



ALL IN CAMPUS DEMOCRACY CHALLENGE

2022 ANNUAL REPORT

ALL IN ★ Campus Democracy Challenge

The ALL IN Campus Democracy Challenge (ALL IN) is a national, nonpartisan initiative of Civic Nation launched in 2016 that supports and recognizes nearly 1,000 colleges and universities across the nation working to improve nonpartisan democratic engagement - defined as civic learning, political engagement, and voter participation.



A MESSAGE FROM OUR EXECUTIVE DIRECTOR



In 2022, we had a lot to celebrate and be grateful for at ALL IN! Congratulations to our campuses, partners, and students for helping to achieve the second-highest youth voter turnout in the past 30 years in the midterm elections.

In the six years since ALL IN was founded, we've grown from two staff members to a team of five full-time staff and seven faculty/staff fellows who support cohorts of campuses within our Communities of Practice. We launched ALL IN with just a handful of campuses in 2016, and now we support nearly 1,000 colleges and universities across all 50 states and DC, representing 9.8 million students.

This report illustrates the impact of our collective efforts toward a stronger, more inclusive democracy. We're excited to share what we accomplished together in 2022 and look forward to a bright 2023!

Sincerely,

A handwritten signature in black ink that reads "Jen". The signature is fluid and cursive, written in a professional yet personal style.

Jen Domagal-Goldman, Ph.D.
Executive Director, ALL IN Challenge





GROWTH





963

colleges & universities

+114

more campuses in 2022



50

states & Washington, D.C



9.8

million students

+535,576

more students served in 2022

We hope you'll check out our [**new video**](#) about participating in ALL IN!

GROWTH IN CAMPUSES SERVED

NUMBER OF ALL IN CAMPUSES

222

COMMUNITY COLLEGES

+39

263

MINORITY-SERVING
INSTITUTIONS

+31

170

HSIs
HISPANIC-SERVING
INSTITUTIONS

+12

45

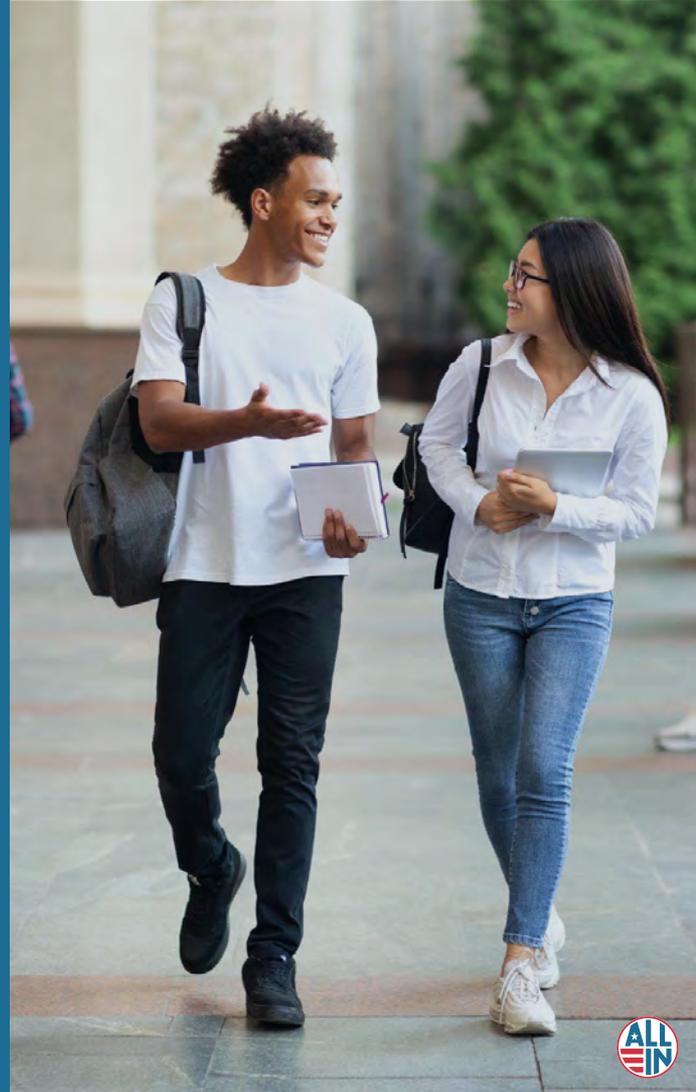
HBCUs
HISTORICALLY BLACK
COLLEGES & UNIVERSITIES

+10

60

AANAPISIs
ASIAN AMERICAN &
NATIVE AMERICAN PACIFIC
ISLANDER-SERVING
INSTITUTIONS

+5





NEW & EXPANDING INITIATIVES





STATE & CITY VOTING CHALLENGES

ALL IN organized and supported state campus voting summits and **22** [state and city campus voting challenges](#). In 2022, we launched the [Georgia Campus Voting Challenge](#) with the New Georgia Project and the [Tennessee Campus Voting Challenge](#) with the Tennessee Campus Democracy Network. Eight of the state challenges are in partnership with the respective secretary of state's office.

