

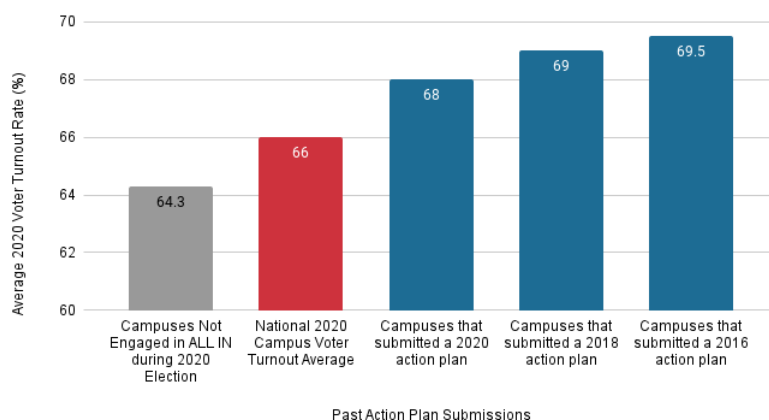
# WHY SHOULD CAMPUSES DEVELOP A NONPARTISAN ACTION PLAN?



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 for which 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 planning allows 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 get up to speed and understand and build on previous efforts.
- Action planning 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 regard 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.

2020 Campus Voter Turnout and Past Action Plan Submission



In the 2020 election, campuses that 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 (NSLVE) which is a signature initiative of the Institute for Democracy & Higher Education at Tufts University.

In 2024 ALL IN hopes more campuses:

- submit action plans during the December and May submission opportunities;
- submit an action plan for a second review, as ALL IN will review an institution's action plan twice during each election cycle;
- include a detailed leadership succession plan;
- earn the **Highly Established Action Plan Seal** which 121 campuses earned in 2022; and
- be recognized as the **Most Engaged Campuses** with ALL IN which 394 campuses earned in 2022.

