



San Jose State University 2024-2026 Civic and Voter Empowerment Action Plan

Developed by: Dr. Mary Currin-Percival, Civic and Voter Empowerment Coordinator, and members of the Student Civic and Voter Empowerment Act Planning Team

Executive Summary:

This nonpartisan democratic engagement action plan was developed by San José State University for 2024-2026, as required by AB 963, California's Student Civic and Voter Empowerment Act, implemented in 2020. SJSU is a public university in the Silicon Valley and enrolls over 36,000 students. It is a Hispanic Serving Institution (HSI) and a Native American Pacific Islander (AANAPISI) Serving Institution. It was named #4 among public universities and #16 overall in the *Wall Street Journal* and College Pulse's 2025 Best Colleges in the U.S. Rankings. In the 2025 *U.S. News & World Report* Best Colleges Rankings, SJSU ranked #4 among regional universities (West) and #3 among Top Public Schools—Regional universities (West). SJSU has also been named #1 Most Transformative University by *Money Magazine*.

Along with providing excellent academic opportunities to students, SJSU provides multiple opportunities for students to become civically engaged. SJSU considers civic engagement crucial to the mission of the university. The purpose of this action plan is to document SJSU civic engagement as well as to increase student nonpartisan democratic engagement, voter registration and voter turnout. SJSU values and supports opportunities for its diverse study body to become civically-engaged through student organizations, service-learning programs, and various campus institutes/programs such as the Institute for Public Affairs and Civic Engagement (IPACE), SJSU Votes, CommUniverCity, the Center for Community Learning & Leadership, the Human Rights Institute, and the César Chávez Community Action Center.

The long and short-term nonpartisan democratic participation goals for San Jose State University are 1) Increase voter registration among SJSU students, 2) Increase turnout among registered SJSU students, 3) Increase the voting rate (% of eligible students who vote) among SJSU students, 4) Obtain participation data for demographic groups at SJSU and make a plan to address equity gaps, 5) Increase collaboration and communication by campus groups engaged in civic engagement, 6) Reduce participation gaps for STEM majors, and 7) Create and maintain comprehensive civic engagement resources for the SJSU community on the SJSU website.

This action plan will be implemented by the SJSU Student Civic and Voter Empowerment Act (SCVEA) Planning Committee, led by SJSU's Civic and Voter Empowerment Coordinator (CVEC). To ensure that the action plan and implementation are equitable, the CVEC will invite student success centers, the Office of Diversity, Equity, and Inclusion, and affinity groups to join the SCVEA Planning Committee. Multiple civic engagement events will be co-sponsored by recognized student organizations and campus and community partners that empower underserved groups. The CVEC and SCVEA committee will

encourage the university to report demographic data to NSLVE so equity gaps in voting can be examined and addressed by additional efforts. The CVEC will obtain additional data from student surveys to examine the effectiveness of campus civic engagement efforts and to examine and address equity gaps in participation.

Leadership:

Our SCVEA leadership team includes the following members, campus groups, and organizations:

Dr. Mary Currin-Percival	Civic and Voter Empowerment Coordinator, Director, Institute for Public Affairs and Civic Engagement, Director, SJSU Votes, Associate Professor, Department of Political Science, San José State University
Dr. Craig John Alimo	Director for Social Justice Education, Office of Diversity, Equity, and Inclusion, San José State University
Nina Chuang	Assistant Director, Community and Government Affairs, San José State University
Katelyn Gambarin	Director of Legislative Affairs, Associated Students, San José State University
Natalie Goolsby	Election Specialist/Outreach Coordinator, Precinct Operations Division, Office of the Santa Clara County Registrar of Voters
Jaclyn Gordienko	Residential Life Administrative Specialist, University Housing Services, San José State University
Dr. Melinda Jackson	Dean of Undergraduate Education and Professor, Department of Political Science San José State University
Dr. Elena Klaw	Director, Center for Community Learning & Leadership and Professor, Department of Psychology, San José State University
Ariana Lacson	President, Associated Students, San José State University
Irene Adeline Milanez	Fall 2024 intern, Institute for Public Affairs and Civic Engagement, San José State University
Michael Oye	Executive Director, CommUniverCity and Lecturer, Department of Chemical and Materials Engineering, San José State University
Samantha Rodriguez	Fall 2024 intern, SJSU Votes, San José State University
Bonnie Sugiyama	Director, PRIDE Center and Director, Gender Equity Center, San José State University
Kimberly Thornburg	Program Coordinator, Veterans Resource Center, San José State University

Jon Tucker	Director of Student Involvement, San José State University
Andrea Tully	Assistant Director, Center for Community Learning & Leadership, San José State University
Ryan Ward	Director, Community and Government Affairs, San José State University
Shawn Whalen	Chief of Staff, Office of the President, San José State University

The SCVEA Planning Committee met 2-3 times each semester spring 2021-spring 2024. The committee met twice before the submission of this report in fall 2024. The Election Response Subcommittee also met in fall 2024 to begin planning the campus response to the 2024 General Election.

