



# ANNUAL REPORT

# 2024

# TABLE OF CONTENTS

Letter from our Executive Director	<b>01</b>
2024 At A Glance	<b>02</b>
The Institute	<b>03</b>
Announcements	<b>04</b>
Fellowship Programs	<b>05</b>
Civic Series	<b>09</b>
Community Partnerships	<b>21</b>
Research and Community Surveys	<b>27</b>
PBI-Manatt Civic Quiz	<b>35</b>
Meet the Team	<b>36</b>
Advisory Board	<b>37</b>
In Memoriam	<b>38</b>



## LETTER FROM OUR EXECUTIVE DIRECTOR

As I reflect on 2024, I feel profound appreciation for the Institute's dedication to fostering civic engagement, voter education, and informed participation. My grandfather would be proud of the meaningful role the Institute plays in the civic ecosystem of Los Angeles today. Recent events underscore the fragility of our democracy, and the Institute's mission to empower the next generation is more crucial than ever. In keeping with Governor Pat Brown's legacy, the Institute continues to build a more inclusive and engaged society where dialogue and collaboration can lead to a brighter future.

**SASCHA BROWN RICE**  
Interim Executive Director

# 2024 *at a glance*

**Over the last 17 years, the Galbraith Fellowship has been the heartbeat of the Institute.** With the continued support of emeritus Board Member Jim Galbraith, we placed both spring and fall Fellows at the Governor's Los Angeles Office. A survey of Fellowship **alumni revealed its lasting impact**, with one alum **noting it as the "pivot point" that started of their career in public service.**

In addition to mentoring students, we continued our broader commitment to civic education and rebooted our innovative collaboration with Manatt. Our Civic Quiz **garnered over 10,000 unique opens, making public policy and government more accessible.**

Since our beginnings in 1980, **the Institute has worked to translate academic research and analysis into actionable insights** for decision-makers and the public. After years of study, we released the LA Governance Reform Project's final report, which informed the development of good governance and ethics reform measures that voters passed in November. The Institute's collaborative study illuminated the need and appetite for reform, thus empowering policy makers and the voters to set in motion historic changes for the city.

As part of our survey and polling program, we launched our inaugural New Voices Survey, which investigates civic participation, attitudes toward democracy, news consumption, and voting behaviors. **We collected over 1,200 responses from Cal State LA students, making the Institute's research poised to provide valuable insights into the attitudes and behaviors of the next generation of Latina/o voters. Preliminary findings underscore the power of civic engagement.**

Leading up to the November election, we partnered with the League of Women Voters to provide mini-Civic University programs to local and state-wide groups. On campus, the Institute supported opportunities for civic engagement and voter registration efforts, helping garner an "Exceptional" rating for Cal State LA's 2024 Civic and Voter Empowerment Action Plan for the Secretary of State's Office.

Thanks to a generous grant from the Broad Foundation, we hosted six events in the fall, **engaging over 1,000 participants, including community stakeholders, students, faculty, and staff.** Highlights included the workshop "Good Jobs: Pathways to Work that Matters," discussions on media literacy and the housing crisis, and the popular "Burritos and Ballot Measures" session **in partnership with CalMatters, the LA City Clerk, and the LWVGLA.**

The centerpiece of our fall programming was an ambitious campus-wide event, Voter Fest: The Art of Civic Engagement. This arts-focused festival **brought together multiple university organizations, student clubs, faculty from diverse departments, local nonprofits, and community groups.** We concluded the series with a post-election convening focused on the future of democracy and the power of local engagement. Attendees were grateful for the opportunity to gather after the results of a historic Presidential election, appreciating the **emphasis on the power of local civic engagement** and the critical role that each of us plays in ensuring a thriving, responsive, and inclusive society.

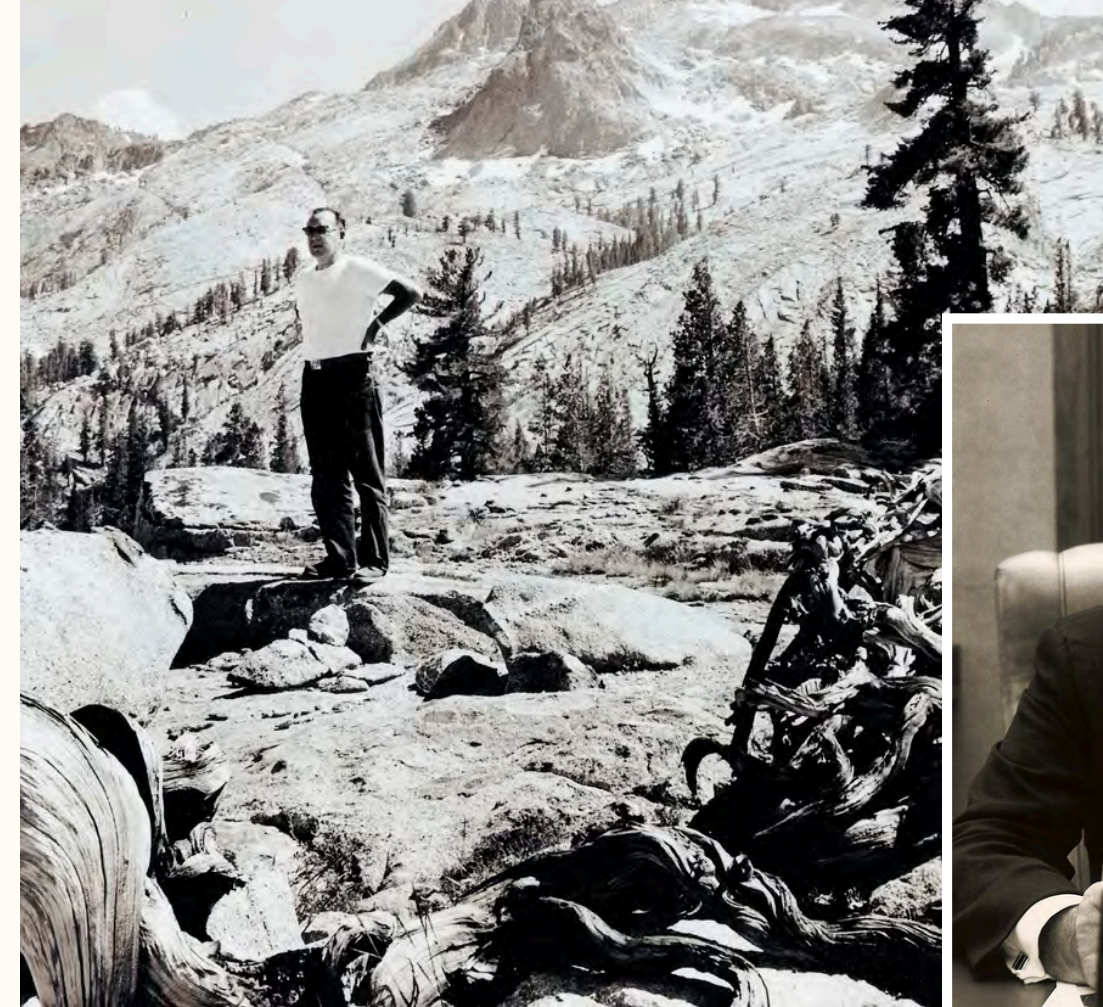
Governor Brown insisted on impact and would applaud the Institute's continued commitment to civic engagement, public service, and PBI's contributions to Los Angeles's political landscape. Serving as the interim Executive Director has been an honor and a privilege. **With your support, the Institute can continue to uplift the values of accessibility, fairness, and opportunity.** I extend my heartfelt thanks to our advisors, sponsors, campus and community partners, as well as our student professionals, staff, and board of advisors, whose support makes this work possible.

# PAT BROWN INSTITUTE

The Pat Brown Institute fosters civic engagement through nonpartisan projects that promote participation, voter education, and awareness of civic life.

Established in 1987 at Cal State LA, the Institute continues the legacy of former Governor Pat Brown, who expanded infrastructure, higher education, and civil rights.

Our work empowers communities to engage in civic life, strengthens ties between public officials and constituents, and inspires the next generation of leaders with a focus on equitable public policy and inclusive dialogue.



