



California College of the Arts

VOTER FRIENDLY CAMPUS ACTION PLAN: 2020

EXECUTIVE SUMMARY

About us

Founded in 1907, California College of the Arts (CCA) offers 22 undergraduate and 13 graduate programs in the areas of fine arts, architecture, design, and writing. It currently has campuses in San Francisco, CA and Oakland, CA.

CCA is experiencing a moment of change that is opening up exciting prospects for community and engagement. CCA is joining our two campuses to create a unified, innovative, and vibrant institution in San Francisco that will have a powerful and lasting effect on cultural, social, and environmental issues. Starting in fall 2020, CCA will provide campus housing in San Francisco for approximately 750 students,* a group onsite seven days a week to engage in co-curricular public programs and partnerships, and to increase the number of eligible voters in our district.

**Due to COVID-19 guidelines, our previously planned number will likely decrease.*

EXECUTIVE SUMMARY

Statistics

1466 undergraduate students

394 graduate students

33% first generation

45%
international students

73%
undergraduate students
receive scholarships

EXECUTIVE SUMMARY

Where we are now

Civic engagement is a core component of CCA's educational mission and programming. In fall 2018, we launched the **Creative Citizens in Action Initiative at CCA** (CCA@CCA) to support civic learning and democratic engagement across the college.

Activities included increased support for eligible voters via campus-based voter registration drives, “get out and vote” events, support for student groups focused on voter outreach, and serving as an official polling location in San Francisco.

Throughout the process, **CCA students, faculty, and staff consistently voiced a desire for more connected programming related to art, activism, democracy, voting, and current events**, which has led to an expansion of the initiative going forward through our Voter Friendly Campus Plan.

The college's commitment to civic learning and democratic engagement is tied to the college's values:

“As a global citizen and good neighbor, CCA believes in its role as a proponent of social justice and community engagement.”

In its 113 year history, CCA has always engaged art and design that impact larger societal issues and actively facilitates opportunities for students to make powerful contributions to social good.

LEADERSHIP

Democratic Engagement Working Group

Democratic engagement efforts are jointly coordinated between the Academic Affairs, Student Affairs, and Marketing and Communications departments at CCA. Group members were selected based on previous campus engagement work related to democratic engagement. Together, we coordinate campus-wide activities related to civic learning and democratic engagement.

- 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*](#)
- TBH Student Representative*

** Faculty and student position rotate on an annual basis*

LEADERSHIP

Coalition Building

In addition to Academic Affairs, Student Affairs, and Marketing and Communications, we have built strong coalitions with **Libraries, Center for Art and Public Life,** and **deans and faculty from CCA's four academic divisions:** Architecture, Design, Fine Arts, and Humanities and Sciences.

Of note is our strong partnership with the First Year Program, where required Core Studio courses emphasize craft, work ethic, visual literacy, and critical exploration of ideas. Starting in fall 2019, CCA's First Year Program students are required to live on campus, which has expanded possibilities for student engagement. Program Chairs are partnering with the Working Group to integrate civic participation and democratic engagement into the First Year Core Curriculum.

LEADERSHIP

Coalition Building

We plan to collaborate with the following **student groups** in outreach and marketing efforts: Student Council, Graduate Student Alliance, Campus Activities Board, Resident Advisors, LGBTQI Alliance, Students of Color Coalition, and International Student Affairs and Program Ambassadors.

Our Working Group is in regular contact with the Precinct Services Division of the **San Francisco Department of Elections** and our San Francisco campus is an official polling location. Our main contact is Evangelina Peña, Outreach Assistant Manager.

The **Working Group** will meet from June–November 2020 to plan our voting-related activities, and then will continue to meet December 2020–January 2021 for evaluation, reporting, and future planning.

CCA believes that artists and designers have the power to change the world as global citizens and good neighbors.

This is reaffirmed in the college's values, vision and current strategic plan and it is more poignantly stated in the college's mission: "...the college prepares students for lifelong creative work by cultivating innovation, community engagement, and social and environmental responsibility."

COMMITMENT

In collaboration with Exhibitions and Public Programming, Student Life, Marketing and Communications, Residential Education, and International Student Affairs and Programs:

We take a multipronged approach to engage undergraduate students to make the connection between their art/design practice and democratic engagement with more intentional programming efforts during voting years.

