

2024 GENERAL ELECTION

CALIFORNIA UNIVERSITY AND COLLEGE BALLOT BOWL



Outreach Toolkit

[Click Here to
Register to Vote](#)



Shirley N. Weber, Ph.D.
California Secretary of State



CALIFORNIA
**BALLOT
BOWL**



STUDENTSVOTE**PROJECT**
CALIFORNIA SECRETARY OF STATE

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WHAT IS THE CALIFORNIA UNIVERSITY AND COLLEGE BALLOT BOWL?

The California University and College Ballot Bowl is a friendly competition where higher education campuses compete to register the most students to vote and showcase civic engagement efforts. The California Secretary of State Students Vote Project (SVP) hosts the Ballot Bowl during an even numbered year ahead of the general election.

Eligible campuses include:

- 116+ California Community Colleges (CCC)
- 23 California State Universities (CSU)
- 10 University of California campuses (UC)
- 80+ Association of Independent California Colleges and Universities (AICCU)

The purpose of the California University and College Ballot Bowl is to:

- Engage students to become active participants in our democracy.
- Motivate campuses to adopt and implement policies that boost civic engagement and participation.
- Showcase best practices and civic engagement efforts on California campuses.

Each college will be encouraged to promote the competition using a simple timeline that fits the needs of their campus.

For more information on the Ballot Bowl, please visit <https://ballotbowl.sos.ca.gov>.

BALLOT BOWL HIGHLIGHTS

Over the Years

2018 GENERAL ELECTION RESULTS

40+

Colleges Participated
in the Ballot Bowl

Nearly

11,000

Students Registered to Vote during the Ballot Bowl

2020 GENERAL ELECTION RESULTS

140+

Colleges Participated
in the Ballot Bowl

82,000

Students Registered to Vote during the Ballot Bowl

2022 GENERAL ELECTION RESULTS

220+

Colleges Participated
in the Ballot Bowl

Over

18,000

Students Registered to Vote during the Ballot Bowl

HALL OF FAME

Past Ballot Bowl Champions Include:

2018

**CALIFORNIA POLYTECHNIC STATE
UNIVERSITY, SAN LUIS OBISPO**

2020

**CALIFORNIA STATE UNIVERSITY,
FULLERTON**

2021

**CALIFORNIA STATE UNIVERSITY,
CHICO (SPECIAL ELECTION)**

2022

STANFORD UNIVERSITY



HOW TO PLAY

How can my campus participate?

The California Secretary of State Students Vote Project tracks college student voter registration with the following tools:

- **Online voter registration**

- <https://registertovote.ca.gov/?t=s>
- [TurboVote](#)
- castudentvote.org

**Registration for TurboVote and castudentvote.org will be tracked through the college student voter registration link.*

- **Paper voter registration**

- Paper voter registration cards (VRCs) can be requested by campuses from the California Secretary of State's office. Please note on the [Voter Registration Card Statement of Distribution form](#) that you are requesting cards for college students and include the campus name.
- Email completed forms to vrc-vnc@sos.ca.gov and caststudentsvote@sos.ca.gov.
- If you have any questions about requesting paper voter registration cards, please contact vrc-vnc@sos.ca.gov and copy caststudentsvote@sos.ca.gov.

Want to follow your campus's progress?

Weekly updates of each campus's student voter registration numbers throughout the competition can be found here: <https://caballotbowl.sos.ca.gov>.

HOW TO PLAY (CONTINUED)

How can your campus win?

The California University and College Ballot Bowl competition provides an opportunity for campuses to showcase their commitment to civic engagement and voter participation. Campuses are awarded points based on the categories below. Each category is worth up to 234 points.

Categories:

- Number of students registered to vote.
 - Percentage of student body registered to vote.
 - Civic and Voter Empowerment Action Plan (CVEAP) Score.
 - Campuses must submit a CVEAP to caststudentsvote@sos.ca.gov on or before midnight, October 1, 2024.
- ▶ See the CVEAP Rubric for scoring below.

Awards:

- **Overall Champion**
 - The overall champion is determined by the college with the highest total number of points accumulated between all three categories.
- **Category Winners**
 - There will be four winners per category. Each winner will be from a different higher education system.

