

LA Youth Vote: School-Based Voter Engagement



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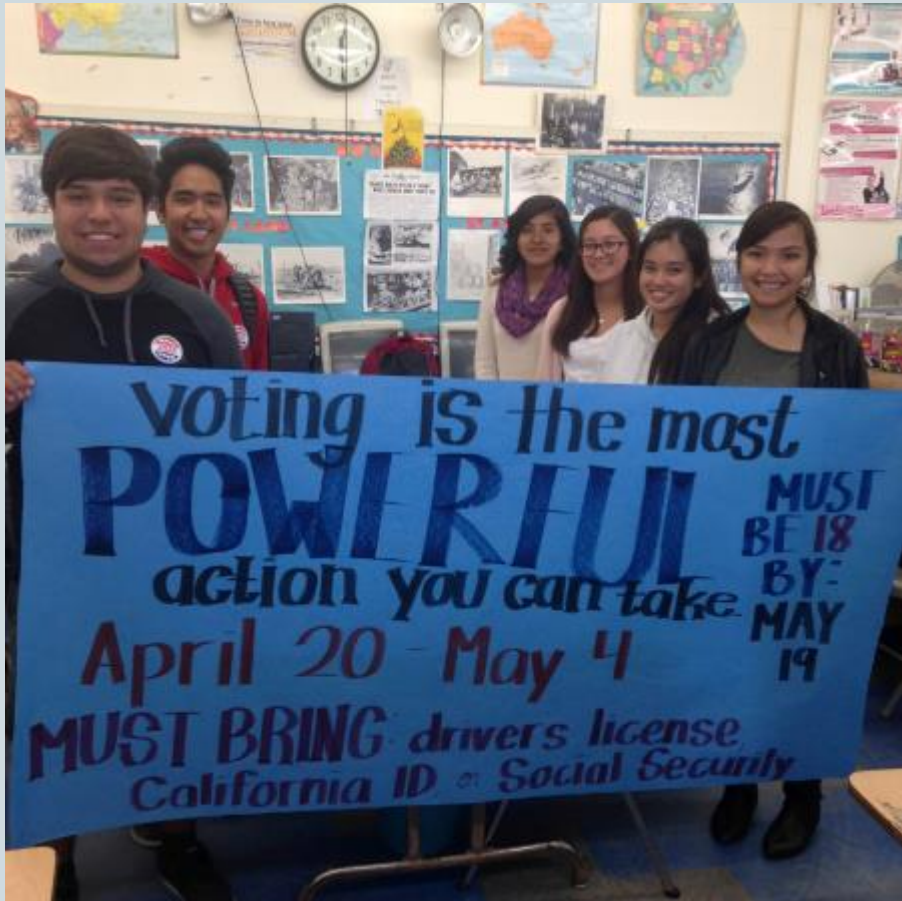
Overview

- Highlights
- Election Awareness
- Voter Education
- Best Practice
- Q & A



High School Seniors Were Encouraged To Register and Participate in Local Elections

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- 36 LAUSD High Schools
- 262 Student Registrars
- 3,000+ Seniors submitted registration forms
- All 6 school board candidates responded to questionnaire
- Three students organized “Walk to the Polls”

Local School Board Elections Helped Make Voter Outreach Efforts Relevant and Timely

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- Context
 - Big Municipal Election
 - Low Voter Turnout
 - Three School Board Seats
 - Run-Off Election
 - Student Interest

High-schoolers' excitement about voting is uplifting



Steve Lopez
LOS ANGELES TIMES
steve.lopez@latimes.com

2,700 LA Unified students register to vote in student-led drive

Posted on May 6, 2015 12:48 pm by Craig Clough

12:48 PM 119 Tweets 47 Retweets 0



Students at Torrey High who registered to vote (Twitter @LATandVote)

One of the most depressing statistics of the Los Angeles primary elections in March was that only roughly 10 percent of registered voters participated.

But a group of LA Unified students connected with the **United Way Student Leadership Program** took the news to heart and decided to do something about it. Over the course of two weeks, students from 37 campuses around the district registered over 2,700 students who are 18 or older and eligible to vote.

The effort, which ended on Friday, was sponsored by the LA County registrar's office, Assembly Member **Jerry Gomez** and California Secretary of State **Alex Padilla**.

"We did good. We've been working closely with the county registrar, and they are in disbelief of how many we got registered," said **Sara Mooney**, an education program specialist with the United Way of Greater Los Angeles. "The key to it was the students on the ground and the teachers who have been supporting them. They have been so instrumental."



Students Learned About The Electoral Process From Registration to Election

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Voter Awareness



Registration Drives



Voter Education



GOTV

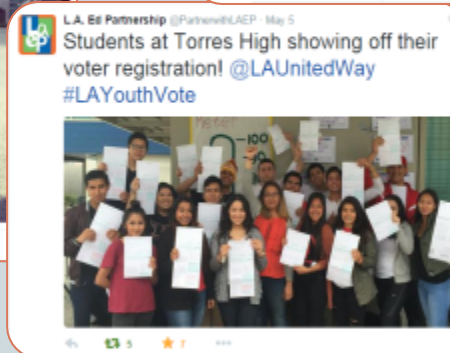


- Senior Assemblies
- Student Trainings*
- Classroom Presentations
- Tabling Events
- Website
- Candidate Questionnaire
- Phone Banks
- March to the Polls

* AB 1817, authored by Jimmy Gomez (D-Los Angeles), allows for pre-voter registration of high school students and gives students the ability to register their peers on campus.

Social Media Encouraged Participation and Amplified Voter Awareness Efforts

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The Youth Informed Their Vote By Asking Candidates About Student Priorities

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BOARD DISTRICT 3



Yamen Saltsman
Campaign Website

[Click for Candidate Responses to Questions from Students](#)



Scott Schermanison
Campaign Website

[Click for Candidate Responses to Questions from Students](#)

BOARD DISTRICT 5



Bennett Haysler
Campaign Website

[Click for Candidate Responses to Questions from Students](#)



Dr. Rafi Rodriguez
Campaign Website

[Click for Candidate Responses to Questions from Students](#)

BOARD DISTRICT 7



Lydia Gutierrez
Campaign Website

[Click for Candidate Responses to Questions from Students](#)



Dr. Richard Vladovic
Campaign Website

[Click for Candidate Responses to Questions from Students](#)

- Questionnaire

- Sent to All Six Candidates
- Generated From Social Media and Tabling Events
- Made Available on Website and Through Email
- Over 1,000 Views on Twitter

Targeted School-Based Voter Engagement Helps Students Understand The Impact Of Their Vote

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- **Successful School-Based Efforts Have:**

- School Commitment
- Student Leaders
- Confirmed Schedules
- Captive/Eligible Audience
- Incorporate Voter Education
- Support Staff/Volunteers



Questions & Answers