*Unleashing The Power of Participation*

# SPRING 2024 ANNOUNCEMENTS

## JANUARY

Cal State LA announces Dr. Berenecea Johnson Eanes as the ninth president of Cal State LA, it's first woman president.

## FEBRUARY

Sascha Brown Rice is named Interim Executive Director of the Pat Brown Institute.

## MARCH

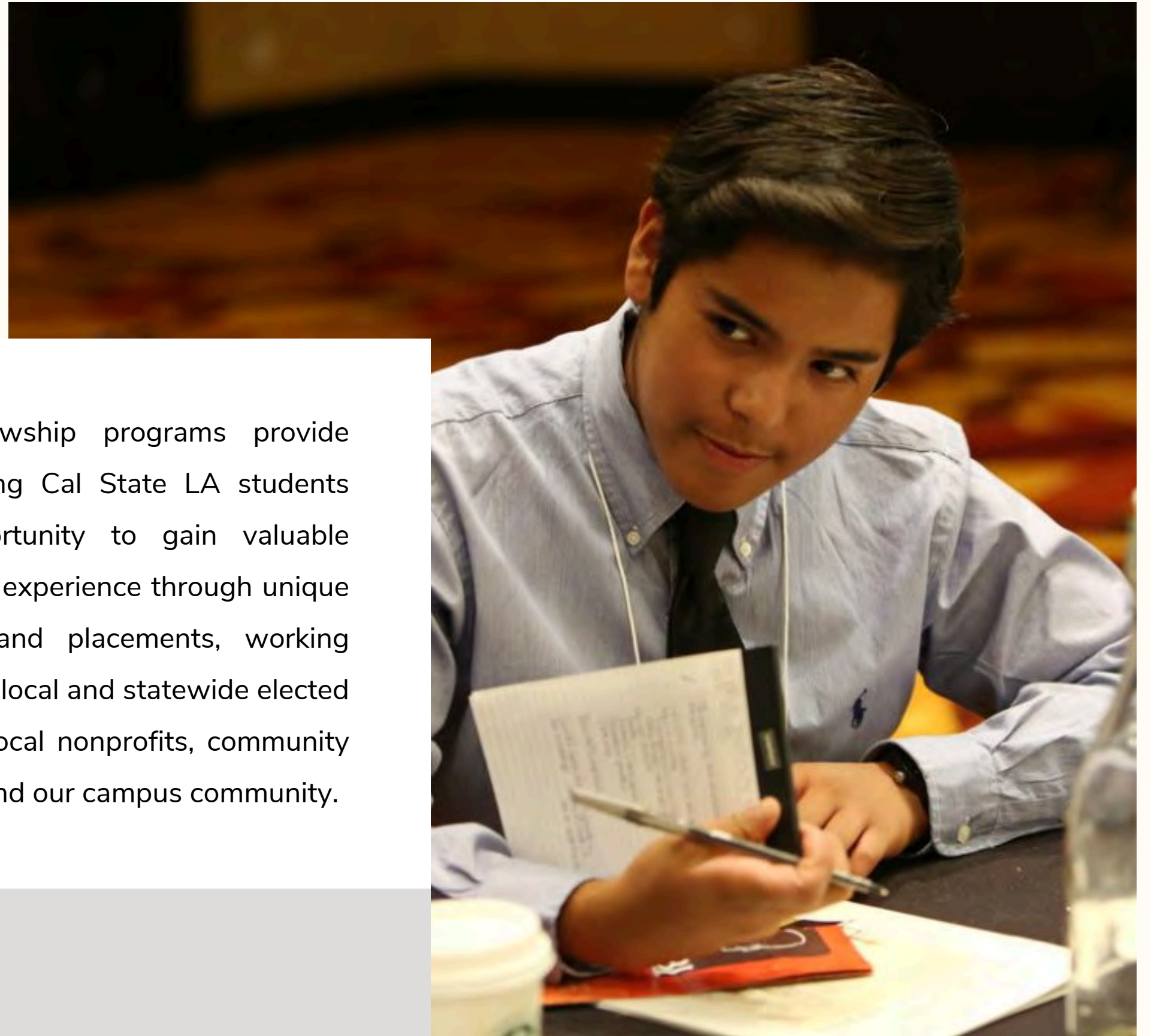
Koya Leadership Partners launches search for the new Pat Brown Institute Executive Director.



---

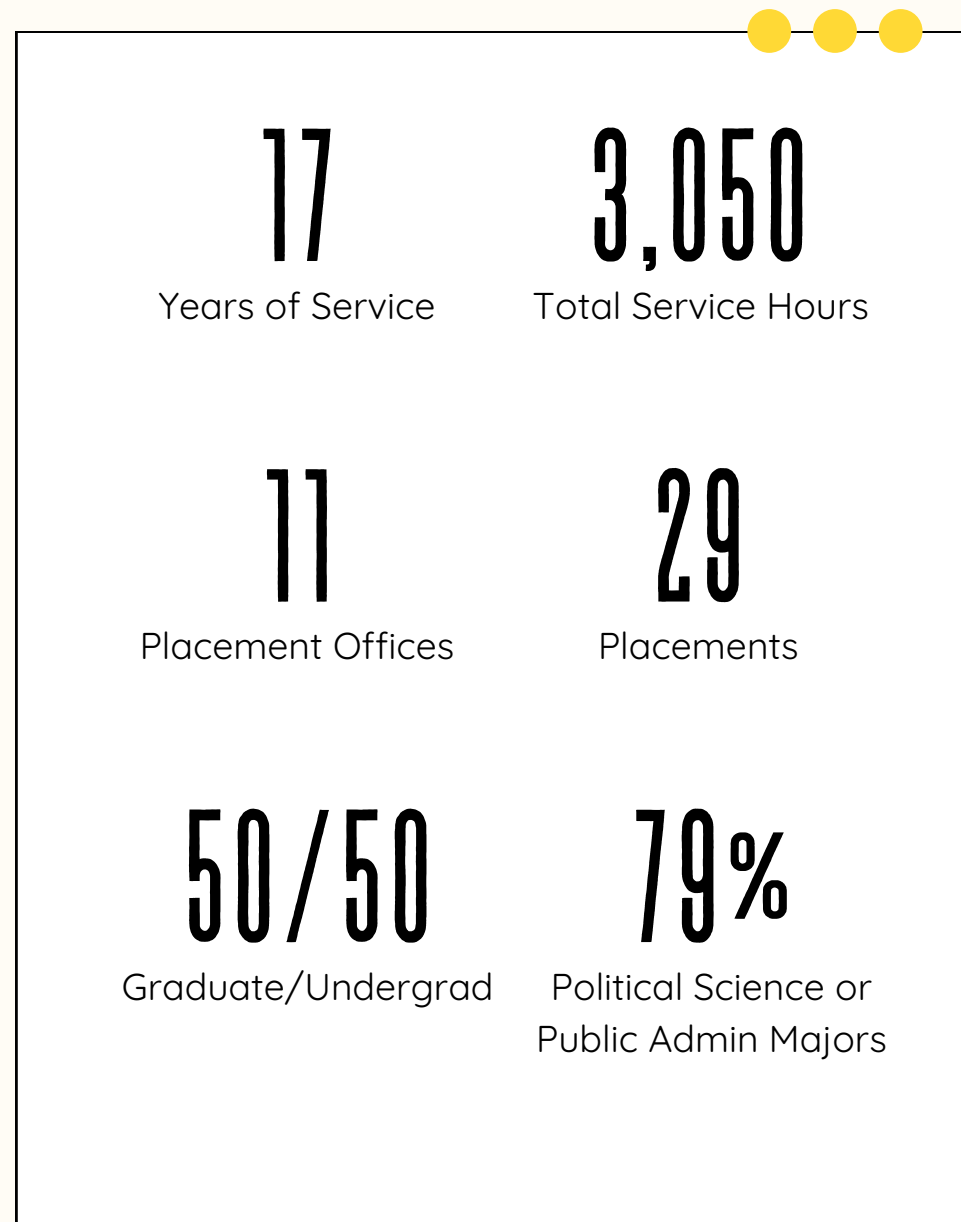
# FELLOWSHIP PROGRAMS

Our fellowship programs provide outstanding Cal State LA students the opportunity to gain valuable hands-on experience through unique projects and placements, working alongside local and statewide elected officials, local nonprofits, community leaders, and our campus community.