**A campus cannot win more than one category.*

CIVIC AND VOTER EMPOWERMENT ACTION PLAN (CVEAP) ASSESSMENT RUBRIC

**This rubric was created based on the [Civic and Voter Empowerment Action Plan Template](#).*

	EXCEPTIONAL	PROFICIENT	DEVELOPING
EXECUTIVE SUMMARY	<p>Uses the three suggestions in the CVEAP and exceeds expectations beyond the suggestions.</p> <p style="text-align: center;">26 points</p>	<p>Uses the three suggestions and provides a summary of the action plan.</p> <p style="text-align: center;">16 points</p>	<p>Provides a minimal summary of the plan or does not provide a summary at all.</p> <p style="text-align: center;">0 or 6 points</p>
LEADERSHIP	<p>Identifies contributors and explains the development process of the CVEAP in a clear and direct manner.</p> <p style="text-align: center;">26 points</p>	<p>Identifies contributors with limited explanation of the CVEAP development process.</p> <p style="text-align: center;">16 points</p>	<p>Provides minimal or no explanation of the individuals and/or process regarding the development of the CVEAP.</p> <p style="text-align: center;">0 or 6 points</p>
LANDSCAPE	<p>Thoroughly analyzes campus voting data. Explains areas the campus is doing well in regarding civic engagement and what areas need improvement.</p> <p>*Full credit can also be earned if the campus does not collect voting data but in detail describes how they plan to do so in the future. If a campus will enroll in the NSLVE, explain how the NSLVE will be beneficial to civic engagement efforts on their campus.</p> <p style="text-align: center;">26 points</p>	<p>Offers information on voting data or strategies for data collection without a detailed analysis.</p> <p style="text-align: center;">16 points</p>	<p>Provides minimal or no information about voting data or data collecting strategies.</p> <p style="text-align: center;">0 or 6 points</p>

CIVIC AND VOTER EMPOWERMENT ACTION PLAN (CVEAP) ASSESSMENT RUBRIC (CONTINUED)

**This rubric was created based on the [Civic and Voter Empowerment Action Plan Template](#).*

	EXCEPTIONAL	PROFICIENT	DEVELOPING
REFLECTION	<p>Campus reflects on civic engagement work from the past two academic years. Exceeds expectations by using all suggestions and more. Describes in detail the relationship with internal and external organizations.</p> <p>26 points</p>	<p>Reflects on civic engagement efforts in the past two academic years but lacks discussion on relationships or lessons learned.</p> <p>16 points</p>	<p>Provides minimal or no reflection on civic engagement efforts in the past two academic years.</p> <p>0 or 6 points</p>
GOALS	<p>Provides a comprehensive overview of short-term and long-term goals, including progress with a campus coalition and the impact of promoting civic engagement on campus.</p> <p>26 points</p>	<p>Offers a description of short-term and long-term goals without mentioning a campus coalition.</p> <p>16 points</p>	<p>Provides minimal or no description of goals; only covers either short-term or long-term goals.</p> <p>0 or 6 points</p>
EVENT REQUIREMENTS	<p>Includes a detailed summary of six or more civic engagement events for the next two academic years (three per academic year).</p> <p>26 points</p>	<p>Includes a summary of three to six civic engagement events for the next two academic years (three per academic year). Includes a blend of past events and future events.</p> <p>16 points</p>	<p>Includes a summary of two or less events.</p> <p>0 or 6 points</p>
DOES THE ACTION PLAN INCLUDE ALL SIX SECTIONS IN THE CVEAP TEMPLATE?	<p>The action plan includes all six sections in the CVEAP template and exceeded requirements.</p> <p>26 points</p>	<p>The action plan includes at least five of the sections in the CVEAP template.</p> <p>16 points</p>	<p>The action plan includes four or less sections in the CVEAP template or does not follow the template at all.</p> <p>0 or 6 points</p>

CIVIC AND VOTER EMPOWERMENT ACTION PLAN (CVEAP) ASSESSMENT RUBRIC (CONTINUED)

**This rubric was created based on the [Civic and Voter Empowerment Action Plan Template](#).*

IS THE CVEAP A PLAN FOR THE NEXT TWO ACADEMIC YEARS?	YES	NO
	26 points	16 points
DID THE CAMPUS TURN IN AN ACTION PLAN (REGARDLESS OF FORMAT) BY OCTOBER 1?	26 points	16 points

