



2022 ALL IN Campus Action Planning Interim Report

Early Action Plan Submission Opportunity

March 2022

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Executive Summary

Since its launch in 2016, the [ALL IN Campus Democracy Challenge](#) (ALL IN) has supported colleges and universities in developing nonpartisan democratic engagement action plans. Over the past six years, ALL IN has seen significant growth in both the number of campuses submitting nonpartisan action plans and the strength of those action plans. The following report highlights action planning data through the 1st action plan submission opportunity of 2022 (e.g., those submitted by January 24, 2022) and compares that data to the 2016, 2018, and 2020 action planning cycles. This report will be updated in Summer 2022 after the 2nd action plan submission opportunity on May 31, 2022. A final 2022 ALL IN Action Planning Report will be developed in early 2023 after the 2022 midterm election in November, which is also the final action plan submission opportunity for this cycle. At the end of this report is a list of action planning resources.

Key Findings

- 50% more campuses submitted an action plan during the 2022 1st submission opportunity than the 2018 1st submission opportunity.
- The average action plan score has increased each cycle.
- The average score for action plans submitted by the 1st submission opportunity has also increased each cycle.
- Each action plan section score has increased over the past three election cycles.
- Campuses working with more action planning partners have a higher action plan score on average.
- More campuses are using the *Strengthening American Democracy Guide (SADG)* to frame their action plans
- Action plan scores for campuses using the *SADG* continue to increase each action planning cycle.

Overview of Action Plan Scoring Process

The [Strengthening American Democracy Guide](#) (SADG) and accompanying [Rubric](#) are key resources to support campuses to develop nonpartisan democratic engagement action plans. The *SADG* and *Rubric* have nine sections. Each section has a maximum value of four points. The scoring range for an action plan is between 9-36 points. See Table A for more details.

The ALL IN staff and external reviewers are trained to use the *Rubric* to score action plans and determine if a campus used the *SADG*. Each action plan is scored by 2-3 individuals and action plan scores are averaged.

Campuses that submit an action plan during the 1st or 2nd submission opportunities receive a confidential action plan score and written action plan feedback from reviewers in time to be incorporated in the campus action plan before the election. A campus' action plan will be reviewed up to two times per cycle by the ALL IN team. The 92 campuses submitting action plans by the 1st submission opportunity in 2022 received their scores and action plan feedback reports in early March.

Action Plan Recognition

For the 2022 action planning cycle, ALL IN will provide a Highly Established Action Plan Seal to campuses that have an action plan score of at least 32 points out of a possible 36 points. This seal of recognition will be added to a campus' page on ALL IN's [website](#).

As more campuses join ALL IN and submit action plans, ALL IN is restructuring action plan recognition to acknowledge the growing number of campuses with high-quality, established action plans. The Highly Established Action Plan Seal will replace the action plan awards previously presented during ALL IN Awards Ceremony events.

Action Plan Submissions

The number of campuses submitting action plans to ALL IN continues to grow. Since the 2018 election cycle, ALL IN has provided three submission opportunities for campuses to submit an action plan. For the 2022 action planning cycle, those submission opportunities are:

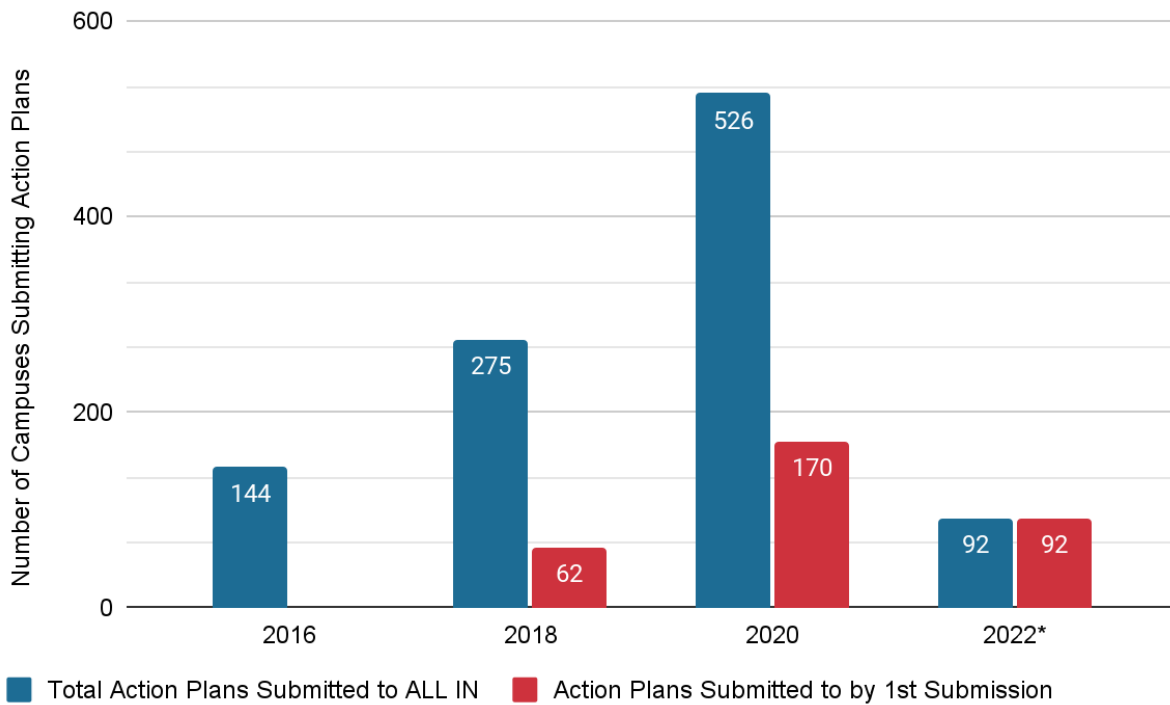
1. December 15, 2021 (extended to January 24, 2022)
2. May 31, 2022
3. November 8, 2022

Multiple submission opportunities allow campuses to submit an action plan regardless of when the campus joins ALL IN and encourages campuses to submit action plans as early as possible to provide sufficient time to implement their action plan.

Starting In the 2020 election cycle, ALL IN provided action plan feedback to campuses which was an incentive for campuses to submit a draft action plan during the 1st and/or 2nd action plan submission opportunities which could be amended.

The chart below shows action plan submission for each of the four election cycles.

Chart A: Number of Campuses Submitting Action Plans



**2022 data only reflect action plans by the 1st submission opportunity.*

Key Findings:

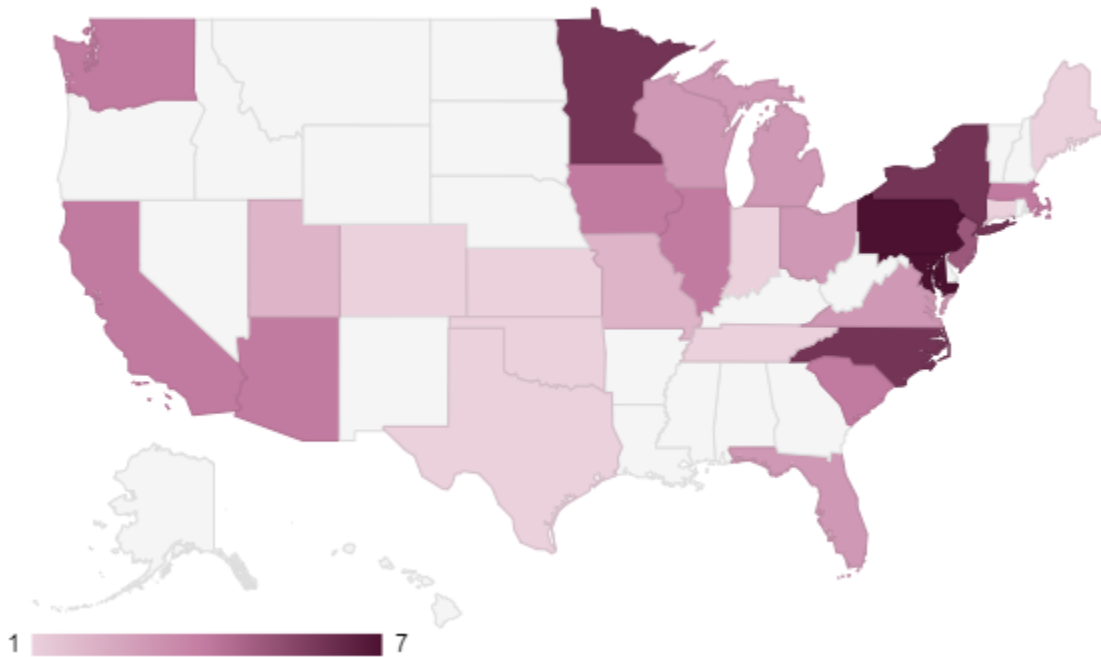
- The number of campuses submitting action plans to ALL IN has increased for each election cycle leading up to the 2020 election and is on pace to exceed the 2020 total submissions for the 2022 election cycle.
- 50% more campuses submitted an action plan during the 1st submission opportunity for the 2022 midterm election compared to the 2018 midterm election.