A Google Team drive was created for the team in spring 2021. Meetings were scheduled using Doodle Poll and held over Zoom to increase accessibility and to accommodate members' schedules. Members were provided with agendas and encouraged to report on civic engagement projects planned and/or implemented by their unit. The outgoing Coordinator transitioned the incoming Coordinator in spring 2024. The new CVEC, Dr. Currin-Percival, is a tenured faculty member in the Department of Political Science. She specializes in elections and political participation and is the Director of SJSU Votes, a nonpartisan campus GOTV and civic engagement initiative. The new CVEC also invited additional members of campus and community to serve on the committee in Fall 2024. Committee membership turnover is addressed by updating the membership list every semester.

SCVEA efforts at SJSU have been supported by the Office of the President, the Office of the Provost, the College of Social Sciences, Community and Government Relations, and the Department of Political Science. President Cynthia Teniente-Matson and Provost Vincent Del Casino have provided institutional resources, funding, and support for campus civic engagement efforts at SJSU. College of Social Sciences (CoSS) Dean Anne Marie Todd has also supported campus civic engagement in CoSS and campuswide. The Office of Community and Government Relations has also provided valuable civic engagement support and leadership on several efforts. The Department of Political Science, especially Chair Dr. Garrick Percival and former chair Dr. Melinda Jackson have been enormously supportive of civic engagement efforts by IPACE and SJSU Votes.

Landscape:

San José State University is a 4-year institution and part of California's statewide CSU public university system. SJSU has a wide-reaching impact on the City of San José (13th largest in the nation), Silicon Valley, the greater Bay Area, and California as a whole. SJSU delivers a comprehensive university education to over 36,000 students and awards an average of 9,558 bachelor's and master's degrees each year across 250 areas of study and nine colleges (<https://sjsu.edu/facts-and-accomplishments/facts.php>). SJSU is an anchor institution that reflects the diversity of the surrounding community and is a federally designated minority-serving institution (MSI), an Asian American and Native American Pacific Islander-Serving Institution (AANAPISI), and a Hispanic-Serving Institution (HSI).

SJSU was named #4 among public universities and #16 overall in the *Wall Street Journal* and College Pulse's 2025 Best Colleges in the U.S. Rankings. In the 2025 *U.S. News & World Report* Best Colleges Rankings, SJSU ranked #4 among regional universities (West), #3 among Top Public Schools—Regional universities (West). SJSU has also been named #1 Most Transformative University by *Money Magazine*.

Voter Registration and Participation

We did not previously set voting goals as a campus; therefore, we cannot evaluate whether we met previous goals. In our next Action Plan, we will review progress toward the goals set in this action plan. We are able to reflect upon our campus participation rates using NSLVE data.

San José State University participates in the National Study of Learning, Voting and Engagement (NSLVE). “The National Study of Learning, Voting, and Engagement (NSLVE) offers colleges and universities an opportunity to learn their student registration and voting rates *and*, for interested campuses, a closer examination of their campus climate for political learning and engagement and correlations between specific student learning experiences and voting” <https://idhe.tufts.edu/about-us>.

The NSLVE report is beneficial to SJSU as we make efforts to increase student civic engagement. SJSU has not always utilized NSLVE data as effectively as possible, as reports were not shared widely with the campus community and it was not clear who was receiving reports prior to 2022. SJSU recently renewed its authorization to participate in NSLVE in August 2024. The NSLVE data will allow us to track the success of our efforts and effectively plan future civic engagement opportunities. We hope to use these data to measure student democratic engagement and interest and to close equity gaps in participation. These reports will be sent to the Office of the President, Institutional Research and Strategic Analytics (IRSA), and the Civic and Voter Empowerment Coordinator (CVEC). In the future, the CVEC will review and share the data with members of the SCVEA committee and encourage members to report data to their organizations and use the data when planning activities.

Registration and Turnout Overall

Below, we provide an overview of our most recent NSLVE Report from June 2024. The June 2024 NSLVE report contained registration and turnout data from 2014, 2018, 2020 and 2022. We also add data from our October 2021 report to make comparisons between the last two presidential elections. SJSU’s NSLVE data yield several important findings (see Table 1 below). First, voter registration rates (defined by NSLVE as % of voting-eligible students who registered to vote) are fairly high at SJSU (79.2% in 2018 and 80.1% in 2022). From the 2016 to 2020 presidential elections, voter registration increased (79.6% to 88.7%). In each year, SJSU saw voter registration rates higher than the NSLVE institutional average (National Study of Learning, Voting and Engagement, 2024).