# GALBRAITH FELLOWSHIP

James R. Galbraith Fellows gain critical workforce development experience in public service, cultivating the next generation of leaders. Working alongside local and statewide elected officials, our Fellows immerse themselves in policy development, strategic communication, and stakeholder engagement, gaining essential hands-on public service experience.



## OUR PLACEMENT PARTNERS

- Office of California State Senator Bob Huff
- Office of California State Senator Ed Hernandez
- Office of California State Senator Ted Lieu
- Office of Governor Gavin Newsom
- Office of Governor Schwarzenegger
- Office of Secretary of State, Alex Padilla
- Office of Speaker of the Assembly, Anthony Rendon
- Office of the Attorney General of California
- Office of U.S. Congressman Judy Chu
- Office of U.S. Congressman Jimmy Gomez
- Office of U.S. Senator Alex Padilla



**LIZETTE ROMAN** ●●●

“Through meaningful projects, mentorship, and challenges, I have grown both personally and professionally, equipping me with practical skills and knowledge while instilling in me a deep sense of purpose and commitment to public service.”

**SPRING 2024**



**ARWA HAMMAD** ●●●

“If you want to truly understand the intersection of policy and impact, the Galbraith Fellowship will open doors you didn’t even know existed.”

**FALL 2024**

**OVER 300**  
**SERVICE HOURS**

# GALBRAITH

2024 FELLOWS

SPRING  
2024

# YOUTH VOICE YOUTH VOTE FELLOWSHIP

## Engagement

---

Promoted voter awareness as a California SOS Voter's Choice Act Ambassador

---

Reached 1,000+ students through targeted voter education messaging on Instagram

---

Informed the campus community through on-the-ground outreach efforts before the primaries

---

Created education materials for the SELA Votes! campaign to inform local communities

---

Developed polling and registration materials to support SELA nonprofits and promotoras

---



●●● **DANIELA MENESES**  
*SPRING 2024*

For the third consecutive year, the Institute hosted a YVYV Fellow through the LEAD California Community Engagement Student Fellowship program. Our YVYV Fellows are emerging leaders dedicated to driving civic engagement and empowering the next generation of voters.

---

# FALL 2024 CIVIC SERIES

Our Fall Civic Series promoted civic education and engagement through workshops, panel discussions, and public art projects, helping participants develop communication skills, explore diverse viewpoints, and engage with civic themes. The series also offered networking opportunities with peers, local leaders, and experts to inspire an active, informed civic life.



# SERIES IMPACT

As a Hispanic Serving Institution whose student population is over 74% Latina/o, Cal State LA is uniquely placed to reach some of the most under-resourced students and communities in Los Angeles.


Our fall Civic Series directly connected and educated young historically marginalized students, including first-generation voters, to provide the tools necessary for participating in civic life.

Cal State LA’s 2024 Civic and Voter Empowerment Action Plan for the Secretary of State’s Office (SOS) earned an “Exceptional” rating and received the maximum score.

The university ranked 11th out of 23 participating CSU campuses in the 2024 SOS Ballot Bowl Competition, with 756 students, faculty, and staff registering to vote over the course of our fall programming.

GOAL	DETAILS	OUTCOME
Support and advance community centered media	Bolster efforts to provide free, quality information that promotes civic engagement and builds trust in our communities	Our fall programming engaged 10 local news outlets through speaking opportunities or voter education activities
Promote participation in civic life on campus	Help inspire the next generation to be civically minded and build community trust	Our fall programming had a combined attendance of over 880 students, faculty, and staff
Connect community with our campus	Contribute to an ecosystem that promotes mentorship, community education, and shared civic life	Our fall programming had a combined attendance of over 1,000 participants, including community stakeholders, students, faculty, and staff.

SPECNEWS1: Improving Voter Turnout Ahead of Election Day




**CAITLIN JANE CALICA**  
CAL STATE LA ASSOCIATED STUDENTS, INC.

"People have definitely been interested in voting. We've had over 300 voter registrations throughout time doing the voter registration cart over the last 2 weeks, so I know that a lot of students really want to vote!"


**"WE WANT TO GET FOLKS INVOLVED AND INVESTED."**  
KNBC4 NEWS

KNBC4



**DECISION 2024: CAL STATE LA'S VOTER FEST 2024**

"The vote matters if you want it to, so yeah, go out and vote! Regardless of what you believe in or who you choose to vote for, you should make your voice heard."  
- Aaron Longsleeves, Postcards for Democracy, Cal State LA Alum



**KABC7 NEWS**

"Our main goal is to reach those new voters and being that we're on a college campus, a lot of folks have never voted before."  
- Sascha Brown Rice, PBI Executive Director-Interim

**BOYLE HEIGHTS BEAT**

CAL STATE LA STUDENTS SOAK IN KNOWLEDGE ABOUT THE ELECTION AT 2024 VOTER FEST

**ASHLEY DRALLE, PRESIDENT CAL STATE LA POLITICAL SCIENCE CLUB:**


"Most of my clientele are part of Skid Row, I worked with them and I've been inside their houses," (Ashley shared) after learning about measures such as Prop. 33, which could expand rent control in some areas, and LA County's Measure A, which would raise \$90 million for affordable housing and service people experiencing homelessness.

**CAL STATE LA HOSTS VOTER FEST 2024 TO ENGAGE YOUNG VOTERS**



"In 2020, Cal State LA was awarded a gold seal for the presidential election cycle. This year, the students are fired up and going for the gold."  
- Sascha Brown Rice, PBI Executive Director-Interim

KCAL NEWS




**LOS ANGELES: VOTER FEST AT CAL STATE LA**

Cindy Chunsontay, Cal State LA Student, says:

"It's my first time voting, so I was kind of scared like 'What do I do? How do I vote?' So, it's really cool how this school incorporates that, sends us emails, invites us, just so that way we can become knowledgeable of the resources that are out there and help society!"

**CALÓ NEWS**



**VOTER ENGAGEMENT FESTIVAL AT CAL STATE LA TODAY**

"Young people have a vital role to play in shaping our future. The Pat Brown Institute is committed to helping the next generation exercise their right to vote."  
- Sascha Brown Rice, PBI Executive Director-Interim

# CIVIC SERIES IN THE NEWS

# OUR PROGRAM OUTCOMES

## Student Reflections ↘



//

The event unquestionably altered my perspective of my role in the community. I realized that being informed is not just a personal responsibility but also a social one. Sharing knowledge and information-discerning abilities is crucial because it can inspire others to engage thoughtfully and critically.

---

YANCY

//

I learned it isn't as difficult to help out. It is easy to volunteer, and there are multiple ways to help. I could also stay informed by listening to council meetings in my city. This way, I could learn what was happening in my neighborhood.

---

MADALYN

//

Voter Fest not only informed me but also motivated me to take action. I'm excited to explore the various opportunities to make a difference, whether it's volunteering, advocating for specific causes, or simply casting an informed vote.

---

ALLY

# VOTER FEST

## *The Art of Civic Engagement*

The centerpiece of the Civic Series was Voter Fest: The Art of Civic Engagement. This arts-focused festival hosted on the Cal State LA campus emphasized the power of voting through hands-on participation.

The festival brought together campus organizations, student clubs, faculty from diverse departments, nonprofits, and community groups. The civic-themed activities included games, a selfie station, and craft-making, like tote decorating, and button-making.

The Art of Civic Engagement included three key projects: Zine Voter Guides, a PSA Film Challenge, and a poster symposium, “Reimagine your Campus with the Center for Urban Ecology.”