TOTAL CVEAP SCORE:	EXCEPTIONAL	PROFICIENT	DEVELOPING
	234 - 196	194 - 144	142 - 0

BALLOT BOWL TIMELINE

Ballot Bowl timeline (tentative)

- **June 2024:** The California Secretary of State Students Vote Project will notify higher education systems and campuses about the 2024 California University and College Ballot Bowl competition.
- **August 12, 2024:** 2024 California University and College Ballot Bowl begins.
- **October 1, 2024:** Last day to submit a Civic and Voter Empowerment Action Plan.
- **November 5, 2024:** Election Day/Ballot Bowl ends.
- **December 16, 2024:** Campus winners announced.

Best practices

It is strongly encouraged that your campus collaborates with clubs and student leaders throughout the competition. Below is a list of methods to help increase engagement:

- Host voter registration tables at campus events.
- Register students to vote during student move-in day.
- Print and distribute voter education material in residential halls and/or in common areas on campus.
- Post voter registration and education messaging on campus social media and/or relevant websites.

SAMPLE MESSAGING

Voter Registration Messages

- Be the change you want to see - register to vote or update your registration for the upcoming 2024 Presidential General Election at <https://registertovote.gov/?t=s> #2024BallotBowl #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject
- Did you miss the deadline to register to vote or update your voter registration? No problem! CA offers same day voter registration. Visit <https://www.sos.ca.gov/elections/voter-registration/same-day-reg> for more information. #2024BallotBowl #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject

Early Voting Messages

- Skip the line! Drop off your vote-by-mail ballot early in the mail (no postage required) at a drop box or polling location/vote center. Visit <https://caearlyvoting.sos.ca.gov> for more information #2024BallotBowl #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject
- Can't wait to vote until Election Day? Early voting in CA for the 2024 General Election begins October 7, 2024. Visit <https://caearlyvoting.sos.ca.gov> for more information. #2024BallotBowl #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject

Election Day Messages

- Finish strong! Today marks the final stretch of the #2024BallotBowl competition. Same day voter registration and voting is available in CA. You can still register to vote, update your registration, and turn in your ballot. Explore options at <https://www.sos.ca.gov/elections/polling-place>. #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject
- Today is Election Day! Make your voice heard! Visit <https://www.sos.ca.gov/elections/polling-place> to find your nearest voting location. #2024BallotBowl #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject

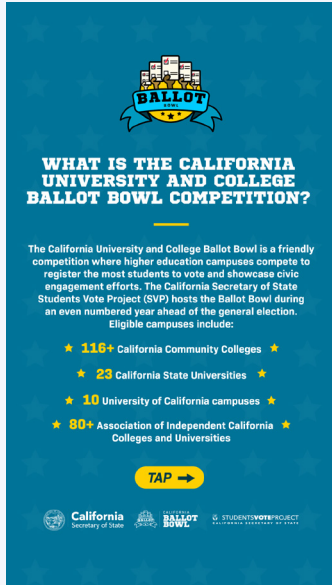
SAMPLE MESSAGING (CONTINUED)

Competitive Messages

- <Campus name>, are you even in the #2024BallotBowl race? We are leading and there is no looking back! Register or update your registration at <https://registertovote.ca.gov/?t=s> on or before November 5 if you want a fighting chance. May the odds be ever in your favor! #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject
- Are you not entertained? <Campus name> has registered <Number of students> more students than <Rival campus name>! #2024BallotBowl #2024GeneralElection #CaliforniaSOS #CAStudentsVoteProject

SOCIAL MEDIA GRAPHICS: Thread Graphics

Graphic Set One



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HOW CAN MY CAMPUS PARTICIPATE?

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Online voter registration

- ★ register tovotb.ca.gov/?t=s ★
- ★ TurboVote ★
- ★ caststudentvote.org ★

Paper voter registration cards

- ★ Paper voter registration cards (VRCs) can be requested by campuses from the California Secretary of State's office. Please note on the form that you are requesting cards for the Ballot Bowl competition.
- ★ Find the VRC request form here: <https://elections.cdn.sos.ca.gov/vrdis.pdf>
- ★ Email completed VRC form to vrc-vnc@sos.ca.gov and copy caststudentsvote@sos.ca.gov.

