Like Your Vote –
Your Response Matters!
Interactive “Clicker” Technology

1. After I ask the question, I’ll open the polling.
2. You’ll have about 5-10 seconds to answer.
3. Press the button with the letter that matches your answer. Then the polling will close.
4. Watch your votes count!

Be sure to return your clicker at the end of today’s program.
Who are our colleagues?
Gender

A. Female
B. Male
How young are you?

A. 29 or younger
   0%

B. 30-39
   0%

C. 40-49
   0%

D. 50-59
   0%

E. 60-69
   0%

F. 70 or better
   0%
Length of Service at De Anza

A. 2 years or less
B. 3-5 years
C. 6-9 years
D. 10-15 years
E. 16-20 years
F. 21 years or more
Role

A. Classified Professional
B. Faculty
C. Administrator/Supervisor
What’s at Stake?
Youth Vote 2008

College Opening Day
September 19, 2008
What’s at Stake?

Historical challenges faced by the world – and by the United States – will be significantly affected by the actions of the American government over the next two decades.
Key Issues

- Greater and grosser differences of wealth and poverty across the globe: mass starvation, civil unrest and migration
- Global warming and the death of entire ecosystems
- Global violence, including war and genocide
- The end of the oil economy, exactly when two great nations – India and China – appear poised to enter it
- Restructuring of global financial markets
- Nuclear proliferation
- The attack on civic pluralism
What’s at Stake?

In an election that, in fewer than seven weeks, will influence the future of the world, exercising the right to vote is clearly critical.
Eligible Young Voters

How many young people (ages 18-29) in the United States do you think are eligible to vote in the presidential election in November?

0% A. 28 million
0% B. 35 million
0% C. 37 million
0% D. 44 million
44 million young people are eligible to vote in November.
What’s at Stake?

The great news:

• On November 2, 2004, 20.1 million 18-29-year-olds voted, a 4.3 million jump over 2000. The increase in turnout among the youngest voters was more than double that of the overall electorate.

• In raw numbers, the size of that 18-29-year-old electorate rivaled that of the much-courted over-65-year-old vote: 22.3 million.

– U.S. Census Bureau, as reported in Rock the Vote’s “Young Voters: A Political Powerhouse” Fact Sheet
What’s at Stake?

• 5,584,567 young Latina/os are eligible to vote in 2008 – 17% of the youth electorate.
• Latina/os 18-29 are the largest and fastest-growing ethnic subset of young adults. 50,000 young Latinos turn 18 each month.
• In 2004, turnout among young Latina/os increased by six percentage points.

— U.S. Census Bureau – Calculations by the National Council of La Raza as reported in CIRCLE and Rock the Vote, Feb. 2008
Party ID Comparison of 18-29 Year Olds by Race and Ethnicity

- Caucasian
  - Democrat: 41%
  - Republican: 35%
  - Independent: 15%

- African-American
  - Democrat: 73%
  - Republican: 6%
  - Independent: 15%

- Latino
  - Democrat: 51%
  - Republican: 21%
  - Independent: 19%

- Rock the Vote 2008 Post Super Tuesday Nationwide Survey of 18-29-year-olds
Ranking of Election Issues

Of the following issues, which do you think 18-to-29-year-olds recently ranked as the MOST important issue in the upcoming election?

- A. Education
- B. War in Iraq
- C. Health Care
- D. Economy and Jobs
- E. Environment
In April, young people ranked the economy and jobs as the top issue at 22%. The war in Iraq followed at 13%.

When this MTV-CBS poll was taken previously, in June 2007, the war in Iraq was the top issue (19%).
Ranking of Election Issues

Among the remaining choices, which do you think ranked LAST?

A. Education 0%
B. Health Care 0%
C. Environment 0%
It was a tie between environment and health care (5% each).
Top Issue Facing Your Generation Today
MTV and CBS

<table>
<thead>
<tr>
<th>Issue</th>
<th>April 2008</th>
<th>June 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy and Jobs</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>War in Iraq</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Environment</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Health care</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

– MTV-CBS Poll, April 2008
Top source for news?

Of the following news sources, **which do you think** the young people polled rely on MOST for presidential campaign information?

0%  A. Radio
0%  B. Local newspaper
0%  C. Internet
0%  D. Cable TV
0%  E. National newspaper
0%  F. Broadcast TV
0%  G. No news source
• Varieties of TV news ranked first in both this poll by the Harvard Institute of Politics (IOP) and a similar poll by Democracy Corps.

• In both polls, the Internet ranked third.
Top Political News Sources
Harvard IOP

- Cable television: 36%
- Broadcast television: 30%
- General internet source: 26%
- Local newspaper (hardcopy): 14%
- Radio: 11%
- National newspaper (online): 8%
- National newspaper (hardcopy): 4%
- News magazine (hardcopy): 4%
- Local newspaper (online): 4%
- News magazine (online): 4%
- I do not use any news source: 19%
What’s at Stake?

Clearly, there is growing engagement among younger voters. Raw numbers of young voters are increasing, as we saw earlier. However….

• Turnout is still low.
• Young people – like much of the electorate – remain uninformed about key issues.
  – Harvard IOP poll: 19% of young people stated that they use no source for information on presidential election issues
What’s at Stake?

“The perceived lack of participation among their peers frustrates some younger voters. However, young voters felt there were barriers to participation, particularly lack of knowledge.”

– Lake Partners, Oct. 2007 focus group conducted for Rock the Vote
What’s at Stake?

In a survey of 18-24-year-olds

• 60% could not find Iraq on a map
• 88% could not find Afghanistan
• 70% could not find North Korea
• 33% could not locate Louisiana

– National Geographic-Roper Public Affairs 2006
Geographic Literacy Study
What’s at Stake?

What can we as an institution do?

• Encourage community and civic engagement; provide opportunities for engagement

As well as

• Broaden our students’ appreciation of the world, global issues and global challenges – those that will influence the course of the United States and the world – as part of institutional core competencies and student learning outcomes

• Model approaches to these issues
Terell Sterling, President
De Anza Associated Student Body
(DASB)

Rowena Tomaneng, Director,
Institute of Community & Civic Engagement
(ICCE)
What’s at Stake?

One final question before lunch on the patio courtesy of our award-winning Dining Services staff (and please don’t forget to turn in your clicker at the door!)

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Whom will you vote for in November?

A. Obama
B. McCain
C. Undecided