



2022 ALL IN Campus Action Planning Interim Report

2nd Action Plan Submission Opportunity

August 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 2nd action plan submission opportunity of 2022 (e.g., those submitted by June 24, 2022) and compares that data to the 2016, 2018, and 2020 action planning cycles. This report will be updated as a final report in Spring 2023 after the final action plan submission opportunity on November 8, 2022. At the end of this report is a list of action planning resources.

Key Findings

- 99% more campuses submitted an action plan by the 2022 2nd submission opportunity (**319 campuses**) than the 2018 2nd submission opportunity (160 campuses).
 - 21 more campuses submitted a 2022 action plan at this point than in 2020.
 - More than three times as many community colleges have submitted a 2022 action plan compared to 2018 action plans.
 - More than twice as many Minority-Serving Institutions have submitted a 2022 action plan compared to 2018 action plans.
 - Campuses from 39 states and the District of Columbia have submitted a 2022 action plan.
- The average action plan score has increased each election cycle.
 - **2022 action plan scores are 55% higher than 2018 action plan scores and 13% higher than 2020 action plans scores at this same time in the election cycle.**
 - Community college 2022 action plan scores are slightly higher than 2018 scores and Minority-Serving Institution action plan scores are slightly lower than 2018 scores.
- The average score for action plans submitted by the 2nd submission opportunity has also increased each election cycle.
- Each action plan section average score has increased over the past three election cycles.
- Campuses working with more action planning partners have higher action plan scores 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 as well as increase at a higher rate than campuses not using the *SADG* each election cycle.
- **82 campuses have earned ALL IN's inaugural [Highly Established Action Plan Seal](#) with scores of at least 31.5 points out of the possible 36.**

Overview of Action Plan Scoring Process

The [Strengthening American Democracy Action Planning Guide](#) (*SADG*) and accompanying [Rubric](#) are key resources to support campuses in developing 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 Chart A for more details.

The ALL IN staff and external reviewers, including Voter Friendly Campus staff, 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 into the campus action plan before the election. A campus' action plan will be reviewed up to two times per cycle. The 277 campuses submitting action plans during the 2nd submission opportunity in 2022 received their scores and action plan feedback reports in early August.

Action Plan Recognition

For the 2022 action planning cycle, ALL IN is providing an inaugural Highly Established Action Plan Seal to campuses that have an action plan score of at least 31.5 points out of a possible 36 points on the *SADG Rubric*. This seal of recognition will be added to a campus' page on ALL IN's [website](#).

[82 campuses](#) have already earned this recognition, including 18 campuses from the 1st submission opportunity and 64 campuses from the 2nd submission opportunity.

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, high-scoring established action plans. The Highly Established Action Plan Seal will replace the action plan awards previously presented during biennial ALL IN Awards Ceremony events, providing more timely recognition of this work.

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:

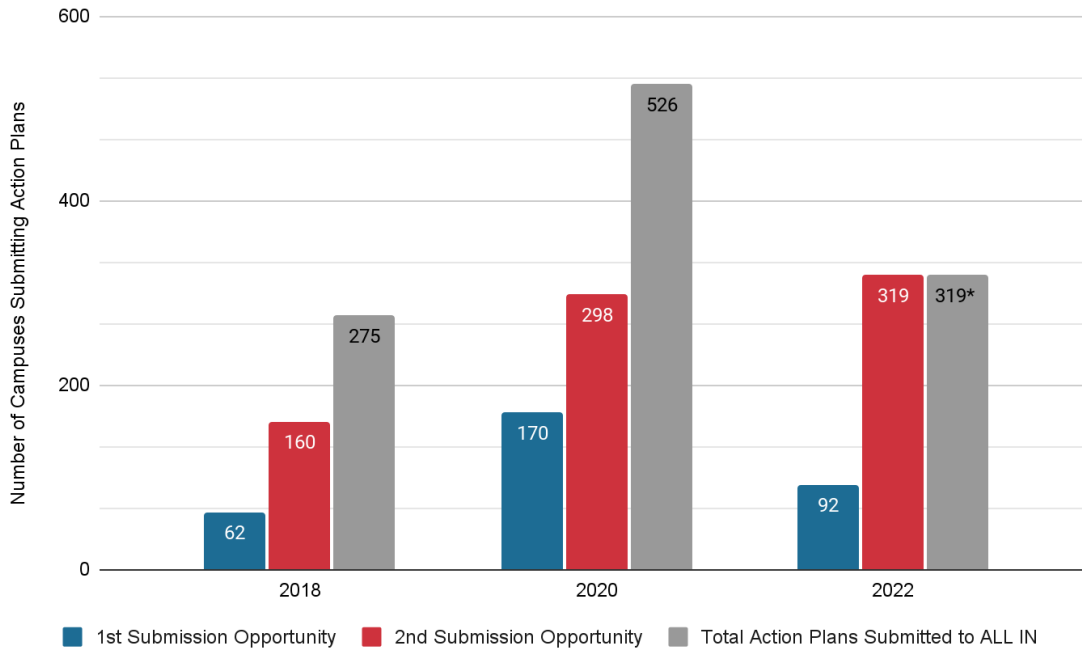
1. December 15, 2021 (included plans submitted through January 24, 2022)
2. May 31, 2022 (included plans submitted through June 24, 2022)
3. November 8, 2022

