



CAMPUS
DEMOCRACY
CHALLENGE

2020 Campus Action Plan Report

February 2021



Introduction

This report highlights the 2020 campus democratic engagement action planning process and shares key findings, suggestions, and data. At the end of this report, the [ALL IN Campus Democracy Challenge](#) (ALL IN Challenge) offers key suggestions that the Challenge and partners that support campus action planning can consider to further improve the campus action planning process and action plan strength.

The ALL IN Challenge believes that creating a campus democratic engagement action plan is key to institutionalizing nonpartisan democratic engagement. The ALL IN Challenge and partners in the [Students Learn Students Vote Coalition](#) created the "Strengthening American Democracy Action Planning [Guide](#)" (Version II) and [Rubric](#) to help campuses develop and assess the strength of their action plan. Additionally, the ALL IN Challenge hosted an action planning webinar series and supported action plan development at state student voting summits throughout 2020.

Every two years campuses submit an action plan to the ALL IN Challenge. In order to help campuses as they develop their plan, the Challenge has three action plan deadlines. For the 2020 election, those deadlines were December 15, 2019; May 31, 2020; and November 3, 2020. Any campus that submitted an action plan by the General Election is eligible to earn national awards from the ALL IN Challenge during our Awards Ceremony in Fall 2021.

The ALL IN Challenge manages a comprehensive action plan review process using the "Strengthening American Democracy [Rubric](#)" to help campuses assess the strength of their action plan. More than 75 external reviewers, from more than 50 organizations and campuses, were trained to use the Rubric to confidentially score campus action plans. Every action plan was reviewed by at least two trained individuals. Campuses that submitted an action plan during the December or May deadline received written feedback from the ALL IN Challenge and campuses were encouraged to incorporate that feedback and resubmit their plan. Campuses can have up to two action plans scored during each cycle, though may resubmit their action plan as many times as needed. For the first time, the ALL IN Challenge created a Google Form in the fall of 2020 to provide an option for campuses to more easily develop an action plan.

ALL IN and the Voter Friendly Campus program, which is managed by Campus Vote Project and NASPA, jointly reviewed and provided feedback for 115 action plans submitted by May 31, 2020 for campuses participating in both programs. Campuses participating in both programs are encouraged to use the same action plan for each organization.

A special thank you to the campuses that developed action plans and to the individuals and organizations who helped create the "Strengthening American Democracy Guide" and reviewed action plans. A full list of the incredible folks that contributed to this process can be found at the end of this report.

Action Plan Highlights



520

representing 65% of campuses participating in the Challenge

2020 action plans submitted

Institution type	# plans submitted	% ALL IN campuses submitting
Public	314	64%
Private	206	64%
2-Year	93	52%
4-Year	427	68%
MSIs	112	64%
HBCUs	16	53%

23.8

Average 2020 Score*
Compared to average 2018 score of 19.6

23 Average 2020 Score
for the 278 campuses that submitted their first ever action plan

25 Average 2020 Score

for campuses that signed the Higher Education Presidents' Commitment to Full Student Voter Participation
compared to the average score of 22.5 for campuses that haven't signed the commitment yet.

