



## **AB963 and Get Out the Vote: Glendale Community College Plan**

**Submitted by Nadine Levyfield on behalf of Glendale Community College**

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### **INTRODUCTION**

Glendale Community College prides itself on civically engaging students. Pledge to Vote GCC is a nonpartisan committee consisting of Glendale Community College staff, faculty, and students encouraging students to register to vote and vote. The goals are to increase student awareness and engagement about voting by:

- Sharing a GCC custom voter registration link to encourage students to register to vote
- Sharing a GCC custom link for students who are not eligible to vote, to pledge that they will vote when eligible
- Hosting nonpartisan voter engagement virtual events to educate students about the importance of voting
- Doing outreach about voting dates and deadlines

### **LEADERSHIP**

Pledge to Vote GCC is a campus committee composed of staff, faculty, and students. The group is inclusive of any stakeholders who wish to join and commit to increasing voter registration, improving voter education, and increasing voter participation on Election Day.

## Key Participants

- Student and campus groups included ASGCC, Black Student Union, GCC Scholars, History Students Association, Feminist Society, Rising Scholars, and VOICES.
- Chair and Staff Lead: Nadine Levyfield (Student Services Technician, Career Services)
- Faculty Lead: Professor Maite Peterson (History)
- Committee Partners: Tzoler Oukayan (Dean, Student Affairs); Andre Manukyan (Interim Program Manager, GCC Cares)

## **DELIVERABLES**

### Events

AB963 mandated that campuses to hold a minimum of three election outreach events to increase civic learning, democratic participation, civic engagement, and voter turnout.

Glendale Community College hosted seven events leading up to the election, with the participation of Pledge to Vote GCC coalition of student clubs and organizations, staff, faculty, and guest speakers. Over 250 people participated in the event series. All events were publicized widely to the campus, and featured ASL interpretation for accessibility. Events featured student speakers, faculty, guest lecturers, and elected officials.

### Schedule of Events

#### 9/22/20

- Black Voters Matter: Seminar with Shay Franco-Clausen of Initiate Justice

#### 10/1/20

- Voting 101: How to Register and How to Vote

10/9/20

- I Can't Vote: A Conversation with Reentry Pathways Student Leader Tom Dormer

10/15/20

- Breaking Down Local and State Ballot Initiatives with League of Women Voters
- Town Hall with Glendale City Councilmember Dan Brotman

10/16/20

- Voting Lecture Series: Voting in America - Right or Privilege?

10/29

- Women and the Vote

#### Marketing and Outreach

In partnership with the Office of Marketing and Community Outreach, Pledge to Vote GCC sent three emails to the entire student body during the fall 2020 semester leading up to the election. The number of emails was in compliance with the requirements set forth by AB963. Emails shared all required information from the California Secretary of State, as well as GCC's custom voter registration link. Emails were accompanied by social media posts on GCC's Facebook and Instagram accounts.

Other outreach methods included:

- The academic calendar and online event calendar shared election information and key dates (deadline to register, National Voter Registration Day, Election Day, etc.).
- A custom webpage, [www.glendale.edu/vote](http://www.glendale.edu/vote) was created to share comprehensive voting resources, links, deadlines, and information.
- ASGCC shared event and voter registration information with the student body.

- Nonpartisan voter guides were shared with students.
- Students were given information about how to sign up to be a poll worker.
- Presentations were made to student government (ASGCC) and to student athletes to encourage participation in Pledge to Vote GCC initiatives.
- The Library created a Campus Guide with voting information.
- Professors shared voter registration deadlines and details in course materials.

### Partnership with HeadCount

In summer 2020 Glendale Community College began a partnership with the nonpartisan get out the vote nonprofit organization HeadCount. HeadCount created a custom voter registration link for the GCC campus community, which was shared in multiple venues to encourage GCC students to register to vote.

### **EVALUATION AND NEXT STEPS**

Over 250 people attended voter engagement events leading up to the election. Approximately 18,000 students received emails with voting information and deadlines, and links to register to vote.

Glendale Community College will assess student voter data with the Tufts College partnership. This student vote engagement plan will continue to evolve with staff, faculty, and student feedback. Given that all events and outreach methods were conducted virtually during the pandemic, we will refine and make adjustments when we transition back to in-person instruction.