[READ MORE](#)



200+

ATTENDEES

7,314

SOCIAL MEDIA  
ENGAGEMENT

PARTNERS

### CAMPUS

ASSOCIATED STUDENTS, INC.  
CENTER FOR ENGAGEMENT, SERVICE  
AND THE PUBLIC GOOD  
DESIGN DEPARTMENT  
GOLDEN EAGLE RADIO  
HONORS COLLEGE  
UNIVERSITY LIBRARY  
POLITICAL SCIENCE ASSOCIATION  
URBAN ECOLOGY CENTER

### COMMUNITY

ARTISTS 4 DEMOCRACY  
CAUSE  
LWV OF GREATER LA  
POSTCARDS FOR DEMOCRACY  
SELF-HELP GRAPHICS

FALL CIVIC SERIES

# PUBLIC SERVICE ANNOUNCEMENT FILM CHALLENGE

As part of our Fall Civic Series, the Institute asked students to create impactful PSA videos that inspire active involvement in civic life under the theme "A Call to Action." Student submissions encouraged peers to become informed and engaged in the democratic process, highlighting the power of individual voices in shaping the future and promoting the importance of our shared civic responsibility.

[WATCH THE WINNERS REEL](#)

## FIRST PLACE JURY AWARD



Have Your Vote & Eat it Too

## GOLDEN EAGLE AWARD



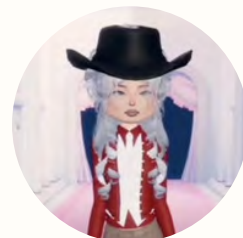
You Never Forget Your First Vote!

## YOUR VOTE, YOUR VOICE AWARD



Sabrina and the Election

## YOUR VOTE, YOUR VOICE AWARD



Vote Like You Dress, Make it Count

## POV: MY DEMOCRACY AWARD



Shades for Change

# 85

PARTICIPANTS

# PARTNERS

**CAMPUS**

AMERICAN COMMUNITIES PROJECT  
GOLDEN EAGLE FILM FESTIVAL  
UNIVERSITY LIBRARY

# 428

SOCIAL MEDIA  
ENGAGEMENT

**COMMUNITY**

FILMMAKERS ALLIANCE

# FALL CIVIC SERIES

# GOOD JOBS

## Pathways to Work that Matters

The Institute's Fall 2024 Civic Series launched with a workshop featuring a panel of Cal State LA alumni in fields like government, non-profit organizations, journalism, public policy, and education. Panelists shared insights on finding purpose-driven careers, followed by breakout sessions where students engaged directly with professionals. Both students and professionals highlighted the meaningful connections they made during the event, fostering valuable mentoring and networking opportunities within the community. [READ MORE](#)



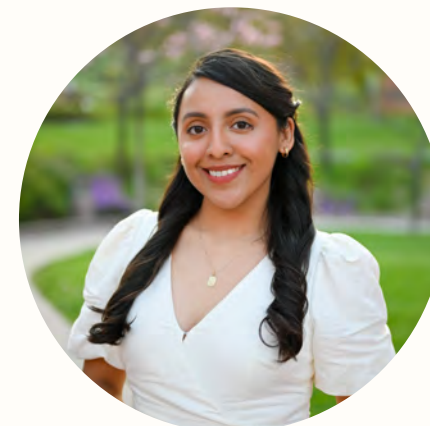
**Joanna Alvarez**  
Empower LA



**Alberto Campos**  
SELA Collaborative



**Zully Jauregui**  
First 5 LA



**Jocelyne Martinez**  
Cal State LA



**Kevin Martinez**  
Boyle Heights Beat



**Nosh McTaggart**  
CA LWV



**Nene Ogbechie**  
Office of Mayor  
Karen Bass



**Fanshen Cox**  
California Film Commission  
**MODERATOR**

83

ATTENDEES

PARTNERS

CAMPUS

ASSOCIATED STUDENTS, INC.

5,484

SOCIAL MEDIA  
ENGAGEMENT

FALL CIVIC SERIES

# BREAKING DOWN THE BALLOT

## *Burritos and Ballot Measures*

As part of our commitment to voter education, the Institute hosted an event to provide participants with a comprehensive overview of the 2024 ballot initiatives. The event aimed to inform attendees about local and statewide measures while demystifying the voting process.

Held during Voter Education Week, this event gave attendees a deeper understanding of the issues at stake in the November 2024 election. Attendees left feeling more equipped to make informed, thoughtful decisions at the polls.

[READ MORE](#)



197

ATTENDEES

PARTNERS

**CAMPUS**

ASSOCIATED STUDENTS, INC.

402

SOCIAL MEDIA  
ENGAGEMENT

**COMMUNITY**

CALMATTERS  
LA CITY CLERK  
LWVGLA

FALL CIVIC SERIES

# MISINFORMATION/DISINFORMATION

## Media Literacy

As part of our Dialogue and Democracy theme, this event brought together experts, journalists, educators, and advocates to discuss the challenges of misinformation and disinformation. Attendees gained insights into how these issues shape public discourse, erode trust in institutions, and threaten democracy.

The event highlighted the role of media literacy and critical thinking in combating misleading narratives and provided strategies to help individuals and communities navigate the digital landscape responsibly.

[\*\*WATCH NOW\*\*](#)



**Martin Albornoz**  
CALÓ News



**Julie Liss**  
Cal State LA



**Alma Martínez**  
Central Valley  
Journalism Collaborative



**Joaquín Alvarado**  
Studiosobe  
**MODERATOR**

77

ATTENDEES

PARTNERS

CAMPUS

JOURNALISM DEPARTMENT

217

SOCIAL MEDIA  
ENGAGEMENT

FALL CIVIC SERIES

# HOUSING IS A HUMAN RIGHT

## *A Call to Action*

Continuing our Dialogue and Democracy theme, this event facilitated a discussion on the ongoing housing crisis. It brought together community leaders, policymakers, and diverse stakeholders to explore historical and policy frameworks while highlighting the consequences of disenfranchisement and exclusion within communities.

The event focused on creating inclusive policies that address the immediate and long-term needs of affected communities. The conversation also provided pathways for greater community participation and examined the potential impacts of recent legislative developments. Attendees left with concrete ideas for driving change and building partnerships for sustainable, inclusive housing solutions.

**WATCH NOW**



**Shantay Armstrong**  
Kidsave



**Sage Johnson**  
BHHL Lived Expertise  
Advisory Board



**Alex Visotzky**  
National Alliance to  
End Homelessness



**Sarah Dusseault**  
LA4LA  
**MODERATOR**

149

ATTENDEES

352

SOCIAL MEDIA  
ENGAGEMENT

FALL CIVIC SERIES

# THE FUTURE OF DEMOCRACY

## Coming Home

As the final component of our Civic Series, we hosted a post-election convening that reflected on the outcomes of the November 2024 election, engaging participants in discussions about the future of local democracy and civic participation.

The event specifically emphasized the impact of local ballot measures while touching on the broader implications of the national election. The focus on local issues and the importance of civic engagement at the community level empowered participants to remain informed and active long after the election results. Panelists highlighted the evolving landscape of democracy and the critical role that every citizen plays in ensuring a thriving, responsive, and inclusive society.

**WATCH NOW**



**Ivette Alé-Ferlito**  
La Defensa



**Shane Murphy Goldsmith**  
Liberty Hill Foundation



**Karthick Ramakrishnan**  
AAPI Data



**Derek Steele**  
Social Justice Learning Institute



**Sara Sadhwani**  
Pomona College  
**MODERATOR**

**142**  
ATTENDEES

**PARTNERS**  
**COMMUNITY**  
ZÓCALO PUBLIC SQUARE

**908**  
SOCIAL MEDIA  
ENGAGEMENT

FALL CIVIC SERIES

# OUR PROGRAM OUTCOMES

## Student Reflections ↘



//

Since I am a first-time voter it made me think of the importance of voting, how it's not just the presidential election. The event emphasized the importance of being properly informed and making educated choices.

---

ITZEL

//

I wasn't at the age to vote so I didn't pay much attention to it, but now that I'm getting older and learning about how my voice matters it changed my way of thinking because by voting I'm not only making my voice be heard but also I'm speaking for those who can't and speak up for them as well such as for my heritage and culture.

---

DULCE

//

After attending the event, my view towards my community changed by knowing that not only organizations service the homeless but I can also volunteer and service people in need.

---

JUAN

---

# FALL 2024 COMMUNITY PARTNERSHIPS

The Institute partnered with 11 community groups to provide pro bono programming to 189 Angelenos, enhancing their understanding of Los Angeles governance, civic engagement, and policymaking. These community programs turn gaps in public knowledge into opportunities for civic action.