In late 2020, ALL IN created a Google Form based on the SADG providing campuses with an easier mechanism to develop and submit an action plan to ALL IN. 116 campuses representing 22% of 2020 action plan submissions were submitted through the Google Form. The success of this action planning form led to the collaborative creation of the [Votes & Ballots Action Planning Form](#) with Democracy Works and the Students Learn Students Vote Coalition’s Resource and Support subcommittee; it is a significant improvement on the original Google Form. Through

ALL IN's 1st action plan submission opportunity, seven campuses (8%) used the Votes & Ballots Action Planning Form to submit an action plan.

The chart below shows 2022 action plan submissions by state.

Chart B: 2022 Action Plan Submissions by State



Action Plan Scores

Beginning in 2018, ALL IN used the [Strengthening American Democracy Rubric](#), now in its third version, to internally score campus action plans. Starting in 2020, ALL IN and trained reviewers used the *Rubric* to provide campuses with a confidential score out of 36 possible points. Additionally, reviewers provided written feedback that campuses could incorporate into their action plans. In 2020, campuses that resubmitted an action plan after receiving action plan feedback saw their action plan scores increase by 6.4 points on average.

The *Strengthening American Democracy Guide* has nine sections. Each section is worth four points for a total action plan score of 36 possible points. Table 1 below shows the four categories that action plan scores fall into. Action plans receiving an

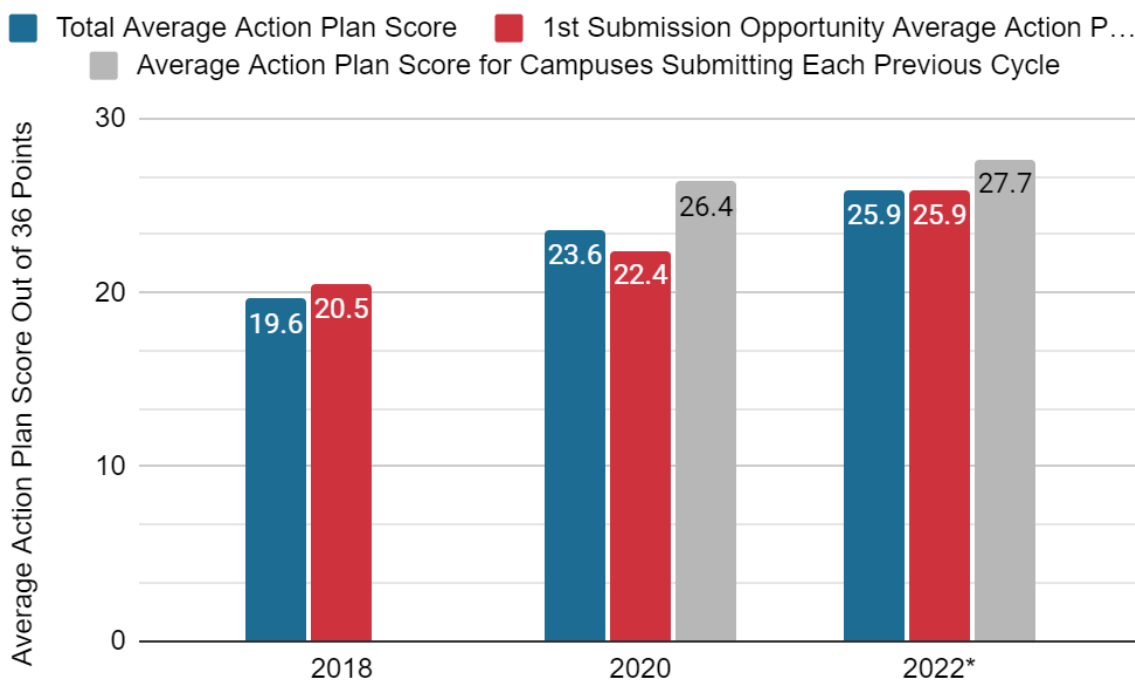
“established” score of 32 to 36 points will receive a digital Highly Established Action Plan Seal which will be displayed on their ALL IN campus webpage and can be displayed by the campus elsewhere.

