



ALL IN CAMPUS DEMOCRACY CHALLENGE

IMPACT REPORT



WHO ARE WE?



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.



THE PROBLEM?



Gaps exist in voter participation based on age and race and ALL IN works to help close them. While college students are generally younger and more racially diverse than the broader electorate, they vote at lower rates than the general population, and inequities exist among voters by race.

OUR SOLUTION?

ALL IN equips colleges and universities with the tools they need to cultivate informed and engaged voters with an emphasis on active political engagement.




By providing structure, support, and recognition (see our [theory of change](#)), ALL IN recruits and encourages institutions to help students form habits of active and informed citizenship as well as to institutionalize democratic engagement activities and programs, making them a defining feature of campus life.

Campuses engaged in ALL IN had average 2020 voter turnout rates that were 3.7 percentage points higher than other campuses.





HOW DO WE DO IT?



ESTABLISH A CAMPUS-WIDE VOTING COALITION

Convene a campus-wide committee that includes members from all important stakeholder groups, including academic affairs, student affairs, faculty, senior administration, the student body, local election officials, and community partners.

DEVELOP AND IMPLEMENT A CAMPUS ACTION PLAN

Develop and implement a set of strategies to increase student Voter participation and help students form the habits of active and engaged citizenship.

PARTICIPATE IN THE NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT (NSLVE)

Participating in NSLVE provides campuses with free, FERPA-compliant data on their student voter registration and turnout rates, and other insights into their campus climate for political learning.

BE RECOGNIZED

Participating campuses and those with outstanding student voter registration and turnout rates are honored every two years at ALL IN's biennial Awards Ceremony.

The image features a dark blue background with a horizontal split into a darker top half and a lighter bottom half. A white rectangular box is centered horizontally, containing the text 'SUPPORTING CAMPUSES'. This white box is overlaid by two thin red rectangular outlines. One red outline is slightly offset to the left and top, while the other is offset to the right and bottom, creating a layered, architectural effect.

SUPPORTING CAMPUSES



930+ colleges & universities currently

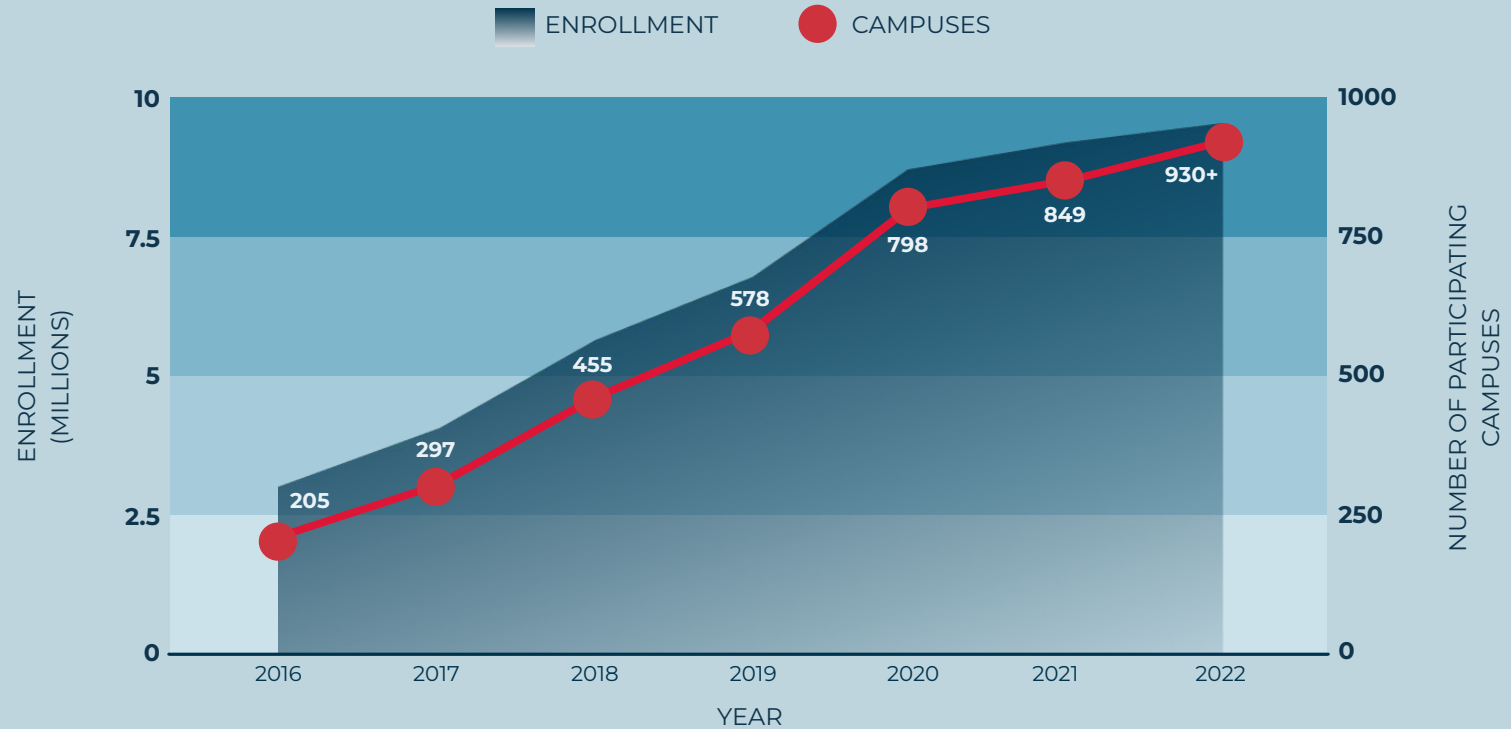


50 states & Washington, D.C.



