



ASI Civic Engagement Action Plan 2018

I. Executive Summary

Associated Students, Inc. serve as an auxiliary non-profit organization to Cal State LA. We are charged to provide student representation and avenues for student voice. We believe that an effective student government, like us, is the first step and first interaction students have with a civic life. We encourage students to vote in school elections, to voice their opinions and interests, find solutions to pressing student issues, advocate on behalf of all Cal State LA students, participate in activism, endure service-learning, promote a welcoming and inclusive campus environment.

Our ASI Legislative Affairs and Advocacy Committee took initiative and decided to create this ASI Civic Engagement Action Plan. The ASI LAAC is consisted of student representatives that are elected and appointed to advocate on behalf of students, research and analyze higher education policy, and promote civic learning and democratic engagement at Cal State LA. We work tirelessly to promote the education of students for engaged citizenship through democratic participation in their communities, respect and appreciation of diversity, applied learning and social responsibility. The CLDE focus area supports discourse, educational programming, advocacy, and professional development to help students gain the knowledge, skills, and abilities to make a difference in their communities.

Cal State LA has a strategic priority to graduate civic-minded students equipped for and committed to engagement, service, and the public good. We stand strong with our university and look forward to helping accomplish that goal.

This action plan will be active from January 1, 2018 and will end on December 31, 2018.

Officially Approved by ASI Board of Directors on:

II. Leadership

- Legislative Affairs and Advocacy Committee and ASI Lobby Corps
- Internal
 - Marcos Montes will chair the committee, ASI VP for External Affairs and Advancement
 - Yessenia Villacorta, ASI Civic Engagement Officer
 - Joshua Salazar, ASI Diversity and Inclusion Officer
 - Marcus Rodriguez, ASI Director of Government Affairs and Leadership Programs (Professional Staff)
- External
 - Dr. Michael Willard, Director of Service Learning at Cal State LA
 - Luz Borjon, Director of Civic Engagement and Internships
- The campus is moving to create a Civic Learning and Democratic Engagement Steering committee. We hope this committee, once convened, can help coordinate campus wide efforts
- Student committee members are either elected by the Cal State LA student body or will be appointed by LAAC or invited by A.S.I VP for External Affairs and Advancement.
- Inclusivity:
 - The committee will seek to recruit members who are underrepresented in the political realm to amplify their voices. Civic engagement is about more than voter registration. There are many avenues to influence the political process and have a positive influence in one's community.
- Stakeholders, members from the following offices will comprise the committee:
 - VP for Student Life
 - Pat Brown Institute
 - Vice Provost of Diversity and Engage Learning
 - Center for Engagement, Service and Public Good
 - Associated Students, Inc.
 - Center for Student Involvement
 - Faculty Representatives
 - LA County Registrar's Office
- The committee shall meet on a designated day and time, to be established by the membership, once every month.

III. Commitment

1. Cal State LA currently demonstrates its commitment to improving civic learning and democratic engagement through its requirement for civic learning courses and its collaborations with PBI. ASI demonstrates its commitment through its various efforts to help students engage civically, such as NVRD Voter Registration Drive, CHESS, hosting governmental officer events and debates, and the All-In-Challenge. These efforts could be further improved with the collaboration of the university to promote these events, including the public endorsement of the University President. With better coordination between all civic engagement stakeholders on campus, our commitment can become more visible.
 - a. Currently, major events are communicated via campus wide emails. ASI events specifically are promoted through the website, app, and social media.
 - b. If events are communicated outside the institution, it is done through social media or third-party stakeholders otherwise involved in the event (such as district candidates participating in the debate).
2. Fortunately, Cal State LA has taken initial steps to incorporate civic learning and democratic engagement by requiring each student to take a civic learning course. Most recently, efforts have increased to make these courses more easily available for transfer students. Because of these increased and sustained efforts, this method does seem consistent, sustainable, and systematic. However, there is still room to grow beyond the classroom to support ASI's efforts.
3. Cal State LA's commitment is reflected through its vision statement:
 - a. "We are dedicated to delivering cutting-edge academic programs that prepare students to be innovative leaders in both their professional and civic lives and to serving the public good through initiatives that engage local, regional, and global communities in mutually beneficial partnerships."

