The Associated Students of the University of California (ASUC) Vote Coalition found
massive success in the 2022 edition of Votechella. We met our three core objectives: voter
registration, campus engagement, and student entertainment. Organizers estimated that around
2,000 community members attended Votechella, and an estimated 200 students were
connected to tools to register to vote. Our social media director estimates that our online
promotional campaign reached 8,000 individuals. The reach of this event extended even further
when the videos and photos taken by attendees of this event for their personal social media
pages is brought into play. Most attendees were UC Berkeley undergraduate students, but we
had many Berkeley community members and UC Berkeley graduate students attend as well.
Based on student social media and in-person engagement, it was apparent to our team that
Votechella was successful in community outreach and connecting civics with the enjoyment of a
concert. Our final expense report totaled around $58,000, including the opener and leading
performer’s artist fees and tech and production costs for the show.

There were many challenges that appeared along the process of completing Votechella. The
largest problem was our inability to tie down any civic speakers to discuss the importance of
our democracy before Votechella. We conducted extensive outreach to Congresswoman
Barbara Lee and Senator Alex Padilla’s offices, and despite what initially looked like a promising
appearance, neither speaker came to fruition. Although we remedied this by hosting student
speakers to discuss the importance of voter registration and engagement, in future programs,
we hope to recruit more prominent speakers. Another problem we encountered was the artist
fees for our performers. While we were ultimately thrilled by our artist choices, our initial goal of
getting a larger artist to perform was quashed by the high cost of having them attend.
Additionally, as with any project, the more stakeholders became involved, the harder it became
to keep track of every aspect. As a result, some parts could have gone smoother, but everything
ultimately worked out.

The ASUC Vote Coalition strongly believes that Votechella has and will continue to have
an impact on UC Berkeley’s campus community. Beyond the metrics of registering or confirming
students’ registration, our team has made it a goal to transform the way UC Berkeley students
think about civic engagement. Based on our conversations with students, it is clear that we’ve
had a successful start to our campaign. By connecting voting with the enjoyment students and
community members received from attending an incredible concert, we were able to form a
positive link between voting and enjoyment. Using Votechella as a launch pad, the ASUC Vote
Coalition is turning 2022 into a civic year in which our programs and outreach will be
coordinated to reach the maximum number of students.

From our team’s interaction with the Center this year, we believe there is room for
improvement in support and communication with the grant recipients. First, we believe there
should be more continuous contact with the grant recipients to ensure their projects are being
completed and they have whatever resources they need. Second, we believe that the Center
should enforce its attendance and report requirements with a withdrawal of funds if the grantee
does not follow through on their end of the agreement. Third, we believe that the center can
improve its community of VOICE recipients by providing more opportunities for interaction and
collaboration. That being said, the entire ASUC Vote Coalition team is incredibly grateful to the
UC National Center for Free Speech and Civic Engagement for this grant and opportunity.