## 2024 Action Plan Submission Opportunities

- December 15, 2023
- May 31, 2024
- October 1, 2024

# DEMOCRATIC ENGAGEMENT ACTION PLAN RUBRIC

2023

	4   ESTABLISHED	3   PROGRESSING	2   EMERGING	1   UNDEVELOPED
<p><b>Executive Summary</b></p> <p>Overview of the action plan explains: 1) Who developed it 2) The purpose of the plan 3) Where the plan will be implemented 4) The goal(s) of the plan 5) The intended duration of the plan 6) How the plan will be implemented.</p>	<p>Overview of the action plan includes responses to all 6 of the suggested guiding questions.</p>	<p>Overview of the action plan includes responses to 4-5 of the suggested guiding questions.</p>	<p>Overview of the action plan includes responses to 1-3 of the suggested guiding questions.</p>	<p>Overview of action plan is not included.</p>
<p><b>Leadership</b></p> <p>Description, including names and titles, of the leadership coalition responsible for improving democratic engagement. 5 categories of participation are encouraged: 1) students 2) faculty 3) student affairs 4) community/ national organizations 5) local elections office coordination.</p>	<p>A leadership team of all relevant stakeholders (across 5 categories) exists. The team includes academic affairs, student affairs, and students; as well as community partners and/or the local election office. The team includes diverse and marginalized communities.</p>	<p>A leadership team with many relevant stakeholders (across 3-4 categories) exists AND an effort is made to include diverse and marginalized communities.</p>	<p>A leadership team with a few relevant stakeholders (across 1-2 categories) exists, OR is in the process of being formed.</p>	<p>A leadership team has not yet been formed AND plans to develop one are not specified.</p>
<p><b>Commitment</b></p> <p>Description of institutional commitment to improving democratic engagement.</p>	<p>According to the plan, institutional commitment is visible and widely communicated - internally and externally. It is woven into the culture of the institution and is clearly reflected in the institution's mission, learning outcomes, curriculum, and co-curriculum.</p>	<p>According to the plan, institutional commitment is explicit, but is marginal - it is not woven into the culture of the institution, and appears in silos.</p>	<p>Institutional commitment is implied in the plan, but it is not explicitly described.</p>	<p>Institutional commitment is not apparent in the action plan.</p>
<p><b>Landscape</b></p> <p>Analysis of student data, campus climate, and current institutional efforts for improving democratic engagement.</p>	<p>The plan communicates a comprehensive understanding of its students, campus efforts, and climate; AND is using this information to inform its strategy.</p>	<p>The plan communicates an understanding of either its students, campus efforts, and/or climate; and may be using this information to inform its strategy.</p>	<p>The plan communicates that a landscape analysis is being developed.</p>	<p>The plan does not communicate that a landscape analysis exists or is being developed.</p>
<p><b>Goals</b></p> <p>Description of institutional short-term (e.g., by next election) and long-term (e.g., in next decade or two election cycles) desired democratic engagement results.</p>	<p>Short-term and long-term democratic engagement goals are described. Goals are also S.M.A.R.T.I.E., Specific, Measurable, Achievable, Realistic, Timebound, Inclusive, and Equitable.</p>	<p>Short-term AND long-term democratic engagement goals are described.</p>	<p>Only short-term OR long-term democratic engagement goals are described.</p>	<p>Neither short-term nor long-term democratic engagement goals are described.</p>
<p><b>National Study of Learning, Voting, and Engagement (NSLVE)</b></p> <p>Free report providing campuses with their actual student registration and voting rates.</p>	<p>Summary AND detailed (e.g., demographic) NSLVE data are described and specific goals based on these data are set.</p>	<p>Either summary OR detailed (e.g., demographic) NSLVE data are described and general voting goals are set.</p>	<p>Participation in NSLVE is mentioned.</p>	<p>Participation in NSLVE is not mentioned.</p>
<p><b>Strategy</b></p> <p>Description of institutional efforts to reach desired democratic engagement results.</p>	<p>Strategy includes short-term tactics and long-term strategies. Tactics include a description of multiple voter registration, voter education, and voter turnout activities. Long-term strategies seek to make civic learning and democratic engagement an established part of the institution's curriculum and co-curriculum and go beyond the election.</p>	<p>Strategy includes short-term tactics. Tactics include a description of voter registration, voter education, and voter engagement activities. Activities occur inside the classroom, but are not described as a systemic part of the curriculum or defined as long-term strategies.</p>	<p>Strategy includes short-term tactics. Tactics include description of voter registration, voter education, and/or voter engagement activities, but not all three. Activities predominantly occur outside the classroom. Long-term strategies are not described.</p>	<p>Institutional efforts to reach desired results in terms of voter registration, voter education, and voter engagement are not described.</p>
<p><b>Reporting</b></p> <p>Description of institutional efforts to make plans, data, and reports public.</p>	<p>Action plan, data, and NSLVE reports are shared on campus AND are publicly available.</p>	<p>Two or more of the action plan, data, and NSLVE reports are shared on campus and/or publicly.</p>	<p>One or more of the action plan, data, and NSLVE reports is available either on campus or publicly, OR a plan to do so is being developed.</p>	<p>Institutional efforts to share plans, data, and NSLVE reports or to make them public are not described.</p>
<p><b>Evaluation</b></p> <p>Description of institutional efforts to evaluate the action plan, implementation, efforts, and results.</p>	<p>The evaluation strategy describes how and what information will be collected and analyzed by the institution and campus voting coalition as well as how the results will be used to make improvements. Includes more than just looking at NSLVE data. Evaluation happens before, during, and after plan implementation. Evaluation strategy crosses several categories of participation from the Leadership Section.</p>	<p>The evaluation strategy describes how and what information will be collected and analyzed by the institution and campus voting coalition. Includes more than just looking at NSLVE data. Evaluation happens during and after plan implementation. Evaluation strategy crosses 1 category of participation from the Leadership Section.</p>	<p>The evaluation strategy describes what information will be collected by the institution and campus voting coalition. Evaluation mostly consists of NSLVE breakdown data. Evaluation is limited to post-election information.</p>	<p>Institutional efforts to evaluate the action plan, implementation, efforts, and results are not described.</p>