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

- 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

- **Context**
  - Big Municipal Election
  - Low Voter Turnout
  - Three School Board Seats
  - Run-Off Election
  - Student Interest
Students Learned About The Electoral Process From Registration to Election

Voter Awareness
- Senior Assemblies
- Student Trainings*

Registration Drives
- Classroom Presentations
- Tabling Events

Voter Education
- Website
- Candidate Questionnaire
- Phone Banks

GOTV
- 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
The Youth Informed Their Vote By Asking Candidates About Student Priorities

- **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

- Successful School-Based Efforts Have:
  - School Commitment
  - Student Leaders
  - Confirmed Schedules
  - Captive/Eligible Audience
  - Incorporate Voter Education
  - Support Staff/Volunteers
Questions & Answers

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