Currently, the college does not have civic, democratic, and/or political learning outcomes. We would use the year to develop measurable learning outcomes that align with the collegewide learning outcome, specifically **social responsibility**—students consider the impact of their making practices and disciplines on civic and cultural life.

COMMITMENT

Civic learning and democratic engagement learning outcomes show up in a variety of courses.

Since 2018, there has been a concerted effort to connect democratic engagement and curriculum. Starting in spring 2020, we tagged courses with “creative citizen” designations to help students identify courses that focus on civic learning and democratic engagement.

A sample of courses that have received **Creative Citizen** designation:

WRITE-6020-1 Ecopoesis: The Age of Retransformation

UDIST-3000-2 Intersectionality: Labor in the Arts

DIVSM-3000-7 Spirituality as Resistance

SSHIS-3000-3 Revolutions

SSHIS-2000-3 American Politics

FINEAR-6040-5 Fine Arts Seminar: Of, By, and With People

DIVST 3000-9 Race and Comics

COMAR-2400-1: Community Practice Studio 1: The Garden as Form and Tool

INDUS-3040-1 ID4: Sustainability

DIVST-3000-10 Art and the Public Interest

DIVST-3000-4 Radical Redesign

CRTSD-1500-2 FiCS: Values and Action (Lec.)

VISST-3000-5 Mobility and Migration in Modern Cinema

PHCRT 2000-4 Creative Ecologies: Art, Activism and the Environment

The goals for this plan connect to the goals of the Creative Citizens in Action initiative at CCA.

This is a collegewide initiative that promotes creative activism and democratic engagement through public programs, exhibitions, and curriculum connections. The initiative grew out of a shared desire by CCA students, faculty, and staff for more connected programming related to art, activism, civic engagement, and democratic participation.

GOAL 1

Cultivate democratic participation
and creative activism

GOAL 2

Create opportunities for meaningful student and faculty interactions focused on the topic of creative citizenship

GOAL 3

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

These goals connect to our three
plan components: **Voter Registration,**
Voter Education, and Voter Turnout

With implementation of this plan, we hope 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.

PLAN: VOTER REGISTRATION

Encourage students to register to vote based on voter registration cutoff date

To support our goal to cultivate democratic participation, we are planning a targeted campaign to encourage students to become registered voters. Activities include creation of a DIY/Curriculum Toolkit, outreach at New Student Orientation, tabling events tied to registration deadlines, and collegewide emails from CCA influencers with key registration dates.

PLAN: VOTER REGISTRATION

DIY/Curriculum Toolkit: “How to Vote”

Resources accessible from CCA’s intranet for faculty, student, and staff use

New Student Orientation

Voter registration and education specifically targeted to new students and integrated into the collegewide Orientation experience

Tabling events connected to registration deadlines

In-person and virtual tabling connected to events and courses Sept. 2–Nov. 6, 2020

Emails from CCA influencers

Collegewide emails sent from college President, Provost, key faculty, and student leaders connected to Voter Registration Awareness Day and key registration dates

PLAN: VOTER EDUCATION

Collaborate across the college to encourage, educate, and celebrate student voting

To support our goal to create opportunities for meaningful student and faculty interactions focused on the topic of civic participation and democratic engagement, we are planning online ballot/candidate resources, art campaigns, town halls, and other educational events that help students become informed voters and active creative citizens.

PLAN: VOTER EDUCATION

DIY/Curriculum Toolkit: “Be an Informed Voter”

Resources accessible from CCA's intranet for faculty, student, and staff use.

Creative Citizens in Action Town Hall Series

Connect the CCA community and the public via a yearlong series of events organized by students and faculty that span the disciplines of art, design, architecture, and writing.

Other educational events

Intentional partnership with Residential Education to educate 1st and 2nd year students on the importance of creative activism and democratic engagement. Plus expanding education to find creative and ally connections for our student populations who are unable to participate in the U.S. democratic process, particularly DACA, undocumented, and international students.

PLAN: VOTER EDUCATION

Provide resources around ballot issues and candidates

In partnership with CCA Libraries and the local League of Women Voters, expand online resources related to democratic engagement.

Creative citizenship art campaign

In collaboration with student groups, launch creative citizenship art campaign with virtual presentations of student artwork, multimedia work, and social media posts that highlight civic engagement in a creative way.

PLAN: VOTER TURNOUT

Increase voter turnout and support students in how to navigate voting in a COVID-19 environment

To support our goal to cultivate democratic participation and creative activism, we plan to educate eligible voters on the importance of voting and how to navigate voting in a COVID-19 environment via info sessions with the SF Department of Elections, social media “get out and vote” campaigns, student “I vote” pledge drives, and by serving as an official polling location in San Francisco.