25 Average 2020 Score
for the 239 campuses that submitted a 2018 action plan

6.4 average score increase after feedback

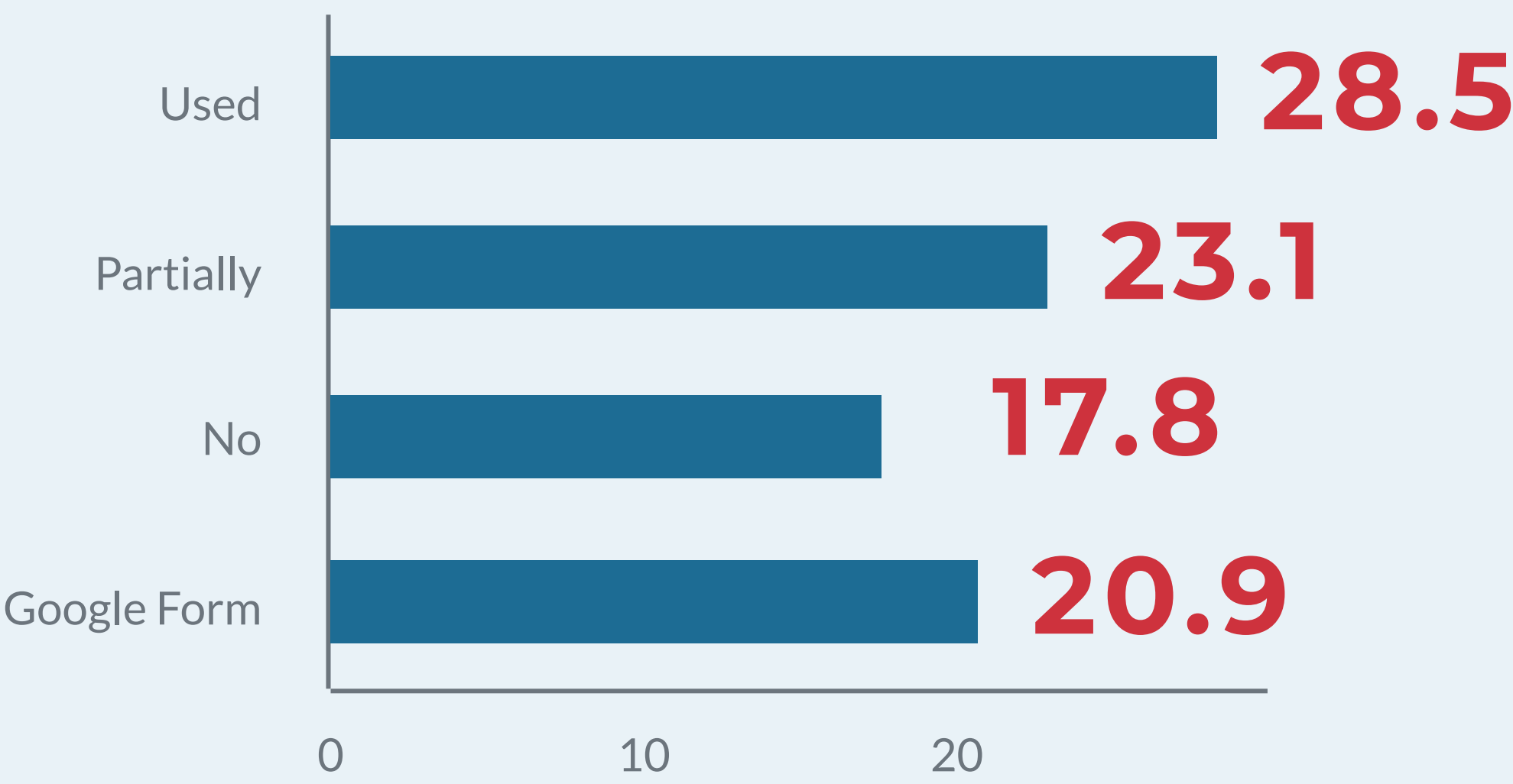
22.4

Winter Submission Score

28.8

Spring Re-Submission Score

Average score by use of the "Strengthening American Democracy Guide"



***Action Plan Scoring Process:**
Action plans are scored using the "Strengthening American Democracy Guide" rubric which includes nine sections with a maximum of 4 points for each section and 36 total points for the action plan.

Key Takeaways



- Average action plan scores increased from 2018 to 2020 by 23%.
- 65% of participating campuses submitted an action plan in 2020 compared to 58% in 2018.
- The Reporting, Evaluation, and NSLVE sections are still the lowest scoring sections. More action planning support should be focused on these sections.
- 60% of campuses are partially or fully using the "Strengthening American Democracy Guide" to complete their action plans.
- 49% of campuses mentioned goals or strategies to achieve full student voter participation, representing 252 campuses.
- Average action plan scores increased the longer a campus is participating in the ALL IN Challenge and the more partner organizations a campus works with.
- Only 11% of campuses explicitly mentioned voting rates by race based on NSLVE data, representing 55 campuses.
- Only 9% of campuses explicitly mentioned a leadership succession plan for their campus coalition, representing 47 campuses.

