



ALL IN CAMPUS DEMOCRACY CHALLENGE

# 2023 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 2023 ALL IN grew to nearly 1,000 campuses across the United States in all 50 states plus the District of Columbia with almost 10 million students.

ALL IN campuses believe, like we do, that more young people need to participate in the electoral process. They have all made a commitment to increasing student voting rates, helping students form the habits of active and informed citizenship, and making democratic participation a core value. Together, they are cultivating generations of engaged citizens essential to a healthy democracy.

We look forward to working together with you to improve nonpartisan student voter engagement in 2024. Thank you for joining us, thank you for your support, and thank you for being ALL IN!

Sincerely,

A handwritten signature in cursive script that reads "Jen".

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





# GROWTH





**984**

colleges & universities

**+31**

new campuses in 2023



**50**

states & Washington, D.C



**9,967,328**

million students

**+182,145**

students served in 2023

# GROWTH IN CAMPUSES SERVED

NUMBER OF ALL IN CAMPUSES

233

COMMUNITY COLLEGES

+11

256

MINORITY-SERVING  
INSTITUTIONS

+11

158

HSIs  
HISPANIC-SERVING  
INSTITUTIONS

+6

47

HBCUs  
HISTORICALLY BLACK  
COLLEGES & UNIVERSITIES

+2

75

AANAPISIs  
ASIAN AMERICAN &  
NATIVE AMERICAN PACIFIC  
ISLANDER-SERVING  
INSTITUTIONS

+4





# KEY & EXPANDING INITIATIVES



## STATE VOTING CHALLENGES

ALL IN supported 22 state and city campus voting challenges, including 8 in partnership with the respective Secretary of State offices.

ALL IN is supporting state agencies in California, Maryland, and Minnesota in implementing new state laws that require colleges and universities to develop a nonpartisan democratic engagement action plan.

[Learn More](#)



## RECOGNITION PROGRAMS

ALL IN expanded programs to recognize **175** Students Voting Honor Roll recipients. We also hosted our 4th biennial Awards Celebration where we were joined by **402** people representing **204** campuses and **60** organizations from **41** states.

[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 expanded our communities of practice offering offering tailored support for action planning, local election engagement, and coalition building.

[Learn More](#)



## PRESIDENTS' COMMITMENT

We grew the [Presidents' Commitment to Full Student Voter Participation](#) by **39** signatories for **624** 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 2023, ALL IN connected athletic conference contacts on a regular basis and set the foundation for continued engagement into 2024.

[Learn More](#)



## CAMPUS ACTION PLANNING

ALL IN and its partners coached campuses on developing and implementing data-informed democratic engagement action plans for the 2024 election. Plans are being reviewed and campuses will be provided confidential scores and detailed feedback.

A record, **232** campuses submitted action plans for 2024 by the first submission opportunity in December 2023, a **71%** increase compared to this time for the 2020 election.

[Learn More](#)



## NONPARTISAN STUDENT VOTING GROUPS

In 2023, ALL IN released the 3rd edition of the [Nonpartisan Student Voting Group Report & Toolkit](#) to support campuses and students to start, grow, and sustain nonpartisan student voting groups. ALL IN is now aware of 174 nonpartisan student voting groups and efforts.

[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 2023, ALL IN supported custom voter registration portals for **70** 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 early 2024.



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



**984** participating campuses in ALL IN across all **50** states and Washington, DC, serving more than **9.9 million** students; including **232** Community Colleges, and **256** Minority-Serving Institutions, including **47** Historically Black Colleges & Universities and **158** 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 a higher average 2020 voter turnout rate and were more likely to submit an action plan in 2020, 2022, and so far for 2024.

- Total Campuses with a Current Presidents' Commitment Signatory = **624**



## 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.



# 2024 PRIORITIES



In 2024, ALL IN will:

1

**Focus Support**  
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.



In 2024, ALL IN will:

5

**Celebrate the democratic engagement efforts**  
of participating campuses through ALL IN Awards and recognition programs.

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 serves as an interactive network of civic engagement to connect best practices and energetic practitioners at institutions all across the country. At a time when negativity and polarization dominate the public square, ALL IN reminds us that civic engagement is the solution and demonstrates a non-partisan path forward.

**BRAD MORTENSEN**

*President, Weber State University*



“ Serving as an ALL IN Fellow has been an inspiring and transformative experience. It is not just an opportunity where passion meet purpose, it is also about making positive change and cultivating meaningful connections. Together, we promote the narrative of civic empowerment.

**STANLEY EBEDE**

*Director, Student Services, George Washington University School of Nursing*



“ 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*



“ ALL IN empowers colleges and universities to achieve excellence in nonpartisan democratic engagement."

**TAHESHA WAY**

*New Jersey Lt. Governor and Secretary of State*



“ 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*







OPINION

# President Speaks: How colleges can help turn out the student vote

The president of Muhlenberg College shares strategies the institution used in Pennsylvania to sharply boost voting.



# Celebrating Student Voting Champions On College Campuses



Catherine Fish Brand Contributor  
Civic Nation BRANDVOICE | Paid Program



# STUDENT VOTING AND COLLEGE POLITICAL CAMPAIGN-RELATED ACTIVITIES IN 2023



# Young People Are Fighting Back Against Voter ID Restrictions



Lauren Kunis Brand Contributor  
Civic Nation BRANDVOICE | Paid Program

# FACULTY FOCUS

## Five Things You Should Know About Connecting Democracy and the Curriculum

May 10, 2023



Change Makers

Howard University Men's Basketball Coach Kenny Blakeney Recognized as a 2023 ALL IN Campus Democracy Challenge Award Winner



# Bills limiting student voter access put colleges on the front lines of democracy

By Clarissa Unger By Jennifer D... By Mike Burns

August 08, 2023



Civic Nation

# A Nonpartisan Initiative Empowers College Students to Go ALL IN as Voters and Engaged Citizens



# How Student Organizing Led To Historic Student Turnout For A Local Election



Laine Bottemiller Brand Contributor  
Civic Nation BRANDVOICE | Paid Program





From the ALL IN Team  
**Thank You**

For more information and to donate visit:  
**[www.allinchallenge.org](http://www.allinchallenge.org)**

**DONATE**