PLAN: VOTER TURNOUT

DIY/Curriculum Toolkit: “Why Voting is Important”

Resources accessible from CCA's intranet for faculty, student, and staff use.

FAQ and info sessions in partnership with SF Department of Elections

Host info sessions presented by the SF Department of Elections that focus on key deadlines, vote-by-mail instructions, registered out-of-state students, and how to navigate voting in a COVID-19 environment.

Official polling location for San Francisco

We will continue to serve as an official SF polling location on Election Day, open to students, staff, faculty, and the general public. We will also explore serving as an official advance ballot drop-off location for the city of San Francisco to increase voter turnout.

PLAN: VOTER TURNOUT

Social media voter campaign celebrating creative citizens

Creative campaign with social media posts and takeovers highlighting creative artwork and messaging to encourage active student participation in the democratic process.

Develop and encourage students to take the “I vote” pledge

Increase voter turnout and self-accountability by encouraging students to take an “I vote” pledge and become voter advocates for the CCA student community.

Reach students where they are

Increase awareness by creating alerts in Workday and Portal student intranet related to voting information and deadlines. Create a series of resource slides that faculty can share at the beginning of online and in-person classes.

The plan will be shared internally throughout CCA through presentations to internal staff, faculty, and student groups,

including CCA's Senior Leadership Cabinet, Faculty Senate, and student groups. The purpose of these presentations is to gain support, participation, and buy-in as well as gather feedback.

The finalized plan will be posted on CCA's internal website portal as well as our public facing website. We will include the data used to inform the plan.

MEASURES OF SUCCESS

To ensure successful assessment of this work as part of our broader Creative Citizens in Action initiative

as well as integration with larger institutional assessment efforts, CCA's Director of Institutional Research is a part of our coalition. We will collect process data on an ongoing basis to assess and document the reach of our education and engagement work. Tracking will include how many and which CCA groups use the DIY/Curriculum Toolkit as well as number of participants and audience (which students are reached) at our engagement events.

MEASURES OF SUCCESS

We will also measure our success by the numbers of eligible students* who register to vote and vote in the 2020 election.

CCA has registered for the National Study of Learning, Voting, and Engagement and the results of this survey, as well as a comparison with the results from the previous election survey, will assist us in measuring our success. We have not tracked this information in the past.

**CCA has a 45% international student population*

MEASURES OF SUCCESS

In addition, we will use the National Survey of Student Engagement (NSSE) as part of our ongoing assessment for our overall initiative.

Questions that are especially important to track include students' responses to questions about 1) attending campus events that address important social, economic, or political issues; and 2) how much students' experiences at CCA contributed to their knowledge, skills, and personal development in the area of being an informed and active citizen.

EVALUATION

Outcomes evaluation will enable us to assess the effectiveness of our work. Our overarching question is:

To what extent did we cultivate democratic participation and creative activism?

CHALLENGES

Given the current circumstances with the COVID-19 pandemic, the college is experiencing challenges which may limit the ability to implement signature programs and activities outlined in our Statement of Interest.

Lack of student involvement/leadership.

Lack of consistent institutional funding.

Lack of a staff position focused on democratic engagement, i.e. Working Group members are balancing this work with their existing responsibilities.

TIMELINE

2020

June–August: Working group meets to implement plan, engage coalition, prepare plans for fall

August 24–28*: Orientation, voter registration outreach begins, toolkits available on intranet

September 2: Fall term begins

September 2–October 19: Voter Registration Outreach implemented

September 2–November 3: Voter Education Plan implemented

September 17: Constitution Day education events and Town Hall

September 22: National Voter Registration Day (email from administration, additional events)

October: Creative Citizenship Art Campaign launches, plus additional education event

November 3: Election Day (polling location) and election results viewing party

November 7–December 15: Evaluation of 2020 efforts

2021

Working group continues democratic engagement events, report writing, new faculty member rotates onto the team. Make plans to repeat efforts!

**Dates may change as we move to a hybrid teaching model for fall 2020 due to COVID-19*



Thank You

Primary Point of Contact:

Jaime Austin
Director of Exhibitions and Public Programming
California College of the Arts
1111 Eighth Street
San Francisco, CA 94107
jaustin2@cca.edu