Table 1. Registration Rate, Voting Rate of Registered Students, and Voting Rate, San José State University (in percentages)

Year	Registration Rate	Voting Rate of Registered Students	Voting Rate
2014	66.3	27.4	18.2
2016	79.6	66.8	53.2
2018	79.2	57.9	45.8
2020	88.7	85.8	76.1
2022	80.1	43.1	34.6

Data are from National Study of Learning, Voting and Engagement. (2024). 2022 report for San José State University. Medford, MA; Higher Education: National Study of Learning, Voting and Engagement. (2021). 2016, 2018, and 2020 report San José State University. Medford, MA.

NSLVE provides turnout rate among registered students and turnout rate among eligible students. In our analysis, we focus on turnout among eligible students. Comparing the voting rate (defined by NSLVE as the percentage of eligible students who voted) in 2016 and 2020, the data show that SJSU, like most NSLVE institutions, saw a large increase in turnout in 2020 (up 22.9% from 2016). SJSU’s turnout rate

was also higher than the NSLVE institutional average in both years (Institute for Democracy & Higher Education: National Study of Learning, Voting and Engagement, 2021).

In addition, like other NSLVE institutions, SJSU saw a substantial increase in turnout between 2014 and 2018 (+27.6%); however, it was not immune to the national turnout decline in 2022. From 2018-2022, SJSU experienced a decrease in the voting rate of 11.2%. The NSLVE institutional average change was -8% (National Study of Learning, Voting and Engagement, 2024). Only about 10% of over 1100 NSLVE campuses saw increases in the same time frame (National Study of Learning, Voting, and Engagement, August 2024). Importantly, 2018 was a historically-high turnout election year and 2014 was a low turnout year. In context, it's important to note that NSLVE characterizes 2022 as "still one of the highest turnout midterm elections among college students" (National Study of Learning, Voting, and Engagement, August 2024).

Demographics

We are not able to make comparisons among most demographic groups as these data are not provided in the recent NSLVE reports. One of our goals is to obtain this information in future reports so we are able to address potential equity gaps. We are able to make comparisons by age however. See Table 2 below.

Table 2. Voting Rate by Age, San José State University (in percentages)

Age Group	18-21	22-24	25-29	30-39	40-49	50+
Year						
2014	9	14	19	28	43	57
2016	41	46	48	58	70	77
2018	34	38	42	51	64	76
2020	70	65	63	67	78	86
2022	26	29	31	43	55	71

Data are from National Study of Learning, Voting and Engagement. (2024). 2022 report for San José State University. Medford, MA; Institute for Democracy & Higher Education: National Study of Learning, Voting and Engagement. (2021). 2016, 2018, and 2020 report San José State University. Medford, MA.

In all election years, SJSU students in higher age groups are more likely to vote than those in lower age groups. This is consistent with national findings about age and turnout. From the 2016 presidential election to the 2020 presidential election, turnout increased among every age group. The most significant increase was among those aged 18-21 (+29%). From the 2018 to the 2022 midterm elections, the voting rate decreased among every age group. The largest changes were among students ages 25-29 (-11%); however, all age groups saw a decrease of at least 5%.

Field of Study

NSLVE provides voting rate by field of study as well. All fields of study saw turnout increases from the 2016 to 2020 presidential elections. In 2016, SJSU students in Architecture (75%) and Education (65%) had the highest voting rates. Those in Business, Marketing, and Management (39%), Computer and Information Sciences (39%), and Engineering and Engineering Technology (35%) had the lowest voting rates. In the 2020 election, SJSU students in Architecture (86%), Education (79%), and History (81%), had the highest voting rates. Students in Computer and Information Sciences (57%), Engineering and Engineering Technology (57%), and Mathematics and Statistics (56%), had the lowest voting rates (Institute for Democracy & Higher Education: National Study of Learning, Voting and Engagement 2021).

From the 2018 to 2022 midterm elections, SJSU saw a decrease in turnout across fields of study with the exception of Architecture (+2%). The fields experiencing the largest decreases were Area, Ethnic, Cultural, and Gender Studies (-17%), Communication and Journalism (-15%), Education (-21%) and Unknown (16%). In 2018, the fields of study with the highest turnout rates were Architecture (64%), Education (59%), and Library Sciences (74%) and the fields of study with the lowest turnout rates were Computer and Information Sciences (31%), Engineering and Engineering Technology (27%), and Liberal Arts and Sciences, and Humanities (29%). In 2022, the fields of study with the highest turnout rates were Architecture (64%), History (50%), and Library Sciences (66%) and the fields of study with the lowest turnout rates were Business, Management, and Marketing (22%), Engineering and Engineering Technology (23%), and Liberal Arts and Sciences, and Humanities (23%) (National Study of Learning, Voting and Engagement, 2024).

