ALL IN Campus Democracy Challenge



NONPARTISAN CAMPUS DEMOCRATIC ENGAGEMENT ACTION PLAN REPORT



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INTRODUCTION

Since its founding in 2016, the <u>ALL IN Campus Democracy Challenge</u> (ALL IN) has supported campuses to develop and implement nonpartisan democratic engagement action plans (see action plan resource <u>hub</u>). This 2022 ALL IN Action Plan Report highlights the nonpartisan 2022 campus democratic engagement action planning process and shares key findings and data from campuses participating in ALL IN that submitted action plans in 2022.

Whether you're a student leader, faculty or staff member, president or chancellor, nonprofit partner, election official, or funder, this report highlights the importance and impact of nonpartisan action planning to increase nonpartisan student voter registration and education to reach 100% student voter participation.

In 2022, more campuses submitted action plans to ALL IN than any past election and the average action plan score continues to increase. This shows that more campuses are intentionally working to increase and institutionalize nonpartisan democratic engagement and that they are growing and strengthening their efforts from past elections.

This report highlights historic action plan submissions and scores as well as provides insights for how campuses, with the support of nonprofit partners, can learn from past action planning cycles to strengthen their 2024 campus action plans to be continuous each year and build more strategic capacity on campus.

The creation of this report is only possible based on the 92 individuals from campuses and nonprofit partner organizations as well as ALL IN and Civic Nation staff who reviewed 2022 action plans. Their action plan reviews not only allow ALL IN to assess the impacts of the action planning process and suggest key actions for future action planning cycles, but it also provides campuses with valuable feedback to incorporate into their action plans to make their plans and campus nonpartisan democratic engagement work stronger. A full list of action plan reviewers can be found at the end of this report.

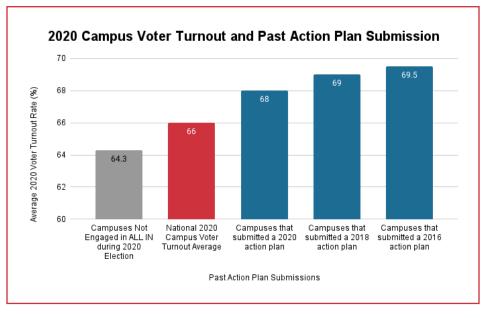
A special thank you to the Campus Vote Project and NASPA staff who support the Voter Friendly Campus initiative and their collaborative efforts to coordinate action plan review and feedback for campuses participating in both programs.



WHY SHOULD CAMPUSES DEDICATE TIME TO DEVELOPING A NONPARTISAN ACTION PLAN?

Action planning serves as an important process for campuses to increase and institutionalize nonpartisan democratic engagement.

- Campuses that develop and submit action plans to ALL IN had higher campus voter turnout rates in 2020, the last election that college student voter turnout is available.
 - Campuses that submitted a 2020 action plan to ALL IN had 2020 voter turnout rates that were 3.7 percentage points higher than campuses not engaged in ALL IN.
 - Action planning also has benefits beyond the upcoming election. Campuses that developed and submitted a 2016 action plan to ALL IN had 2020 campus voter turnout rates that were 5.2 percentage points higher than the average 2020 campus turnout rate for campuses not engaged in ALL IN.
- Action plans allow for campus democratic engagement work to grow and build on itself year after year.
- When campuses experience staff and student turnover, action plans are key documents to help new staff and members of the campus voting coalition to get up to speed to understand and build on previous efforts.
- Action plans can centralize the planning and implementation of nonpartisan voter engagement work on campus, break down silos and build robust campus voting coalitions working in a more coordinated manner.
- Action planning is one way for a campus to map out its own strategic capacity in regards to institutionalizing nonpartisan democratic engagement year-round. Action planning represents the ability of an institution to think about how to manage its resources and capabilities in pursuit of thriving civic campus culture.



Caption: In the 2020 election, campuses that had developed action plans had higher campus voter turnout rates. Campus voter turnout data is submitted to ALL IN and comes from campus voting reports from the National Study of Learning, Voting, and Engagement (<u>NSLVE</u>) which is a signature initiative of the Institute for Democracy & Higher Education at Tufts University.



