

Berkeley City College Civic and Voter Empowerment Action



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Executive Summary

This nonpartisan Civic and Voter Empowerment Action Plan was developed by Berkeley City College in Berkeley, California for the 2024 election and beyond. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 Presidential general election. The goals for Berkeley City College for the 2024 election are: Increase voter registration and turnout by informing students of important dates and hosting civic engagement efforts.

Berkeley City College is committed to increasing voter turnout and engaging our students to be involved with civic engagement. Berkeley City College has partnered with local organizations such as the Women’s League of Voters to encourage voter registration amongst students and the campus community and continually looks to expand partnerships to increase civic engagement participation.

The Office of Campus Life will be facilitating the implementation efforts in partnership with the College’s Student Government Leaders of the Associated Students of Berkeley City College (ASBCC), Peralta Student Trustees, and student club leaders. To ensure that the plan is equitable we will engage campus constituents from all levels including the administration, faculty, students and classified professionals. Our civic and voter empowerment strategies include both virtual and in-person outreach opportunities for all to be involved.

Leadership

The Civic and Voter Empowerment Action Plan leadership team includes the Associate Dean of Campus Engagement, the Associated Students of College of Berkeley City College (ASBCC), and the Peralta Community College District- Student Trustees. The Office of Campus Life will engage the campus’ executive leadership as well as the Academic and Classified Professional Senates.

Landscape

Berkeley City College is a public community college. The institution is both a Minority Serving Institution and Hispanic-Serving Institution. As of December 2024, Berkeley City College will potentially be eligible for the Black Serving Institution designation under SB-1348 once enacted on January 1, 2025.

Demographic data

Berkeley City College has 6,178 students.

Ethnicity:

32.% Latinx
20.8% White
17.8% Asian
18 % Black/African American
0.4% Pacific Islander
0.2% American Indian
7.9% Two +
2.9% Unknown

Age Group:

21% 16 – 18
44% 19 – 24
11% 25 – 29
7% 30 – 34
12% 35 – 54
1.6% 55 – 64
1% 65 & above
1.4% Under 16

BCC currently collects voting data, that is utilized to gain insight about student political learning, voter registration rates, and campus demographics. Our enrollment in the NSLVE allows us to analyze the data to determine if our campus is reaching its civic engagement goals. As we continue to move through an equity lens, we will also utilize this data to ensure that the rates of civic engagement among historically underrepresented groups is aligned with our campus equity plan.

Reflection

Civic engagement efforts at Berkeley City College have continued through the yearly Constitution Day event which takes place every September 17th. Additionally, the campus sends out civic engagement and voter empowerment communications via social media and student email blasts. The campus Civic Engagement and Voter Empowerment webpage is in development, which will provide links to voter registration, important dates, frequently asked questions, Non-partisan resources, and information on how to become a paid elections poll worker for.

In the Fall of 2024, we have amplified our civic engagement and voter empowerment efforts through hosting mayoral candidate forums, mayoral candidate meet and greets, and voter registration tabling drives through the campus partnership with the League of Women Voters.

Goals

Short-term (2 year)

Goal 1: Increase student voter turnout by 2% in 2024 and 3% in 2026.

Goal 2: Increase student voter registration by 4% in 2024 and 6% in 2026.

Goal 3: Create a Civic Empowerment Campus Coalition

Goal 4: Create a Civic Engagement and Voter Empowerment webpage

Strategy:

Berkely City College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- Constitution Day
- National Voter Registration Day
- Partnerships with local organizations
- Partnerships with student clubs
- Partnerships with campus learning communities
- Student email blasts
- Create a BCC Civic Engagement and Voter Empowerment webpage that will be updated regularly with key information, dates, and ways to get involved for students
- Regular Social media postings
- Continued Registration Within the [All In Campus Democracy Challenge](#)
- Dedicated space on campus that will have flyers and voter information posted at all times (**suggested location: 1st floor bulletin Board**)
- Participate in The Every Vote Counts Initiative as a campus partner and complete the National Grant Program, which provides funding opportunities for chapters and campus partners pursuing student-led voter engagement initiatives.
- Voting Registration link at point of Application
- Voting Registration link posted in Canvas

Long-term (5 year)

Goal 1: Increase student voter turnout by 10% by 2028.