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 while also providing time for feedback to be given and taken into account.

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

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

Chart A: Number of Campuses Submitting Action Plans



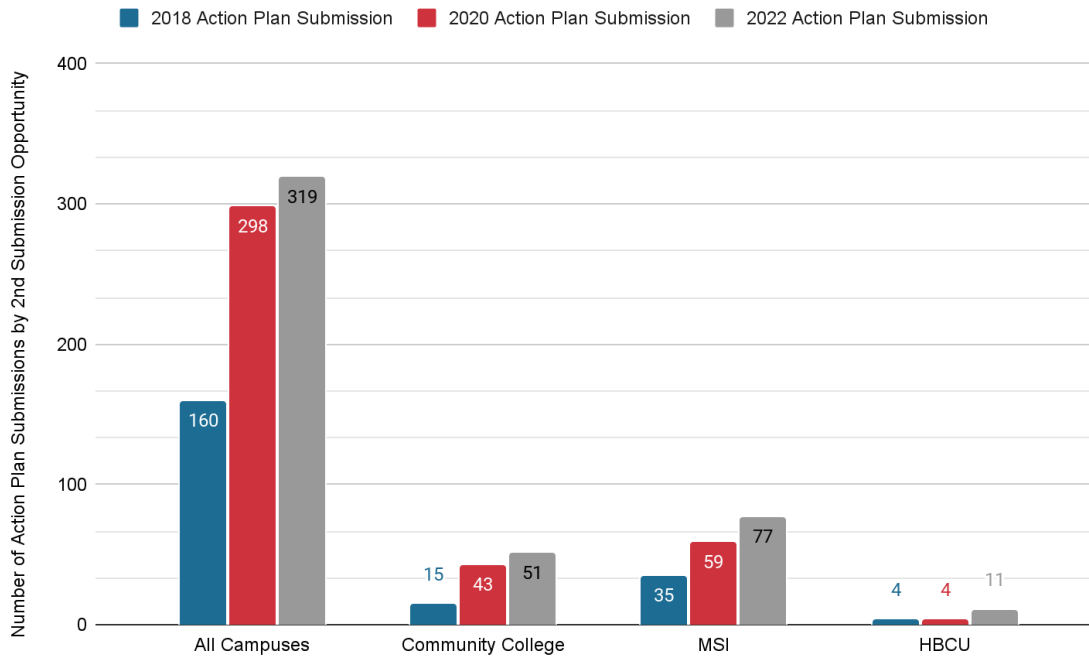
**2022 data only reflect action plans submitted by the 2nd submission opportunity.*

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.
- While fewer campuses submitted an action plan during the 2022 1st submission opportunity compared to 2020, now more campuses have submitted a 2022 action plan compared to 2020 at this point in the cycle.
- 99% more campuses submitted an action plan during the 2nd submission opportunity for the 2022 midterm election compared to the 2018 midterm election.

The chart below shows 2022 action plan submissions by the 2nd submission opportunity by institution type.

