



Glendale Community College Action Plan – 2022 Election

Submitted by Nadine Levyfield on behalf of Glendale Community College

November 28, 2022

INTRODUCTION

Glendale Community College prides itself on civically engaging students. To mobilize in advance of the 2022 election, Glendale Community College staff, faculty, and students created a comprehensive plan to encourage students to 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
- Hosting nonpartisan voter engagement events to educate students about the importance of voting and what issues are on the ballot
- Doing outreach about voting dates and deadlines

Glendale Community College launched get out the vote work during the 2020 election, when the college was operating remotely. During that time, the campus hosted five voter engagement events on Zoom, and had over 150 people attend.

LEADERSHIP

GCC Votes 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

- Civic and Voter Empowerment Coordinator: Nadine Levyfield

Student Services Technician, Career Services

email: nlevyfield@glendale.edu

phone: 818-240-1000x5408

- Faculty Lead: Professor Mike Dulay (Social Science Division Chair)
- Campus Leadership: Tzoler Oukayan (Dean, Student Affairs); Drew Sugars (Director of Communications)

DELIVERABLES

Events

AB963 mandates 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 six events leading up to the election, with the participation of student clubs and organizations, staff, faculty, and guest speakers. Approximately 150 people participated in the event series. All events were publicized widely to the campus.

Schedule of Events

1. Voter Registration Tabling with Headcount - Thursday, September 22
2. SIFTing Through Dis/misinformation: Know What to Trust, Share, and Act On - Thursday, October 6

Presenters: Aisha Conner-Gaten, Jennie Quinonez-Skinner, Becka Cooling, Juan Carlos Huezo,
Librarians in partnership with City of Glendale

3. Voting: Suppression and Expansion - Tuesday, October 18

Presenters: Dr. Cameron Hastings and Shatha Sbeta, Political Science Professors

4. Abortion, Gambling, Taxes: What Else Are We Voting On? - Wednesday, October 26

Presenter: Mona Field, Political Science Professor Emeritus

5. ASGCC Voting Information Tabling - Wednesday, November 2

6. Voters Get Donuts and Voter Engagement Celebration - Tuesday, November 8

Marketing and Outreach

In partnership with the Office of Marketing and Community Outreach, GCC sent three emails to the entire student body during the Fall 2022 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 to vote, National Voter Registration Day, Election Day, etc.).
- GCC's custom webpage, www.glendale.edu/vote was updated 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.
- The Library created a Campus Guide with voting information and had a voter information booth available with materials.
- The Art Gallery hosted an art exhibit called “Popular Vote” with political themes.
- Professors shared voter registration information in course materials on Canvas.

Partnership with HeadCount

In summer 2020, Glendale Community College began a partnership with the nonpartisan get out the vote nonprofit organization HeadCount. Glendale Community College re-engaged this partnership with HeadCount in Fall 2022. HeadCount created a custom voter registration link and QR code for the GCC campus community, which was shared in multiple venues to encourage GCC students to register to vote.

Vote Center

Glendale Community College partnered with the County Registrar of Voters to host a Vote Center on campus. This Vote Center was open November 5-8, including three days of early voting as well as Election Day. This offered the opportunity for thousands of Los Angeles county residents to vote in person at Glendale Community College, or to drop off their ballots at the Vote Center.

EVALUATION AND NEXT STEPS

Approximately 150 people attended voter engagement events leading up to the election. Approximately 14,000 students received emails with voting information and deadlines,

and links to register to vote. Los Angeles County did not share statistics with Glendale Community College about how many people voted or dropped off ballots at the Vote Center, however any registered voter in Los Angeles County was able to vote or drop off their ballot at Glendale College – expanding Glendale Community College’s reach as a place to promote voting and civic engagement.

Though in-person attendance was not as high at Fall 2022 events, this reflects the response to in-person events on campus as the college returns after the Covid-19 pandemic. This student vote engagement plan will continue to evolve with staff, faculty, and student feedback.