Learn more at:
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Graphic Set Two



WHO WILL BE THIS YEAR'S OVERALL CHAMPION?

Perform the best across all three categories!


- ★ Number of Students Registered to Vote
- ★ Percentage of Students Registered to Vote
- ★ Civic and Voter Empowerment Action Plan Score

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Graphic Set Three



SAVE THE DATE!

The California University and College Ballot Bowl competition begins soon!
August 12, 2024 – November 5, 2024

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SEVEN DAYS
until the California University and College
Ballot Bowl competition begins!

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Graphic Set Five

The California and University and College
Ballot Bowl competition begins
TODAY!

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TODAY!

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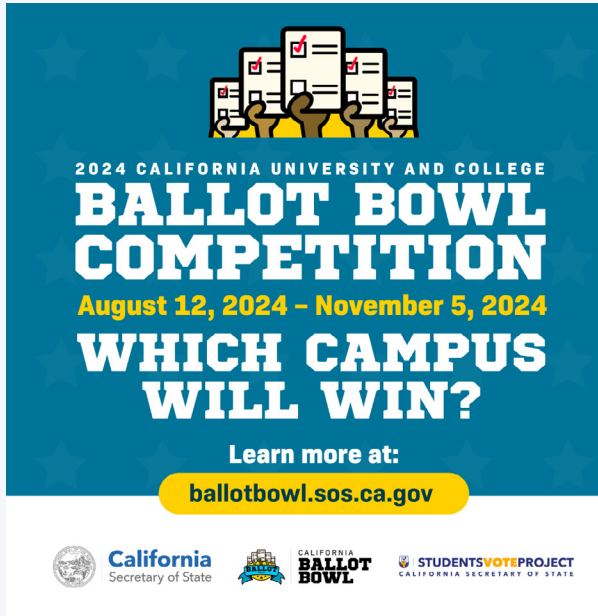
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**BALLOT BOWL
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**WHICH CAMPUS
WILL WIN?**

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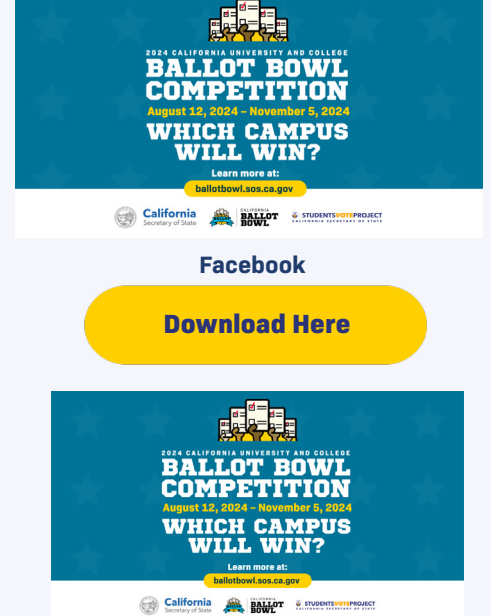
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Graphic Set Seven



2024 CALIFORNIA UNIVERSITY AND COLLEGE
**BALLOT BOWL
CHECKLIST**

- ✓ Register to vote or update your voter registration
- ✓ Submit a Civic and Voter Empowerment Action Plan by October 1, 2024
- ✓ Help register your friends to vote
- ✓ Win the 2024 Ballot Bowl competition!

registertovote.ca.gov/?t=s

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2024 CALIFORNIA UNIVERSITY AND COLLEGE
**BALLOT BOWL
CHECKLIST**

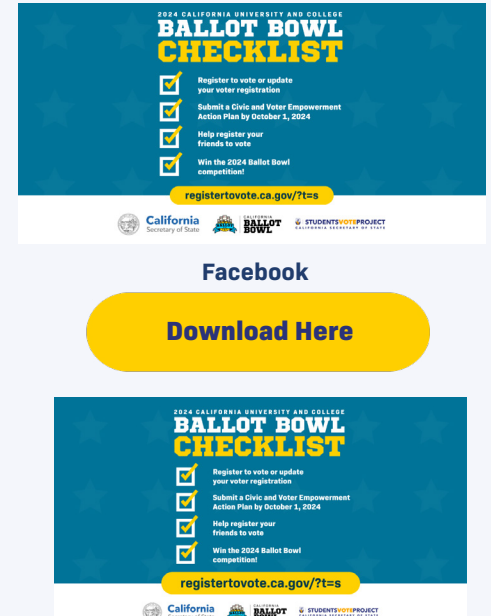
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Graphic Set Nine