Chart C: 2022 Action Plan Submissions by Institution Type



Key Findings:

- Across all institution types, more campuses are submitting action plans.
- More than three times as many community colleges have submitted a 2022 action plan compared to 2018 action plans.
- More than twice as many Minority-Serving Institutions, including HBCUs, have submitted a 2022 action plan compared to 2018 action plans.

Action Plan Scores

Beginning in 2018, ALL IN used the [Strengthening American Democracy Rubric](#), now in its second 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, the 106 campuses that resubmitted an action plan by the 2nd submission opportunity after receiving action plan feedback saw their action plan scores increase by 5.5 points on average. In 2022, the 95 campuses that resubmitted their action plan during the 2nd submission opportunity saw their scores increase by 3.7 on average. The 2022 average action plan score increase is lower since the 2022 1st submission opportunity score was higher on average compared to the 2020 1st submission action plan score; we also didn't rescore campuses that qualified for the new Highly Established Action Plan Seal.

Table 1 below describes the four categories that action plans fall into based on their score. Action plans receiving a score of 31.5 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. Eighty-two campuses have earned the Highly Established Action Plan Seal so far during the 2022 cycle.

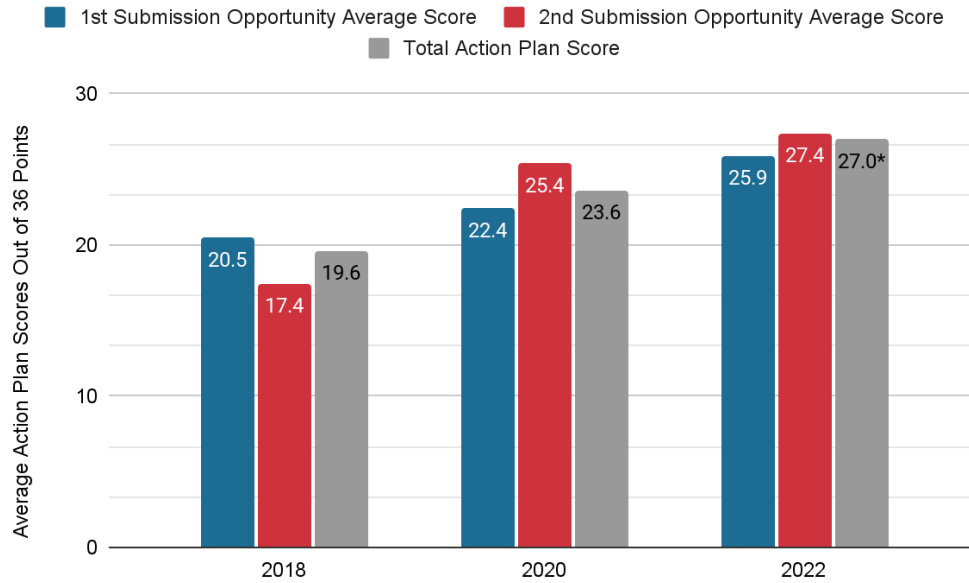
Table 1: Action Plan Categories based on Action Plan Scores

Category	Score	# of 2022 Action Plans
Undeveloped	0-9.4	0
Emerging	9.5-18.4	31
Progressing	18.5-27.4	113
Established	27.5-36	167*

*This includes the 82 campuses that earned the Highly Engaged Action Plan Seal for having a score between 31.5 to 36 points.

The chart below shows action plan scores for each action planning cycle, including the action plan scores for plans submitted by the 1st and 2nd submission opportunities for that cycle.