Additionally, one of Cal State LA's strategic priority areas, 'Engagement, Service, and the Public Good' currently aim to connect the educational environment to civic engagement and service learning. Their overall goal is to **"Graduate civic-minded students equipped for and committed to engagement, service, and the public good."**

This same philosophy is also in the university's values.

http://www.calstatela.edu/sites/default/files/groups/Cal%20State%20LA%27s%20Strategic%20Plan/homepage/calstatla-strategic-plan_11x17.pdf?

ASI's commitment is demonstrated through its continued allocation of civic engagement events and opportunities for students. It is also demonstrated through its vision statement, "ignite potential and empower student voices" to demonstrate the participatory value of student involvement. Further commitment is also demonstrated in the mission statement:

“Associated Students, Inc. has promoted the establishment of, and provided the means for, effective avenues of student input into the governance of the campus; provided an official voice through which student opinion could be expressed; **provided an opportunity where students could gain experience and training in responsible political participation and civic leadership; assisted in the protection of the rights and interests of individual students;** and stimulated the educational, social, physical and cultural well-being of the university community.”

4. Upper Division, GE, civic learning outcomes specify that upon completion of the course students will be able to: 1. Demonstrate understanding of the connection between academic learning/ disciplinary knowledge and civic participation. 2. Demonstrate understanding of their impact on their respective physical, social and cultural environments and how such environments impact them. 3. Demonstrate knowledge of ways to make change in local and global communities. 4. Demonstrate the ability to collaborate in order to develop and implement an approach to a civic issue.

[http://www.calstatela.edu/sites/default/files/groups/Center%20for%20Engagement%20C%20Service%2C%20and%20the%20Public%20Good/Mind Matters/submitted a course proposal for upper division ge civic learning pdf.pdf](http://www.calstatela.edu/sites/default/files/groups/Center%20for%20Engagement%20C%20Service%2C%20and%20the%20Public%20Good/Mind%20Matters/submitted_a_course_proposal_for_upper_division_ge_civic_learning.pdf)

5. First time freshmen are required to complete a total of **two** courses certified as Civic Learning/Community Engagement. Students will complete 3 units of (cl) in their IHE course. The other 3 units of (cl) must be completed by choosing a course in the Upper Division GE Requirements that contains the Civic Learning/Community Engagement (cl) component.

All Cal State L.A. students must complete a total of nine units from the Upper Division GE Requirements. At least one of those courses (3 units) must contain a Civic Learning/Community Engagement (cl) component.

<http://www.calstatela.edu/academicadvisement/general-education-and-university-requirements>

6. Service learning opportunities are offered throughout campus to compliment the civic learning courses that often require students to go out and volunteer. For example, ASI's Lobby Corps/Legislative Affairs branch trains and prepares students for the opportunity to advocate on the behalf of Cal State LA students. Further collaboration with CSSA allows for advocacy for the entire CSU.

IV. Landscape

Civic learning and democratic engagement overall campus learning outcomes

- Increase of 47% voter enrollment among 18-21-year-olds from 2012 to 2016
- About 8% increase in women voter enrollment and voted compared to 2012

Political climate and democratic engagement on campus in comparison to that of peer institutions

- Cal State LA 2016 voting rate 56.4% vs 2016 voting rate for ALL institutions 50.4%
- Awarded ALL IN Campus Democracy Challenge for having a student voting rate between 50% and 59%

How is civic learning and democratic engagement present in the curriculum?

- Mandatory upper division general education course in the Civic Learning/Community
- Courses are listed under the following:
 - ✓ Natural Sciences and Quantitative Reasoning
 - ✓ Arts and Humanities
 - ✓ Social Science

What internal barriers prevent the institution from being successful?

- Being in a commuter school where information might not be readily available
- Part-time voting data had a 10.7% increase from 2012 to 2016 as opposed to full-time rate of change of 7.6%
- Maintain relative numbers communication is to be filter according to ensure the commuter school maintains cohesiveness
- Lack of institutionalized efforts

What external barriers prevent the institution from being successful?

- Lack of proximity to polling location as in person, election day numbers took a dive of about 7%
- The ability to accommodate different ways of early voting without data being recorded as enrollment increases, the number of mail voting method increases, and Cal State LA being a commuter school.

