



THE ALL IN CAMPUS DEMOCRACY CHALLENGE

empowers colleges and universities to achieve excellence in nonpartisan student civic engagement.
This includes civic learning, voter participation, and ongoing engagement in our democracy.

BY PROVIDING:

STRUCTURE

Intentional program design plus accountability for campus continuous improvement efforts



SUPPORT

Tools campuses need to increase student participation in our democracy including coaching, training, resources, referrals, and networking



RECOGNITION

National seals and awards that recognize campuses for improvement and success in increasing student civic and voter participation

ALL IN ENCOURAGES COLLEGES AND UNIVERSITIES TO:

COMMIT

Make a public commitment to expanding nonpartisan engagement in democracy



LEARN

Develop a comprehensive understanding of their students, stakeholders, programs, and landscape for civic education and voter participation



ESTABLISH GOALS

Establish short- and long-term goals to improve and institutionalize civic engagement and voter participation



CONTINUOUSLY IMPROVE

Design, implement, measure, and continuously improve strategies to increase civic engagement

RESULTING IN:

STUDENT ENGAGEMENT

Students acquire and apply the knowledge, skills, attitudes, and behaviors to become lifelong participants in our democracy



INSTITUTIONAL ENGAGEMENT

Colleges and universities develop a campus culture that promotes and embeds civic education and engagement programs and policies throughout the curriculum and co-curriculum



NATIONAL NETWORK

This network brings together colleges and universities committed to increasing student civic engagement, highlighting the role of higher education in strengthening American democracy



A MORE ENGAGED & REPRESENTATIVE DEMOCRACY

A strong, vibrant, and more representative American democracy resulting from greater participation of college students

CIVIC LEARNING:

The acquisition of the knowledge, the intellectual skills, and the applied competencies or practical (“transferable”) skills that students need for informed and effective participation in civic and democratic life. (Language adapted from the Massachusetts Department of Higher Education)

Examples of Civic Learning include, but are not limited to: fact-checking a piece of media, participating in service learning, peer-to-peer presentations on voter registration, researching elected officials, subscribing to a local newspaper, and taking a government course. Actively participating in a non-governmental organization such as an issue-focused group or a non-for-profit organization’s board of directors and reflecting on a government-related experience, like meeting with an elected official.

Examples of how ALL IN provides structure, support, and recognition for civic learning:

- **Our Nonpartisan Messaging Toolkit for Faculty and Administrators**
- **[ALL IN’s Forbes platform](#)**
- **Local Election Guide with SLSV Coalition**
- **National Voter Education Week Resources**
- **Faculty Champion Awards**
- **Local Election Official Engagement Toolkit**
- **[ALLINtoVote.org](#): Research Your Ballot and Rules in Your State**

VOTER PARTICIPATION:

Taking actions to engage in the electoral process including voter registration, education, and casting an informed ballot.

Examples of voter participation include, but are not limited to: phone and text banking to remind individuals to vote, casting an absentee ballot, early voting, hosting a voter registration drive, pledging to vote, and researching one’s ballot.

Examples of how ALL IN provides structure, support, and recognition for voter participation:

- **ALL IN To Vote**
- **Campus Voter Registration Portals**
- **Student Voting Handbook**
- **Friend-to-Friend Texting**
- **Campus Seals and Awards**
- **National Voter Registration and Vote Early Day Resources**
- **Nonpartisan Student Voting Group Toolkit**
- **Coaches Voter Registration and Engagement Pledge and Resources**

ONGOING ENGAGEMENT IN DEMOCRACY:

Participating in the overall community through democratic mechanisms that are both political and non-political. (Language adapted from the Ginsberg Center.)

Examples of ongoing engagement in democracy include, but are not limited to: attending or speaking at a community meeting, contacting elected officials, advocating for a piece of legislation, participating in a campaign, protesting, volunteering in the community, and writing an op-ed.

Examples of how ALL IN provides structure, support, and recognition for ongoing engagement in democracy:

- **ALL IN’s Partnership with Unify America**
- **ALL IN’s Civics 101 Series on [Instagram](#)**
- **Constitution Day Resources**
- **Semiquincentennial Resources**
- **Poll Worker Recruitment Resources**