Goal 2: Increase student voter registration by 15% by 2028.

Goal 3: Create a strong culture of Civic Empowerment through the Civic Empowerment Campus Coalition and marketed website and campaign.

Goal: Increase Access to Students Voting by becoming a Ballot Drop-Box location

Strategy:

Berkeley City College will implement these strategies to increase nonpartisan democratic engagement and student voter participation withing the next five years.

- Constitution Day
- National Voter Registration Day
- Partnerships with additional local organizations and government agencies
- Newsletter to students
- Website postings
- Social media postings
- Intersectional Based Campus Events that speak to the direct needs of historically underrepresented and marginalized groups
- Include voter registration and pre-voter registration information within Dual Enrollment and Outreach events
- We will form a campus coalition by partnering with the Associated Students of College of Alameda, the Academic and Classified Senates, as well as the Executive Team.
- Become a Ballot Drop-Box Location for County of Alameda and maintain information on voter registration around campus posting areas
- Voting Registration link at point of Application
- Voting Registration link posted in Canvas classes
- Voting Registration statements in course syllabus (at least 50% of tenured faculty)

Event Requirements

Fall 2024 – Summer 2025

1. **Constitution Day and Voter Registration Tabling** – On Tuesday, September 17, 2024, in partnership with the League of Women Voters, Berkeley City College hosted its annual Constitution Day and held a voter registration table.
2. **Berkeley City College Mayoral Debate** – On Thursday, September 26, 2024, in partnership with the League of Women Voters, BCC hosted a mayoral candidate debate. Students were encouraged to register to vote, check their voter registration status, and hear from candidates running for Berkeley City Mayor.
3. **La Pachanga Tabling-** On Thursday, October 10, 2024 as part of the La Pachanga community event, BCC partnered with Berkeley City Library to provide voting registration information and allow students to check their voter registration status. Students receive information on applying for a library card and were encouraged to check out civic-engagement related books and access the library internet to access information on important ballot measures and community matters.
4. **Local Berkeley Politics Event** – On Monday, October 28, 2024, students were encouraged to register to vote and check their voter registration status. Various local Berkeley City candidates were in attendance and provided information on their platforms, local ballot measures, and the importance of student participation within the 2024 election.
5. **BCC Voting Stars-** During College Hour on Tuesday, November 5, 2024 BCC will host a fun photoshoot of students who have voted that will serve as a reminder for students to vote. FAQ Sheets about Same-Day Voter Registration, Polling Locations, and California Voting Guidebooks will be available to students.
6. **Use Your Voice Spring Fair-** Tuesday, February 25, 2025. (Downtown Berkeley Association) BCC will partner with the City of Berkeley to host an outdoor fair to provide students and community members information about registering to vote, early voter registration for Berkeley High School students, community organizations, Student Senate of California Community Colleges Region III, League of Women Voters and Urban League of Greater San Francisco Bay Area, student clubs, information on Political Science classes available at BCC. Students who register to vote or who visit 6 tables will receive free lunch.

Fall 2025 – Summer 2026

- 1) **Constitution Day Family Feud Game & National Voter Registration Day** – On Tuesday, September 16, 2025, in partnership with the League of Women Voters, Berkeley City College will host its first annual Constitution Day Family Feud game with student clubs and ASBCC. This will also provide the opportunity for voter registration through the League of Women Voters.
- 2) **Civic Engagement Student Fair** – On Tuesday, October 28, 2025, one week before elections, BCC will host a Civic Engagement Student Fair. This fair will be a final push for students to register to vote, find their local polling stations, submit ballots, participate in a pro/con discussion on upcoming ballot measures, and receive other critical information needed to vote. BCC will partner with the City of Berkeley to host an outdoor fair to provide students and community members information about registering to vote, early voter registration for Berkeley High School students, community organizations, Student Senate of California Community Colleges Region III, League of Women Voters and Urban League of Greater San Francisco Bay Area, student clubs, information on Political Science classes available at BCC. Students who register to vote or who visit 6 tables will receive free lunch.
- 3) **BCC Voting Stars-** During College Hour on Tuesday, November 4, 2025 BCC will host a fun photoshoot of students who have voted that will serve as a reminder for students to vote. FAQ Sheets about Same-Day Voter Registration, Polling Locations, and California Voting Guidebooks will be available to students.
- 4) **Voter Empowerment Poster Making** – On Thursday, January 30, 2026, during the Spring Welcome Week Events, students will be encouraged to register to vote, check their voter registration status, and create posters that will motivate citizens to vote.