# ROADMAP

## *For the General Election*

Modeled on our unique Civic U program, this webinar provided community outreach advocates with valuable insights into the election process, key milestones, and critical deadlines, while also learning essential strategies for effective voter engagement.

Speakers explored the roles of volunteers, along with the importance of crafting a clear, resonant message.



**Sascha Brown Rice**  
Pat Brown Institute



**Francisco Jasso**  
Pat Brown Institute



**Valerie Morishige**  
LWVGCLA

**44**  
ATTENDEES

**PARTNERS**  
CALIFORNIA PRIMARY CARE ASSOCIATION  
LWV OF GREATER LA

**VIRTUAL WORKSHOP**

**COMMUNITY  
PROGRAMS**

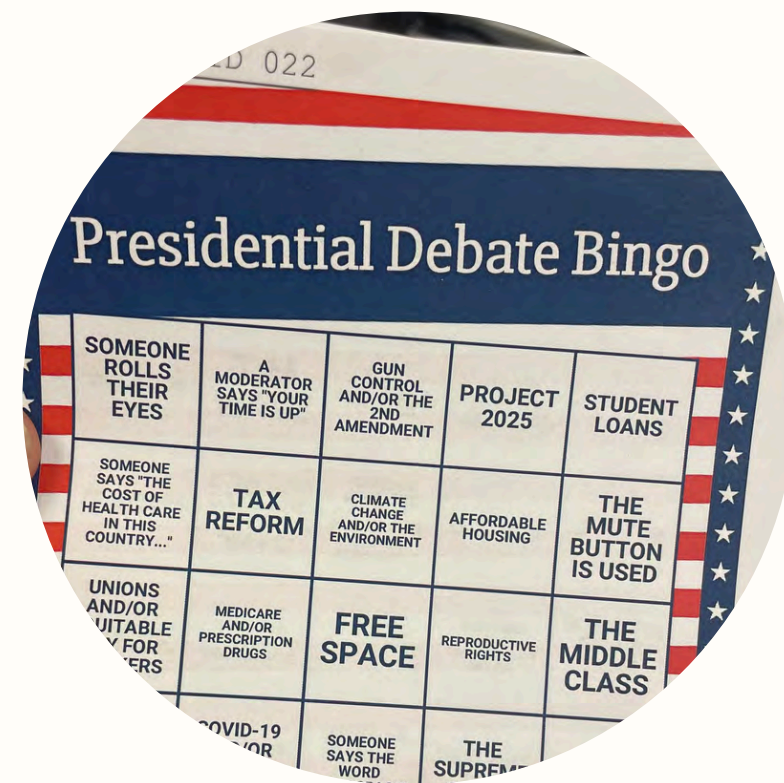
# DEBATE NIGHT

## Watch Party

Cal State LA students gathered to watch the 2024 presidential debate.

Organizers made the event interactive with presidential debate bingo and a “dot” activity that sharing what issues motivate them to vote with .

It was a lively event with opportunities to engage, reflect, and connect with community.



75  
ATTENDEES

# PARTNERS

CAL STATE LA LIBRARY  
AMERICAN COMMUNITIES PROJECT  
POLITICAL SCIENCE CLUB

**CAMPUS EVENT**

# COMMUNITY PROGRAMS

# FUNCTION AND *Facts*

Inspired by our signature Civic U program, this event brought together young Angelenos eager to deepen their understanding of Los Angeles governance.

Our speakers addressed a wide range of topics, including the November 2024 ballot, salaries for elected officials, term limits, and the history of the Black vote.

The event encouraged greater civic participation, particularly among groups who have historically felt their voices and votes were overlooked.



**Sascha Brown Rice**  
Pat Brown Institute



**Nosh McTaggart, PhD**  
LWV CA

**20**  
ATTENDEES

**PARTNERS**  
TEA PARTY 4 BLACK GIRLS  
KAPPA ALPHA PSI FRATERNITY, INC.  
LWV CA  
PARKS PROJECT CULVER CITY

***IN-PERSON WORKSHOP***

**COMMUNITY  
PROGRAMS**

# WILL THE REAL YOUNG VOTERS

## *Please Stand Up*

Presented by Zócalo Public Square, this event brought together a panel of civically engaged Gen Zers and young millennials from across the political spectrum to share their perspectives on how to most effectively engage younger generations. The speakers touched on whether social media might incentivize voting and what issues matter most to their peers.

The Institute contributed elements of our voter fest event to engage attendees, including arts-focused activities, voter education materials, and other civic-minded activities.



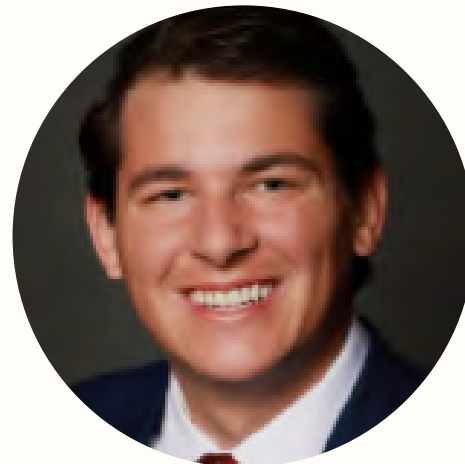
**Christian Paz**  
Vox



**Annie Wu Henry**  
Digital Media Consultant



**Ava Mateo**  
18by Vote



**Joe Mitchell**  
Run GenZ

**50**  
ATTENDEES

**PARTNERS**  
ZÓCALO PUBLIC SQUARE  
POSTCARDS FOR DEMOCRACY

**IN-PERSON PANEL**

**COMMUNITY  
PROGRAMS**

# OUR PROGRAM OUTCOMES

## Student Reflections ↘



//

I'm motivated to become more informed and participatory in my community. By doing so, I can help protect myself and others from the negative repercussions of disinformation, as well as encouraging others to do the same.

---

DANIELA

//

I realized that my voice matters and that I'm capable of shaping the future of my community. After obtaining beneficial information I felt motivated to make informed decisions and understand how my vote can impact policies and laws that affect me and my community.

---

KALA

//

It was awesome to see everyone getting educated about voting. It does change the way I think because I always thought voting never really made a difference like I'm just one vote but in reality it can make a huge difference.

