the goals outlined in the 2024-2026 action plan. Engaging active clubs, especially affinity groups, to participate in the workgroup will be one of our top priorities.