What resources are available to help the institution be successful?

- The mandatory upper division courses in Civic Learning
- The ability to register to vote as financial aid is being filled out
- The ability to register to vote through the Cal State LA website portal

What additional resources are needed to help the institution be successful?

- The sense of community among the colleges within the University
- Raising awareness and procedure about voting by mail since there was a 28.6% increase from 2012 to 2016

- Advising the importance of exercising the vote through campus open forums to the first-year class since enrollment numbers seem to be relatively high

V. Goals

Purpose: To increase civic learning and democratic engagement at Cal State LA, by focusing on registering, educating and mobilizing students to vote.

Long Term Goals

- For presidential elections current Cal State LA student voting rate is 56.4%, it has risen by 10% from 2012. We aspire to increase it to 75% by 2020.
- Midterm elections are often overlooked, we want to push for more consistency in this area and increase it to 25% student voting rate in the 2018 Midterm elections.
- Create a Voter Education and Mobilization Center on campus by 2022.
- Create a fund to sponsor independent service projects of Cal State LA students

Short term Goals

- Host consistent townhalls/forums, at least one per semester (Fall 2018 and Spring 2018) to inform the Cal State LA community about relevant issues affecting our education
- Outreach to more campus departments/areas to include more representatives from different Cal State LA areas to create a more diverse civic engagement.
- Send campus wide emails and hold events that will inform students about upcoming elections and issues of interest
- Use the ASI Lobby Corps, the student advocate arm of ASI, to be ambassadors of civic engagement across campus. They will be responsible for grassroots strategies to promote civic engagement and political participation
- Advocate to strengthen the component of Civic Learning in the General Education Curriculum

VI. Strategies

1. What is the work? What are the plan activities?
 - Students are asking the campus to create a Civic Learning and Democratic Engagement Steering committee. The Purpose of committee:
 - Unify all relevant campus stakeholders that are interested in increasing voter participation and civic engagement.
 - Adhere to recommendations inserted in the Voter Registration & Engagement MOU signed by the California Secretary of State Alex Padilla, CSU Chancellor White, and CSSA President Lopez to increase voter participation at CSU campuses, including:
 - implementing a comprehensive civic engagement plan;
 - creating opportunities to register students to vote during resident move-in days, new student and transfer orientations, welcome week, and in high-traffic areas;
 - identifying and implementing policy changes to promote voter engagement; and
 - promoting voter registration through students registration portals and campus wide emails.
 - Create a multi-year Civic Engagement Plan that leads to the 2018 Primary and the 2020 General Elections and creates a culture of engagement and political participation.
 - Develop a campus model that allows for other CSUs to mirror our efforts and promote best practices to other colleges and universities.
 - Identify opportunities for the University to improve our efforts through external partnerships and identify special designations or recognitions for our civic engagement efforts.
 - Create an annual communication plan that determines how many campus wide emails will be sent throughout the year, schedules the frequency of them, and on what key dates
 - i. campus wide emails will be used to remind students about deadlines to register to vote, upcoming elections, and events
 - ii. In addition to emails, press releases, op-eds, and other forms of communication will be used
 - Continue hosting a National Voter Registration Day Annually
 - Host an Open Deliberation event for students to promote dialogue and community
 - Toy & Food drive
 - Political debates (local & state) such as Assembly District 51 Special Election Debate
 - i. Possible US Senate Debate
 - ii. Possible Gubernatorial Debate