Chart D: Action Plan Scores



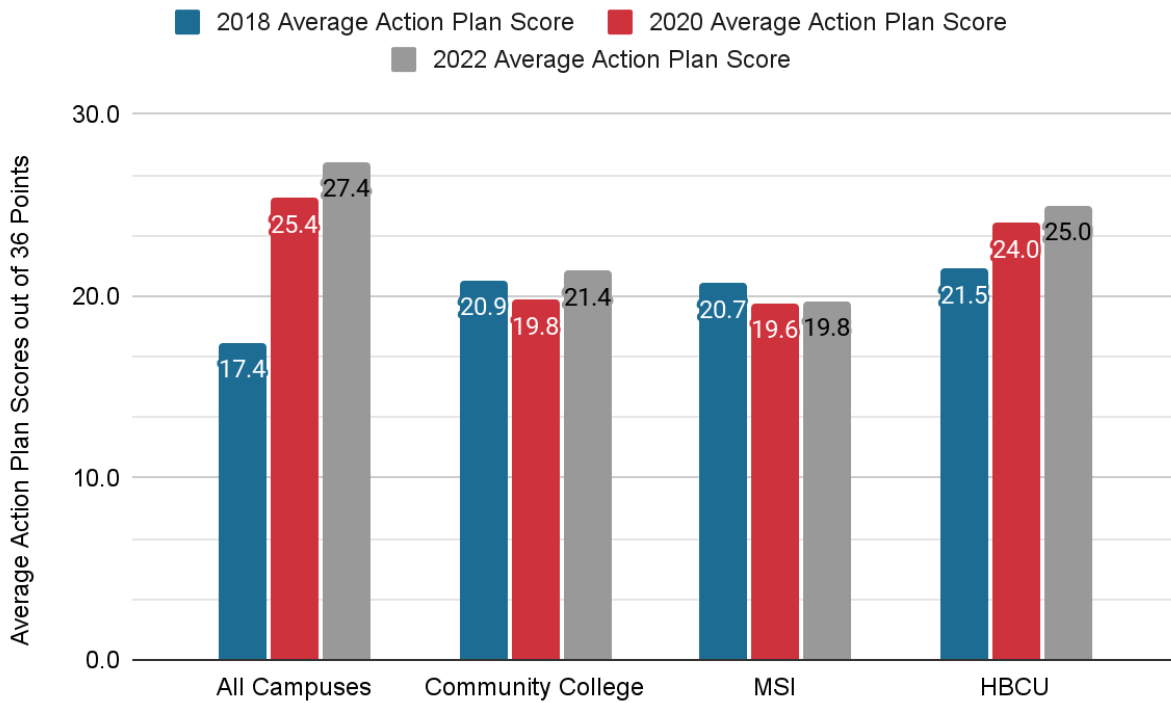
**2022 data only reflect action plans submitted by the 2nd submission opportunity.*

Key Findings:

- The average action plan score has increased each cycle.
- The average score for action plans submitted by the 1st and 2nd submission opportunities have also increased each cycle.

The chart below shows average action plan scores by institution type.