9.6+ million students

PARTICIPATING CAMPUSES & ENROLLMENT



CLOSING VOTING GAPS BY RACE BY SUPPORTING MINORITY-SERVING INSTITUTIONS & COMMUNITY COLLEGES

210

**COMMUNITY
COLLEGES**

NUMBER OF
ALL IN CAMPUSES

250

MSIs
Minority-Serving
Institutions

164

HSIs
Hispanic-Serving
Institutions

42

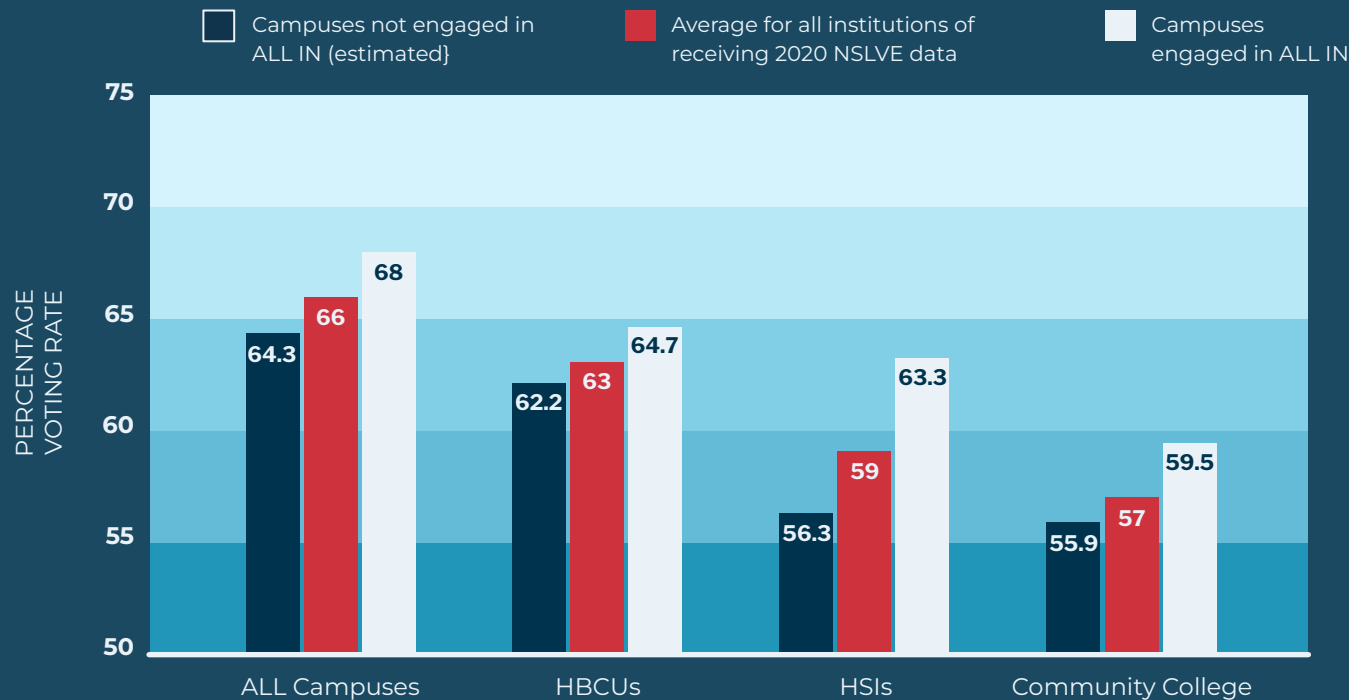
HBCUs
Historically Black
College &
Institutions

57

AANAPISIs
Asian American
and Native Pacific
Islander-Serving
Institutions

MINORITY-SERVING INSTITUTIONS AND COMMUNITY COLLEGES

2020 CAMPUS VOTER TURNOUT BY INSTITUTION TYPE



ALL IN HBCUs, HISPANIC-SERVING INSTITUTIONS, AND COMMUNITY COLLEGES HAD HIGHER AVERAGE 2020 VOTER TURNOUT RATES COMPARED TO THEIR PEERS.

HBCUs
2.4 points higher

Community Colleges
3.5 points higher

HSIs
7 points higher

The image features a dark blue background with a horizontal split into a darker top half and a lighter bottom half. A white rectangular box is centered horizontally, containing the text 'OUR KEY INITIATIVES'. This box is framed by two overlapping, thin red rectangular outlines. The first red outline is slightly offset to the left and top, while the second is offset to the right and bottom, creating a layered effect.