- Piloting Mind Matters town halls, require ASI Legislative Affairs and Advocacy Committee to participate
 - Event during the Spring semester to decrease political apathy
 - Promote post-graduation public service opportunities such as, the CA Capitol Fellows Program
 - Supporting faculty's initiative to promote civic entrepreneurship
 - Ongoing partnerships with CALPIRG, Campus Vote Project, YVote
 - Pledge cards to collect information from students such as address and issues they care about that make them more likely to vote. In addition, students would indicate what time of the day they would vote, where they would vote, who they would go to vote with.
 - Add a button to the student portal and ASI website to remind students to vote and linked to the CA Secretary of State website
 - Continue to fund the ASI Alternative Break Program
 - Voter Registration and GOTV campaigns (i.e.. Tabling events, classroom presentations)
 - Create joint efforts with student clubs and organizations to foster civic engagement among students
 - i. Create a special designation for student organizations that are civically engaged and promote these efforts to their membership and the student body
 - Student activism has been supported via an official resolution and joint-efforts to oppose tuition increases
 - Host more forums and townhalls such as Democracy In Action forums and invite elected officials to attend Cal State LA to converse with students about pressing issues
 - California Higher Education Student Summit: students travel to the state capitol to participate in a higher education policy conference followed by legislative visits to talk to elected officials about higher education funding and important student issues
 - Find professional development opportunities for students like the Civic Learning and Democratic Engagement conference organized by AASCU and NASPA
2. Who will do the work? Who is responsible for implementing each planned activity?
 - ASI Civic Engagement Officer
 - Legislative Affairs and Advocacy Committee
 - Other offices on campus that are involved
 - Center for Engagement, Service and the Public Good
 - EPIC
 - Faculty
 3. Who is the work for? Who is the audience for each activity?
 - Our work is for all Cal State LA students and the surrounding community to Cal State LA
 - The audience is the University (students & staff) and the community
 4. Where will the work happen? Where will each activity occur on campus?
 - Work will happen in the ASI office and other respective offices involved with event
 - Occurrence – Student union plaza and theater, Campus main walkway
 5. When will the work happen? When will each activity occur on campus?
 - Work will happen during service and/or specific duty hours in conjunction with varying offices on campus that are involved

- When – NVRD: Fall semester, T&F Drive: year-round, Debates: year-round
6. What is the purpose of the work? Why is each activity being implemented and what is the goal for each activity?
- Purpose
 - to foster a community of civically engaged students
 - promote activism and political knowledge amongst students (Debates)
 - create a community that helps one another/ gives back (Toy & Food drive)

VII. Reporting

How will the Plan be shared?

- The plan should be shared both internally and externally.
- Internally, the plan will be distributed to all ASI members. A presentation will be made to the ASI Board of Directors, ASI Shared Governance Council, and ASI Legislative Affairs and Advocacy Committee
- Externally, we could share the plan at the Academic Senate, email to all faculty of Cal State LA, ASI College Representatives share it with the Deans of their college so that colleges and faculty can push students to engage with any opportunities created by the civic engagement plan.

Will the plan be made public? If so, how?

- The Plan will be shared with students via our website through a standing page and via our social media
- ASI will host a forum to near the end of the academic year (April) to inform students about the progress of civic engagement at Cal State LA

Will the data be used to inform the plan made public? If so, how?

- As we focus on being transparent, the data along with the plan should be available to the public because the students and faculty should be able to tell whether the plan is producing results.
- The data should be presented once there has been enough data collected to show whether there has been an increase or decrease in civic engagement.
- The results should be disbursed at BOD, SGC, the Academic Senate and to any other stakeholder involved.

VIII. Evaluation

OUTCOMES:

Students will be able to:

- access humanitarian values (e.g. use social justice rhetoric, understand personal and social responsibility, and serve as positive social change agents);
- explore the dimensions of difference in communities;
- engage with the local community in appreciation of civic duty; and intentionally gain knowledge about new cultures and the natural world.

Students will build a campus culture that fosters:

- civic ethos,
- civic literacy and skill building,
- civic inquiry,
- civic action, and
- civic agency

As part of our educational assessment we will be documenting and using empirical data on the knowledge, skill, attitudes, and beliefs to refine programs and improve student learning. Results will be shared via an annual ASI Civic Engagement Action Report and published on the ASI media platforms at the conclusion of the Spring Semester.

ASSESSMENT METHODS:

- Direct Assessment: Student presentations (e.g. in-class, Academic Senate, campus-wide committees, ASI Board of Directors)
- Indirect Assessment: Student self-reflection essays (i.e. ASI Student Leader State of Affairs)
- Formative Assessment: Small Group Analysis (e.g. Open Deliberation programs, Mind Matters Town Halls)
- Summative Assessment: Student post-participation experience focus group (e.g. Lobby Corps, Legislative Affairs and Advocacy Committee)
- Value-Added Assessment: Entrance/Exit Interviews (e.g. ASI Student Leader transition conversations)