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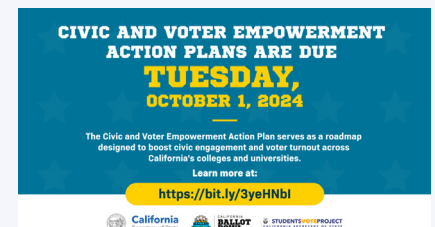
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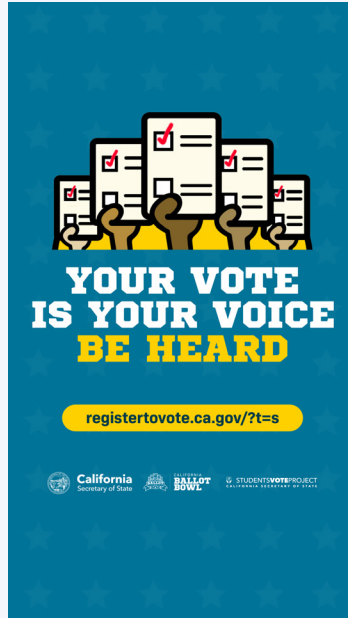
SOCIAL MEDIA GRAPHICS (CONTINUED)

Graphic Set Ten



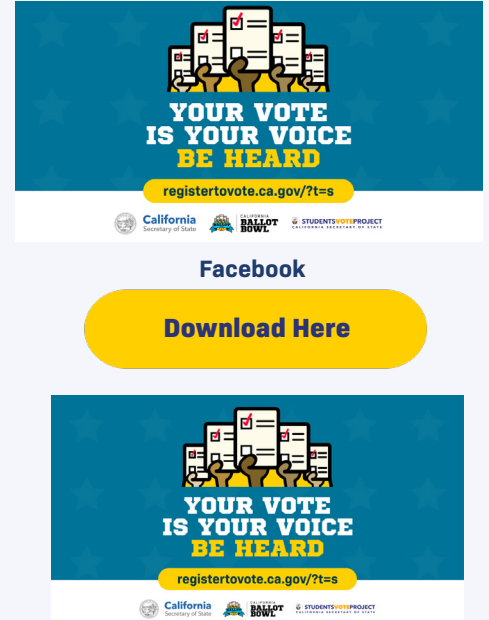
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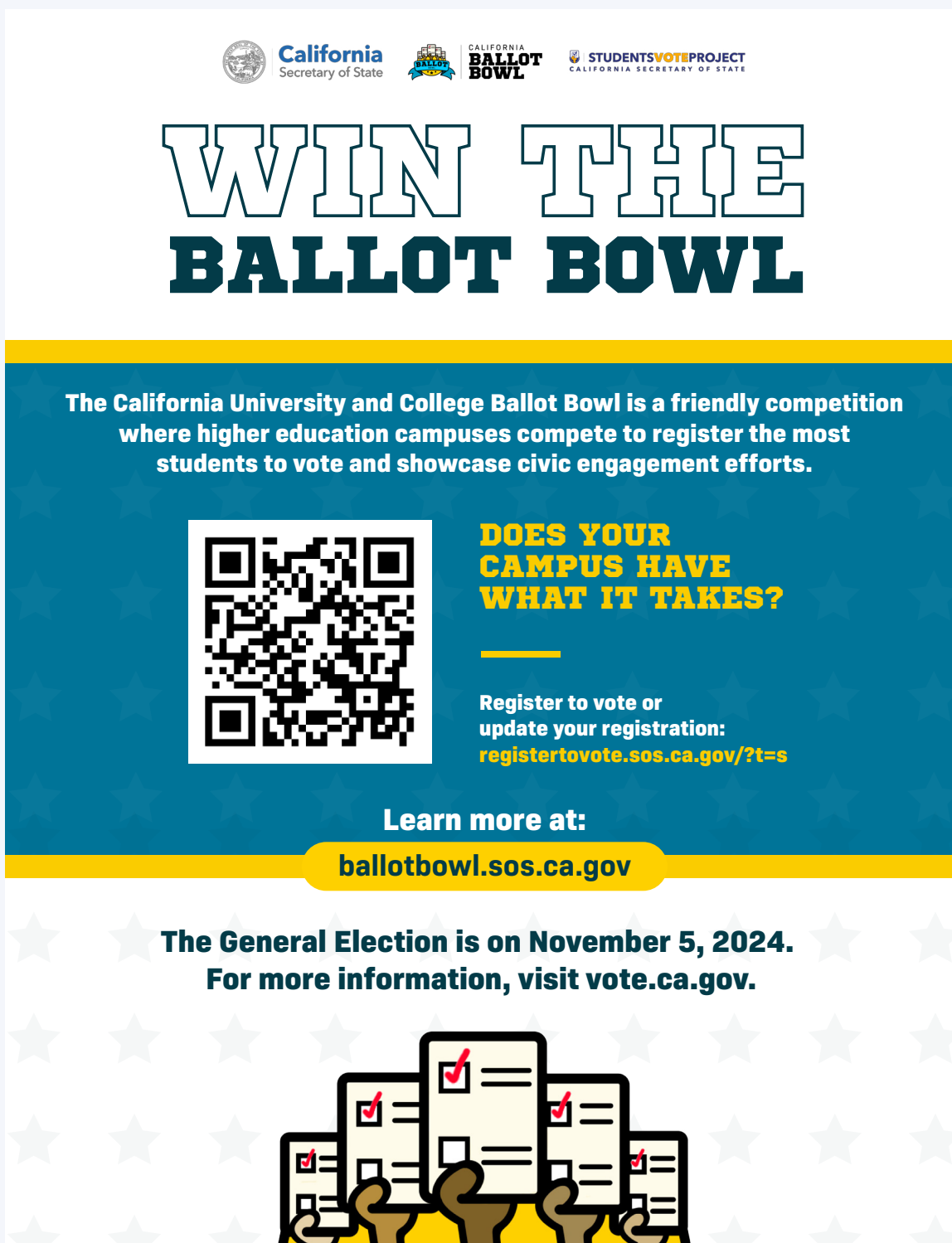
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PRINTABLE MATERIALS: Ballot Bowl Flyer (8.5 in x 11 in)