Equity and Inclusion Goals

Equity and diversity-related events are essential for supporting historically marginalized groups, fostering an inclusive environment where all voices are represented, and cultivating civic engagement. As such, BCC includes this equity statement as part of our college's civic and voter empowerment action plan. BCC will be intentional with the civic engagement events hosted to ensure the campus is creating spaces that highlight the unique challenges faced by these groups. These events will help build awareness and empathy among all students, while empowering and affirming the lived experiences of individuals from marginalized communities. The below events provide historical context and encouragement for students to be informed and active participants within their communities.

It is our hope that these events not only strengthen community bonds, but also inspire students to become engaged citizens who advocate for a more equitable society:

Fall 2024 – Summer 2025

1. **La Pachanga Tabling-** On Thursday, October 10, 2024 as part of the La Pachanga community event, BCC partnered with Berkeley City Library to provide voting registration information and allow students to check their voter registration status. Students receive information on applying for a library card and were encouraged to check out civic-engagement related books and access the library internet to access information on important ballot measures and community matters.
2. **Someday We'll All Be Free Event-** during Black History Month, BCC will partner with the Umoja program we to host an event regarding the history of Black activism and civic engagement, featuring a film screening of 13th. Following a film screening there will be a discussion on the impact of recent California legislation, and how this amendment continues to impact the Black Community.
3. **Women's Herstory Month-** BCC will partner with BCC Women's Leadership Club, host a panel on history of Women Voting Rights, history of women leaders within Peralta, and the City of Berkeley. The panel will feature prominent women leaders in the community. Lunch will be served from a local Female-owned restaurant.
4. **API Month-** BCC will partner with various student clubs and ASBCC to, host a panel on history of Asian Pacific Islander Voting Rights/legislation. The panel will feature prominent API leaders in the community. Lunch will be served from a local API owned restaurant.

Fall 2025 – Summer 2026

1. **Si Se Puede Event**– On Tuesday, October 18, 2025, in recognition of the beginning of LatinX Heritage Month, Berkeley City College will highlight historical moments and well known Latinx political figures. An overview of key ballot measures and political updates that impact the Latinx community will be held and discussed.
2. **You May Say That We Are Dreamers, but We Are Not the Only Ones Event**- during Undocumented Student Week of Action, BCC will host a Legal Aid workshop focused on state/federal updates surrounding Undocumented Students and provide tips and suggestions for how Undocumented students can become civically engaged.
3. **Black History Month Event**- during Black History Month, BCC will partner with the Umoja program to host a civic engagement event.
4. **Womyn's Herstory Month**- BCC will partner with BCC Women's Leadership Club, host an event in honor of Womyn's Herstory Month,
5. **API Month**- BCC will partner with various student clubs and ASBCC to, host an event in honor of Asian Pacific Islander Heritage Month. Lunch will be served from a local API owned restaurant.

Evaluation and Reporting

Berkeley City College will evaluate its action plan by using the college's NSLVE voting data. The college will also include survey questions regarding civic engagement in future surveys to students. The campus action plan will be posted on the campus' Civic Engagement and Voter Empowerment webpage, once developed.

Civic Plan Partnerships:

Downtown Berkeley Association

City of Berkeley

League of Women Voters Berkeley and Emeryville Chapter

Urban League of Greater San Francisco Bay Area

California Immigrant Policy Center, Oakland

SIREN Immigrant Rights



We Are
Berkeley City College