Action Plan Submission Findings



Comparing Action Plan Submissions

	2016	2018	2020
Participating Campuses	209	464	806
Submitted an Action Plan	144	271	520
Percent Submitting an Action Plan	69%*	58%	65%
Action Plan Score	N/A	19.6	23.8
Percent of Campuses Fully Using the "Strengthening American Democracy Guide"	N/A	28%	39%

*For the 2016 action planning process, the "Strengthening American Democracy Guide" was not yet developed and many campuses submitted 1-page action plans compared to more developed action plans being submitted in 2018 and 2020.

Submissions in Each Action Planning Category

	2018	2018%	2020	2020%
Undeveloped (0-9)	0	0%	1	0.2%
Emerging (10-18)	110	40.6%	115	22.2%
Progressing (19-27)	127	46.9%	244	47.2%
Established (28-36)	34	12.5%	157	30.4%

KEY FINDINGS

- Campuses are developing stronger action plans.
- 77%: percentage of 2020 action plans that are in the "Progressing" or "Established" categories compared to 59% of 2018 action plans in those categories, an 18 point increase.
- 22%: percentage of 2020 plans in the "Emerging" category compared to 41% of plans in 2018, which represents a 19 point decrease.

Action Plan Section Findings



Comparing Average Section Scores Over the Years

Section	2018	2020	Numerical Change	Percent Change
Summary	2.2	2.9	+0.7	+32%
Leadership	2.5	2.8	+0.3	+12%
Commitment	2.3	2.8	+0.5	+22%
Landscape	2.3	2.6	+0.3	+13%
Goals	2.2	2.7	+0.5	+22%
NSLVE	2.2	2.5	+0.3	+14%
Strategy	2.6	2.8	+0.2	+8%
Reporting	1.5	2.1	+0.6	+40%
Evaluation	1.8	2.2	+0.4	+22%

Each of the nine action planning sections can receive a maximum score of four points.

KEY FINDINGS

- Every section saw an increase from 2018 to 2020.
- The Summary section saw the largest increase by 0.7 points.
- Reporting section saw the largest percentage change increase with a 40% change from 2018.
- The Reporting, Evaluation, and NSLVE sections are still the lowest scoring sections. More action planning support should be focused on these sections.



"Strengthening American Democracy Guide" Findings

Comparing "Strengthening American Democracy Guide" (SADG) Usage

SADG Usage	2018#	2018%	2018 score	2020#	2020%	2020 score
Yes	77	28%	26.1	200	39%	28.5
Partially	194	72%	17.0	110	21%	23.0
No	N/A	N/A	N/A	94	18%	17.8
Google Form	N/A	N/A	N/A	116	22%	20.9

In fall 2020, for the first time, the ALL IN Challenge created a Google Form, largely based on the "Strengthening American Democracy Guide" to make it easier for campuses to submit an action plan. When possible, the Challenge still encourages campuses to use the "Strengthening American Democracy Guide" to develop an action plan.

KEY FINDINGS

- 39%: percent of campuses that used the "Strengthening American Democracy Guide" (SADG) in 2020 compared to 28% in 2018.
- 60%: percent of campuses either fully or partially used the SADG in 2020.
- 10.7: average action plan score difference between plans that used the SADG compared to a campus that didn't use the SADG. (28.5 to 17.8 points)
- 116: number of campuses that used the Google Form to create their action plan.
- The percentage of campuses not using the SADG dropped significantly from 72% in 2018 to 21% in 2020, though much of this decrease may be attributed to the ALL IN Challenge tracking which campuses "partially" used the SADG and providing the Google Form option to create an action plan in 2020.

