2021–2022
Voter Friendly Campus Designation Final Report
Table of Contents

Introduction ................................................. 2
Coalition ...................................................... 3
Overview ..................................................... 5
Analysis ....................................................... 6
  Voter Registration ....................................... 6
  Voter Education ......................................... 7
  Voter Turnout ............................................ 7
  Student Voting Rights .................................. 8
Successes .................................................. 9
Barriers ..................................................... 10
Beyond 2020 ............................................... 11
NSLVE ...................................................... 11
Appendix .................................................... 12
Introduction

Founded in 1907, California College of the Arts (CCA) educates students to shape culture and society through the practice and critical study of art, architecture, design, and writing. Benefiting from its San Francisco Bay Area location, the college prepares students for lifelong creative work by cultivating innovation, community engagement, and social and environmental responsibility. We promote diversity on our campuses by improving access and opportunities for underrepresented groups, and believe in our role as a proponent of social justice and democratic engagement.

Although CCA has served as a polling location since 2018, we have never before tracked voter registration and turnout among our student population. Therefore, we have welcomed the Voter Friendly Campus Designation process to help us secure administrative support and formalize a system to better capture data and track democratic engagement efforts going forward.

Since we created our Voter Friendly Campus Report in early spring 2020, CCA has experienced many challenges brought on by the COVID-19 pandemic. CCA suspended in-person classes on March 11, 2020 and all course activities have been conducted remotely since that date. In addition, we were originally projecting 750 first and second year students living on campus in 2020–2021—a core audience for our voter registration and turnout activities—the actual number CCA housed was 92. Since we first created our report, our enrollment has dropped by approximately 12%.

As an art college, we took a creative approach to voter education in our efforts to inspire students to vote. Despite challenges brought on by COVID-19, we feel we have been able to successfully deliver on our Voter Friendly Campus Plan by meeting our stated goals, increasing online resources for students, growing institutional support for democratic engagement efforts, and increasing voter education and turnout from the CCA community.
Coalition

Democratic engagement efforts are jointly coordinated between the Academic Affairs, Student Affairs, and Marketing and Communications departments at CCA.

Core Members:

Jaime Austin (Committee Chair), Director of Exhibitions and Public Programming / Academic Affairs
Noki Seekao, Director of Student Life / Student Affairs
Connie Jeung-Mills, Project Manager / Marketing and Communications
Jennifer Juras, Director, Institutional Research / Academic Affairs
Sam Vernon, Assistant Professor, Printmedia Program / Fine Arts Faculty and 2020 Creative Citizens Faculty Coordinator
Menaja Ganesh, Student Representative
Mariah Trevino, Student Representative

“Our coalition was effective in deepening the college’s vision of creative citizenship and democratic engagement, securing consistent and ongoing funding for democratic engagement efforts, and setting up new systems and resources that we can leverage in future election cycles. Given the circumstances of the pandemic, the move to remote work, short term furloughs of key coalition members, and budget and staff cuts, the core
group of the coalition was able to quickly re-tool and effectively adapt our Voter Friendly Campus Plan for a remote-only college environment. Core members of this group have been engaged in this work since 2018, and we began fall by narrowing the scope of what was feasible given the current campus climate, and we created working groups to oversee the implementation of specific goals. Unfortunately, department partners from the Libraries and the Center for the Arts and Public Life were unable to support voting efforts given the financial circumstances of CCA due to the pandemic. Despite it all, the group was able to rise up to meet the challenge and receive institutional support from senior campus leadership, which included CCA’s President Steve Beal signing on to the President’s Commitment to Full Student Voter Participation hosted by ALL IN Campus Democracy Challenge and sending key communications.

One of our key success points was working with Advancement to secure an endowment gift to launch The Deborah and Kenneth Novack Creative Citizens Series, a public program series that promotes creative activism and democratic engagement through events, exhibitions, and curriculum connections. This endowment gift allowed us to plan and execute a rich series of 27 events throughout fall 2020, despite budget cuts across other areas of the college.

This was a foundation year that allowed the group to build a communication and marketing strategy and develop engagement programs that worked for our community (e.g. artwork campaign, faculty led-discussions, event series, etc.). We will continue to leverage areas of strength and focus on developing strategies to increase opportunities for a greater number of students to participate in the planning process.

The pandemic heightened the engagement of additional partnerships across the college, especially as we moved to online courses. We partnered with the Residential Education Office and First Year Program as they had direct contact with students. We partnered with various local art organizations such as the Design Action Collective, whose clients include Black Lives Matter, to make the connection between art/design practice and democratic engagement. Additionally, we continued our partnership with the San Francisco Department of Elections to serve as a polling site for CCA and our neighborhood.

Unfortunately, we were unable to involve students in the writing of the campus plan due to timing, the pandemic, and because key student partners graduated. Instead, the coalition presented the plan to student governance, Student Council representing undergraduate students and Graduate Student Alliance representing graduate students, for support and feedback. Additionally a student representative serving on the Get Out the Vote working group actively collected student testimonials, reviewed content and
messaging, and coordinated voting related events for students, and another student in a paid position served as our “Fall 2020 Creative Citizens in Action Fellow” with responsibilities for outreach and planning online events targeted specifically at students.

Moving forward, recruiting additional students into the coalition and involving them more deeply in the planning process is a key goal. We learned students are already actively engaged in creative and tangible projects via their course curriculum, and connecting directly to faculty teaching these courses leads to high engagement. Additionally we are hoping to grow the creative citizenship student fellowship program that allows students to actively oversee creative projects focused on democratic engagement and serve as active members of the coalition.

Overview

With implementation of our plan, we strove to increase the total number of eligible students who vote, increase the total number of courses tagged “Creative Citizen,” increase educational resources and events that support voter education, and implement a plan to measure and track outcomes. We are on track to achieve all of these goals.