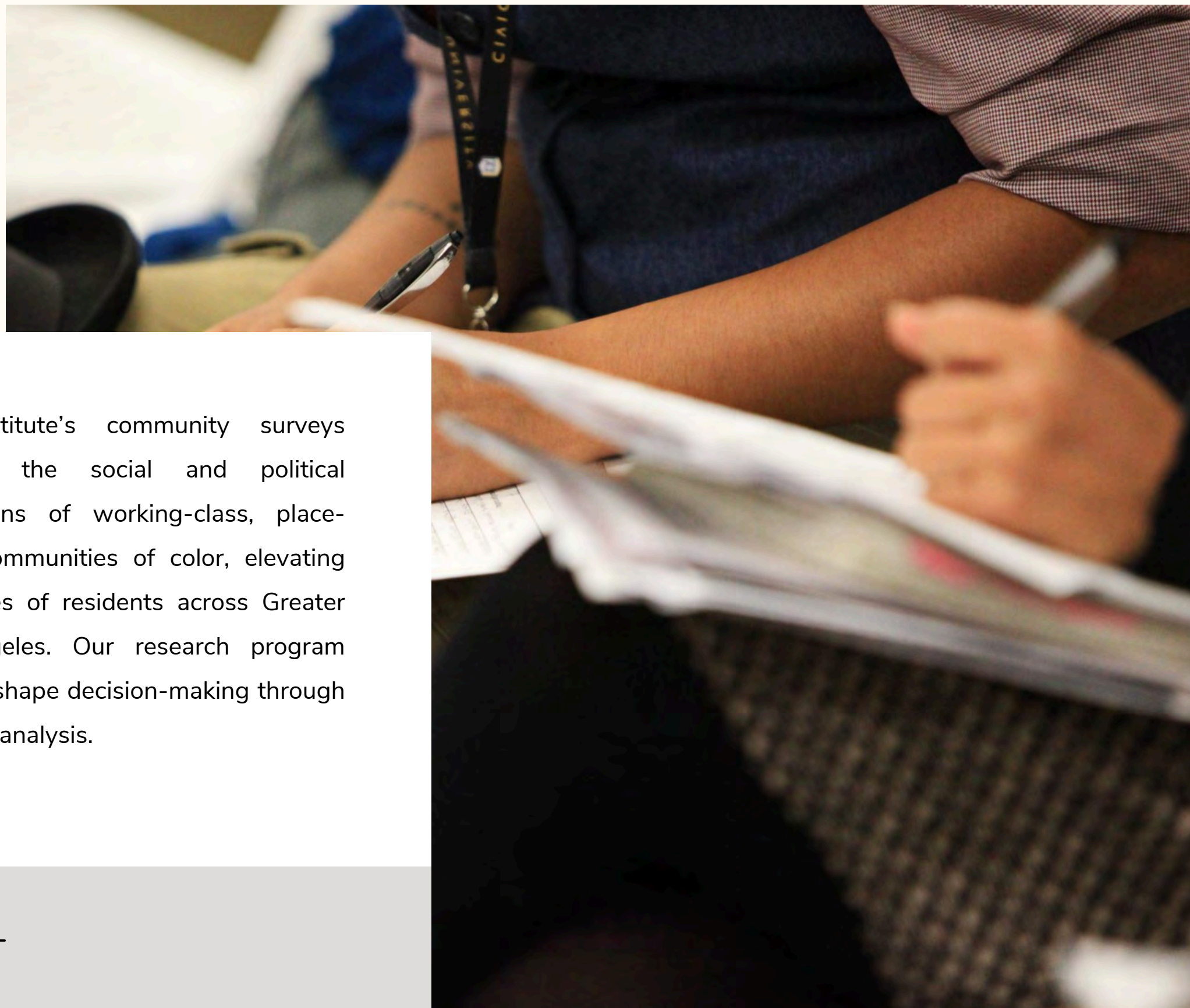
---

BIANCA

---

# RESEARCH AND COMMUNITY SURVEYS

The Institute's community surveys examine the social and political orientations of working-class, place-based communities of color, elevating the voices of residents across Greater Los Angeles. Our research program helps to shape decision-making through data and analysis.



# LA GOVERNANCE REFORM PROJECT

## PROJECT GOALS

- Produce unbiased, independent reform recommendations
- Advance a more transparent and community-driven City of Los Angeles
- Rebuild confidence and trust in the City Council
- Foster accountability, good government, and reduce corruption

## PROJECT IMPACT

The Los Angeles Governance Reform Project (LAGRP) was a long-term research project that began in 2022 and led to significant reforms passed by Los Angeles voters in November 2024, including city ethics reforms and independent redistricting for the LA City Council and LAUSD.

## APPROACH

- Responded to the 2022 leaked audio recordings that brought critical attention to LA governance.
- Met the moment of reform energy to establish incentives for long-term good governance.
- Convened university scholars, researchers, and leaders from across the region to develop governance reform proposals.
- Philanthropy-supported to maintain independence.

## PROCESS

- Rigorously researched to produce an academically sound set of proposals
- Inclusive, transparent, independent
- Informed by civic leaders and the non-elected community
- Leveraged original quantitative and qualitative data on Angelenos' governance attitudes

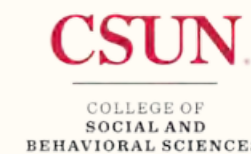
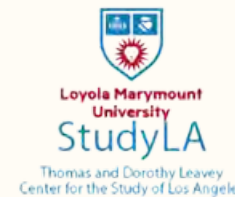
## RECOMMENDATIONS

- Establish an independent redistricting processes for the city council and the LAUSD
- Expand the size of the city council and the LAUSD board to reduce district size
- Strengthen the LA City Ethics Commission, codified in the Charter
- Recommendations proposed as a package for large-scale impact



**READ THE FINAL REPORT**

**LAGRP**  
LA Governance Reform Project



# NEW VOICES SURVEY

## PURPOSE

The Institute's New Voices survey provides valuable insights into the attitudes and behaviors of historically marginalized students at Cal State LA, a Hispanic Serving Institution. These students, who come from communities often overlooked by campaigns, typically face lower levels of civic engagement.

## IMPACT

As Latina/o voters make up a growing share of Southern California's electorate, their diverse perspectives are becoming increasingly influential. This survey underscores the importance of boosting engagement - offering data to help shape actions to promote equity and inclusion.

1

Modes of Accessing Information

2

Attitudes on Issues of the Day

3

Civic Engagement and Participation

4

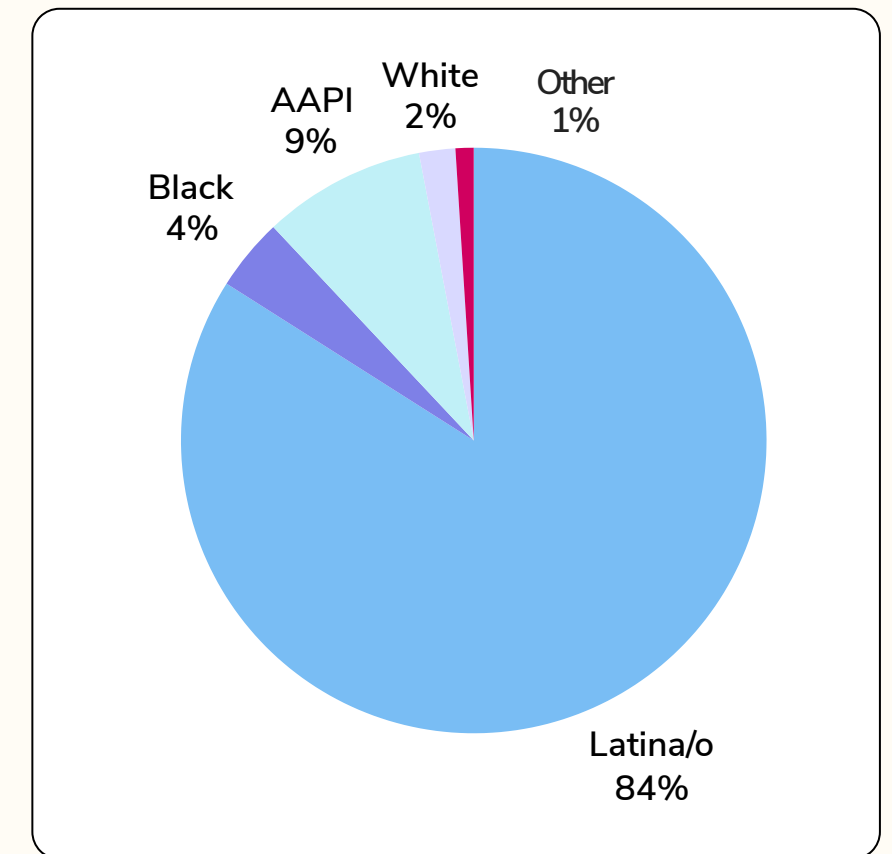
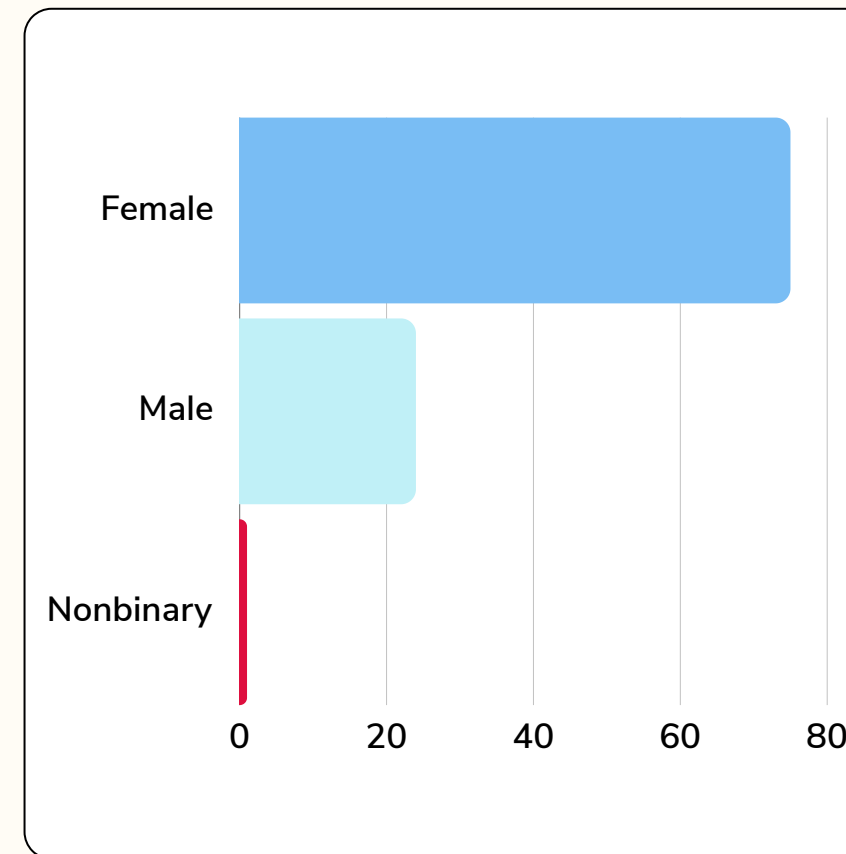
Motivations and Aspirations

