

Votechella

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Project Summary

In order to increase voter turnout in the 2022 midterm elections, the Associated Students of the University of California Vote Coalition hosted a free music festival called Votechella. There was a headliner and opening act, a panel of politicians and community members discussing civic engagement, and free food and activities for all of the community members in attendance. To help get attendees registered to vote before the online voter registration deadline, we had teams of volunteers registering students and community members and providing resources to ensure they follow through on their voting plans. This event is one of many pieces in UC Berkeley's commitment to creating a more democratic culture on campus.

Impacts

The Associated Students of the University of California (ASUC) Vote Coalition found massive success in the fall 2022 edition of Votechella. We met our three core objectives: voter registration, campus engagement, and student entertainment. Organizers estimated that around 3,000 community members attended Votechella, and an estimated 300 students were connected to tools to register to vote. Our social media director estimates that our online promotional campaign reached 10,000 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 were 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 \$70,000, including the opener and leading performer's artist fees and tech and production costs for the show.

The ASUC Vote Coalition strongly believes that Votechella has and will continue to have an impact on UC Berkeley's campus community, as this program continues to improve each year we host it on campus. Beyond the metrics of registering or

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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 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.