One of our key methods was to connect voting efforts with our existing Creative Citizens in Action initiative (CCA@CCA), a college-wide program operated by the Exhibitions and Public Programming Department that started in 2018 to promote creative activism and democratic engagement through public programs, exhibitions, and curriculum connections. This program recently received ongoing funding from an endowment gift earmarked to launch The Deborah and Kenneth Novack Creative Citizens Series, which provides needed support for curricular work, faculty grants, and public programs that would not have been possible otherwise.

Below are the three high-level goals we outlined in our plan, along with an example of how we met that goal.

Cultivate democratic participation and creative activism.

- The CCA@CCA Artwork Campaign was an open call for artwork and poster designs from the CCA community that promoted creative activism and democratic engagement in the lead-up to the November 2020 election. These images were gathered from September 1 - October 9, 2020. The resulting website and walk-by exhibition at the CCA Hubbell Street Galleries featured work by 66 CCA students, faculty, staff, and alumni. Learn more at creativecitizens.cca.edu.
Create opportunities for meaningful student and faculty interactions focused on the topic of creative citizenship.

- In 2020 we created a new Workday tag to label courses related to civic and democratic engagement. This allowed students to specifically search for “Creative Citizen” courses in the course catalog, and allowed us to more actively promote courses related to democratic engagement. A total of 27 courses received the “Creative Citizen” Workday tag in fall 2020 and experienced high enrollment. In addition, we partnered with the First Year Program to design a special Moodle module related to creative citizenship and voting that all first-year students were required to complete.

Create connect points between curriculum, coursework, and public programs related to civic participation and democratic engagement.

- Thanks to an endowment gift received in 2020 to support The Deborah and Kenneth Novack Creative Citizens Series, we were able to distribute $7000 in Faculty Micro Grants, juried awards of $500–$1000 to support course efforts tied to democratic engagement by CCA faculty. Eight faculty members across the college’s four divisions received awards, which led to the planning and execution of 18 public programs that improved the learning experience of students in connection to the November 2020 election.

As our campus was a remote-only learning environment due to COVID-19, we didn’t have the same opportunities for direct contact with students as we would have in a more typical year. Therefore, we pivoted our efforts to engage students via curriculum, coursework, online events, and participation in the CCA@CCA Artwork Campaign.

Analysis

These high-level goals directly connect to our three plan components: Voter Registration, Voter Education, and Voter Turnout.

Voter Registration

Due to the pandemic, our campus was closed from mid-March through the November 3, 2020 General Election so we were unable to register students in person. Instead, we built a solid online presence with up-to-date voter registration information on our Portal intranet and sent weekly announcements via our Student Affairs newsletters. We participated in National Voter Registration Day on September 22, 2020 with a
college-wide email from our President, a full social media campaign on Facebook, Twitter, and Instagram, and two virtual Register to Vote Zoom sessions for students.

In addition, our Student Representative Riah Trevino, who is a Resident Advisor in our only resident hall that was open this fall, outreached directly to students related to voter registration, and placed “Vote” posters designed by faculty member Michael Wertz throughout Founder’s Hall (see image at right). Multiple students reported back that they registered, but we struggled to track the exact number of newly registered students due to our remote learning environment, and the fact that students were learning from dispersed locations across the United States.

Voter Education
As an art college, we approached voter education through the lens of creativity, making, and activism in our efforts to inspire students to vote. We connected the CCA community and the public via the Creative Citizens Series of 18 pre-election and 8 post-election events that spanned the disciplines of art, design, architecture, and writing. We also hosted a CCA Artwork Campaign with virtual presentations of student artwork, multimedia work, and social media posts that highlighted civic engagement in a creative way.

The centerpiece of our voter education efforts was a central voting section on our Portal intranet, which included up-to-date voter registration information for all 50 states as well as online resources for students to research ballot issues and candidates. In addition, we provided digital resources for faculty to share with students, including presentations on being an informed voter and understanding U.S. elections from an international student perspective.

We also helped support 27 courses designed as “Creative Citizen” courses, including the distribution of “DIY Voter Registration Toolkits,” and we distributed $7000 in Micro Grants to faculty who produced voting related events, publications, and activations with their students.
Voter Turnout
We worked with the San Francisco Department of Elections in Spring 2018 to set up a polling place on our San Francisco campus and we’ve hosted all elections since, including the November 3, 2020 Presidential General Election. Hosting a polling place on campus provides easy access for our campus-based students to vote.

To further encourage these campus-based students to vote, we partnered with Residential Education to set up a voter selfie station in student housing and provide voter GIFs and poster images from the Artwork Campaign for students to share on social media. We covered the windows of student housing and the on-campus polling place with faculty and student-designed “get out the vote” (GOTV) posters. In addition, one of our student representatives hosted a Student Voter Walking Tour with stops at our San Francisco campus polling place, nearby USPS mailboxes for mail-in ballot dropoff, and the campus gallery that displayed the CCA@CCA Artwork Campaign.

To reach the vast majority of our student voters, who in fall 2020 were learning remotely from their homes scattered throughout the country, we sent weekly Student Affairs email announcements to stress the importance of voting early and kept our internal Portal voter information up to date for all 50 states. Starting on National Voter Registration Day (September 22), we published a series of posts across CCA’s official social media channels, disseminating voting reminders as well as detailed information about how to successfully register to vote, research ballot issues, vote early, and vote by mail. Some of these posts were shared in advance with the administrators of program- and department-specific social media accounts so they could be published across CCA’s available platforms simultaneously, thereby significantly extending our social media presence and reach. This coordinated and extended campaign garnered more attention from students than other spontaneous campaigns we had launched during previous election cycles.