One of our goals is to reduce this participation gap for STEM majors by working with our colleges of Science and Engineering to create targeted messaging and events for these students.

Other Important Comparisons

Since 2020, SJSU has seen a substantial increase in “not in-person” voting. This can be attributed to the policy of mailing all registered voters in California vote-by-mail (VBM) ballots during the pandemic and the implementation of the Voter’s Choice Act in Santa Clara County. The law, passed in 2016, was implemented in five counties in 2018 and in several additional counties in 2020. It was implemented in Santa Clara County in the presidential primary in 2020 (<https://vote.santaclaracounty.gov/voters-choice-act>). The 2020 NSLVE data reflect the effect on SJSU in the 2020 presidential election. The Voter’s Choice Act changed how, when, and where Californians vote by providing all registered voters with a VBM ballot, starting 29 days before Election Day, allowing voters to vote in any county vote center (open 4 or 11 days), by providing more space, services, and “enhanced voting equipment” at county vote centers, and by providing secure ballot drop off locations across a county (<https://vote.santaclaracounty.gov/voters-choice-act>).

Analysis of turnout by educational level and enrollment status revealed that from 2018 to 2022, turnout decreased among undergraduates by 9% and decreased among graduate students by 7%. During the same timeframe, turnout decreased among those enrolled part-time (-8%) and those enrolled full-time (9%) (National Study of Learning, Voting and Engagement, 2024).

The NSLVE report is a helpful resource to our team, but we also plan to conduct campus surveys to supplement NSLVE data so we are better able to evaluate participation in various campus civic engagement efforts. The first survey will be conducted in December 2024.

Reflection:

In this section, we reflect upon our previous and current civic engagement efforts. There are a wide variety of civic engagement projects and substantial collaboration by on-campus and community organizations. While our efforts have been successful overall, we hope to increase communications among campus units and create additional opportunities for synergy.

Off-campus collaborations are frequent with SJSU units and the Santa Clara County Registrar of Voters Office, city and county government offices (such as the Office of San José Mayor Matt Mahan and the Office of Santa Clara County Supervisor Cindy Chavez), neighborhood resident associations (such as the

San Jose Downtown Residents Association), local nonprofits (such as the Asian Law Alliance and the Five Wounds Trails Association), and the Office of the California Secretary of State.

Below is a summary of civic engagement events at SJSU Fall 2022-Spring 2024 by various organizations on campus.

San José State University
Completed Civic Engagement Events Fall 2022-Spring 2024

Fall 2022

SJSU Votes voter registration, mobilization, and education tabling (various dates in fall).

Annual Community Connections Fair by Center for Community Learning & Leadership, 7th St. Paseo (August 31),

Constitution Day on the 7th St. Paseo near the Student Union, sponsored by IPACE and SJSU Votes (September 16).

SJSU Votes Festival for National Voter Registration Day on the 7th St. Plaza, by SJSU Votes, with 14 campus and community partners (September 20).

Registration and Voter Workshops by SJSU Votes and co-sponsors (SCC ROV, A.S. SJSU, Students Demand Action, SJSU Housing Services)

National Voter Education Week events by SJSU Votes including workshops, “Voting in the November Election with Santa Clara County Registrar Shannon Bushey”, “A Guide to the November State and Local Ballot Propositions”, Contact Your Representatives! Sponsored by SJSU Votes, IPACE, the Veterans’ Resource Center, the California Faculty Association, Bridge SJSU, Associated Students SJSU, and the Department of Political Science, and Election Trivia Event.

San Jose Mayoral Forum, co-sponsored by SJSU Votes, IPACE, Associated Students SJSU, San Jose Downtown Residents Association, SJSU Student Affairs, and SJSU Department of Political Science (October 23).

“Boba and Ballots” VBM Voter Registration Deadline event on the 7th St. Plaza, sponsored by SJSU Votes (October 24).

Vote Early Day Event: San Jose D-3 City Council Candidate Forum co-sponsored by SJSU Votes, Associated Students SJSU, IPACE, SJSU Department of Political Science, CommUniverCity, and Downtown College Prep (October 28, via Zoom).

“Write to Vote” Tabling Event, co-sponsored by SJSU Votes and the Department of English and Comparative Literature (November 2).