[Learn More](#)



RECOGNITION PROGRAMS

ALL IN expanded programs to recognize campuses and students through the development of three new and distinct recognition programs: [Highly Established Action Plans](#), [Student Voting Honor Roll](#), and our [Most Engaged Campuses for College Student Voting](#). Together these programs recognized **82** individual students and **406** campuses.

[Learn More](#)



COMMUNITIES OF PRACTICE

ALL IN prioritized support for Minority Serving Institutions (MSIs) — especially Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs) — and Community Colleges through tailored resources, coaching, and other programming. We launched communities of practice for community colleges and HSIs to regularly convene and support cohorts of these campuses in keeping with our existing HBCU community of practice.

[Learn More](#)



PRESIDENTS' COMMITMENT

We grew the [Presidents' Commitment to Full Student Voter Participation](#) by **249** signatories for **583** commitments overall. These senior leaders uplifted the importance of nonpartisan engagement in all elections. To preview a few public statements by senior leaders, check out [ALL IN's compendium of examples](#).

[Learn More](#)



ATHLETIC CONFERENCE VOTING CHALLENGES

ALL IN actively supports **14** athletic conference voting challenges. In 2022, ALL IN onboarded **two** new athletic voting challenges with the [Metro Atlantic Athletic Conference \(MAAC\)](#) and [Mid-America Conference \(MAC\)](#). The Women's Basketball Coaches Association joined ALL IN and the National Association of Basketball Coaches with the [Coaches' Voter Engagement Pledge](#) program.

[Learn More](#)



CAMPUS ACTION PLANNING

ALL IN and its partners coached campuses on developing and implementing data-informed democratic engagement action plans ahead of the 2022 election. Plans were reviewed and campuses were provided confidential scores and detailed feedback. A record **535** campuses submitted plans, and plans had higher average scores.

[Learn More](#)



NONPARTISAN STUDENT VOTING GROUPS

In 2022, ALL IN released the second edition of the [Nonpartisan Student Voting Group Report & Toolkit](#) to support campuses and students to start, grow, and sustain nonpartisan student voting groups.

[Learn More](#)

ALL IN TO VOTE

ALL IN TO VOTE

[ALL IN to Vote](#) is a free, one-stop shop for campuses and students to navigate the voting process. In 2022, ALL IN established custom voter registration portals for **47** participating institutions.

[Learn More](#)





OUR IMPACT



Campuses engaged in ALL IN had average 2020 voter turnout rates that were **3.7 percentage points higher** than other campuses.

ALL IN will have data from the 2022 election once the National Study of Learning, Voting & Engagement (NSLVE) reports are released in late 2023.



WHAT DOES THE DATA SHOW ABOUT ALL IN'S IMPACT?



963 participating campuses in ALL IN across all **50** states and Washington, DC, serving more than **9.8 million** students; including **210** Community Colleges, and **222** Minority-Serving Institutions, including **45** Historically Black Colleges & Universities and **170** Hispanic-Serving Institutions.



27% of youth (ages 18-29) cast a ballot in 2022, making this the midterm election with the second-highest youth voter turnout in almost three decades.*

*CIRCLE



Campuses whose President, Provost, or Chancellor signed ALL IN's Presidents' Commitment to Full Voter Participation had an average 2020 voter turnout rate **5.7** percentage points higher than other campuses.

- Total Campuses with a Current Presidents' Commitment Signatory = **583**

WHAT DOES THE DATA SHOW ABOUT ALL IN'S IMPACT?



ALL IN HBCUs, Hispanic-serving institutions, and community colleges had higher average 2020 voter turnout rates compared to their peers.



Campuses participating in state campus voting challenges and athletic conference voting challenges had higher average 2020 voter turnout rates.



Campuses that have been participating in ALL IN longer and submitting action plans had higher 2020 voter turnout rates.



2023 PRIORITIES



Based on these data, our team will:

1

Focus recruitment
on Minority Serving
Institutions and
community colleges.