Chart E: Action Plan Scores by Institution Type

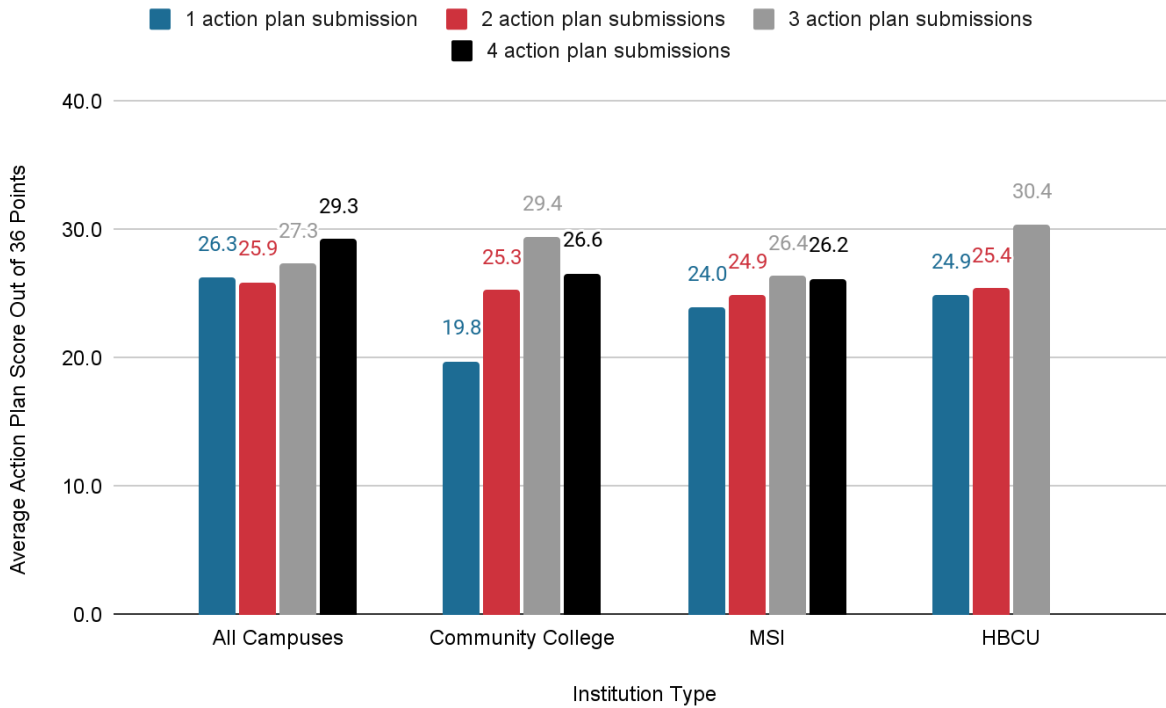


Key Findings:

- Since 2020, when ALL IN launched the HBCUs Community of Practice, average action plan scores for HBCUs have increased during the past two cycles.
- Average action plan scores for community colleges and Minority-Serving Institutions (MSIs) both decreased in 2020 from 2018 and only slightly increased since 2020, which validates ALL IN’s plans to launch communities of practice for both community colleges and MSIs in 2022.

The chart below shows average action plan scores by institution type based on the number of action plan submissions over the past four election cycles.

Chart F: Action Plan Scores by Institution Type



Key Findings:

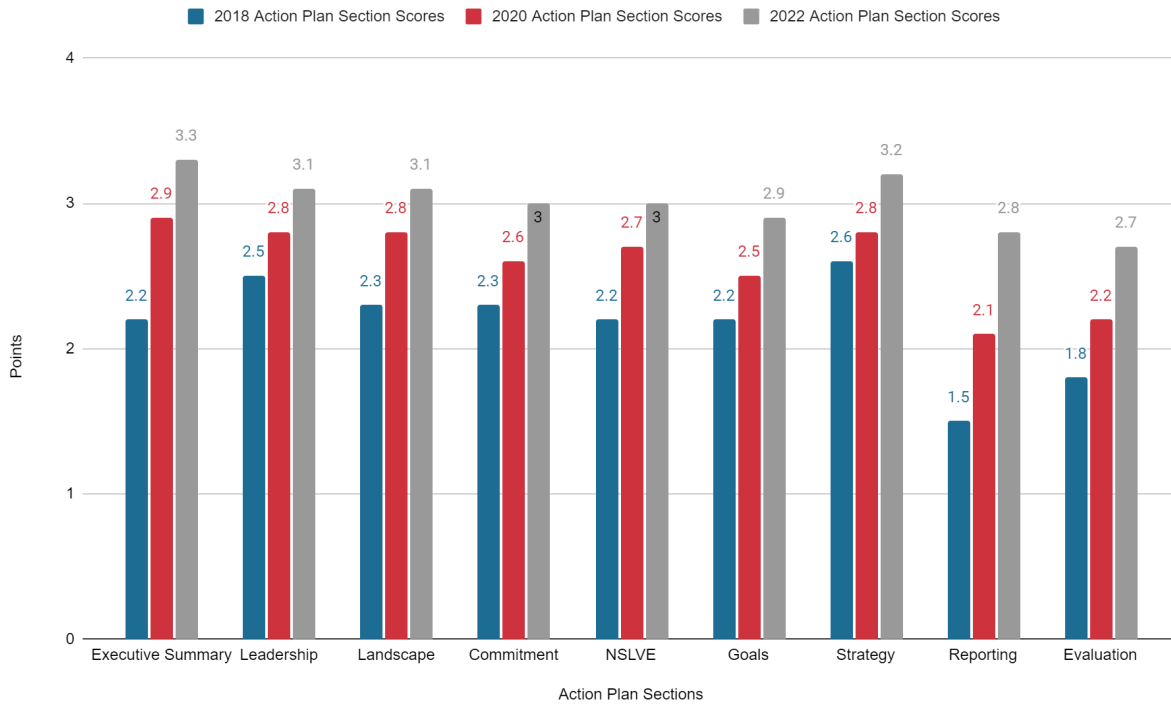
- As campuses submit action plans for more election cycles, the average action plan score increases.
- While the average first action plan score for community colleges, Minority-Serving Institutions, including HBCUs, is on average lower than other campuses, by their second submission during the next election cycle their action plans scores are on par with all institution types.
- Community Colleges and HBCUs see stronger action plans than all institutions by their third election cycle submitting an action plan.
- ALL IN launched new Community College and Hispanic-Serving Institution Communities of Practice launched in 2022 which we hope results in higher first and subsequent action plan submissions for these institutions in 2022 and 2024.