SUGGESTIONS FOR 2024 ACTION PLANNING

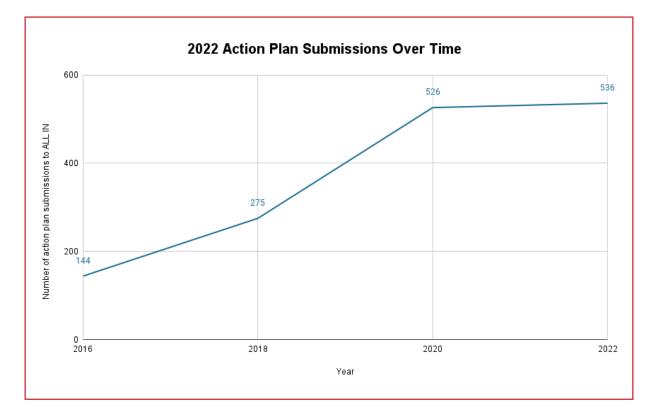
Based on the analysis of past action planning data, ALL IN offers the following suggestions to campuses and nonprofit partners who support campus action plan development to create strong 2024 campus democratic engagement action plans.

- Submit a draft or final action plan by the December 15, 2023 submission opportunity.
 - Campuses that received feedback and resubmitted their action plans saw their 2022 action plan score increase by 4.4 points out of 36 points on average based on the *Strengthening American Democracy Rubric*.
 - Submitting action plans earlier allows more time to implement voter engagement plans ahead of local, primary, and general elections.
- Use the Strengthening American Democracy Guide (<u>SADG</u>) to develop an action plan.
 - Campuses that used the *SADG* had higher average action plan scores across 2018, 2020, and 2022.
 - For 2022 action plans, the average action plan score for campuses that used the *SADG* was nearly 12 points higher, out of 36 possible, than campuses that didn't use the *SADG*.
- Work with more action planning partners.
 - Campuses that worked with more nonprofit partners that supported action planning had higher 2022 action planning scores.
 - Partners can provide additional action plan development and implementation support. National action planning (and voter engagement) partners include the <u>Andrew Goodman Foundation</u>, <u>Ask Every Student</u>, <u>Campus Vote Project</u> and their <u>Voter Friendly Campus</u> initiative managed in partnership with NASPA, and <u>Student PIRGs</u>.
- Engage more deeply with ALL IN's resources and support.
 - ALL IN has multiple ways to support campus' nonpartisan democratic engagement through <u>ALLINtoVote.org</u> campus voter registration portals, the <u>Presidents' Commitment to Full Student Voter Participation</u>, sharing NSLVE reports with ALL IN, starting or growing a <u>Nonpartisan Student Voting Group</u>, sharing the <u>Coaches' Pledge</u>, nominating students to the <u>ALL IN Student Voting</u> <u>Honor Roll</u>, earning <u>recognition</u> and more.
 - Campuses that were more highly engaged with ALL IN had higher 2022 action plan scores.
- Include a campus voting coalition leadership succession plan.
 - Ensure that campus staff have voter engagement responsibilities in their job descriptions. Develop and include a formal process to add new members, especially those who are systematically underrepresented, to the campus voting coalition which should include naming and training successors.



2022 ACTION PLAN SUBMISSIONS

Since inaugural action plans were submitted to ALL IN in 2016, ALL IN has seen more campuses submit action plans each year across campus types including community colleges and Minority Serving Institutions (MSIs). Each election cycle, ALL IN has three action plan submission opportunities to allow campuses to receive action plan feedback and resubmit their action plan, which historically has resulted in a stronger final action plan submission.



Caption: More campuses have submitted action plans each election cycle since 2016. Nearly twice as many campuses submitted an action plan for the 2022 midterm election than the 2018 midterm election.

76% of campuses that joined ALL IN by May 31, 2022 or earlier have submitted at least one action plan since 2016.

77% of campuses that submitted a 2016 action plan submitted a 2022 action plan.

