

# THE POWER OF

---

# DEMOCRACY

## The Power of Democracy: Youth Voter Campaign

### Overview & Purpose

The Power of Democracy program aims to expand access to inclusive, equitable, and high-quality opportunities for civic education, engagement, and leadership. The Power of Democracy: 2020 Youth Voter Campaign aimed to increase youth voter pre-registration, registration, and voting rights awareness.

### Research & Planning

The Santa Clara County Office of Education (SCCOE) launched the Power of Democracy Initiative in 2017 in response to the 2014 California Task Force on K-12 Civic Learning report, “Revitalizing K-12 Civic Learning in California: A Blueprint for Action.” Data from this report led to creating the Power of Democracy Initiative and later the 2020 Youth Voter Campaign. The report stated that less than half of eligible young people ages 18-24 voted in the 2012 elections nationally.

Throughout the past five years, the Power Of Democracy (POD) initiative partnered with key leaders in Santa Clara County. The POD Team hosted events and focus groups, which led to the development of yearly [Strategic Plans](#). The cumulative research from these plans combined with the voter registration statistics from the Santa Clara County Registrar of Voters supported the SCCOE’s goal to increase youth voter pre-registration, registration, and voting rights awareness for the 2020 Presidential Election.

Data from the 2016 Presidential Election revealed that youth-eligible voter turnout was only 42.7% in Silicon Valley (Santa Clara & San Mateo Counties), the lowest for all age groups. Due to the much lower eligible voter turnout rates compared to those of older age groups, youth are projected to continue to be underrepresented in the vote share through 2040. If youth-eligible turnout rates are lower in future elections, then the youth will experience even greater underrepresentation.

SCCOE collaborated with the Registrar of Voters (ROV), League of Women Voters (LWV), Office of Women’s Policy (OWP), and the American Association of University Women (AAUW) to pre-register high school students aged 16-18 ahead of the November 2020 Presidential Election. The goal was to pre-register eligible high school students and educate the next generation of eligible voters. This education showed youth how to use their voices to be civically engaged in their communities. With equity in mind, the team also targeted historically under-resourced areas within the county to increase voter capacity, including in East Side San Jose, where most residents are Hispanic or Asian. These two groups historically have lower voter turnout.

With the creation of videos, graphics, and a Youth Voter Toolkit, SCCOE hoped to expand outreach to youth eligible voters and increase their civic engagement through voting and registration.

## Implementation - Youth Voter Education

Before the pandemic and schools moving to distanced learning, the outreach team visited about 60 schools and pre-registered around 1,000 high school students. The team pivoted to continue its efforts within the distance learning environment. They innovated outreach, expanding communication through social media, Google surveys, and a three-part voter registration video series to be used in virtual classroom presentations to pre-register students.

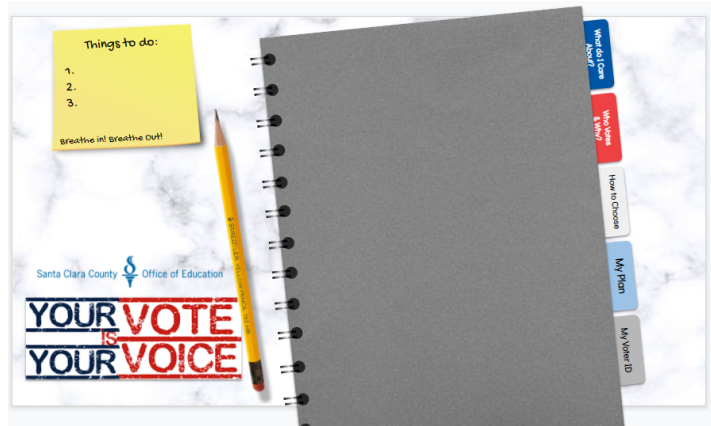
### Three-Part Video Series: High School Registration

[Part 1](#)

[Part 2](#)

[Part 3](#)

The SCCOE also created a digital Youth Voter Toolkit with 24 activities to support students exploring issues they care about, as well as education around who votes and why, choosing a political party, creating a plan, and ways to reflect on their identity as a voter or someone who uses their voice.



## Measurable Goals

### Establish Strategies, Tools, and Processes to Share and Disseminate Resources:

- Create a Youth Voter Toolkit (Communications Toolkit and Resources) by Fall 2020
- Create and Disseminate PSA videos by Fall 2020
- Create multilingual postcards by Fall 2020
- Create a link to resources on the SCCOE Civic Website (website revisions) by Fall 2020
- Support Youth Voter Registration in SCCOE resolutions ([Ongoing](#))
- Share events through Public Information Officer Monthly Meetings ([Ongoing](#))
- Amplify message through social media posts (Twitter and Facebook) ([Ongoing](#))



**YOUTH VOTER TOOLKIT**

\*\*\*\*\*

**AMPLIFY YOUTH VOTE & VOICE!**

**YOUR VOTE IS YOUR VOICE**

YOUR VOTE YOUR VOICE  
FOR YOUR RIGHTS!

The **Youth Voter Toolkit** is here!  
Supporting students beyond simply registering to vote. To access this interactive digital notebook, click on the following link:  
[Youth Voter Toolkit](#).