Action Plan Section Scores

Action plans are scored based on nine sections in the *Strengthening American Democracy Guide and Rubric*. Each section has a total value of four points for a total action plan score of 36 possible points.

The chart below shows the average action plan section scores.

Chart G: Action Plan Section Scores



Key Findings:

- Each action plan section score has increased over the past two election cycles.
- Reporting and Evaluation remain two of the lowest-scoring action plan sections, though they have each improved significantly since 2018.

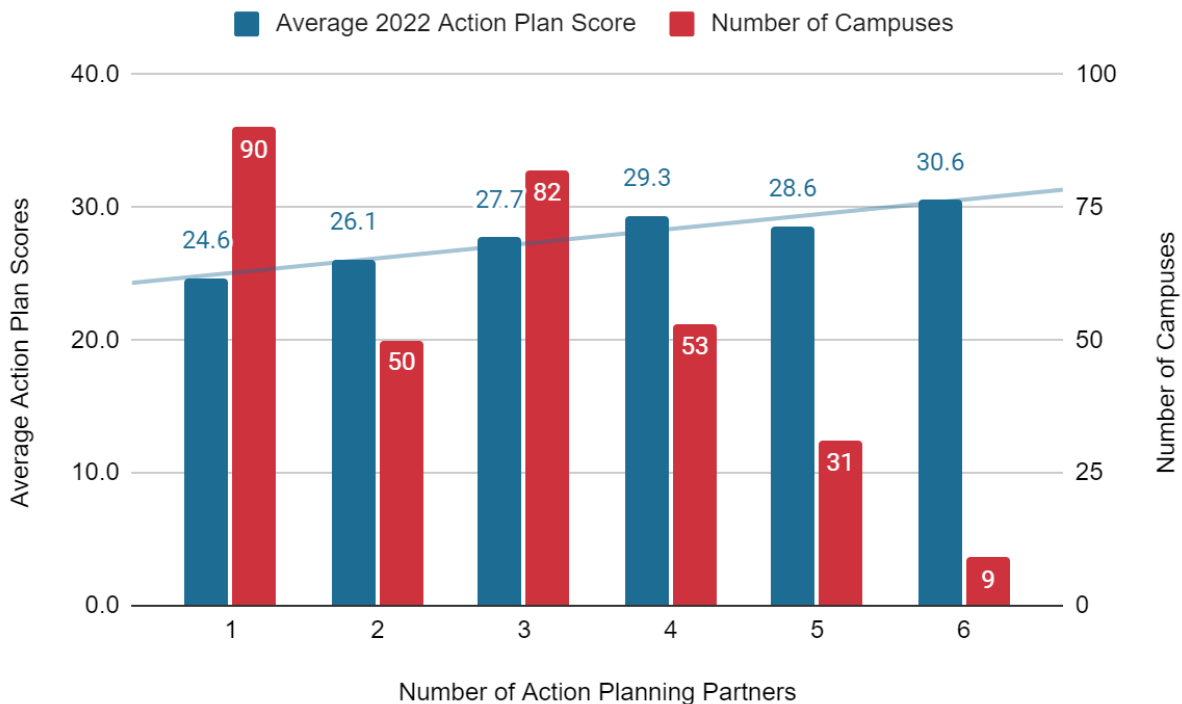
Action Plan Scores and Action Planning Partners

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

Chart H: 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.