Civic engagement is a key part of our ongoing curriculum. We created a First Year Student module in Moodle with a presentation video and quiz regarding the importance of voting and what it means to be a creative citizen in action. Our voter initiative student
representative sent a GOTV email to the academic deans, asking their help to encourage students to register and vote early.

**Student Voting Rights**

We made sure our San Francisco campus-based students had access to voting by hosting a Polling Place for the November 3, 2020 Presidential General Election. We are the only polling location in San Francisco Precinct 7055, and our polling place served a total of 93 people. This is lower than in past years due to the City and State strongly encouraging voters to vote by mail during the pandemic. San Francisco Department of Elections data shows that 773 people voted by mail from our Precinct. For our students residing off campus, we posted detailed information on our Portal intranet about polling locations and we led an early outreach campaign to encourage students to request mail-in ballots.

Close to 45 percent of our student population are not eligible to vote in U.S. elections. We created a presentation for our international students titled “Understanding US Elections as an International Student” that was distributed by Student Affairs and “Creative Citizen”–tagged course faculty. We also planned a number of events where international and DACA students were invited to share their hopes and fears with fellow students, as a way of having their voices heard in discussions related to democratic engagement. And we distributed a series of fun social media graphics for student use.
Tracking voter registration and turnout was a challenge due to CCA’s remote learning environment. We are waiting for NSLVE data to help us understand the numbers, but based on event attendance and Portal intranet page hits, we estimate that we reached more students than in 2018.

Successes

1) We vastly scaled up online voter education resources, with high rates of engagement. We will be able to leverage many of the tools we developed in future election cycles. For example:
   a) We created our first ever “How to Vote” Portal page for CCA’s intranet, which included resources related to voter registration, ballot research, absentee ballot requests, polling place locations, and more. The page received 3,319 total page views (2,907 unique page views), with a visible spike the week prior to the election.
   b) We created a First Year Student module in Moodle with a presentation video and quiz regarding the importance of voting and what it means to be a creative citizen in action. This was required viewing by 300+ first year students.
   c) We expanded our Instagram presence with 70 Instagram stories related to voting, with a total reach of 22,498.

2) We cultivated institutional support at the upper administrative level for voting initiatives. CCA’s President Stephen Beal signed on to the President’s ALL-IN...
Challenge and sent three email communications to the community related to voting; one on September 22, 2020 to mark National Voter Registration Day, a second on October 27, 2020 one week prior to the election, and a message titled “VOTE!” on Election Day. This was the first time a voting-related communication had been distributed by President Beal. CCA’s Vice President of Student Affairs, George Luis Sedano, also sent two college-wide emails, on October 9, 2020 and November 2, 2020, and all four academic deans included voting information and statements of support in their divisional newsletters.

3) We provided curricular and co-curricular support to connect voting initiatives with the classroom, including funding support for democratic engagement efforts via CCA’s Creative Citizens in Action initiative (CCA@CCA). Earlier in 2020 we secured an endowment gift to ensure ongoing support for democratic engagement efforts on campus. This endowment gift helped support the following curricular initiatives:
   a) A total of $8000 was distributed in Faculty Micro Grants to support 10 faculty who committed to the implementation of small-scale, immediate public-facing projects or activations that aimed to improve the learning experience of students in their courses and offer critical resources for civic involvement in the lead-up to the U.S. General Election.
   b) 27 courses were tagged in Workday as “Creative Citizen” courses, with faculty receiving additional support via presentations, teaching and learning tools, and individual coaching.
   c) A total of 27 events, exhibitions, and public programs related to democratic engagement and creative activism were part of the Creative Citizens Program Series.
   d) A total of 53 members of the CCA Community contributed 80+ images to the CCA@CCA Artwork Campaign.

Barriers

1. The first barrier our institution faced was the changing public health situation related to COVID-19. CCA suspended in-person classes on March 11, 2020 and all course activities have been conducted remotely since that date. Students, faculty, and staff have not had access to campus facilities. Therefore, activities such as voter registration tabling, live events, and poster campaigns were no longer feasible because students were not present on campus. In addition, key staff in our coalition were affected by furloughs, and other coalition members weren’t able to devote as much time to democratic engagement activities due to
additional responsibilities brought on by budget cuts and the shift to remote learning.

2. Student engagement was challenging to maintain due to CCA’s remote learning environment. Because CCA shifted to remote learning in March 2020, we were unable to recruit student representatives until our fall semester began, so students were not able to be as involved in the planning process as we would have liked. In addition, we had students spread across ~32 states, which made voter registration efforts more complicated. Despite our successful transition to online voter education events and activities, many students reported that they were overwhelmed or “Zoomed out,” and so participation varied widely between events.

3. CCA does not have a dedicated staff position with a focused on democratic engagement work. Each member of our coalition leads these efforts as part of, or in addition to, their regular job responsibilities. We’ve grown to see this as a positive, as it allows us to more deeply embed democratic engagement activities across departments at CCA, but it does impact the effectiveness of the coalition.

We plan to share our successes and barriers with campus stakeholders by distributing this report and a related slide presentation to Senior Cabinet, Deans, and Academic Affairs staff. In addition, we will host a post-mortem meeting with all members of our coalition so that they can share these successes with their respective departments.