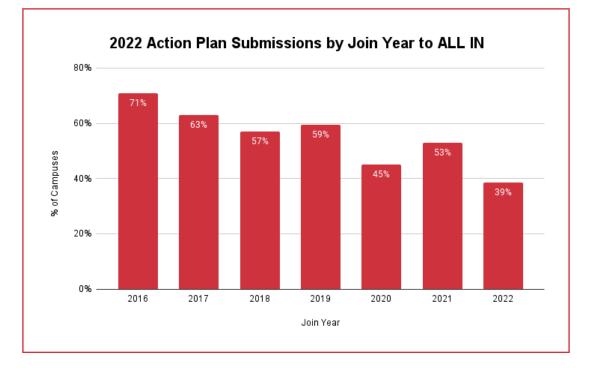
115 campuses submitted a first-ever action plan in 2022.



ACTION PLAN Submissions over time

Creating a campus voting coalition and developing an action plan takes time. On average, a campus participates in ALL IN for nearly a full year before submitting their first action plan regardless of campus type, however community colleges and Historically Black Colleges and Universities (HBCUs) have submitted their first-ever action plan to ALL IN slightly sooner.

ALL IN and partner organizations can work to reduce the time it takes a campus to submit its first-ever action plan by creating and connecting campus contacts to action planning resources, tools, and support.



Caption: The longer a campus has been participating in ALL IN, the more likely the campus submitted a 2022 action plan.



ACTION PLAN SUBMISSION DATES

During the 2022 action planning process, campuses submitted their first action plan to ALL IN nearly a month later on average than in 2020 and 2018. Submitting an action plan sooner allows campuses to receive action plan feedback to incorporate into their action plans as well as more time to implement their action plans.

YEAR	AVERAGE ACTION PLAN SUBMISSION DATE
2018	June 6, 2018
2020	May 31, 2020
2022	June 29, 2022

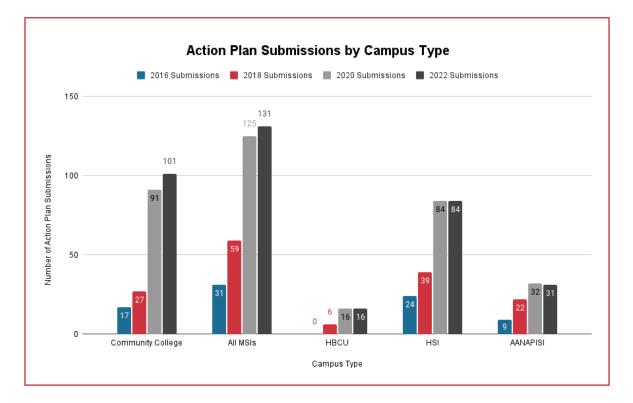
217 campuses (**40%** of all 2022 submissions) submitted their first 2022 action plan between June and November 2022 for ALL IN's third and final submission opportunity.

Only **18%** of all campuses that submitted a 2022 action plan resubmitted their action plan after receiving feedback compared to **21%** of campuses that resubmitted 2020 action plans.

On average, campuses that resubmitted their action plan saw their 2022 score **increase by 4.4 points** out of 36 possible points.

ACTION PLAN Submissions by campus type

In 2022, ten more campuses submitted action plans to ALL IN than for the 2020 election. Campuses participating in ALL IN maintained and grew certain levels of campus nonpartisan democratic engagement for a midterm election. This holds true for community colleges and Minority Serving Institutions (e.g., HBCUs, Hispanic-Serving Institutions (HSIs), Asian American Native American Pacific Islander-Serving Institution (AANAPISI)) participating in ALL IN.



Caption: Action plan submissions to ALL IN was slightly higher in 2022 than in 2020. Importantly, the number of campuses submitting 2022 action plans compared to 2018 more than doubled for multiple campus types.