OUR KEY INITIATIVES



PRESIDENTS' COMMITMENT

The ALL IN Presidents' Commitment provides college and university leaders with the opportunity to publicly commit their campus to 100% student voter registration and participation. To date, more than 400 college and university presidents, provosts, and chancellors have signed the pledge. The Presidents' Commitment is overseen by a fifteen-member Presidents Council.



ATHLETIC CONFERENCE VOTING CHALLENGES

ALL IN Athletic Conference Voting Challenges bring together colleges and universities within the same athletic conference to share knowledge and resources and engage in healthy competition based on who can achieve the highest student voter registration and turnout rates. ALL IN supports 12 conference voting challenges spanning 138 campuses. Participating conferences include: America East, ACC, Big Ten, Big 12, Big Sky, Conference USA, Ivy League, MIAC, NESCAC, OAC, Pac-12, and SoCon.





STATE & CITY VOTING CHALLENGES

State and City Campus Voting Challenges bring together campuses in the same region to share best practices and collectively work to increase student voter participation. ALL IN partners with Secretaries of State, Departments of State, and local nonprofits to co-facilitate these voting challenges. ALL IN currently has voting challenges in 20 states and two major cities.



STUDENT VOTING HONOR ROLL

ALL IN's Student Voting Honor Roll recognizes college students at participating campuses who have made an outstanding effort to advance nonpartisan student voter registration, education, and turnout efforts and ensure equitable access to the polls.




COMMUNITIES OF PRACTICE


ALL IN's Communities of Practice bring together leaders from specific cohorts, including Community Colleges, HBCUs, and Hispanic-Serving Institutions, to provide tailored resources for their campuses. Communities of practice allow these campus leaders to learn from one another, share best practices for increasing student voter registration and turnout, and tap into a network of support.

The image features a dark blue background with a horizontal split into a darker top half and a lighter bottom half. A white rectangular box is centered horizontally, containing the text 'OUR IMPACT' in a bold, dark blue, sans-serif font. This white box is overlaid by a larger, semi-transparent light blue rectangle. Additionally, there are two thin red rectangular outlines: one that encloses the white box and the light blue rectangle, and another that is slightly offset to the right and bottom, creating a layered effect.

OUR IMPACT



Campuses engaged in ALL IN had average 2020 voter turnout rates that were 3.7 percentage points higher than other campuses



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



More than 930+ participating campuses in ALL IN across all 50 states and Washington, DC, serving more than 9.6 million students; including 210 Community Colleges, and 250 Minority-Serving Institutions, including 42 Historically Black Colleges & Universities and 164 Hispanic-Serving Institutions.



College student voter participation reached a record high of 66% during the 2020 election.*



Campuses whose President, Provost, or Chancellor signed ALL IN's Presidents' Commitment to Full Voter Participation had an average 2020 voter turnout rate 5.7 percentage points higher than other campuses.

- Total Campuses with a Current Presidents' Commitment Signatory = 416

*Democracy Counts 2020: National NSLVE Data

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.

*[Democracy Counts 2020: National NSLVE Data](#)



SO WHAT?

Based on these data, our team will:

1

Focus recruitment and support for Minority Serving Institutions and community colleges through our Communities of Practice program.

2

Increase breadth and 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.





5

Celebrate the democratic engagement efforts

of community colleges, HBCUs, and HSIs through ALL IN Awards and recognition.

6

Leverage State Campus Voting Challenges

to grow campus participation among community colleges and MSIs.

7

Further engage community colleges and HBCUs in Athletic Conference Voting Challenges.

8

Grow ALL IN's Presidents' Council and Commitment.

WHAT ARE PEOPLE SAYING?



ALL IN provides a framework that helps our institutions articulate, embrace, and embed a strong commitment to civic engagement in all that we do.

JONATHAN ALGER, *President, James Madison University*



Partnering with the ALL IN Campus Democracy Challenge on the nonpartisan Pennsylvania Campus Voting Challenge has been instrumental in increasing engagement with and support of colleges and universities across the Commonwealth.

LEIGH CHAPMAN, *Secretary of The Commonwealth of Pennsylvania*



ALL IN gave us a reason to coordinate around campus, to think more deliberately about the many voting-related programs and activities, and develop an integrated plan.

DEBORAH COURTS, *Professor & Director of Community Engagement at California State University Northridge*



By joining the ALL IN Campus Democracy Challenge, we are encouraging our students to use their voice in the electoral process.

DR. ANN COLLINS, *Associate Professor of Political Science at McKendree University*



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*



Minnesota Intercollegiate Athletic Conference (MIAC) student-athletes are leaders - in competition, in the classroom, in the community, and now at the ballot box. ALL IN has provided MIAC institutions with invaluable nonpartisan resources to help college students register and exercise their right to vote. Through their leadership in this inter-conference competition, MIAC student-athletes have not only increased civic engagement on campus, but they have also achieved the most important goal of ensuring their voices are heard on the issues that matter most to them.

BJ PICKARD, *Associate Commissioner, Minnesota Intercollegiate Athletic Conference*

From the ALL IN Team
Thank You



For more information and to donate visit:

www.allinchallenge.org

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