Beyond 2020

One of the reasons CCA launched the Creative Citizens in Action initiative in 2018 was so that we could provide consistent programming and curricular support related to democratic engagement year after year. With The Deborah and Kenneth Novack Endowment gift, we are ensured annual funds to make this possible. Therefore, we plan to continue the CCA@CCA Faculty Micro Grants program and “Creative Citizen” course tag in spring 2021 and beyond so that we maintain momentum as we plan ahead for 2022. Our intention is to continue to serve as a polling place so students have convenient access to a voting location, and we would like to run the CCA@CCA Artwork Campaign on an annual basis.
NSLVE

CCA signed up to receive an NSLVE report as part of our 2020 Voter Friendly Campus Plan preparation. Once we receive our first NSLVE report, we will work with CCA’s Director of Institutional Research, who is part of our coalition, to assess CCA student voting rates and set target voting rates for future elections. We plan to post this information on our website. Questions include:

- How does CCA’s voting rate in 2020 compare to the voting rate of all U.S. higher education institutions as well as for institutions that are classified similarly to CCA?
- Did CCA students' voting rates in the 2020 Presidential election increase, decrease, or stay the same compared to the 2012 and 2016 elections?

Once we know how CCA student voting rates compare to other institutions and whether voting rates are increasing, decreasing, or holding steady, we’ll examine our data to inform future initiatives. Questions include:

- What is the voting rate of students who are registered?
  - For example, if a high percentage of students are registered but do not vote, we may need to focus more effort and resources on getting students to vote rather than focus on registering students.
- How are students voting (e.g., absentee, mail, early voting, in person on election day)? This will help us tailor strategies to support student voting.
- Are there subgroup differences in student voting rates (e.g., class level, undergraduate or graduate student status, program of study, race/ethnicity, or gender)? If we find groups with lower voting rates we can tailor strategies to reach those groups.
  - For example, if students from some majors have lower voting rates, we can implement strategies within specific programs. If students in some class levels have lower voting rates, strategies can be implemented within programming to target those levels (e.g., sophomore summit, etc.).
- Are CCA student voting rates lower in non-Presidential elections? Do we need to focus more effort and resources on those elections?

In addition, we are using NSSE as a benchmarking and event tracking tool to capture student data related to voting. For event tracking, we plan to use information about participation based on demographic characteristics such as gender, race, and ethnicity to determine who we’re not reaching, and then design outreach campaigns accordingly.
Appendix
Dear CCA Students, Faculty, and Staff:

Today is National Voter Registration Day, and we are only 42 days away from the U.S. general election—Tuesday, November 3. I’m writing today to encourage every member of our community who is eligible to vote to make sure you are registered and ready to make your voice heard. See below for information on how to register and vote, and how to get involved as a creative citizen (even if you’re not eligible to vote in the U.S. election).

Your vote matters. Voting is a form of activism and now, more than ever, it’s essential for a strong democracy. Young adults (ages 18–29) comprise more than 20% of eligible voters in the U.S., yet turnout among this age group has reached record lows in recent years. Let’s turn this trend around together.

At CCA, we’re committed to working with students, faculty, staff, and election officials to reduce barriers to student voting. That’s why I have personally signed the Higher Education Presidents’ Commitment to Full Student Voter Participation for the ALL IN Campus Democracy Challenge, and I am championing the work of Creative Citizens in Action (CCA@CCA). Our goal is to increase student voting rates, help students form the habits of active and informed citizenship, and make democratic participation a core value on our campus.

In addition, CCA’s San Francisco campus is an official Polling Place on Election Day, so CCA students living on our near campus, as well as our surrounding community members, will have a close and accessible place to cast their vote.

Here’s what you can do to make your voice heard at the polls on Election Day:

- Join today’s virtual Register to Vote Session from 12:30–1:30 pm PT
- Learn how to register and vote in four steps
- Participate in the CCA@CCA Artwork Campaign
- Attend one of our upcoming Creative Citizens in Action events
- Talk to your friends and family about the importance of voting

And to those in our community who are not eligible to vote—you have a stake in this too. You can still be creative citizens in action, and I invite you to participate in the conversation.

To support course efforts tied to democratic engagement, I’m pleased to announce that 10 faculty members have received funding from a new endowment gift to launch The Deborah and Kenneth Novack Creative Citizens Series, an annual series of public programs focused on creative activism that spans the disciplines of art, design, architecture, and writing.

Your vote is your voice. Please join me and the entire CCA community in making our voices heard.

Sincerely,

Stephen Beal, President
Dear CCA Community,

Like many of you, I’ve been thinking endlessly about what today’s election means for our community, our country, and our democracy. I’ve checked Nate Silver’s FiveThirtyEight website far too often, looking for encouragement within the data. I’ve found hope in the words of others, like historian Heather Cox Richardson, who sees reason to be excited about our democracy and our future. I’ve lain awake contemplating the consequences of different scenarios—a Biden win; a Trump win; a race with no clear outcome tonight, tomorrow, or perhaps longer. And I’ve found comfort, as I often do, in art and in music.

I hope you are finding ways to manage the anxiety and stress brought on by this bitterly divisive election. Student Life, CCA@CCA, and the Staff Advisory Committee have organized several gatherings and compiled some resources to help our community move forward in a positive way. Please hold space in the coming days to support one another and make time for discussions about this moment and the very personal challenges it brings for individuals and members of our community. Be compassionate with your students, peers, colleagues, and teachers who may need time and space to process what is happening, and who may need extra time to complete assignments or work.

I do not know what the outcome of this historic election will be. Tonight I, like many of you, will be anxiously watching the election returns, knowing full well that we may not know the outcomes of many races—including who will be our president—right away. I’m preparing to be patient as votes are tallied, realizing that it may take days, or even weeks, to count the record number of mail-in ballots cast. I take heart in that fact—the level of engagement and voter turnout in this election is higher than it’s been in generations, which I see as a clear sign of hope for our democracy.

I’ll also be reflecting on the ways we’ve come together as creative citizens during this tumultuous year. I’m heartened by the creative activism of our students, faculty, staff, and alumni, and humbled to be part of this community.

This event—today’s election—has consumed our attention for weeks, for months, maybe for the past four years. But this event is not an end in itself. It marks just the beginning of what we must do to continue our creative citizenship and find ways to help shape the kind of country and society that we want.

