



ALL IN CAMPUS DEMOCRACY CHALLENGE

# 2024 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 more than 1,000 colleges and universities across the nation working to improve nonpartisan democratic engagement — defined as civic learning, political engagement, and voter participation.





2024 was a record-breaking year for ALL IN.

We supported more campuses than ever before to develop and implement more than 630 nonpartisan action plans and provided information on election dates and deadlines to campuses and students in all 50 states and Washington, D.C. We celebrated your work through the ALL IN Awards, Student Voting Honor Roll, and our Most Engaged Campuses recognition programs. And we helped thousands of campuses and millions of students make their voices heard at the ballot box.

In 2025, our team is committed to equipping campuses with the nonpartisan resources necessary to ensure students have the knowledge and skills necessary to be informed and engaged participants in our democracy.

We couldn't do this work without you. On behalf of the whole ALL IN team, thank you.

Sincerely,

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



# GROWTH





**1,020**

colleges & universities

**+118**

new campuses in 2024



**50**

states & Washington, D.C



**10.5**

million students

**+600,000**

students served in 2024

# GROWTH IN CAMPUSES SERVED

NUMBER OF ALL IN CAMPUSES

**274**

**+56**

COMMUNITY COLLEGES

**307**

**+46**

MINORITY-SERVING  
INSTITUTIONS

**201**

**+37**

HSIs  
HISPANIC-SERVING  
INSTITUTIONS

**51**

**+4**

HBCUs  
HISTORICALLY BLACK  
COLLEGES & UNIVERSITIES

**88**

**+14**

AANAPISIs  
ASIAN AMERICAN &  
NATIVE AMERICAN PACIFIC  
ISLANDER-SERVING  
INSTITUTIONS





# KEY & EXPANDING INITIATIVES





## COMMUNITIES OF PRACTICE

ALL IN prioritized support for our **128** Minority Serving Institutions (MSIs) — especially the **51** participating Historically Black Colleges and Universities (HBCUs) and **25** Hispanic-Serving Institutions (HSIs) — as well as **54** Community Colleges through tailored resources, coaching, and other programming. Our communities of practice offered tailored support for action planning, local election engagement, and coalition building.

[Learn More](#)



## PRESIDENTS' COMMITMENT

We grew our nonpartisan Presidents' Commitment to Full Student Voter Participation by **150** signatories for **775** commitments overall. These senior leaders uplifted the importance of nonpartisan engagement in all elections. To preview examples of public statements by senior leaders, check out ALL IN's compendium of examples.

[Learn More](#)







## ATHLETIC CONFERENCE VOTING CHALLENGES

ALL IN actively supports **15** athletic conference voting challenges. In 2024, we launched a new athletic challenge with the Southern Athletic Association. ALL IN connected with athletic conference contacts on a regular basis and set the foundation for continued engagement into 2025 and beyond.

[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. ALL IN received more than **630** campus plans. Overall action plan strength increased with the average action plan score improving from **26.3** in 2022 to **27.8** in 2024 out of **36** possible points. **56** volunteers served as action plan reviewers in 2024.

**228** campuses earned the [Highly Established Action Plan Seal](#) for 2024.

[Learn More](#)





## FEDERAL WORK-STUDY

ALL IN collaborated with the Students Learn Students Vote Coalition and Campus Vote Project to create a [Federal Work-Study for Voter Registration Implementation Toolkit](#) and hosted a virtual session with the U.S. Department of Education for campus stakeholders about Federal Work-Study opportunities.

[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 2024, ALL IN supported custom voter registration portals for **112** participating institutions, setting goals to reach **10,000** completed voter registrations and **10,000** voter registration verifications. We far surpassed these goals with a total of **26,847** registrations completed and **12,398** voter registration checks.

[Learn More](#)





## STATE VOTING CHALLENGES

ALL IN supported **24** [state and city campus voting challenges](#), including 10 in partnership with respective Secretary of State offices. ALL IN launched new state challenges with SOS offices in Arizona and Vermont.

ALL IN is supporting state entities 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

In 2024, ALL IN launched **ALL IN Awards Day**, recognizing **532** campuses for nonpartisan democratic engagement efforts that fostered high levels of student voter registration and turnout in the 2022 midterm elections. For the first time ever, 45 campuses received a newly designated [Top Campus Turnout](#) recognition.

ALL IN recognized 137 students on our [2024 Student Voting Honor Roll](#), **471** campuses were recognized by our [2024 Most Engaged Campus](#) recognition.

[Learn More](#)





# OUR IMPACT



Campuses highly engaged in ALL IN had average 2022 voter turnout rates that were **five percentage points higher** than other campuses.

ALL IN will have data from the 2024 election once the National Study of Learning, Voting & Engagement (NSLVE) reports are released.



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



**1,022** participating campuses in ALL IN across **50** states and Washington, D.C., serving more than **10.5 million** students; including **274** Community Colleges, and **307** Minority-Serving Institutions, including **51** Historically Black Colleges & Universities and **201** Hispanic-Serving Institutions.