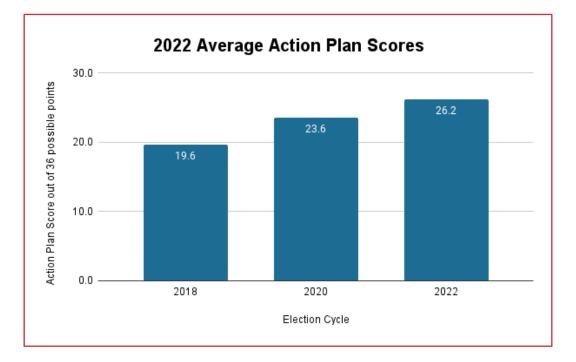


2022 ACTION PLAN SCORES

Since 2018, ALL IN has confidentially scored action plans based on the *Strengthening American Democracy Rubric (<u>Rubric</u>)*. Starting in 2020, ALL IN began sharing these campus action plan scores and feedback from ALL IN staff and trained external reviewers with campuses. Based on the *SADG Rubric*, a campus can earn a maximum score of 36 points based on nine plan sections that can each earn up to four points. In 2022, ALL IN started recognizing campuses with an action plan score of 31.5 points or higher with the <u>Highly Established Action Plan Seal</u>.

KEY 2022 ACTION PLAN SCORE FINDINGS:

- Campuses that have participated in ALL IN for more election cycles had higher 2022 action plan scores.
- Campuses working with more action planning partners had higher 2022 action plan scores.
- Campuses that submitted an action plan, received feedback from ALL IN, and resubmitted their action plan saw their score increase by **4.4** points on average.



Caption: Action plan scores have increased every cycle as more campuses use action planning resources, incorporate action plan feedback, and build on previous action plans.



ACTION PLAN Scores over time

Campus action plan scores increase over time and with each election cycle that a campus submits an action plan. Over time, campuses strengthen their action plans by building on previous work, being more detailed and explicit, growing and diversifying their campus voting coalition, expanding and institutionalizing their strategies and tactics, and using their campus NSLVE data to make more detailed short- and long-term goals.

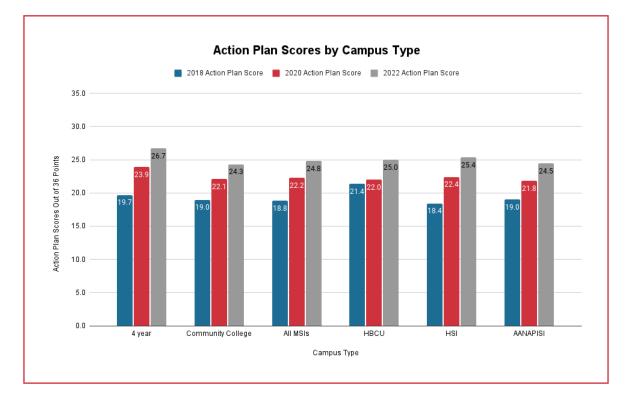


Caption: The more times a campus has developed and submitted an action plan to ALL IN since 2016, the higher their 2022 action plan score was on average.



ACTION PLAN Scores by campus type

Since the 2018 election, action plan scores have increased each cycle for all campus types, and action plan scores at 4-year institutions are slightly higher than other campus types.

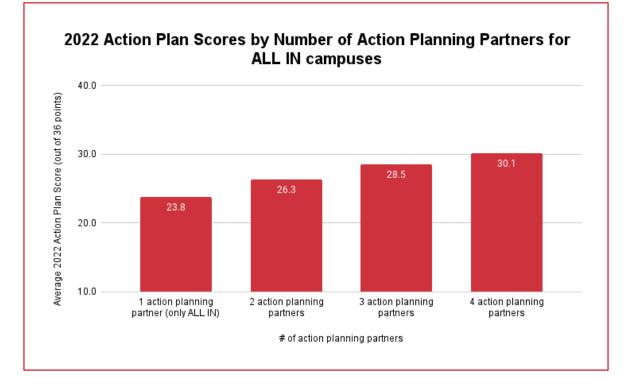


Caption: In 2020, ALL IN initiated the HBCU Community of Practice and in 2022 additional communities of practice were started for Hispanic-Serving Institutions (HSIs) and community colleges. In 2025, ALL IN will compare the 2024 action plan scores of campuses participating in these communities of practices against their peer campuses and other campuses.



ACTION PLAN SCORES AND NONPROFIT PARTNERS

Campuses that have capacity to more deeply engage with ALL IN and work with additional nonprofit action planning partners had higher 2022 action plan scores on average. These campuses likely have more capacity, and possibly resources, to dedicate considerable staff time to collaborating with multiple nonprofit programs.