I also want to acknowledge those of you who do not have the privilege of casting a ballot in this election, yet are deeply affected by its outcome. Although you may not be able to vote in this election, you do have a voice in our collective future. Use that voice. Use it to advocate for the society you want to see—for justice, equity, sustainability, the things that are important to you.
Tomorrow marks the beginning of the next step in our democratic experiment. As we wait to see what the election brings, please be safe, be supportive, and be kind to yourself and others. And be ready, no matter what happens, to continue our work as creative citizens, activists, and designers of the future we want to live in.

Take care,

Steve
EVENT! Outdoor Tour of Important Places for Voting

Good morning Founders Hall Residents,

I hope you're all having a spooky smooth October so far. This year is really rolling by - but we won't pass up the opportunity to fill up your calendars with the great new events we have planned.

Let's take a stroll with our peers, chat about important topics, and maybe check out some nearby eats!

We will be going to key locations in the voting process THIS SUNDAY, October 11th, at 3:00pm. Our meeting spot will be right outside Founders Hall's Main Entrance.

This includes looking at an art gallery, the nearest polling place, and where to drop off mail ballots. We'll also be ready to answer any questions about registration, different modes of voting, and how to support other voters.

There are plenty of restaurants near the route where we can include pick-ups in our walk if you choose to order something.

Here is an RSVP link to help us estimate the group size: https://forms.gle/BHcnDpMipJfErhqf6

If you have any questions or concerns, feel free to contact me.

Have a good rest of your day,
- RA riah trevino
IMPORTANT VOTING-RELATED LOCATIONS

- Founders Hall
- CCA Student Center Lounge Polling Place
- CCA Hubbell Street Galleries Window Art Exhibition
- USPS Mail Box

**text Vote to GOVOTE (468683) or go to vote.org**

**WHAT'S DIFFERENT ABOUT VOTING IN CALIFORNIA THIS YEAR:**
TAKE A SELFIE.

Spice up your feed and spread the pro-voting message with CCA’s very own custom voting GIFs! These animated icons can also be accessed online to use outside of your favorite apps. Learn how with these instructions:

Be sure to tag @caclelegeofarts on your Instagram post/story so we can spread the word!
Come for the art, stay for the vote with CCA’s new civic engagement campaign

by Amelia Williams, Bay City News Foundation  October 22, 2020

Artist and CCA assistant registrar of student records Ingrid V. Wells’ “Loud and Clear” and artists George Pfau and Hannah Ireland’s “Our Voice Our Votes” are on display at the CCA Hubbell Street Galleries windows. (Photo by Nicholas Lea Brano/CCA)

As perhaps the most dire presidential election in a century looms, it is easy to feel helpless, burned out, and scared. When San Francisco, a city where art...
California’s College of the Arts San Francisco campus looks to reinvigorate its own community and the city around it with its third annual (and first virtual) "Creative Citizens in Action" artwork campaign on display in the exterior windows of the school’s Hubbell Street Galleries. Also known as CCA@CCA, the project is a schoolwide initiative that promotes civic engagement through a series of events, curriculum and a culminating annual art show.

Led by CCA@CCA faculty coordinator Sam Vernon and CCA director of exhibitions and public programming Jaime Austin, operations began back in 2018 in response to the then-midterm elections, and as a collaboration with the Maryland Institute College of Art’s Creative Citizenship initiative.

“From COVID-19 to revolutionary protests, to fires, to economic fallout, to travel bans, every single person in our school community has been impacted by this year,” Vernon says.

In response, Vernon, a professor in the print media department, began organizing. After getting her bearings in the spring, she led internal efforts to innovate distanced learning and distributed microgrants CCA had available to enable faculty and students to incorporate civic engagement in curriculum and personal projects.

“The [campaign’s] result has been incredible,” she says. “There are so many programs beyond the art show — art design, architecture, writing, brought together in ways we weren’t imagining.”
Voting is the core of “Creative Citizens in Action’s” efforts. The San Francisco campus is a polling site this year, and Austin says resources have been allocated to help the 30 percent or so of the CCA student body eligible vote for the first time this year. The college is also working on incorporating the campaign’s tenets for civic engagement in curriculum across disciplines, and seeking accreditation as a voter-friendly institution by the National Association of Student Personnel Administrators.

Then, there’s the art. Of the 66 faculty, staff, alumni and students who submitted to the “Creative Citizens in Action” open call, Austin says, “everyone who submitted had at least one image included. Everyone’s time and practice matters.” The only medium restriction was the requirement it could be printed; there are posters, film stills, illustration, photography, textiles, and even cartography. The campaign features approximately 120 pieces printed and on display on the doors and windows of the school’s Hubbell Street Galleries.

Some pieces are more literal, with the words “VOTE” and the Black Power fist the most prominent images, reflecting their urgency in 2020. Indigenous recognition and resistance, environmentalism, and immigration are also prominent themes.
Amy Tavern graduated from CCA’s M.F.A. program in interdisciplinary studies in 2017, the year before the CCA@CCA campaign started. She actually reads her alumni emails, and saw the “Creative Citizens in Action” call for artwork the day it was sent out.

“It’s hard to be an artist right now,” she says. “Our usual spaces are not available. How can I keep going and getting my work out there?”

Tavern’s submission is a poster featuring one of the year’s most polarizing political images: the mask. It’s a collage of various masks abandoned across environments — there are blue disposable masks crumpled in gutters, a pink fabric mask on a Muni platform, an N-95 that appears to have been run over.

The poster is only a small sliver of Tavern’s international mask mapping project “American Values.” Tavern, an early morning runner, began seeing abandoned masks on her route back in April. Her anger was piqued, and she started photographing as she came across them, documenting their location be they in the street, or hanging from a tree. When she got home, she started plotting them on a Google map.