2

Increase breadth & depth
of Communities of Practice
for HBCUs, HSIs, and
community colleges.

3

Offer campus grants
to support institutional
infrastructure and
capacity for nonpartisan
democratic engagement.

4

Provide campuses
with free nonpartisan
voting portals as well
as peer-to-peer
texting tools.



Based on these data, our team will:

5

Celebrate the democratic engagement efforts of participating campuses through ALL IN Awards and recognition at our biennial Awards Celebration.

6

Leverage State Campus Voting Challenges to grow campus participation.

7

Expand Athletic Conference Voting Challenges to include more community colleges and MSIs.

8

Grow ALL IN's Presidents' Council and Commitment.





WHAT PEOPLE ARE SAYING

“ ALL IN provides a framework that helps our institutions articulate, embrace, and embed a strong commitment to civic engagement in all that we do.

JONATHAN ALGER
President, James Madison University



“ I believe that being an ALL IN campus has given us credibility as a civically engaged institution, supporting our mission to be a student-centered college that creates learning experiences and growth opportunities designed for our diverse communities.

KATHERINE HAAR
Service-Learning and Civic Engagement Program Supervisor, Chandler-Gilbert Community College



“ The ALL IN Democracy Challenge has tapped into the essence of what drives most student-athletes, competition, all while raising awareness and support to help increase student voter engagement.

SCOTT HAYS
Chief of Staff/General Counsel, Conference USA



“ The Michigan Department of State has partnered with the ALL IN Campus Democracy Challenge since 2019 on the nonpartisan Michigan Collegiate Voting Challenge, which provides support and recognition to Michigan colleges and universities to increase student voter engagement.

JOCELYN BENSON
Secretary of State of Michigan



“ Partnering with the ALL IN Campus Democracy Challenge on the nonpartisan Pennsylvania Campus Voting Challenge has been instrumental in increasing engagement with and support of colleges and universities across the Commonwealth.

LEIGH CHAPMAN
Secretary of The Commonwealth of Pennsylvania



“ Receiving recognition from ALL IN has helped us catch the eye of campus leaders. We hope to continue to work hard to gain more recognition and bring said leaders into the fold of campus-wide voter engagement.

GERRY MEDINA
Leadership and Service Programs Coordinator, University of California, Riverside



FULCRUM Leveraging Our Differences

Home » Student Voters

The student vote provides an important roadmap for democracy and higher education

By Clarissa Unger By Marny Rin

October 05, 2022

State of the Student Vote

Action planning is associated with higher 2020 voter turnout rates

Our analysis of the actions taken at more than 800 colleges and universities before the 2020 election shows institutions with democratic engagement action plans had higher student voting rates. Why?

Ryan Drysdale
Feb 18, 2019

Forbes

LEADERSHIP

Growing Athletes And Voters



Jennifer M. Demagali-Goldman
Civic Nation BRANDVOICE | Paid Program

Lisa Solomon
Civic Nation BRANDVOICE | Paid Program

Daily Camera

OPINION COMMENTARY

Guest opinion: Philip P. DiStefano: Let's go 'all in' on democracy

November 2, 2022 at 6:00 a.m. By Philip P. DiStefano

Pew

Statewide

College Students Push to Ease Voting Access After Midterm Barriers

STAYING ACTIVE | November 16, 2022

Promoting Voting & Democratic Engagement

August 24, 2022



Voting & Democratic Engagement on Campus



THE KRESGE FOUNDATION

NEWS

Efforts to boost civic engagement by college students receives \$1 million from Kresge

March 30, 2022 Arts & Culture, Detroit, Education

Forbes

Communities Of Practice As A Pathway To Increasing Campus Civic Engagement



Stephanie King
Civic Nation BRANDVOICE | Paid Program

Jennifer M. Demagali-Goldman
Civic Nation BRANDVOICE | Paid Program

Forbes

LEADERSHIP

We're Loud. We're Proud. And We're Changing The Outcome Of Elections.



Raja Maguire
Civic Nation BRANDVOICE | Paid Program

LinkedIn

Recapturing an Indivisible America



Marty Meehan
President of the University of Massachusetts
Published Jan 13, 2022

Forbes

LEADERSHIP

A Student Voting Take On College Athletic Conference Realignment



Ryan Drysdale
Civic Nation BRANDVOICE | Paid Program

FULCRUM Leveraging Our Differences

Home » Young Voters

College campuses can be the staging ground for a democratic revitalization

By Clarissa Unger

August 09, 2022





From the ALL IN Team
Thank You

For more information and to donate visit:
www.allinchallenge.org

DONATE