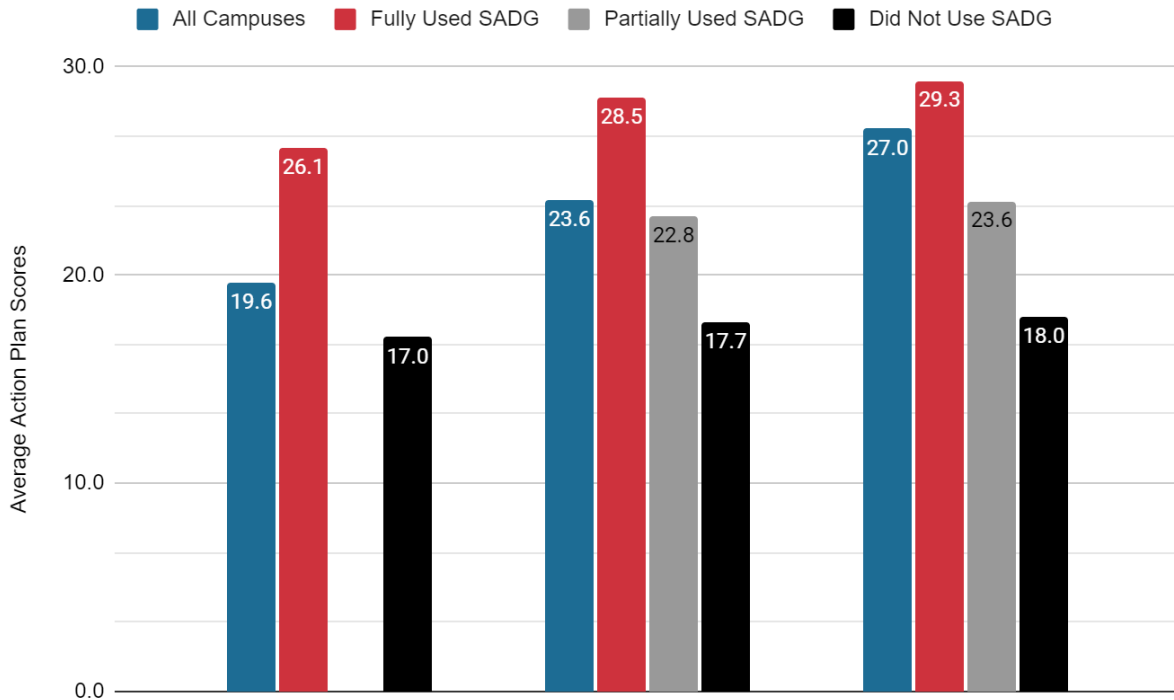
Action Plan SADG Usage

In 2018, ALL IN and seven partner programs developed the first version of the *Strengthening American Democracy Guide (SADG)* 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 edition of the *SADG* and its corresponding *Rubric* were released in 2021.

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 an improvement on the original Google Form. Through ALL IN's first two action plan submission opportunities, ALL IN has identified eleven campuses (3%) that used the Votes & Ballots Action Planning Form to submit an action plan. We do expect that more campuses will develop action plans through the Votes & Ballots Action Planning Form for the 3rd and final action plan submission opportunity by November 8.

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

Chart I: Action Plan Scores Based on SADG Usage



Note:

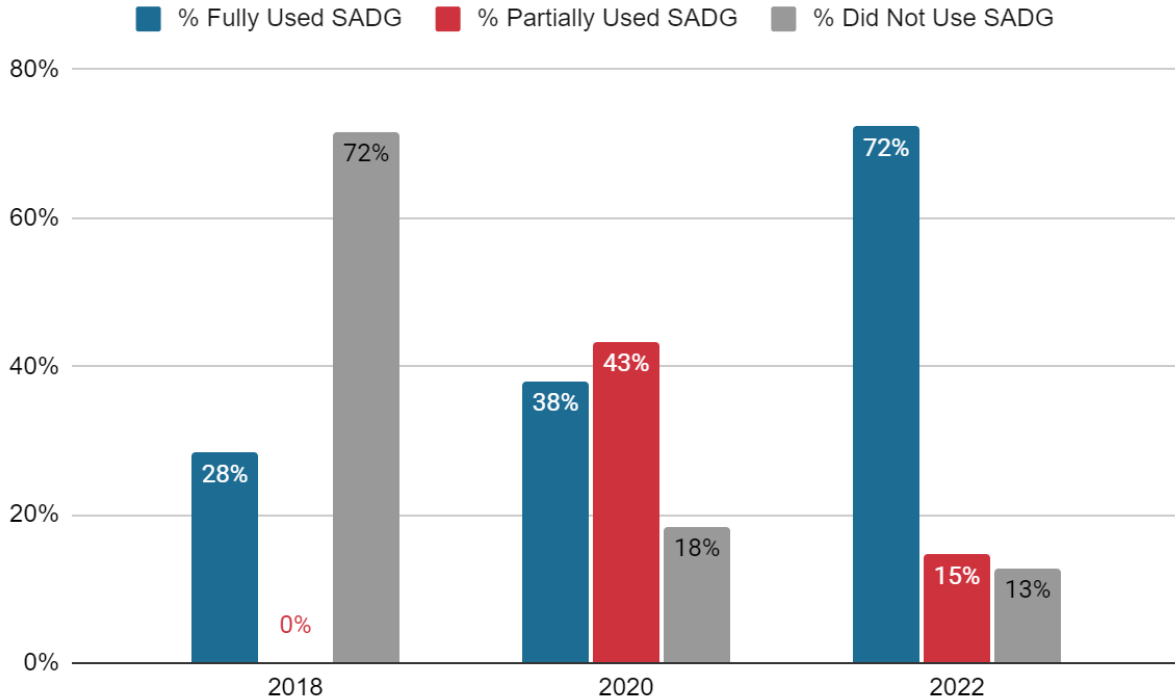
- Fully Used SADG: Information from all nine sections of the SADG is found in the action plan.
- Partially Used SADG: Information from most of the nine sections of the SADG are present in the action plan, but not all. Note: We did not track this category in 2018.
- Did Not Use SADG: Based on the information 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.
- In 2022, only 11 campuses used the Votes & Ballots action planning form for the 2nd submission opportunity. All 11 were considered to have fully used the SADG.

The chart below shows the percentage of campuses using the *Strengthening American Democracy Guide* during each cycle.

Chart J: SADG Usage for All Action Plans Submitted During a Cycle



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 has increased each cycle and increased by 2.5 times from 2018 to 2022.
- The percentage of campuses not using the SADG has significantly decreased each cycle and has decreased by 5.5 times from 2018 to 2022.
- In 2022, 87% of campuses fully or partially used the SADG.

Leadership Succession

Institutionalizing nonpartisan democratic engagement and building on past work and successes requires a leadership succession plan to ensure this work continues if key campus voting coalition leaders change roles or leave the institution. During the 2022 2nd submission opportunity review process, ALL IN asked reviewers to assess if a campus describes a full, partial, or no leadership succession plan. This data provides important information on the trend of more campuses mentioning a leadership succession plan in their action plans.

Leadership Succession	Number of Campuses
Yes	29
Partially	93
No	197
Total Action Plan Submissions	319

A majority of campuses did not mention any level of leadership succession, including referencing that a key campus voting coalition leader has this work mentioned in their job description.

Increasing the number of campuses that develop and include leadership succession plans in their action plans will be a high priority in future action planning trainings and information.

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 Action Planning 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.
- [Action Plan Workshop Series](#) created by the Students Learn Students Vote Coalitions’ National Program Coordination Subcommittee which is co-led by a representative from ALL IN. From August through October 2022, there will be an Action Planning 101, 201, and 301 session each month for a total of nine training sessions.

Acknowledgements

ALL IN would like to thank the 51 individuals from 17 campuses and 6 nonprofit partners, including staff from the Voter Friendly Campus initiative, who reviewed action plans with the ALL IN staff.

- Binghamton University
- Campus Vote Project
- Cardinal Stritch University
- Case Western Reserve University
- Cedar Crest College
- Civic Influencers
- Clemson University
- Columbus State Community College
- Fayetteville State University
- Gustavus Adolphus College
- James Madison University
- NASPA
- National Technical Institute for the Deaf/RIT
- Salem State University
- Sam Houston State University
- Scholars Strategy Network
- SLSV Coalition
- Student PIRGs New Voters Project
- Texas A&M University at Galveston

- The Andrew Goodman Foundation
- University of Houston-Clear Lake
- University of St. Thomas
- Weber State University
- Western Carolina University

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