“I’ve always been interested in things that have been left behind or abandoned,” Tavern says. “A lot of them are poetic; they have a personality, an emotional quality. A lot of them are really sad.”

By May, her mask archive was growing, and Tavern thought, “What if I asked others to contribute?” She put out a post on social media with her email, asking anyone and everyone to document abandoned masks, ideally with GPS coordinates. As of the publication of this article, Tavern has documented over 1,050 masks across three continents, discarded everywhere from Las Vegas to Iceland to Melbourne, Australia.
“Green Nation,” an environmental installation by CCA student Sherry Xiang, is one of many artworks on display at CCA that implore the viewers to vote. ( Courtesy CCA)

“Art is so powerful in that it gives a visual, a voice to what goes unsaid, especially to people who are not artists,” she says. “[It’s] a method of connecting and helping others see another perspective.”

Tavern’s and 41 other participating artists have made their art available for download for anyone looking to spruce up their front window or bedroom wall. The art show began on Oct. 13, exactly three weeks before Election Day and will continue long after the results are announced. If anything, it will be informing the next semester of art and activism.

CCA condemns racism, injustice, and violence toward Black people. Learn about actions we are taking to make our college safe and equitable for all.

HOW TO VOTE IN FOUR STEPS

Jump to a step:

- **STEP 1: REGISTER TO VOTE**
- **STEP 2: MAKE A VOTING PLAN**
- **STEP 3: RESEARCH YOUR BALLOT**
- **STEP 4: VOTE!**
- CCA Voter Friendly Campus Resources

Are you an international student at CCA? Check out 5 Steps to Understanding U.S. Elections as an International Student! (This resource is also available as a downloadable PDF in the teal resource box at the top right or bottom of this page.)

**STEP 1: REGISTER TO VOTE**

<table>
<thead>
<tr>
<th>Decide where to register.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your voter registration record should always reflect your current residence. If your move is permanent, you can update your California residence address by re-registering online or by submitting a paper voter registration application. You can also send a signed letter to your current county elections official, informing them of your move and providing them with your date of birth and current address, even if it is in a different county. However, if you have already updated your residence address at the Department of Motor Vehicles or the U.S. Postal Service, your registration will be automatically updated with your new address.</td>
</tr>
</tbody>
</table>

CCA students may register at their local Bay Area address or choose to remain registered or register at their permanent or home state address. Choosing which address to use when you register to vote is a personal decision. Whatever you decide, you cannot register to vote in two places during the same election cycle. You also can’t vote in more than one location—it’s considered voter fraud.

<table>
<thead>
<tr>
<th>Determine if you are eligible to vote.</th>
</tr>
</thead>
<tbody>
<tr>
<td>To register in California you must:</td>
</tr>
<tr>
<td>1. be a citizen of the United States;</td>
</tr>
<tr>
<td>2. be a resident* of California;</td>
</tr>
<tr>
<td>3. be at least 18 years of age by or on Nov. 3, 2020;</td>
</tr>
<tr>
<td>4. not be imprisoned or on parole for the conviction of a felony;</td>
</tr>
<tr>
<td>5. not currently be judged mentally incompetent by a court of law.</td>
</tr>
</tbody>
</table>

If you plan to vote elsewhere, go to Vote.org and scroll down to find your home state.

*Students don’t have to be permanent CA residents, they just have to be residing in CA at the time of the Nov. 3 election.

<table>
<thead>
<tr>
<th>Check your voter registration.</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you think you’re already registered but you’re not sure, or if you haven’t voted lately, it takes less than 30 seconds to check your registration status on Vote.org (all 50 states). If you have any doubt, go ahead and check now.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Register to vote.</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you’re planning to vote in California, it takes less than two minutes to register online using this website. You can also request and complete a paper voter registration form and mail or hand deliver it to your county elections...</td>
</tr>
</tbody>
</table>
office. You can look that up on the California Secretary of State’s website.

If you are a student residing in Founders Hall this fall, use this address on your registration form:

Student's first and last name
188 Hooper Street, [add your room number]
San Francisco, CA 94107

If you want to vote in your home state, it’ll only take a couple of minutes to register online at Vote.org.

If you are a U.S. citizen living temporarily outside the United States, you can register to vote and request a vote-by-mail ballot using the Federal Post Card Application that is used by all Americans who are living abroad at the time of the Nov. 3 election.

Are you a creative citizen? Watch this brief video to learn how voting is an important civic right and how creatives play an important role in civic engagement.

Common student concerns about California voter registration.

Does registering to vote affect my financial status as a student? Registering to vote does not affect your:

- Federal Financial Aid. Where you register to vote will not affect federal financial aid such as Pell Grants, Perkins or Stafford loans, or your dependency status for FAFSA.
- Status as a Dependent on Your Parents’ Taxes. Being registered to vote at a different address from your parents does not prevent them from claiming you as a dependent on their taxes.
- Tuition Status. Being deemed out-of-state for tuition purposes does not prevent you from choosing to register to vote in your campus community.

Does registering to vote in California affect my driver's license or car registration? Registering to vote in California does not necessarily change your driver's license and motor vehicle registration. However, as a full-time student in California, you may have to make these changes regardless of whether you register to vote in California. For more information, you may wish to contact the California Department of Motor Vehicles.

source: Campus Vote Project

STEP 2: MAKE A VOTING PLAN

Check your voter status.

First, you should confirm that you’re registered to vote by checking your California voter status on this website. If you’ve registered, you’ll automatically receive a vote-by-mail ballot. Ballots will be mailed on October 5 to every active, registered voter in California. If you register after that date, then you’ll receive your ballot later.

