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 action plans submitted
representing 65% of campuses participating in the Challenge

23.8 Average 2020 Score*
Compared to average 2018 score of 19.6

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

28.8 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.

<table>
<thead>
<tr>
<th>Institution type</th>
<th># plans submitted</th>
<th>% ALL IN campuses submitting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>314</td>
<td>64%</td>
</tr>
<tr>
<td>Private</td>
<td>206</td>
<td>64%</td>
</tr>
<tr>
<td>2-Year</td>
<td>93</td>
<td>52%</td>
</tr>
<tr>
<td>4-Year</td>
<td>427</td>
<td>68%</td>
</tr>
<tr>
<td>MSIs</td>
<td>112</td>
<td>64%</td>
</tr>
<tr>
<td>HBCUs</td>
<td>16</td>
<td>53%</td>
</tr>
</tbody>
</table>
### Key Takeaways

1. Average action plan scores increased from 2018 to 2020 by 23%.

2. 65% of participating campuses submitted an action plan in 2020 compared to 58% in 2018.

3. The Reporting, Evaluation, and NSLVE sections are still the lowest scoring sections. More action planning support should be focused on these sections.

4. 60% of campuses are partially or fully using the "Strengthening American Democracy Guide" to complete their action plans.

5. 49% of campuses mentioned goals or strategies to achieve full student voter participation, representing 252 campuses.

6. 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.

7. Only 11% of campuses explicitly mentioned voting rates by race based on NSLVE data, representing 55 campuses.

8. 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

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2018</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating Campuses</td>
<td>209</td>
<td>464</td>
<td>806</td>
</tr>
<tr>
<td>Submitted an Action Plan</td>
<td>144</td>
<td>271</td>
<td>520</td>
</tr>
<tr>
<td>Percent Submitting an Action Plan</td>
<td>69%*</td>
<td>58%</td>
<td>65%</td>
</tr>
<tr>
<td>Action Plan Score</td>
<td>N/A</td>
<td>19.6</td>
<td>23.8</td>
</tr>
<tr>
<td>Percent of Campuses Fully Using the &quot;Strengthening American Democracy Guide&quot;</td>
<td>N/A</td>
<td>28%</td>
<td>39%</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2018%</th>
<th>2020</th>
<th>2020%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undeveloped (0-9)</td>
<td>0</td>
<td>0%</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>Emerging (10-18)</td>
<td>110</td>
<td>40.6%</td>
<td>115</td>
<td>22.2%</td>
</tr>
<tr>
<td>Progressing (19-27)</td>
<td>127</td>
<td>46.9%</td>
<td>244</td>
<td>47.2%</td>
</tr>
<tr>
<td>Established (28-36)</td>
<td>34</td>
<td>12.5%</td>
<td>157</td>
<td>30.4%</td>
</tr>
</tbody>
</table>

### 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

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

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.
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

1. Develop an easy option for campuses to develop a campus action plan like the Google Form that was used in 2020.

2. 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.

3. Encourage campuses to develop and include leadership succession plans.

4. 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.

5. 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.

6. 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.

7. Include more students, faculty, and administrators as action plan reviewers which provides them opportunities to learn other ideas from campuses.

8. 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.

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Clarissa Unger  
Courtney Cochran  
Cyrus Commissariat  
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Debi Lombardi  
Dominique McMillan  
Dylan L. Sellers  
Eddy Zerbe  
Edie Goldenberg  
Emily Giffin  
Emily Shields  
Emma Godel  
Eva Gonzalez  
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Campus Election Engagement Project  
Arizona State University  
Student Public Interest Research Group  
Nonprofit Vote  
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Campus Vote Project / Voter Friendly Campus Program  
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