**What is included?**

- Resources to help students identify what they care about and their "why" of voting
- Activities to guide them through making informed decisions
- Tools for developing their voting checklist and plan to continue voting in future elections

**Youth Voter Registration Weeks: September 21 – October 2**  
**California Mock Election Happening October 6**  
Last day to Register to Vote for Election 2020 is October 19

[bit.ly/YVToolkit](https://bit.ly/YVToolkit)  
For more information, please contact Jhun Madriaga: [JMadriaga@sccoe.org](mailto:JMadriaga@sccoe.org)

 Santa Clara County  
Office of Education

**THE POWER OF DEMOCRACY**

The poster features a central illustration of a red ballot box with 'VOTE VOTE' written on it, and several hands of different skin tones holding signs that say 'YOUR VOTE YOUR VOICE' and 'FOR YOUR RIGHTS!'. The top of the poster has a red banner with 'YOUTH VOTER TOOLKIT' in white, and a blue banner below it with 'AMPLIFY YOUTH VOTE & VOICE!' in white. The text is arranged in a clear, hierarchical manner, with key dates and contact information highlighted.

## Evaluation

Youth-eligible voter turnout in Silicon Valley saw a 35% increase in the 2020 Presidential Election. The youth-eligible voter turnout increased from 42.7% during the 2016 Presidential Election to 77% in the 2020 Presidential Election.

Youth voter registration and pre-registration had significant gains for the 2020 Presidential Election in Santa Clara County. Voter registration for 18-24-year-olds increased from 95,000 in 2018 to 120,960 in 2020.

Additionally, Santa Clara County has the 5th largest number of 16-17 years olds pre-registered to vote in the state, with a total of 7,661, which is the highest number of pre-registered youth (18 - 24-year-olds) out of the nine Bay Area counties. In total, 500,000 teens in California pre-registered to vote.

The current campaign runs through May 1, 2022 and data will not be collected in time for analysis for this submission.

### Measurable Objectives (Outputs)

- Create a [Youth Voter Toolkit](#) (Communications Toolkit and Resources) - **Completed and disseminated in September 2020**
  - The Youth Voter Toolkit ([bit.ly/YVToolkit](http://bit.ly/YVToolkit)) has over 500 clicks.
- Create and Disseminate PSA videos by Fall 2020 - **Completed and published to YouTube in September 2020**
  - Three-Part Video Series: High School Registration
    - [Part 1](#)
    - [Part 2](#)
    - [Part 3](#)
- Create multilingual postcards by Fall 2020 - **Completed and disseminated in October 2020 (repurposed for the 2022 campaign)**
  - [Multilingual Materials: Election 2020 Postcard](#)
- Create a link to resources on the [SCCOE Civic Website](#) (website revisions) - **(Ongoing)**
- Support Youth Voter Registration in SCCOE resolutions - **(Ongoing)**
  - **High School Voter Registration Weeks Resolution [September 2020](#) and [August 2021](#)**
- Share events through Public Information Officer Monthly Meetings **(Ongoing)**
- Amplify message through social Media Post ([Twitter](#)) - **(Ongoing)**

### Statistics From the State of California

- [Voter Registration Statistics](#)
- <https://elections.cdn.sos.ca.gov/ror/15day-gen-2020/pre-req.pdf>

### Award Win

- The Power of Democracy Civic Engagement Initiative, which included the 2020 Youth Voter Campaign efforts received a [2021 Golden Bell Award](#).

### Social Media

- Twitter Measurements: @CivicSantaClara **20% increase in followers**
  - 187 followers on July 1, 2020
  - 226 followers on July 2021
  - 234 followers in March 2022

## Twitter Post Highlights

**Civic Engagement SCC**  
@CivicSantaClara

Sign-up today to engage student discussion on issues that matter to them! <http://bit.ly/GotIssues2020>



Olivia Santillan and 3 others  
12:50 PM · Sep 25, 2020 · Twitter Web App  
6 Retweets 11 Likes

**Civic Engagement SCC**  
@CivicSantaClara

Election Day is around the corner. 🗳️ Are you ready? Check out these resources to help support you! 🗳️ Your voice matters!



Olivia Santillan and 6 others  
12:37 PM · Oct 7, 2020 · Twitter Web App  
4 Retweets 9 Likes

### Tweet Analytics

**Santa Clara COE** @SCCOE · Oct 15, 2020

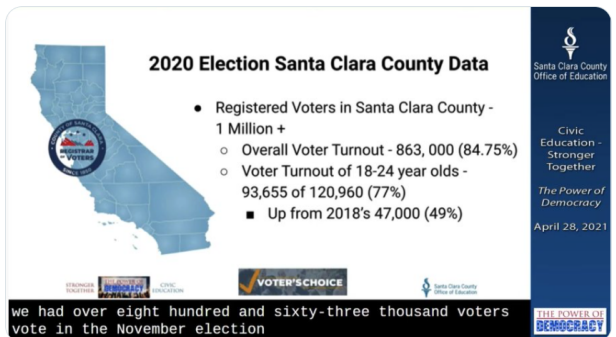
Election 2020  
Your Voice Matters on November 3  
Cast your ballot and vote for the things that matter most to you!  
...

6 6 0

Impressions ① **2,304**    New followers ① **0**    Profile visits ① **1**

### Tweet

93,655 18-24 year olds showed up at the last election!  
Great data info! [#thepowerofdemocracy](https://twitter.com/thePowerofDemocracy)



Civic Engagement SCC and 2 others  
4:20 PM · Apr 28, 2021 · Twitter Web App

2 Retweets 4 Likes