Caption: Campuses that worked with more nonprofit partners that support action planning had higher 2022 action plan scores based on campus participation in the Andrew Goodman Foundation, *Ask Every Student* initiative, Campus Vote Project and the Voter Friendly Campus initiative with NASPA, and Student PIRGs.

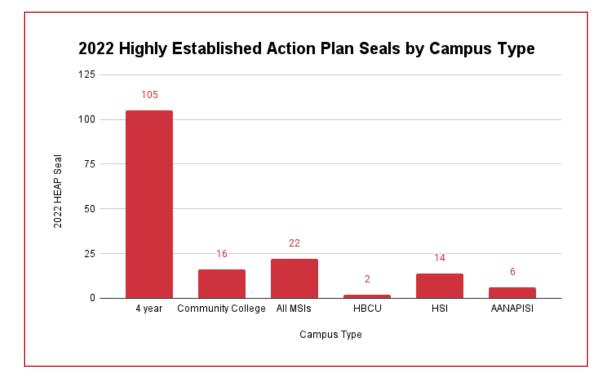


HIGHLY ESTABLISHED ACTION PLANS

Starting in 2022, ALL IN issues <u>Highly Established Action Plan Seals</u> to campuses with an action plan score of 31.5 points or higher out of 36 possible points based on the *Strengthening American Democracy <u>Rubric</u>*.



121 ALL IN campuses (23% of all campuses submitting a 2022 action plan) earned the inaugural Highly Established Action Plan Seal in 2022.



Caption: Campuses that earned the 2022 Highly Established Action Plan Seal were more likely to have joined before the 2020 election, submitted past action plans, and been more highly engaged with other aspects of ALL IN resources and support.



SUGGESTIONS TO EARN THE HIGHLY ESTABLISHED ACTION PLAN SEAL IN 2024

- Use the *Strengthening American Democracy <u>Guide</u> and <u>Rubric</u> to develop your action plan.*
 - Campuses that use the *Guide* had 2022 action plan scores that were 11.9 points higher than campuses that didn't use the *Guide* and **7.1** points higher than campuses that only partially used the *Guide*.
- Plan to submit a 2024 action plan to ALL IN twice and submit a draft or final action plan by December 15, 2023.
 - ALL IN and trained reviewers review action plans and provide confidential scores and feedback. Submitting an action plan by the 1st Submission Opportunity of December 15, 2023 or the Second Submission Opportunity of May 31, 2024 provides campuses with more time to incorporate feedback.
 - Campuses that resubmitted an action plan after receiving feedback, meaning they submitted an action plan twice during that election cycle, saw their action plan score increase by **4.4** points on average.
- Work with additional action planning partner organizations.
 - Nonprofit organizations like the Andrew Goodman Foundation, *Ask Every Student*, Campus Vote Project and the Voter Friendly Campus initiative, and Student PIRGs can provide additional support to develop and implement an action plan.

Campuses can be eligible for additional recognition in 2024 by submitting an action plan to ALL IN by May 31, 2024, which is one of the criteria for both recognition programs below:

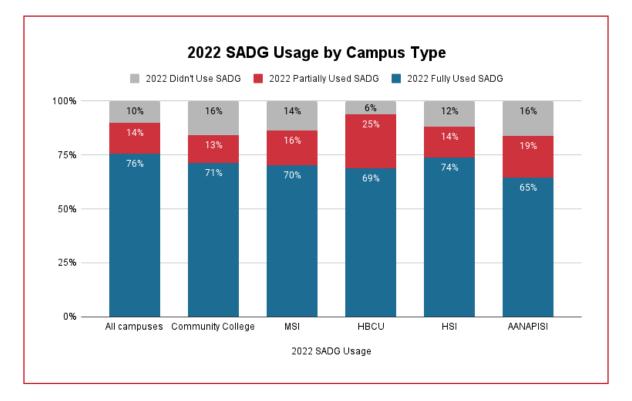
- 2024 Washington Monthly's America's Best Colleges for Student Voting
 - Recognized in early fall 2024.
- 2024 Most Engaged Campuses for College Student Voting
 - Recognized in November 2024 after the election.