Table 1: Action Plan Categories based on Action Plan Scores

Category	Score
Undeveloped	0-9.4
Emerging	9.5-18.4
Progressing	18.5-27.4
Established	27.5-36

The chart below shows action plan scores for each action planning cycle, including the action plan scores for plans submitted by the 1st submission opportunity for that cycle.

Chart C: Action Plan Scores



Key Findings:

- The average action plan score has increased each cycle.

- The average score for action plans submitted by the 1st submission opportunity have also increased each cycle.
- The average action plan score for campuses that submitted an action plan during the previous action plan cycle is higher than the average action plan score and has increased each cycle.
- The minimum 1st submission action plan score has increased from 11 points in 2018 and 2020 to 18 points in 2022.

Action Plan Section Scores

Action plans are scored based on nine sections in the *Strengthening American Democracy Guide and Rubric*. The chart below shows the average action plan section scores..

Chart D: Action Plan Section Scores



Key Findings:

- Each action plan section score has increased over the past three election cycles.

- The lowest action plan section scores in 2022 (Reporting and Evaluation) are the same score as the highest action plan section scores in 2018 (Strategy and Leadership).
- Reporting and Evaluation, however, remain two of the lowest-scoring action plan sections.

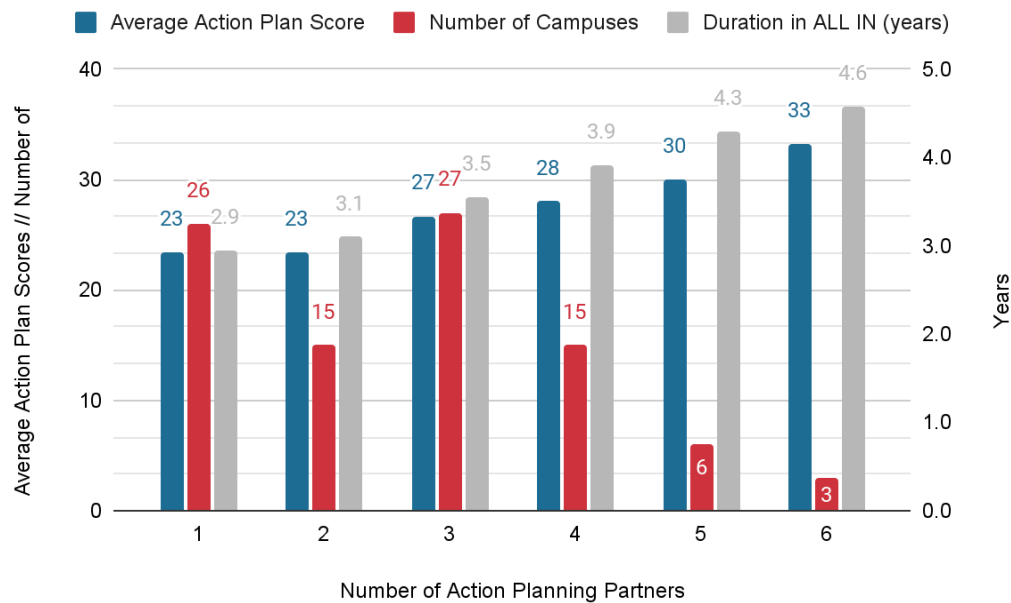
Action Plan Scores and Action Planning Partners

The [Students Learn Students Vote Coalition](#) tracks seven nonprofit programs that partner with campuses to support nonpartisan democratic engagement action planning. Of those six nonprofit organizations, ALL IN and the Voter Friendly Campus program directly collect action plans from campuses. Action plans that are submitted to ALL IN are posted publicly on the ALL IN website. These organizations are:

- ALL IN Campus Democracy Challenge
- Andrew Goodman Foundation
- Ask Every Student
- Campus Vote Project
- SLSV Coalition
- Student PIRGs
- Voter Friendly Campus

The chart below shows average action plan scores based on the number of action planning partner programs that a campus works with and the average duration that a campus has participated in ALL IN.