Voter Workshop for SJSU Men’s Basketball Team. Sponsored by SJSU Votes. (November 2).

Door-to-door canvassing in neighborhoods near SJSU by SJSU Votes (October-November).

GOTV Tabling at 7th St. Paseo near the on-campus Vote Center, sponsored by SJSU Votes; Community and Government Relations, Campus Housing, Department of Political Science, and Beyond Sparta (November 7-8).

Pizza at the Polls with SJSU Votes (November 7).

Election Hero Day Event, SJSU Votes brought candy and handwritten decorated cards to election workers at the vote center on campus and the Registrar of Voters Office (November 7).

Election Results Watch Party, co-sponsored by SJSU Votes, IPACE, A.S. SJSU, and Pi Sigma Alpha. (November 8)

Spring 2023

“A Commitment to Public Service: Panel Discussion with Women Staffers in SJSU's Delegation”, co-sponsored by Community and Government Relations, IPACE, and Pi Sigma Alpha for Women's History Month (March 21).

“A Conversation with Mayor Matt Mahan”, co-sponsored by SJSU Votes, Pi Sigma Alpha, and the Department of Political Science (April 13).

Fall 2023

GOTV Tabling at SJSU Campus Housing Move-In at Campus Village. Co-Sponsored by SJSU Campus Housing and SJSU Votes (August 15 and 16).

Annual Community Connections Fair, sponsored by SJSU Center for Community Learning & Leadership (August 30).

Constitution Day on the 7th St. Plaza. Co-sponsored by SJSU Votes and IPACE (September 18).

SJSU Votes Festival, celebrating National Voter Registration Day, by SJSU Votes and 24 campus and community partners (September 19).

Congress to Campus Hybrid Event with the Honorable Christopher Shays (R, CT) and the Honorable Kendra Horn (D, OK). Co-sponsored by IPACE, SJSU Votes, and Community and Government Relations (October 19).

Vote Early Day social media campaign, encouraging students to vote in the special election in Santa Clara County. Sponsored by SJSU Votes. (October 26).

“EngageSJSU: Empowering Spartans as Civic Leaders”. Panel event with state and local government staffers, civic engagement tabling, and mini voting workshop presented by SJSU Votes. Event sponsored by Cesar Chavez Community Action Center (November 1).

Election Hero Day social media campaign, sponsored by SJSU Votes (November 6).

Spring 2024

“I Heart Voting” GOTV tabling event by SJSU Votes (February 14).

Voter Registration Deadline Tabling event, sponsored by SJSU Votes (February 20).

Door-to-door canvassing in neighborhoods near SJSU, sponsored by SJSU Votes and Students Demand Action (March 2-3).

Congress to Campus with Hon. Mimi Walters (R, CA) and Hon. Kendra Horn (D, OK) sponsored by IPACE, with CGR. Events included “Why Public Service is Important. Now, More Than Ever” with the former members, Mayor Matt Mahan, and Vice Mayor Rosemary Kamei, moderated by SJSU President Teniente-Matson; “Protecting the Vote: A Conversation about 2024 Presidential Election Planning” panel event with SJSU Votes, the League of Women Voters, the SCC Registrar of Voters Office, and the former members; and a discussion with the former members and students about working in Washington, D.C. (April 25-27).

Email and text vote reminders sent to students who opted into receiving them, by SJSU Votes (various dates in April and March)

Tabling near the on-campus vote center, sponsored by SJSU Votes, IPACE, Department of Political Science, University Housing, Students Demand Action, SJSU PRIDE Center, SJSU Gender Equity Center, and SCC Registrar of Voters Office (March 4 and 5).

In addition to the activities listed above, there are multiple ongoing yearly civic and/or community engagement projects at SJSU. Here are some examples:

Records Clearance Project (Justice Studies and CommUniverCity). Through this project, the Record Clearance Project, SJSU students help in clearing felony and misdemeanor records.

Legacy Month (César Chávez Community Action Center). Legacy Month honors the history of student activism and civic engagement at SJSU and commemorates SJSU alumni Tommie Smith and John Carlos.

Sembradores. (César Chávez Community Action Center). SJSU students mentor students in grades K-5 in an effort to increase the children’s sense of belonging and power and literacy skills.

SJSU College Corps (Center for Community Learning & Leadership). SJSU students design and teach classes on computer programming to 3-6th graders. Students earn \$10,000/year toward their education (funded by Americorps).

VET Connect (Center for Community Learning & Leadership). Peer leadership opportunities supporting student veterans. Peers develop events based on their own talents and interests.

Students Demand Action. (Center for Community Learning & Leadership). Student group advocating for common-sense gun reform and ending gun violence through education, grassroots organizing, and civic engagement.