The flyer features a white background with a blue and yellow color scheme. At the top, there are logos for the California Secretary of State, the California Ballot Bowl, and the StudentsVoteProject. The main title 'WIN THE BALLOT BOWL' is in large, bold, blue letters. Below this, a blue banner contains text about the competition and a QR code. The QR code is on the left, and the text 'DOES YOUR CAMPUS HAVE WHAT IT TAKES?' is on the right. Below the QR code, there is a link to register to vote. At the bottom of the flyer, there is a white banner with a star pattern and text about the general election date and website. An illustration of hands holding ballots is at the bottom center.


 **California**
Secretary of State

 CALIFORNIA
BALLOT BOWL

 **STUDENTS VOTE PROJECT**
CALIFORNIA SECRETARY OF STATE

WIN THE BALLOT BOWL

The California University and College Ballot Bowl is a friendly competition where higher education campuses compete to register the most students to vote and showcase civic engagement efforts.




DOES YOUR CAMPUS HAVE WHAT IT TAKES?

Register to vote or update your registration:
registertovote.sos.ca.gov/?t=s

Learn more at:
ballotbowl.sos.ca.gov

The General Election is on November 5, 2024.
For more information, visit vote.ca.gov.



Flyer

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PRINTABLE MATERIALS: Ballot Bowl Poster (11 in x 17 in)



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Poster

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DIGITAL GRAPHICS: Ballot Bowl Television Graphic

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California
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CALIFORNIA
**BALLOT
BOWL**



STUDENTSVOTEPROJECT
CALIFORNIA SECRETARY OF STATE

Television Graphic

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Shirley N. Weber, Ph.D.
California Secretary of State



CALIFORNIA
**BALLOT
BOWL**



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