

Citizens of Today

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Project Summary

To increase local civic engagement and voter registration, the Associated Students of the University of California Vote Coalition hosted a series of three events from September through October called "Citizens of Today." Coordinating voter registration and civic education resources and activities at three different sites, the UC Berkeley campus, local East Bay high schools, and local East Bay elementary schools, Citizens of Today aims to teach students, young adults, and children that civic engagement is possible outside of election-day or without the ability to yet vote. To spread this message and encourage regional youth to become and stay deeply civically engaged, we had teams of volunteers holding academic civic-oriented lessons, hosting workshops, and registering/pre-registering students to vote across the regional Berkeley area in educational spaces.

Impact

The Associated Students of the University of California (ASUC) Vote Coalition found success in the Citizens of Today Project. Organizing with the UC Berkeley campus and local East Bay schools, we utilized the election off-year to teach students and young people the importance of civic engagement and participation. We organized around 3 major national civic holidays: National Voter Registration Day, National High School Voter Registration Week, and National Voter Education Week. Within these three pushes, our civic education director estimates we reached over 300 students throughout the East Bay and our programs director estimates we registered or pre-registered over 150 students in high schools or at the UC Berkeley Campus. With the dedicated Vote Coalition Staff leading organizing efforts, our final expense report totaled a low amount of \$1,200 covering branding for the team in non-Berkeley spaces, flyers, stickers, and other tabling expenses. Considering all these aspects, the Vote Coalition deems the Citizens of Today Project a success in meeting civic education outreach and voter registration goals.