STRENGTHENING AMERICAN DEMOCRACY GUIDE USAGE

In 2018, ALL IN and seven nonprofit partners developed the first version of the *Strengthening American Democracy Guide* (<u>SADG</u>) to provide campuses with a resource to develop their action plans. The fourth version of the *Guide* will be released in Fall 2023. ALL IN staff and trained reviewers use the accompanying <u>*Rubric*</u> to confidentially score campus action plans out of 36 possible points.

90% of campuses fully or partially used the *Strengthening American Democracy Guide* to develop their 2022 action plan compared to only 81% of campuses in 2020.



Caption: Across institution type, a significant majority of campuses fully or partially used the *Strengthening American Democracy Guide* to develop their 2022 action plans.

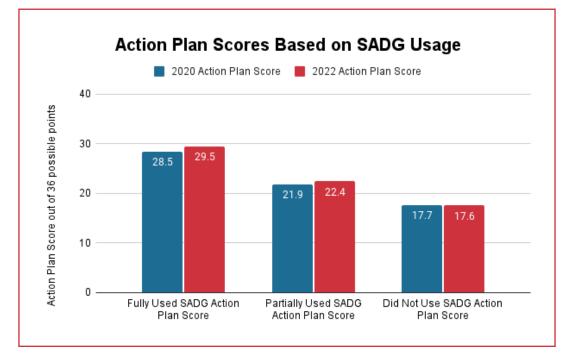


SADG USAGE AND ACTION PLAN SCORES

Campuses that used the *Strengthening American Democracy Guide* to develop their action plan had higher action plans scores in both 2020 and 2022.

11.9 points - average action plan score difference based on whether a campus fully used the *SADG* or didn't use the *SADG* to develop their 2022 action plan.

7.1 points - average 2022 action plan score difference based on if a campus fully or only partially used the *SADC* to develop their action plan.



Caption: Campuses that fully or partially used the *SADG* had higher scores than campuses that didn't use the *SADG*.

Campuses are more likely to increase engagement with the *SADG* between election cycles rather than during election cycles. For example, only **7%** of campuses that didn't use the *SADG* in their first 2022 action plan submission later resubmitted a 2022 action plan that partially or fully used the *SADG*. By comparison, **46%** of campuses that partially or didn't use the *SADG* in 2020 increased their usage of the *SADG* in 2022 to either partially or fully.



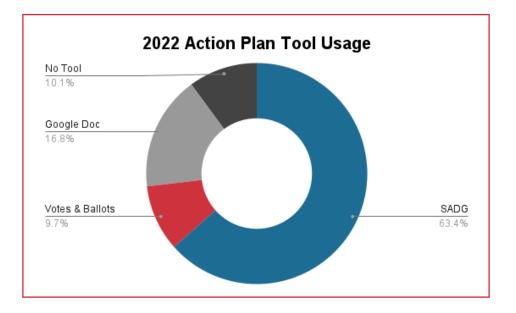
ADDITIONAL ACTION PLANNING TOOLS

In addition to the *SADG*, there are two tools available based on the *SADG* to support campuses to develop action plans.

Votes & Ballots: Democracy Works has led the creation of two action planning resources to support action plan development. The first is an online fillable form that prompts certain written and selected answers and produces a Microsoft Word document that campuses can turn into an action plan. The second is an activity that can be done in-person, in class, or virtually with self-guided facilitation materials to help a campus voting coalition to develop an action plan based on the *SADG*.

ALL IN Google Doc: A campus-specific Google Doc created by ALL IN that is pre-populated with campus information and data. ALL IN shared the Google Doc with campuses in late 2022 that had not yet submitted an action plan to provide campuses with an action plan structure to include more information to develop an action plan.

While action plans developed with the Votes & Ballots and the ALL IN Google Doc tools were stronger than campuses that didn't use the *SADG*, these action plans did not score as highly as campuses that fully used the *SADG* to develop their action plans.



SADG - Fully or partially used the Strengthening American Democracy Guide
Votes & Ballots - Used Democracy Work's Votes & Ballots action planning form.
Google Doc - Used a campus-specific pre-populated Google Doc template created by ALL IN.
No Tool - Campuses did not use any of the tools above.

