



ALL IN Campus Democracy Challenge

Big 12 Conference Summary



With over 588,394 college students in the Big 12 Conference, college student voters play an important role in local, state, and national elections.

13

PARTICIPATING CAMPUSES

- 11 public institutions
- 2 private institutions
- 13 4-year institutions

THESE INSTITUTIONS REPRESENT:

- 2 Minority Serving Institution
- 3 Hispanic Serving Institution
- 5 Rural Serving Institutions

81%

OF BIG 12 INSTITUTIONS ARE PARTICIPATING IN ALL IN

which have 79% of students in the conference

As of April 30, 2024

IMPACT

66.8%

Average voting rate among ALL IN Big 12 campuses in 2020*

Compared to the national student voting rate of 66%*

15.7%

Average 2020 campus voter turnout change at Big 12 campuses compared to 2016*

Compared to the 14 point increase for national student voting*

84.3%

Average 2020 voter registration rate at ALL IN Big 12 campuses*

Compared to the national student registration rate of 83%*

6.9%

Average 2020 campus voter registration change at Big 12 campuses compared to 2016*

Compared to 7 point increase for national student voting*

ENGAGEMENT

10

Big 12 senior leaders signed the Presidents' Commitment

7

Big 12 campuses submitted 2024 action plans

77%

of ALL IN campuses in the Big 12 have authorized NSLVE

1

Big 12 coach has signed the Coaches' Pledge

RECOGNITION

11

Big 12 campuses earned the Most Engaged Campus Recognition



4

Big 12 students were a recipient of the 2024 Student Voting Honor Roll



4

Big 12 campus earned the Highly Established Action Plan Seal



12

2020 Seals were awarded to Big 12 institutions for their voter turnout rates



*as calculated by National Study of Learning, Voting, and Engagement (NSLVE) reports received by the report updated date



ALL IN CAMPUS DEMOCRACY CHALLENGE

Big 12 Conference Participating Campuses

- **Arizona State University**
- **Baylor University**
- **Iowa State University**
- Kansas State University
- Oklahoma State University
- **Texas Christian University**
- **University of Arizona**
- **University of Central Florida**
- **University of Cincinnati**
- **University of Colorado Boulder**
- **University of Kansas**
- University of Utah
- **West Virginia University**

Campuses in bold have signed the Presidents' Commitment to Full Student Voter Participation.