



# ALL IN Campus Democracy Challenge

## Big Ten Conference Summary

With over 774,762 college students in the Big Ten conference, college student voters play an important role in local, state, and national elections.



### 18 PARTICIPATING CAMPUSES

- 16 public institutions
- 2 private institution
- 18 4-year institutions

### THESE INSTITUTIONS REPRESENT:

- 1 Minority Serving Institutions
- 5 Rural Serving Institutions
- 1 AANAPISI Institutions

### 100% OF BIG TEN INSTITUTIONS ARE PARTICIPATING IN ALL IN

which have 100%  
of students in the state

#### IMPACT

# 71.9%

Average voting rate among ALL IN  
Big Ten campuses in 2020\*

Compared to the national student  
voting rate of 66%\*

# 14%

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

Compared to the 14 point increase for  
national student voting\*

# 84.9%

Average 2020 voter  
registration rate at ALL IN  
Big Ten campuses\*

Compared to the national student  
registration rate of 83%\*

# 3.8%

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

Compared to 7 point increase for  
national student voting\*

#### ENGAGEMENT

# 14

Big Ten senior leaders  
signed the Presidents'  
Commitment

# 13

Big Ten campuses  
submitted 2024  
action plans

# 89%

of ALL IN campuses  
in Big Ten have  
authorized NSLVE

# 2

Big Ten coaches  
have signed the  
Coaches' Pledge

#### RECOGNITION

# TBD

Big Ten  
campuses earned  
the Most  
Engaged Campus  
Recognition



# 11

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



# 9

Big Ten campuses  
earned the Highly  
Established Action  
Plan Seal



# TBD

2022 Seals were  
awarded to Big Ten  
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 Ten Conference Participating Campuses

- **Indiana University Bloomington**
- Michigan State University
- Northwestern University
- Purdue University
- Rutgers University - New Brunswick
- The Ohio State University
- **The Pennsylvania State University**
- **University of California, Los Angeles**
- **University of Illinois at Urbana-Champaign**
- **University of Iowa**
- **University of Maryland**
- **University of Michigan Ann Arbor**
- University of Minnesota
- **University of Nebraska - Lincoln**
- **University of Oregon**
- **University of Southern California**
- **University of Washington**
- University of Wisconsin-Madison

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