Campuses that joined ALL IN in 2022 and were developing their very first campus action plans were more likely to use the Votes & Ballots action planning form or the Google Doc template created by ALL IN.



CAMPUS VOTING COALITION 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 action plan review process, ALL IN asked action plan reviewers to assess if a campus describes a full, partial, or no leadership succession plan, defining a succession plan as a plan in place as to who will be responsible for nonpartisan voter engagement work or lead the campus coalition if the current person were to leave the institution. Starting in 2022, ALL IN began tracking primary contact changes at participating institutions. Primary contacts are campus faculty or staff members who lead the voting coalition, draft action plans and are the person that liaises with the ALL IN team. While ALL IN only has data tracking primary contact changes for 2022 and not 2021 or earlier, going forward ALL IN will be able to more deeply assess how primary contact changes, which can be a proxy for leadership succession, impact campus engagement in ALL IN.

- **165** ALL IN campuses that joined before 2022 changed their primary contact to ALL IN in 2022.
- 133 of these campuses (91%) still submitted a 2022 action plan which shows a vast majority of campuses with a primary contact change remained engaged with ALL IN and submitted an action plan.
 - Of the 32 campuses with a 2022 primary contact change that didn't submit a 2022 action plan, only 13 (42%) of those campuses submitted a 2020 action plan.
- **31%** of all campuses that submitted a 2022 action plan had explicit indications of a full or partial leadership succession plan compared to 15% in 2020.
- Only 21% of participating campuses have a secondary contact for ALL IN, which ALL IN began allowing campuses to add starting in 2020. Secondary contacts are not required though highly encouraged.
- An area for future exploration is the lower engaged campuses without a recent primary contact change. A primary contact change could be an indication of a more engaged campus compared to a campus with the same primary contact for multiple years that hasn't submitted action plans or been engaged with other ALL IN programming.

Leading into 2024, ALL IN encourages campuses to work to have at least one individual who has nonpartisan democratic engagement or voter engagement in their job description. Campuses should develop a process, and add it to their action plan, of how the campus voting coalition will replace key leaders as well as recruit new and systematically underrepresented members to the coalition.



2020 TO 2022 ACTION Planning retention

Of the 526 institutions that submitted an action plan to ALL IN in 2020, 76% submitted an action plan in 2022. It is important for ALL IN, nonprofit partners, and funders who support the institutionalization of nonpartisan democratic engagement at colleges and universities to learn from the 24% of institutions that did not submit a 2022 action plan to provide better support and resources to these institutions.

128 campuses that submitted a 2020 action plan did not submit a 2022 action plan.

- Only 13 of these campuses (10%) had a primary contact change to ALL IN in 2022.
- Only 16 of these campuses (13%) don't have a current, active primary contact to ALL IN.
- All 128 campuses have lower overall engagement levels with ALL IN through other program metrics in addition to not submitting a 2022 action plan.
- For 94 campuses (73%), the 2020 action plan was the first action plan the institution submitted to ALL IN.
- The average 2020 action plan score for these 128 campuses was 3.3 points lower (20.3 points) than the 2020 national action plan score average of 23.6 indicating that these action plans were not as highly developed.
- 45 (35%) of the 2020 action plans were created through a Google Form developed by ALL IN which produced simpler action plans in the immediate weeks leading up to the 2020 election.

Learning why these campuses did not submit a 2022 action plan would be valuable information to support campuses to continue to develop, implement, and submit action plans.



LOOKING AHEAD TO 2024 Action planning

For the 2024 action planning cycle, ALL IN's goal is to see more campuses submit a draft or final action plan by the first and second submission opportunities. This would mean more campuses receiving feedback earlier, resubmitting their action plan, and having more time to implement their action plan on campus ahead of primary elections in 2024.

2024 Action Plan Submission Opportunities:

DECEMBER 15, 2023 —	- FIRST SUBMISSION OPPORTUNITY
MAY 31, 2024*	- SECOND SUBMISSION OPPORTUNITY
OCTOBER 1, 2024**	- FINAL SUBMISSION OPPORTUNITY

*In order to be eligible for the 2024 Most Engaged Campuses for College Student Voting, campuses must submit an action plan by May 31, 2024 except for campuses that join ALL IN in 2024 which can submit an action plan by October 1, 2024 and still be eligible for the Most Engaged Campuses recognition.