Go to the ballottrax website to track the status of your ballot through every step of the election process. You can also opt in to receive automatic notifications on the status of your vote-by-mail ballots by text message, email, or voice call.

If you are registered out of state, you may need to submit a request to have a mail-in ballot sent to you. This reference chart shows when and how to vote in all 50 states, including deadlines for submitting a mail-in ballot request and the deadline for returning your completed ballot.

Decide how you will cast your vote.

The COVID-19 pandemic and current United States Postal Service delays are impacting the upcoming election so we highly recommend that you VOTE EARLY to ensure that your ballot is counted. Whenever possible, it’s better to drop off your ballot at a local Elections dropoff box than to mail it. Or you can vote early in person where you don’t have to stand in long lines to vote and you can more easily practice socially distancing. For your vote to count, 30 of the 50 states require that your ballot be received by Election Day (Nov. 3). To check your state’s requirements, visit Vote.org and scroll down to find your state.

But if you do plan to vote in person on Election Day, be sure to look up your polling place in advance so you can plan how to get there. See the key dates section below for more details on each of these voting options.

Time Off to Vote for Employees

As noted in the staff handbook, CCA employees may
Remember these key dates.

The easiest way to keep track of everything is to sign up for email or text reminders (link is good for all 50 states) so you don’t miss important deadlines.

DEADLINES FOR ALL 50 STATES

Every state has different deadlines and voting rules. To check your state’s requirements, visit Vote.org and scroll down to find your state.

CALIFORNIA DEADLINES

Tuesday, Sept. 22 - National Voter Registration Day

Oct. 5 through Nov. 2 - We strongly recommend that you VOTE EARLY using one of these methods:

- Any California registered voter may vote in person or pick up a vote-by-mail ballot at these locations.
- Drop off your ballot at secured dropboxes monitored by county election offices throughout California.
- Return your ballot via mail (USPS mail box). Due to current USPS delays, it’s important to mail your ballot back EARLY enough to arrive on time. It must be postmarked by USPS on or before November 3, 2020 and received by your county elections office no later than November 20, 2020.

Mon, Oct. 19 - deadline to register online or register via mail (postmarked by) to vote in the 2020 General Election.

Oct. 20 through Nov. 2 - Voters can conditionally register and vote after the 15-day voter registration deadline at these locations. Conditional voter registration is a safety net for Californians who miss the deadline to register to vote or update their voter registration information. These ballots will be processed once the county elections office has completed the voter registration verification process.

Tuesday, Nov. 3 – ELECTION DAY for the 2020 General Election. If you miss the other deadlines, you can still register and vote on Election Day between 7 am and 8 pm, but use this option as a last resort because it’s better to vote EARLY. Look up your polling location on the California Secretary of State’s website or text Vote to GOVOTE (4688683).

STEP 3: RESEARCH YOUR BALLOT

What are the issues and races in your voter district? Research the pros and cons of each issue. Look up info on the candidates that are running and see how their policies and voting records align with your own values. Here are a few nonpartisan sites you can check out. They don’t make endorsements; they present the information needed to make your own voting decisions.

Ballotpedia: Compare candidates and issues across parties and sample ballots—specific to your zip code.

League of Women Voters California: Provides information on how to vote, compares candidates and issues.

Best Colleges Student Voting Guide: This site examines major issues, especially as they affect students, comparing each party’s stance.

STEP 4: VOTE!

How to VOTE EARLY (strongly recommended).

The COVID-19 pandemic and current United States Postal Service delays are impacting the upcoming election so we highly recommend that you VOTE EARLY to ensure that your ballot is counted. Whenever possible, it’s better to drop off your ballot at a local Elections drop off box than to mail it. Or you can vote early in person where you won’t have to stand in long lines to vote and you can more easily practice social distancing. For your vote to count, 30 of the 50 states require that your ballot be received by Election Day (Nov. 3). To check your state’s requirements, visit Vote.org and scroll down to find your state.

How to vote on Election Day.

We strongly recommend that you VOTE EARLY but if for some reason you can’t, here’s how you can vote on Election Day:

Go to Vote.org and scroll down to find your state. Be sure to look up your polling place in advance so you can plan how to get there. Here’s a link to COVID-19 info and voting. IMPORTANT: There could be long lines at your polling place on Election Day (Nov. 3) so please vote early if at all possible. You may be asked to provide a form of photo or residence identification so please bring that with you.

California voters
• Drop off your ballot at any polling location near you (California ballots only).
• Drop off your ballot at CCA’s official polling place, the Student Center Lounge on our SF campus.
• Return your ballot via mail (USPS mail box). It must be picked up early enough to be postmarked by USPS the same day.
• Vote in person (and register too, if necessary) ON Election Day between 7 am and 8 pm. Be sure to look up your polling location in advance so you can plan how to get there or text Vote to GOVOTE (468683).

Check out Student Affairs’ 2020 Post-Election Resources Guide for a list of toolkits and virtual gatherings that’ll help you decompress, reflect, and build up the strength to continue your work as a Creative Citizen.

CCA Voter Friendly Campus Resources

CCA’s Voter Friendly Campus Action Plan
At CCA, we’re committed to working with students, faculty, staff, and election officials to reduce barriers to student voting. We are currently working toward an official Voter Friendly Campus designation. The Voter Friendly Campus designation program was started by the Campus Vote Project and National Association of Student Personnel Administrators (NASPA) in 2016. The goal of the program is to help institutions develop plans to coordinate administrators, faculty, and student organizations in civic and electoral engagement. See the college’s 2020 Action Plan.

In addition, CCA’s President, Stephen Beal, has personally signed the Higher Education Presidents’ Commitment to Full Student Voter Participation for the ALL IN Campus Democracy Challenge, and is championing the work of Creative Citizens in Action (CCA@CCA). Our goal is to increase student voting rates, help students form the habits of active and informed citizenship, and make democratic participation a core value on our campus.