Chart E: Average Action Plan Scores by Action Planning Partner



Key Findings:

- Campuses working with more action planning partners have a higher action plan score on average. Campuses that work with more partner organizations may have more resources and capacity to develop strong action plans.
- Campuses working with more action planning partners on average have been participating in ALL IN for longer.

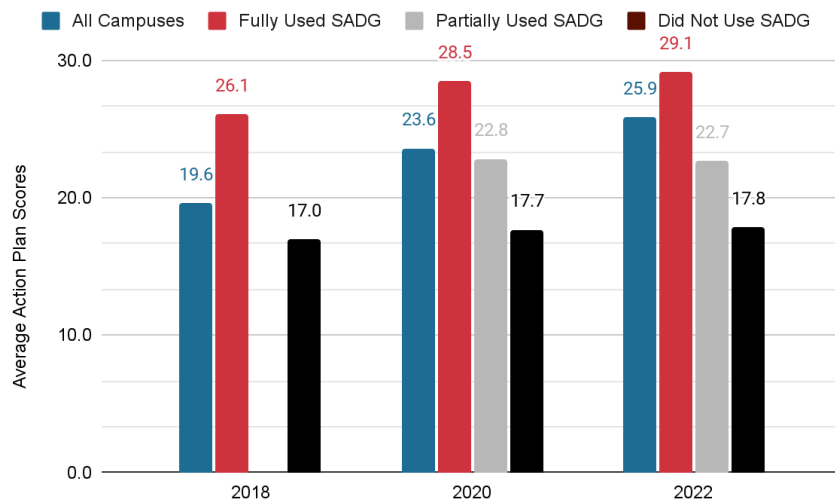
Action Plan SADG Usage

In 2018, ALL IN and seven partner programs developed the first version of the *Strengthening American Democracy Guide* to provide campuses with a resource to develop their action plans. The following year in 2019, the partner organizations created the corresponding *Rubric* allowing campuses to self-assess their action plans and for ALL IN to internally and confidentially score action plans to measure action plan strength over time. The third editions of the *SADG* and *Rubric* were released in 2021.

Similar to the number of action plan submissions and the average action plan score, the percentage of campuses using the *Strengthening American Democracy Guide* to develop their action plans has increased year over year.

The chart below shows average action plan scores based on if a campus used the SADG or not.

Chart F: Action Plan Scores Based on SADG Usage



Note:

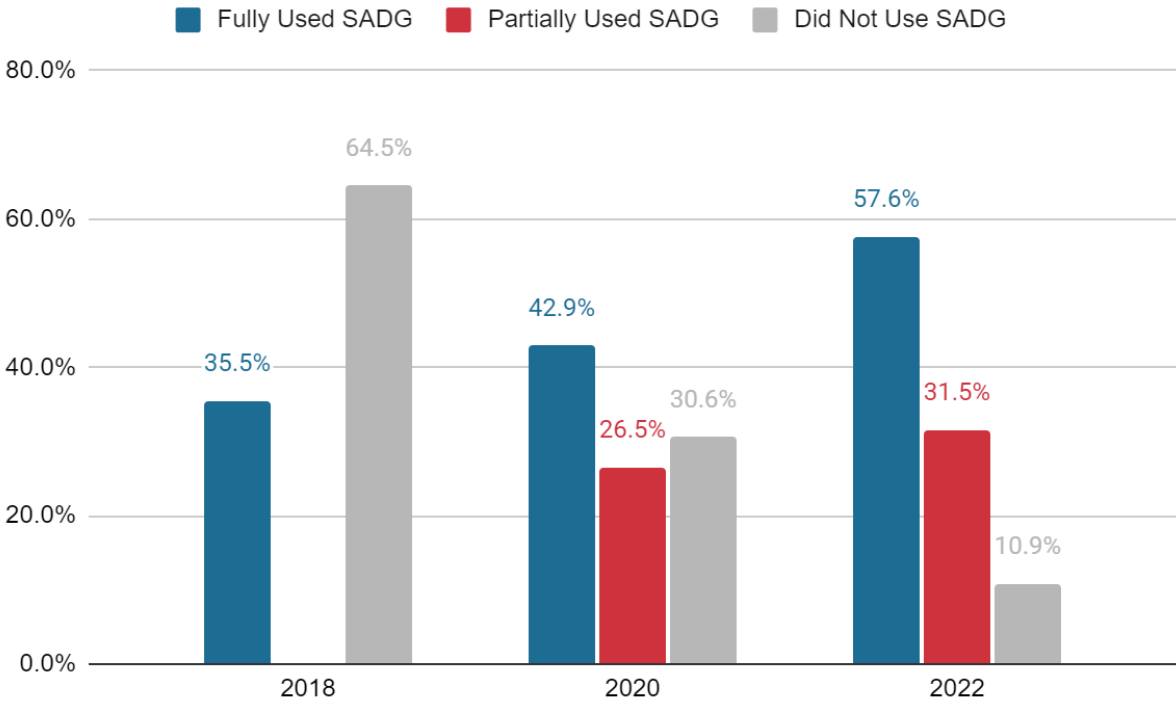
- Fully Used SADG: Information from all nine sections of the SADG is found in the action plan.
- Partially Used SADG: Information from most of the nine sections of the SADG are present in the action plan, but not all.
- Did Not Use SADG: Based on the information in the action plan and the action plan format, the SADG was not used.