Assessing the Success of our Efforts

Most organizations have moved away from paper registrations to focus on registering voters using the California Secretary of State online voter registration system. It is also easier to embed the Ballot Bowl URL on websites. Assessing the number of voter registrations accumulated from events our campus has

executed can be challenging. We report our Ballot Bowl results here as a proxy, but some campus organizations did not participate in the Ballot Bowl. In 2022, SJSU placed 11th overall among all campuses and 4th among CSUs with 381 students registered.

We were able to conduct most, but not all civic engagement events planned during the last two years. The major barrier our campus faced during the past two academic years has been attendance at in-person events. Most of our student population works off-campus, thus attending additional events can be a challenge. To overcome this, we provide many online or hybrid events. We also reach out to faculty to encourage participation in campus civic engagement events as an assignment or an extra credit opportunity. Students also actively participate in the planning of events to ensure events match student interests.

Best practices include attention to preparation and organization, relying on students' skills, and successfully incorporating resources shared by partners. Successful preparation and organization involve utilizing an event run-of-show or "script", shared folders or a team drive, and an event calendar. We recommend utilizing the unique skills students bring to projects such as artistic skills, technical skills and experience with specialized software, and language skills. Often our events include videos, flyers, and materials in multiple languages (translated by students), making our events more accessible while also helping students strengthen their intercultural communication skills. We also recommend incorporating resources shared by campus partners and other partners such as Students Learn Students Vote Coalition, ALL IN, National Voter Registration Day, National Voter Registration Week, and the California Students Vote Project. These organizations share nonpartisan voter registration and mobilization resources and other civic engagement resources such as how-to guides, grant opportunities, effective strategies, and communication resources such as sample social media posts, sample emails, pledge cards and voter information flyers. Our on-campus groups learn from each other as well. For instance, the SJSU Votes Festival Guide utilized at the SJSU Votes Festival is modeled on a "passport" provided to students at the Center for Community Learning and Leadership Community Connections Fair. The guide and the passport encourage students to engage with table partners at both events.

Goals:

Short-Term Goals

SJSU's short-term goals (2-years) are:

- 1) Increase voter registration among SJSU students to over 90% in 2024 (from 88.7% in 2020) and increase registration to 90% in 2026 (from 80.1% in 2022).
- 2) Increase turnout among registered SJSU students to 90% in 2024 (from 85.8% in 2020) and increase turnout among registered SJSU students to 50% in 2026, (from 43.1% in 2022).
- 3) Increase the voting rate (% of eligible students who vote) to 80% among SJSU students in 2024 (from 76.1% in 2020) and increase the voting rate to 45% in 2026 (from 34.6% in 2022).
- 4) Obtain participation data for demographic groups at SJSU and address equity gaps in participation.
- 5) Increase collaboration and communication by campus groups engaged in civic engagement

SJSU saw increased voter registration in all elections since 2014 and increased voter turnout (or no change) in every election since 2014 (2022 was the exception). SJSU will achieve our listed short-term goals with collaborative efforts by multiple units on campus. Increased voter registration will be achieved by continuing campus organizations' efforts at voter registration events. In addition, SJSU Votes will hold multiple voter registration workshops (with several co-sponsors) and plans to visit classes to hold mini-registration workshops (or offer a mini workshop recording for faculty to post on Canvas). SJSU Votes will also provide a short workshop for faculty to share via Canvas. Finally, efforts will be made to

post voter registration information and links on the Canvas platform, using resources from ALL IN. We also plan to post notices on the video displays located across campus. SJSU has updated and will continue to update its Elections Center page (<https://www.sjsu.edu/elections/>).

To reach the goals of increasing turnout by registered voters and among eligible students, SJSU will use social media, emails, and Canvas announcements to inform students about upcoming election dates and the location and hours of operation for the on-campus vote center. SJSU Votes and several other campus and community organizations will table near the on-campus vote center on October 31st and November 2-5 in an effort to encourage students to submit their vote-by-mail ballot or to register to vote using conditional voter registration if they are not already registered. SJSU Votes collects opt-in vote reminder information from students at all of its events. Students from SJSU Votes will email or text students who opted in to get a reminder to vote. Students will be asked to pledge to vote (using the SJSU voter pledge card) and/or by taking the ALL IN to VOTE pledge to vote.

SJSU will reach out to NSLVE and the SJSU Office of Institutional Research and Strategic Analytics to have participation data for demographic groups at SJSU included. If equity gaps are noted, additional events and messaging will focus on underrepresented groups in an effort to close these gaps.