**42%** of young voters ages 18-29, cast ballots in the 2024 presidential election, a lower youth turnout than in 2020 but similar to the youth voter turnout rate in 2016. In both previous presidential elections, college student voting rates surpassed the broader youth rates.

### \*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.

- Overall number of 2024 Presidents' Commitment Signatories = **775**



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



In 2022, voter turnout at ALL IN institutions was higher than non-participating peer institutions in the same year:

- ALL IN Community Colleges: **+3** percentage points
- ALL IN HBCUs: **+3** percentage points
- ALL IN HSI Community of Practice Campuses: **+5** percentage points



ALL IN campuses are closing voting gaps by age and race based on 2022 turnout data.

- Native American students: **+4** percentage points
- Black students: **+4** percentage points
- Hispanic students: **+6** percentage points
- 18-21 year old students: **+2** percentage points



Campuses that earned the 2022 Most Engaged Campuses for College Student Voting recognition had 2022 voter turnout rates that were **5** percentage points higher than all other campuses.





# 2025 PRIORITIES





## In 2025, ALL IN will:

1

**Strengthen depth of campus engagement** to support participating campuses with institutionalizing nonpartisan democratic engagement.

2

**Elevate the importance of** nonpartisan civic learning, pluralism, and engagement as part of the college experience.

3

**Deploy awards and recognition efforts** to enhance campus engagement, celebration, and prioritization of nonpartisan engagement.

4

**Increase college student voter participation** at participating institutions in 2025 state and local elections.





# WHAT PEOPLE ARE SAYING



Our participation in the ALL IN Campus Democracy Challenge was incredibly helpful in enhancing our voter engagement efforts. Through the support of ALL IN, we successfully built buy-in, visibility, and overall campus-wide engagement around voter and civic participation.

**Angeline Vuong**

Assistant Director, Community Engagement and Public Service Programs, University of San Francisco



ALL IN has been a fantastic partner in helping the Southern Athletic Association (SAA) empower our campuses to strengthen nonpartisan civic engagement and student voter participation. Their team was excellent to work with throughout the process, making it seamless and manageable for our small staff. This collaboration has allowed us to foster meaningful dialogue and create impactful initiatives that resonate with our student-athletes, coaches, and administrators. We value this partnership deeply and look forward to continuing to support democratic engagement across the SAA.

**Stacey LaDew**

Commissioner, Southern Athletic Association



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





Partnering with ALL IN has provided us with the skills, resources, tools, and thought partnership needed to enhance our students' civic education, support voter registration, empower engagement with local elected officials, and expand democratic participation across campus. The success we've achieved over the past two general election cycles would not have been possible without ALL IN's support. As a resource, it has been invaluable, profoundly impacting both the curricular and co-curricular experiences of our students.

**Deb Marke**  
Assistant Director of Advocacy and Social Justice Education, Wake Forest University



ALL IN Campus Democracy Challenge has provided us with a variety of great resources to assist us in finding the best practices for development, planning and implementation of voter engagement initiatives for our campus. They have also provided us with opportunities for networking with other institutions to learn best practices and hear from other professionals working with nonpartisan student voter engagement. Thanks to this great support, we can facilitate voter engagement initiatives that take us even closer to achieving our goal of 100% voter participation on our campus and assist us in creating cultures rich in civic pride and participation.

**Loren Belew**  
Civic Engagement Coordinator, Wichita State University



My experience with the ALL IN and Community of Practice program has been transformative. The program not only provided a platform to engage with like-minded individuals but also fostered a collaborative environment where diverse perspectives were valued. The structured sessions, combined with peer-to-peer learning opportunities, offered practical tools and strategies that I could immediately implement in my work.

**Warren Rigby**  
Coordinator of Civic & Voter Engagement, Center for Student Involvement, Montclair State University





**ALL IN**  
**IN THE**  
**NEWS**





## How one Minnesota college got nearly 90% voter turnout – and is pushing for more

St. Olaf College in Northfield encourages civic participation through its election ambassador program.



News, Top 5

## Pennsylvania Wants Its College Students ‘All In’ When it Comes to Voter Registration and Turnout

Secretary of the Commonwealth Al Schmidt launched the nonpartisan 2024 PA Campus Voting Challenge this month to encourage students to be registered, active, and engaged voters.



## US student voting advocates look to build on 2020 jump

Leadership alliances and equity focus set to battle political interference and disillusion with candidates after strong gain in previous presidential poll



Politics

## Where You Register to Vote As a College Student Can Make a Big Difference

Your vote may matter more in your home state or where you're attending college.

## A New Push to Get Community College Students to the Polls

Students at two-year colleges consistently vote at lower rates than their four-year peers. A new coalition of companies and organizations wants to change that.

EDUCATION

## ACC wins early voting concert for students. Here's when Jessie Murph will rock the polls.



From the ALL IN Team,

# Thank You

For more information and to donate visit:

[www.allinchallenge.org](http://www.allinchallenge.org)

[DONATE](#)