Related Events at CCA

If I Could Teach You Anything: How to Register to Vote Tuesday, September 15, 4–5pm | Zoom | Students
Register to Vote Session Tuesday, September 22, 12:30–1:30pm | Zoom | CCA Faculty, Staff, and Students
CCA@CCA Artwork Campaign Through December | Website | Open to the Public
What is your voting story? Thursday, October 15, 4–5:30pm | Open to the Public
Believe in Truth Roundtable Discussion Wednesday, October 28, 4–5pm | Open to the Public
CCA condemns racism, injustice, and violence toward Black people. Learn about actions we are taking to make our college safe and equitable for all.

CREATIVE CITIZENS SERIES

EVENT SERIES

SEP 15 / DEC 15

Tue, Sep 15 2020, 12AM - Tue, Dec 15 2020, 11:59PM

Creative Citizens in Action

ORGANIZED BY
CCA
exhibitions@cca.edu

ENTRY DETAILS
CCA@CCA is committed to providing universal access to our events. Please contact exhibitions@cca.edu to request disability accommodations.

EVENT DESCRIPTION
The Deborah and Kenneth Novack Creative Citizens Series is part of Creative Citizens in Action (CCA@CCA), a college-wide initiative that promotes creative activism and democratic engagement through public programs, exhibitions, and curriculum connections. CCA@CCA is overseen by the CCA Exhibitions & Public Programming department in partnership with Student Affairs, Libraries, Academic Divisions, Communications, and faculty.

IN THIS SERIES

SEP 15
If I Could Teach You Anything: How to Register to Vote
Virtual Event
Tue, Sep 15 2020, 4PM - 5PM

SEP 22
CCA@CCA Hosts Virtual Brunch: A Conversation on Art in Times of Social Distance
Virtual Event
Wed, Sep 23 2020, 11AM - 12:30PM

REGISTER TO VOTE session
Virtual Event
Tue, Sep 22 2020, 12:30PM - 1:30PM

Dioganhdih | The Circle: Autonomy Beyond the Nation-State
Virtual Event
Mon, Oct 5 2020, 1PM - 1:30PM
La Loba Loca | The Circle: Autonomy Beyond the Nation-State
Virtual Event
Thu, Oct 8 2020, 2:30PM - 3PM

CCA@CCA Artwork Campaign Launch
CCA Hubbell Street Galleries | 161 Hubbell Street, San Francisco, California, 94107
Tue, Oct 13 2020, 12AM - Wed, Oct 14 2020, 11:59PM

Voting Story Exhibition
Virtual Event
Tue, Oct 13 2020, 10AM - Tue, Dec 15 2020, 11PM

Yosimar Reyes | The Circle: Autonomy Beyond the Nation-State
Virtual Event
Tue, Oct 13 2020, 12:30PM - 1PM

Graphic Design and Social Justice Activism
Virtual Event
Tue, Oct 13 2020, 4PM - 5:30PM

BIPOC Virtual Open Print Studio
Virtual Event
Wed, Oct 14 2020, 12PM - 1PM

What is your voting story?
Virtual Event
Thu, Oct 15 2020, 4PM - 5:30PM

Las Niñas de Nonó | The Circle: Autonomy Beyond the Nation-State
Virtual Event
Tue, Oct 20 2020, 12PM - 12:30PM

CCA@CCA Hosts Virtual Brunch: A Conversation on Performance Art in Times of Social Distance
Virtual Event
Wed, Oct 21 2020, 11AM - 12:30PM

Joshua Myers: The Black Radical Tradition; or a Poetics of a Liberation
Virtual Event
Wed, Oct 21 2020, 4PM - 5:30PM

Steph Rue Artist’s Talk
Virtual Event
Thu, Oct 22 2020, 10AM - 11:30AM

Hardworking Goodlooking: Unrelearning
Virtual Event
Fri, Oct 23 2020, 4:30PM - 5:30PM

Believe in Truth Exhibition
Virtual Event
Fri, Oct 23 2020, 4PM - 5:30PM

Believe in Truth: Painting Program Student-Led Roundtable Discussion
Virtual Event
CCA Polling Location
Campus Center Student Lounge | 1111 Eighth Street, San Francisco, California, 94107
Tue, Nov 3 2020, 7AM - 8PM

Mansur Nurullah Artist's Talk
Virtual Event
Wed, Nov 11 2020, 2PM - 3:30PM

Second Helping: CCA@CCA Post-Election Town Hall
Virtual Event
Mon, Nov 16 2020, 4PM - 6PM

WEave THE PEOPLE
Virtual Event
Tue, Nov 17 2020, 12AM - Tue, Dec 15 2020, 11:59PM

Aaron Coleman Artist's Talk
Virtual Event
Wed, Nov 18 2020, 2PM - 3:30PM

Jonathan Herrera Soto Artist's Talk
Virtual Event
Wed, Nov 25 2020, 2PM - 3:30PM

Artist Talk with Amy Suo Wu
Virtual Event
Wed, Dec 2 2020, 11AM - 12PM

CCA@CCA Hosts Virtual Brunch: A Conversation on Online Learning Through Activism
Virtual Event
Thu, Dec 10 2020, 11AM - 12:30PM

Alt Knowledges Exhibition Series Launch
Virtual Event
Thu, Dec 10 2020, 4PM - 5PM
We may be physically distant, but we are united through our work as **CREATIVE CITIZENS IN ACTION**. Join us, by exploring artwork and poster designs by CCA students, faculty, staff, and alumni that express creative activism and promote democratic participation in the lead-up to Election Day and beyond.

**MAKE. ACT. VOTE. DOWNLOAD.**

**BE A CREATIVE CITIZEN IN ACTION.**