Key Suggestions



- Develop an easy option for campuses to develop a campus action plan like the Google Form that was used in 2020.
- Provide more support and training for the Reporting, Evaluation, and NSLVE sections which have been the three lowest scoring action plan sections in both 2018 and 2020.
- Encourage campuses to develop and include leadership succession plans.
- Encourage campuses to analyze their NSLVE data, particularly noting voting and registration gaps by race and area of study and making goals and implementing strategies to close gaps.
- Provide more training and education about the "Strengthening American Democracy Action Planning Guide and Rubric" since campuses that use the Guide have stronger action plans.
- Encourage campuses to submit a draft action plan during the first two of three action plan deadlines. Campuses that resubmitted an action plan after receiving feedback from action plan reviewers saw significant increases in their action planning score.
- Continue to review action plans after each deadline and provide feedback to campuses.
- Include more students, faculty, and administrators as action plan reviewers which provides them opportunities to learn other ideas from campuses.
- Encourage campuses to include more students, student groups, racialized and marginalized groups, and local election officials in their campus-wide coalitions that develop and implement the action plan.



2022 Action Planning

We encourage campuses to start planning their democratic engagement action plan development for the 2022 midterm election, using the 2020 action plan as a starting point. Once again, the ALL IN Challenge will have three deadlines to submit an action plan, with campuses needing to submit an action plan at least once by November 8, 2022 to be eligible for national and state-level awards, where applicable. Campuses that submit a action plan by the December or May deadlines will receive feedback based on the "Strengthening American Democracy Rubric" and are encouraged to resubmit an action plan as many times as needed. The ALL IN Challenge will confidentially score up to two submissions per action planning cycle, though will post the most recent submission on our website for any submissions beyond the first two. During the 2020 cycle, campuses that submitted an action plan during the December deadline and resubmitted their action plan by the May deadline saw a 6.4 point increase in their action plan score after receiving feedback.

Resources

- [Strengthening American Democracy Guide](#)
- [Strengthening American Democracy Rubric](#)
- [Example Action Plans](#)
- [All Campus Action Plans](#) (available by campus)
- [Action Planning Webinar Recordings](#)

2022 ACTION PLAN DEADLINES

- December 15, 2021
- May 31, 2022
- November 8, 2022

A Special Thank You



The ALL IN Campus Democracy Challenge would like to thank the following individuals who played significant roles in the collaborative development of the "Strengthening American Democracy Guide and Rubric" and who made time to review hundreds of action plans and provide thoughtful feedback to campuses. The success, scale, and scope of campus action planning is a result of the committed and collaborative efforts of scores of individuals across numerous organizations and institutions. Special thanks to the following organizations for their contributions towards the creation of and continued success of the campus action planning process: American Democracy Project, Campus Vote Project, Democracy Works, NASPA Lead Initiative, Scholars Strategy Network, Student PIRGS, The Andrew Goodman Foundation, and Young Invincibles.

Abe Goldberg
Alison Twang
Allie Cashel
Alyssa Canty
Amy Koeckes
Amy Ludwig
Austin Kane
Becca Litwin
Benjamin Oh
Bridget Trogden
Bry Moore
Campbell Streater
Carah Ong Whaley
Carmen Linero Lopez
Carolina McCabe
Catherine (Cat) Fish
Chadwick Leonard
Chuck Black
Ciaran Hedderman
Ciarra Malone
Clarissa Unger
Courtney Cochran
Cyrus Commissariat
Dan Xie
Debi Lombardi
Dominique McMillan
Dylan L. Sellers
Eddy Zerbe
Edie Goldenberg
Emily Giffin
Emily Shields
Emma Godel
Eva Gonzalez
Felice Nudelman
Gayle Hilleke
Hannah Pate
Hannah Shaw
Harrison Feinman
Jake Ward
Jen Domagal-Goldman
Jessica Davis
Jill Dunlap
Jocelyn Roof