We have already begun increased collaboration and communication by campus groups engaged in civic engagement through our SCVEA Planning Committee and the Election Response Subcommittee.

Finally, we have a packed event calendar for 2024-2025 and have already begun planning civic engagement events for 2025-2026. We expect that these events will help us accomplish our registration and voting turnout goals. Please see the Events section for a summary of our planned civic engagement events for the 2024-2026 academic years.

Long-Term Goals

SJSU's long-term goals (5-years) are:

- 1) Reduce participation gaps for STEM majors
- 2) Create and maintain comprehensive civic engagement resources for the SJSU community on the SJSU website.

To reduce the participation gap for STEM majors, campus organizations will hold events that are aimed at these majors such as Community and Government Relations' planned event on election technology in October 2024 and SJSU Votes' planned voter workshop for STEM majors. Classroom visits to classes in STEM programs will also help to reduce participation gaps.

We have begun to work on creating and maintaining comprehensive civic engagement resources for the SJSU community on the SJSU website. We will complete this goal by adding NSLVE reports, our Student Civic and Voter Empowerment Action Plan, and information about the SCVEA Planning Committee.

Civic Engagement Accomplishments

Please see the NSLVE analysis for participation and registration details. Some civic engagement accomplishments include SJSU placing 4th overall in student registrations among CSUs in 2022 and placing 4th overall in 2020 in student registrations in the California Secretary of State's Ballot Bowl. SJSU is currently in 5th place among CSUs with 250 student registrations in the 2024 Ballot Bowl, but expects significantly more registrations by the end of the election season. SJSU Votes' work has been recognized by our California State Legislative delegation with a State Assembly Certificate of Recognition and by Santa Clara County with two Certificates of Recognition.

The campus coalition is strong and will continue to strengthen. The SCVEA Planning committee will plan to meet at least twice a semester. The Election Response Planning Subcommittee meets at least twice a month before the election. We have a shared event calendar where civic engagement activities are located to assist with communication and collaboration.

Other efforts to increase civic engagement at SJSU

Athletic coaches at our institution have been involved in our nonpartisan democratic engagement efforts by signing the ALL IN Coaches Voter Engagement Pledge in 2020 and 2022.

SJSU President Dr. Cynthia Teniente-Matson signed the ALL IN President's Commitment to Full Student Voter Participation in September, 2024.

San Jose State University participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: Ask Every Student - a national joint initiative that facilitates collaboration between campus leaders and nonprofit partners to help campuses ask every student to participate in the democratic process and achieve full student voter registration, National Voter Registration Day (2021-2024); National Voter Education Week (2021-2024); Vote Early Day (2022-2024) and Election Hero Day (2022-2024). San José State University also joined the ALL IN Campus Democracy Challenge in 2023. SJSU has encouraged the campus community to take the ALL IN Pledge to Vote and routinely participates in the California Secretary of State's Ballot Bowl.

Events

Below are our planned civic engagement events for 2024-2025 and 2025-2026.

Fall 2024-Summer 2025

Fall 2024

- | | |
|-------------|--|
| 08/16-08/17 | GOTV Tabling at Campus Move-In , by University Housing Services and SJSU Votes |
| 08/27 | Community Connections Fair sponsored by Center for Community Learning & Leadership |
| 08/24 | Data & Democracy Workshop Series . various dates. Sponsored by the Public Interest Technology University Network (PIT-UN) and the SJSU Spatial Analytics and Visualization Institute |
| 09/10 | Presidential Debate Watch Party , sponsored by SJSU Votes, Democrats at SJSU, A.S. SJSU, Pi Sigma Alpha, and Bridge SJSU |
| 09/11 | 9/11 National Day of Service and Remembrance Meal Packing hosted by SJSU. |
| 09/17 | SJSU Votes Festival celebrating National Voter Registration Day and Constitution Day (with the SCC Registrar of Voters and 40 campus and community partners, a band, and a DJ. Multiple elected representatives including San José Mayor Matt Mahan, and San José City Councilmembers Omar Torres, Domingo Candelas, and Bien Doan, Santa Clara County Supervisor Cindy Chavez, and California State Assemblymembers Ash Kalra and Alex Lee also attended and spoke at the event. |
| 9/19-9/20 | Georgetown Free Speech Project Symposium at SJSU |
| 9/24-10/09 | Online participation in the Unify America "Unify Challenge College Bowl" by students in several classes. Various dates. |
| 10/01 | Vice Presidential Debate Watch Party , sponsored by SJSU Votes, A.S. SJSU, Pi Sigma |

Alpha, Bridge SJSU, and the SJSU Office of Diversity Equity and Inclusion.