Note that the final submission opportunity has moved up to **October 1, 2024 from previously being Election Day in past election cycles.

The *Strengthening American Democracy Guide* will be updated and re-released in Fall 2023. This will be the fourth edition.

Additional action planning resources can be found at: <u>https://allinchallenge.org/resources/action-plans/</u>



ACKNOWLEDGEMENTS

ALL IN is deeply grateful for these individuals who reviewed action plans for campuses in 2022. Their action plan reviews provide invaluable feedback to campuses to strengthen their campus action plans to increase and institutionalize nonpartisan democratic engagement. The campus or organization associated with an individual is from the time of action plan review and may have since changed.

Adrian Maldonado	Campus Vote Project
	Former ALL IN intern
Alex Tubridy	Rochester Institute of Technology
	Campus Vote Project
Alison Twang	Binghamton University
Amanda LaRoche	Campus Vote Project
	Campus Vote Project
	Gustavus Adolphus College
Arielle Mizrahi	Campus Vote Project
	Campus Vote Project
Becca Litwin	
	Campus Vote Project
	Campus Vote Project
	Madison College
Bridget Trogden	Clemson University
Britah Odondi	Scholar Strategy Network
Bry Moore	ALL IN
Carmen Liñero-Lopez	SLSV Coalition Former ALL IN intern
_	
	Andrew Goodman Foundation Western Carolina University
	western Carolina University ALL IN
Cat Fish	ALL IN Campus Vote Project
	Campus Vote Project
Ciarra Maione	Campus Vote Project
	Campus vote Project
	Student Pikos
	Campus Vote Project
Ellie Esmond	Bryn Mawr College
Erin Mysogland	Pace University
Gene Corbin	University of Massachusetts Boston
Hannah Shaw	Maryland Institute College of Art
Heather Eaggleston	Rochester Institute of Technology
Hilary Sullivan	Northeastern University
Jake Gellar-Goad	You Can Vote
Jake Ward	Democracy Works
Jeff Price	University of Central Arkansas
Jeffrey Kraus	Wagner College
Jen Domagal-Goldman 🗕	
	Campus Vote Project
Jenna Spinelle	Campus Vote Project
Jill Dunlap	NASPA
Jocelyn Roof	
Jordan Braithwaite	Former ALL IN intern
	Campus Vote Project
Justa Lopez	Campus Vote Project
Karen Kedrowski	Iowa State University

Kassie Phebillo	Campus Vote Project
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	Duke University
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Kristin Hansen	
Kvra Hickey	Binghamton University
	Campus Vote Project
	Weber State University
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Madeleine Wadeson	Former ALL IN intern
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Manuela Hill-Muñoz	University of St. Thomas
Maria Alejandro	ALL IN Fellow & University
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	SLSV Coalition
	Former ALL IN intern
	Cardinal Stritch University
	Former ALL IN intern
	Gustavus Adolphus College
Melissa L. Lyon	Fayetteville State University
Michael Kennedy	University of Massachusetts Lowell
Michaela Holtz	Northern Illinois University
Mike Burns	Campus Vote Project
	University of Houston-Clear Lake
Neuteyshe Felizor	Campus Vote Project
	Campus Vote Project
Noelani Cubillos-Sanche	z ALL IN Fellow & University
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	Campus Vote Project
	Hobart and William Smith Colleges
	Campus Vote Project
Rachel Clay	Campus Vote Project
Raye Maguire	Former ALL IN intern
	Campus Vote Project
	ALL IN Civic Nation
Sage Spalter	Civic Nation Salem State University
Samantha Giffen	Salem State University Civic Nation
	CIVIC Nation Campus Vote Project
	Fellow & George Washington University ALL IN
Stephanie King Steven Koether	ALL IN Sam Houston State University
	Sam Houston State University
	ALL IN Fellow & Clark Atlanta University
	Former ALL IN intern
Zoel Williamson	Former ALL IN Intern
	SESV Codition



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