 THE SURVEY  
EXPLORES

# SURVEY FEATURES

OVER 1200  
RESPONSES

- + Provides an in-depth look at the next generation of Latina/o voters
- + Captures voter engagement before and after a presidential election for first-time voters
- + Identifies key factors that drive engagement for this unique student population



## STUDENT RESPONSE PROFILE



# THE SURVEY ONCAMPUS

The Institute partnered with colleges and departments across campus to develop an Introduction to Higher Education (IHE) curriculum focused on civic education and engagement.

IHE coursework included an opportunity to engage with the Institute's New Voices Survey.



## CAL STATE LA *partners*

- College of Natural and Social Sciences
- Department of Arts and Letters
- Department of Television, Film & Media
- Honors College
- Rongxiang Xu College of Health and Human Services



## Engagement

Cal State LA was recently awarded the bronze seal from the ALL IN Campus Democracy Challenge, which is based on the 2022 campus voting rate as documented by the National Study of Learning, Voting, and Engagement report from Tufts University. In 2020, Cal State LA was awarded a gold seal for the presidential election cycle.



# GALBRAITH FELLOW SURVEY

The Institute conducted its second survey of Galbraith Fellowship alumni to gain insight into their experiences both during and after the fellowship, providing essential feedback on areas of impact.



**93%**  
THE FELLOWSHIP  
**ESTABLISHED**  
A COMMITMENT  
**TO PUBLIC SERVICE**

//

[The fellowship] was a pivot point for me, and it was the start of a long career in public service.

---

GALBRAITH FELLOW

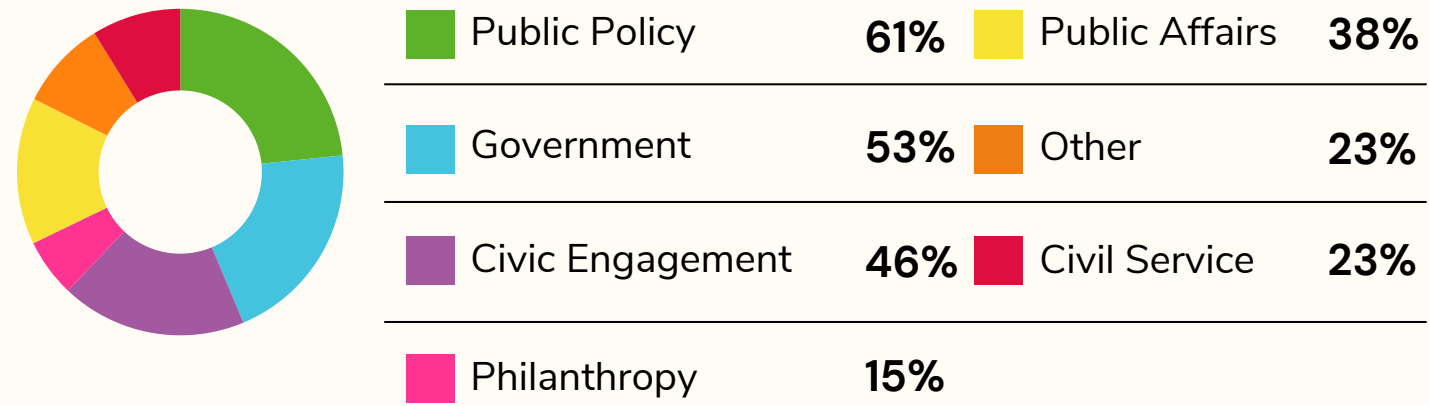
//

In honing my public policy skills, the experience made me feel like I could meaningfully contribute to the field.