James Madison University
Binghamton University
Democracy Works
Common Cause
University of Nevada, Reno / CLDE KC Co-chair
Campus Election Engagement Project
Foundation for Civic Leadership
Democracy Works
Penn Leads the Vote / University of Pennsylvania
Clemson University
ALL IN Campus Democracy Challenge
Every Vote Counts
James Madison University
Students Learn Students Vote Coalition
Tufts University / ALL IN Campus Democracy Challenge
ALL IN Campus Democracy Challenge
Formerly Campus Vote Project / Voter Friendly Campus Program
Campus Vote Project / Voter Friendly Campus Program
Foundation for Civic Leadership
Campus Vote Project / Voter Friendly Campus Program
Students Learn Students Vote Coalition
Campus Election Engagement Project
Arizona State University
Student Public Interest Research Group
Nonprofit Vote
ALL IN Campus Democracy Challenge
Campus Vote Project / Voter Friendly Campus Program
Students Learn Students Vote Coalition
University of Michigan
Formerly Democracy Works
Formerly Iowa Campus Compact
Campus Vote Project / Voter Friendly Campus Program
Penn Leads the Vote / University of Pennsylvania
American Democracy Project
Kentucky Campus Compact
Forward Montana
Maryland Institute College of Art
Penn Leads the Vote / University of Pennsylvania
Democracy Works
ALL IN Campus Democracy Challenge
Virginia Tech University
NASPA / Voter Friendly Campus Program
Hawk the Vote / University of Iowa

A Special Thank You



Joey Wozniak	Vote Early Day
John Leiner	Campus Vote Project / Voter Friendly Campus Program
Jordan Smith	Campus Vote Project / Voter Friendly Campus Program
Kathryn Quintin	Students Learn Students Vote Coalition
Kelley Elliott	Tennessee Campus Democracy Network
Kelsie George	Formerly Scholar Strategy Network
Kelvin Alfaro	Formerly Campus Compact for Wisconsin
Kevin Ballen	Harvard University / Harvard Votes
Kris Pierre	Northeastern Illinois University
Kristin Hansen	Campus Vote Project / Voter Friendly Campus Program
Lauretta Farrell	Kean University
Leah Murray	Weber State University
Leslie Garvin	North Carolina Campus Compact
Lidya Woldeyesus	Tufts University / ALL IN Campus Democracy Challenge
Madeline Brown	College of William & Mary / ALL IN Campus Democracy Challenge
Manny Rin	Student Public Interest Research Group
Marissa Pittman	Dillard University/ ALL IN Campus Democracy Challenge
Maya Patel	Campus Vote Project / Voter Friendly Campus Program
Mike Burns	Campus Vote Project / Voter Friendly Campus Program
Mike Dean	LeadMN
Nicole Costa	Democracy Works
Nicole Taylor	Andrew Goodman Foundation
Philip Hensley	Campus Vote Project / Voter Friendly Campus Program
Philomena Lindquist	University of Wisconsin-Madison / ALL IN Campus Democracy Challenge
Raaheela Ahmed	Campus Vote Project / Voter Friendly Campus Program
Rachel Clay	Campus Vote Project / Voter Friendly Campus Program
Ryan Drysdale	ALL IN Campus Democracy Challenge
Sam Novey	National Conference on Citizenship
Samantha Perlman	Scholar Strategy Network
Sarah Clark	Formerly Democracy Works
Sarah Mitchell	Campus Vote Project / Voter Friendly Campus Program
Shelby Harold	Formerly ALL IN Campus Democracy Challenge
Spencer Long	Formerly University of Illinois at Chicago
Stacy Drudy	NASPAA
Stephanie King	ALL IN Campus Democracy Challenge
Sumaiya Ahmed	Campus Vote Project / Voter Friendly Campus Program
Zach Resatar	Miami University / ALL IN Campus Democracy Challenge
Zachary Intrater	Tufts University / ALL IN Campus Democracy Challenge
Zaneeta Daver	Formerly ALL IN Campus Democracy Challenge
Zipporah Olukanni	Howard University / ALL IN Campus Democracy Challenge
Zoë Williamson	Students Learn Students Vote Coalition