All events below are within 30 days of the Nov 5 General Election

- 10/7 and 10/8 **National Voter Education Week: On campus and Zoom Voter Registration Workshops** by SJSU Votes, A.S. SJSU, SCC ROV. One workshop will focus on STEM majors.
- 10/09 **National Voter Education Week: Contact Your Elected Representatives Tabling Event** by SJSU Votes
- 10/10 **National Voter Education Week: Ballot Measure Forum** by SJSU Votes, IPACE, and Department of Political Science
- 10/10 **National Voter Education Week: SJSU Votes Trivia**
- 10/10 **SJSU Sustainability Fair**; SJSU Votes will provide voter registration tabling
- 10/01-11/04 **On and off-campus voter canvassing by SJSU Votes.** Canvassing will occur in Greek Housing and in the neighborhoods near SJSU on various dates.
- 10/15 **Mini Voter Registration and Mobilization Workshops in SJSU classes.** In-class visits or short narrated PowerPoint presentations provided to faculty for posting on Canvas for their students. SJSU Votes will specifically target STEM majors by reaching out to faculty in STEM departments.
- 10/16 **Smith and Carlos Day of Action** by Cesar Chavez Community Action Center. SJSU Votes will provide voter registration information
- 10/17 **Campus Housing Voter Workshop** by SJSU Votes, University Housing Services, and the Residential Hall Association.
- 10/21 **Voter Registration Deadline event; “Boba and Ballots”** by SJSU Votes.
- 10/21 **SJSU Votes Social Media Campaign for VBM Voter Registration Deadline**
- 10/24 **Rooted–Social Justice Music and Arts Festival** by Cesar Chavez Community Action Center. SJSU Votes will provide voter registration and mobilization.
- 10/24 **CGR and Office of the President Election Security Reform with Secretary of State Shirley Weber and Assemblymember Pellerin, moderated by President Teniente-Matson. U.S. Senator Laphonza Butler is pending.**
- 10/29 **Vote Early Day social media campaign** by SJSU Votes
- 10/30 **SJSU Votes Voter Registration Tabling** at the Annual Don Edwards talk (Department of Political Science)
- 10/31 **"Voting is Spooktacular!"** tabling event by SJSU Votes and Pi Sigma Alpha
- 11/02-11/05 **On-campus Vote Center Tabling** by multiple campus and community partners
- 11/04 **Election Hero Day** sponsored by SJSU Votes
- 11/5 **Veterans Day Parade/Election Day** sponsored by the Veterans Resource Center
- 11/5 **Election Watch Party**, SJSU Votes, IPACE, A.S. SJSU
- 11/5 **Election Response Campus Event(s)** by Election Response subcommittee of SCVEA Committee
- 11/7 **Election Debriefing** by SJSU Votes

Spring 2025 (final dates TBD)

- February **Civic Engagement panel** sponsored by IPACE
- February **Center for Community Learning & Leadership Community Connections Fair**
- February **Voter workshops** sponsored by SJSU Votes
- March **Congress to Campus** (in-person 3-day event), sponsored by IPACE, CGR, SJSU Votes, and the Department of Political Science
- April **A Conversation with Mayor Mahan**, sponsored by IPACE, SJSU Votes, and Pi Sigma Alpha

Fall 2025-Summer 2026

Fall 2025 (some final dates TBD)

August	GOTV tabling at campus move-in and at new and transfer student orientations
August	Center for Community Learning & Leadership Community Connections Fair
September	Annual SJSU Votes Festival celebrating National Voter Registration Day
September 17	Constitution Day , sponsored by SJSU Votes and IPACE
October	SJSU Sustainability Fair
October	National Voter Education Week events , sponsored by SJSU Votes and IPACE
October 31	Voting is Spooktacular tabling event by SJSU Votes
November	Congress to Campus (in-person 3-day event), sponsored by IPACE, CGR, SJSU Votes, and the Department of Political Science

Spring 2026 (final dates TBD)

February	Center for Community Learning & Leadership Community Connections Fair
February 14	“I Heart Voting” GOTV tabling , sponsored by SJSU Votes
March	GOTV tabling , sponsored by SJSU Votes
April	Contact Your Elected Representatives Tabling Event by SJSU Votes

All events below are within 30 days of the June 2 Primary Election

May 18	Student Voter forum sponsored by IPACE, SJSU Votes, and A.S. SJSU
May 19	Voter Registration Deadline event “Boba and Ballots” by SJSU Votes
May-June	Various dates: On and off-campus voter canvassing by SJSU Votes. Canvassing will occur in Greek Housing and in the neighborhoods near SJSU
May 30-June 2	On-campus Vote Center tabling by multiple campus and community partners

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