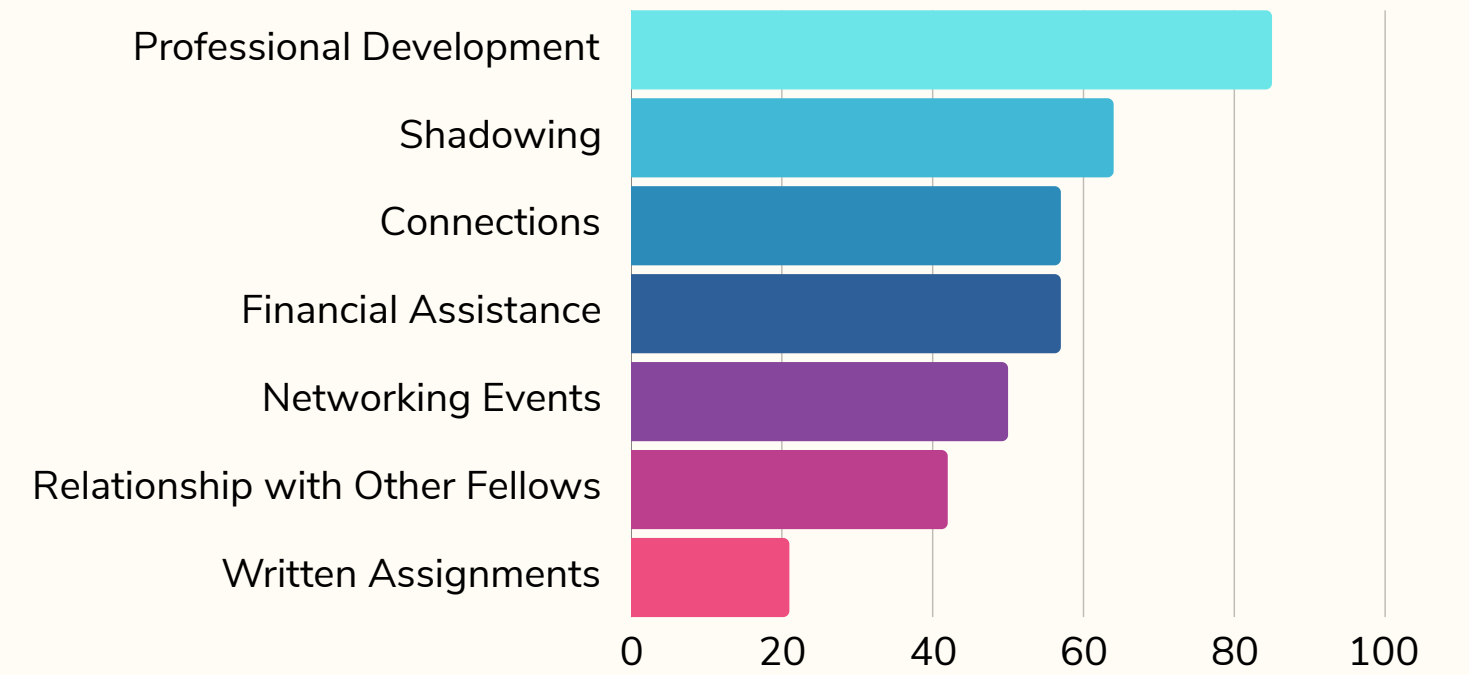
---

GALBRAITH FELLOW

### FELLOWS GO ON TO WORK IN THE PUBLIC SECTOR

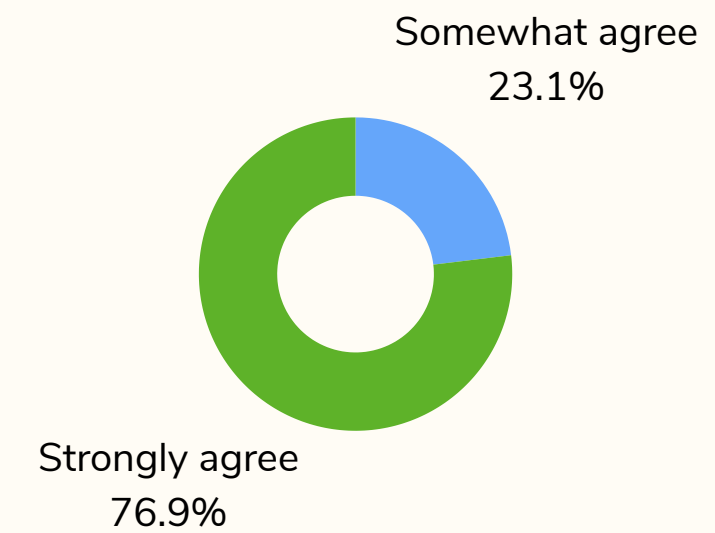



### PROFESSIONAL DEVELOPMENT IS THE MOST VALUABLE



# KEY FINDINGS FROM THE SURVEY

### EXPERIENCE INCREASED CONFIDENCE

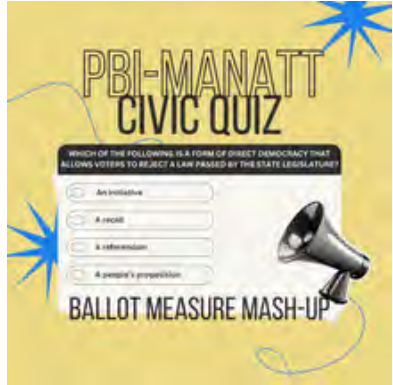




**August**  
**PRESIDENTIAL CONVENTIONS**  
Total Unique Opens  
**2,492**

Open Rate <b>37.8%</b>	Average Score <b>28.4%</b>
---------------------------	-------------------------------

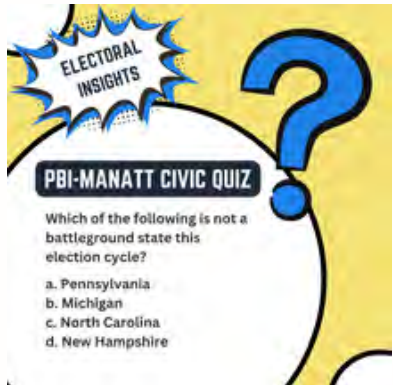
Who was the first woman placed in nomination for U.S. President by a major party?  
a. Shirley Anita Chisholm  
b. Margaret Chase Smith  
c. Hillary Clinton  
d. Geraldine Ferraro



**September**  
**BALLOT MEASURE MASH-UP**  
Total Unique Opens  
**2,248**

Open Rate <b>33.1%</b>	Average Score <b>57.6%</b>
---------------------------	-------------------------------

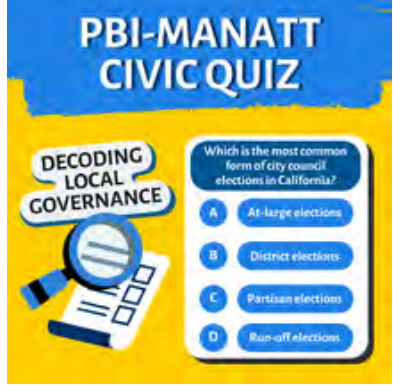
WHICH OF THE FOLLOWING IS A FORM OF DIRECT DEMOCRACY THAT ALLOWS VOTERS TO REJECT A LAW PASSED BY THE STATE LEGISLATURE?  
a. Initiative  
b. Recall  
c. Referendum  
d. People's proposition



**October**  
**ELECTORAL INSIGHTS**  
Total Unique Opens  
**3,042**

Open Rate <b>43.4%</b>	Average Score <b>56.4%</b>
---------------------------	-------------------------------

Which of the following is not a battleground state this election cycle?  
a. Pennsylvania  
b. Michigan  
c. North Carolina  
d. New Hampshire



**December**  
**ELECTORAL INSIGHTS**  
Total Unique Opens  
**2,632**

Open Rate <b>42.5%</b>	Average Score <b>70.1%</b>
---------------------------	-------------------------------

Which is the most common form of city council elections in California?  
A. At-large elections  
B. District elections  
C. Partisan elections  
D. Run-off elections

# FALL 2024 PBI-MANATT CIVIC QUIZ

- Deepens understanding of local governance.
- Makes public policy accessible.
- Illuminates democratic process.
- Makes civic engagement fun.
- Enhances knowledge of issues that impact communities.
- Highlights access points for greater involvement in civic life.



**OVER 10,000  
UNIQUE OPENS**

# MEET THE TEAM



**SASCHA BROWN RICE**  
*INTERIM EXECUTIVE DIRECTOR*



**TATIANA FERNANDEZ**  
*ASSOCIATE DIRECTOR*



**RANDI AHO**  
*PROGRAM DIRECTOR*



**FRANCISCO JASSO**  
*RESEARCH ASSOCIATE*



**JULIE HERNANDEZ**  
*STUDENT ASSISTANT*



**CHRIS J. MAPPS**  
*STUDENT ASSISTANT*



**AMY OLIDE**  
*STUDENT ASSISTANT*



**LIZETTE ROMAN**  
*STUDENT ASSISTANT*



**YAMIRETH G. SOLIS**  
*STUDENT ASSISTANT*

# ADVISORY BOARD

**AMY BIPPUS, PH.D.**

**INTERIM CHAIR**

*Interim Provost  
Cal State LA*

**DAVID GREEN**

*President and Executive Director  
SEIU 721*

**CARMEL SELLA**

*Senior VP and Director  
Local Government Relations  
Wells Fargo*

**SASCHA BROWN RICE**

**VICE-CHAIR**

*Interim Executive Director  
Pat Brown Institute*

**STEWART KWOH, ESQ**

*Co-Executive Director  
The Asian American Education Project*

**NATHANIEL TRIVES**

*President  
Coalition for Engaged Education*

**NANCY LIMON**

*SVP and Chief Corporate Affairs Officer  
Reyes Holdings*

**JUAN DE LA CRUZ**

*President  
Adventist Health White Memorial*

**SARAH PILLSBURY**

*Filmmaker*

**STEVEN WINDMUELLER, PH.D.**

*Emeritus Dean and Professor  
Hebrew Union College*

**JAMES R. GALBRAITH**

*Board Emeritus*

**BORIS RICKS, PH.D.**

*Associate Professor  
Department of Political Science  
CSUN*

**CHARLIE WOO**

*Chief Executive Officer  
Megatoys*

# IN memory of



DR. BORIS “BO” RICKS

“What made Bo different from any other person that I have met in Los Angeles in the three decades since I have lived here was his charisma, selflessness, and his sheer love for Black Los Angeles. He grew up on 42nd and Hoover Street in South Central Los Angeles and became one of the community’s greatest champions.

He was an example of the brilliance that resides in this community. There is no one that I know who was more fundamentally connected to the ‘Haves’ and ‘Have Nots’ in Black Los Angeles than Bo.”

*Renford Reese is a professor in the Political Science Department at Cal Poly Pomona and the founder/director of the Prison Education Project. 9/13/2024*

Donate to the Dr. Boris Ricks Memorial Scholarship Fund

# THANK YOU FOR YOUR SUPPORT



*Charlie Woo*

Pat Brown Institute for Public Affairs  
California State University, Los Angeles  
[calstatela.patbrowninstitute.org/](http://calstatela.patbrowninstitute.org/)  
[pbi@calstatela.edu](mailto:pbi@calstatela.edu)

Juan De La Cruz, Jim Galbraith, Stewart Kwoh,  
Sarah Pillsbury, Nat Trives, Stephen Windmueller,  
and the Brown Family