Key Findings:

- The average action plan score for campuses using the SADG has increased each cycle while the average action plan score for action plans that partially or did not use the SADG have not changed significantly.

The chart below shows the percentage of campuses using the *Strengthening American Democracy Guide* for the 1st submission opportunity of each cycle.

Chart G: SADG Usage for 1st Submission Opportunity Action Plans



Note: In 2018, action plans were reviewed only as either fully or not at all using the SADG.

Key findings:

- The percentage of campuses fully or partially using the SADG during the 1st submission opportunity has increased each cycle.
- Campuses that submit an action plan during the 1st submission opportunity are more likely to use the SADG. The combination of submitting an early action plan and using the SADG may be an indicator of a highly-engaged campus.
- The percentage of campuses not using the SADG has significantly decreased each cycle.
- In 2022, 89.1% of campuses fully or partially used the SADG.

Overview of Action Plan Resources

Developing a democratic engagement action plan is a key step of participating in ALL IN and institutionalizing nonpartisan democratic engagement at colleges and universities. Each election cycle, ALL IN provides three action plan submission opportunities including two opportunities for campuses to receive feedback on their action plan before the election.

ALL IN and nonprofit organizations and campus partners in the Students Learn Students Vote Coalition have developed a number of resources to support campuses as they develop nonpartisan democratic engagement action plans. Since ALL IN's launch in 2016, the number and quality of action planning resources has grown.

- [Strengthening American Democracy Guide](#) (SADG) which outlines the sections and content to include in a nonpartisan democratic engagement action plan.
- [Strengthening American Democracy Rubric](#) which allows a campus to self-assess the strength of their nonpartisan democratic engagement action plan and is used by ALL IN to confidentially score a plan.
- [Example Action Plans](#) which will provide examples of strong “Established” action plans.
- [Votes & Ballots Action Planning Form](#) which is a fillable form to easily create an action plan to submit to ALL IN.
- [Votes & Ballots Action Planning Activity](#) (in-person and virtual) is a set of team-based activities to develop an action plan based on the SADG.
- [Serve as an Action Plan Reviewer](#) to learn ideas from other campuses and support the process to provide campuses with feedback.

Acknowledgements

ALL IN would like to thank the 22 individuals from 7 nonprofit partner programs and 11 campuses who reviewed action plans with the ALL IN staff.

- Bryn Mawr College
- Campus Vote Project
- Democracy Works
- Gustavus Adolphus College
- Iowa State University
- LeadMN
- Maryland Institute College of Art
- Northern Illinois University
- Pace University
- Penn State University
- Rochester Institute of Technology
- Salem State University
- Scholars Strategy Network
- Student PIRGs New Voters Project
- Students Learn Students Vote Coalition
- The Andrew Goodman Foundation

- University of Kansas
- Wagner College

Additionally, ALL IN would like to thank the numerous individuals and partners who have helped develop action planning resources.