

# 2024

NONPARTISAN CAMPUS CIVIC ENGAGEMENT & VOTER PARTICIPATION

# ACTION PLAN REPORT

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# INTRODUCTION

Since its founding in 2016, the <u>ALL IN Campus Democracy Challenge</u> (ALL IN) has supported campuses to develop and implement nonpartisan civic engagement action plans every two years around midterm and presidential election cycles. This 2024 ALL IN Action Plan Report highlights the nonpartisan civic engagement action planning process carried out by campuses and shares key findings and data from participating campuses that submitted action plans between 2016 and 2024.

Whether you're a student leader, faculty or staff member, president or chancellor, nonprofit partner, or election official, this report highlights the importance and impact of action planning to increase nonpartisan student voter education and engagement to reach 100% eligible student voter participation.

In 2024, more campuses submitted action plans to ALL IN than any past election cycle and the average action plan scores continued to increase. More campuses are intentionally working to increase and institutionalize nonpartisan civic engagement, growing and strengthening their efforts from past elections.

ALL IN's analysis of data provided by Tufts University's Center for Information & Research on Civic Learning and Engagement (<u>CIRCLE</u>) based on their National Study of Learning, Voting, and Engagement (<u>NSLVE</u>) demonstrates that campuses highly engaged in ALL IN programming had 2022 voter turnout rates that were 5 percentage points higher than less engaged campuses and 6 percentage points higher in 2020. Opinions derived from NSLVE data are ALL IN's and not that of Tufts University.

This report highlights historic action plan submissions and scores and provides insights for how campuses, with the support of nonprofit partners, can learn from past planning cycles and build continuous and strategic capacity on campus through robust campus-wide voting coalitions.

Data in this report comes from the review of campus action plans by ALL IN staff and trained external reviewers as well as self-reported campus data collected through a survey included in the submission process.

The creation of this report was made possible through the work of more than 70 individuals from campuses and nonprofit partner organizations as well as ALL IN staff who reviewed 2024 action plans. Their action plan reviews not only allow ALL IN to assess the impact of the planning process and suggest key actions for future planning cycles, but they also provide campuses with valuable feedback to make their plans and campus nonpartisan civic engagement work stronger. A full list of reviewers can be found at the end of this report.

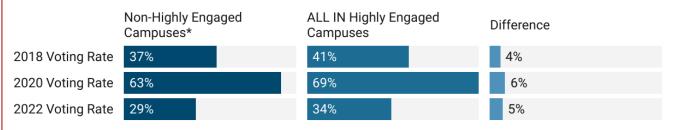
A special thank you to the Students Learn Students Vote (SLSV) Coalition's Action Plan Working Group, the Fair Election Center's Campus Vote Project, and NASPA staff who support the Voter Friendly Campus initiative and their collaborative efforts to coordinate action plan review and feedback for campuses participating in both programs.



# WHY ACTION PLANNING MATTERS

# **ALL IN Highly Engaged Campus Voter Turnout**

Over the past three election cycles for which campus voting data is available, campuses highly engaged in ALL IN programming had higher voter turnout rates than nonparticipating campuses. ALL IN uses internal program metrics to determine the engagement level.



This chart was made possible using the data provided by Tufts University's CIRCLE, which conducts NSLVE. Opinions derived from data are ALL IN's and not that of Tufts University. \*Non-Highly Engaged campuses include less highly engaged ALL IN campuses and instutions that are not participating in ALL IN.

Chart: ALL IN Campus Democracy Challenge • Source: National Study of Learning, Voting, and Engagement (NSLVE) • Created with Datawrapper

Action planning is essential for institutionalizing a culture of nonpartisan civic engagement to foster long-term impact. By developing and implementing comprehensive action plans, campuses not only build stronger campus voting coalitions but also align their efforts with proven nonpartisan strategies to increase voter registration and turnout. A campus coalition, made up of stakeholders from across the campus community, provides the collaborative support needed to implement and sustain these plans — ensuring cross-campus perspectives and shared accountability. Data from the NSLVE demonstrates that institutions actively engaged in ALL IN programming, including developing action plans, consistently achieve higher voter participation rates. This highlights the pivotal role of strategic planning and collective action in creating a sustained commitment to civic responsibility and empowering student voices.

# WHAT WE'VE LEARNED FROM 2024 ACTION PLANS & EIGHT YEARS OF ACTION PLANNING

### RECORD PARTICIPATION IN ACTION PLANNING

632 campuses submitted a 2024 action plan, more campuses than ever before, with increased participation from community colleges and Minority-Serving Institutions (MSIs).

# **COMMUNITIES OF PRACTICE DRIVE SUCCESS**

Campuses involved in <u>ALL IN Communities of Practice</u> were more likely to submit action plans, developed stronger plans, and demonstrated robust campus voting coalitions and leadership succession strategies.

# COALITIONS SIGNIFICANTLY IMPACT PARTICIPATION

Campuses with secondary contacts established with ALL IN and those with a signatory to the ALL IN <u>Presidents' Commitment to Full Student Voter Participation</u> were significantly more likely to submit action plans.

### PROGRESS ON LEADERSHIP SUCCESSION PLANS

While explicit leadership succession plans continue to grow, more work is needed to ensure consistent and sustainable leadership transitions are included in action plans.

# NEW PARTICIPANTS DEVELOPED STRONGER ACTION PLANS MORE QUICKLY

Campuses joining ALL IN during the 2024 election cycle developed and submitted stronger action plans in a shorter time span compared to first-time participants in previous election cycles.

# OPPORTUNITIES FOR GROWTH & IMPROVEMENT

### INCREASE SUPPORT FOR HBCUS

Provide targeted resources and guidance to help Historically Black Colleges and Universities (HBCUs) develop and submit action plans and build robust voting coalitions with strong backing from senior campus leaders.

## REDUCE ACTION PLAN DROP-OFF

Address the 18% of campuses that submitted action plans in 2022 but not in 2024 by focusing on retention strategies and reinforcing the value of sustained engagement.

## **EXPAND LEADERSHIP SUCCESSION PLANNING**

While progress has been made, fewer than half of campuses include detailed leadership succession plans in their action plans, highlighting the need for additional support and guidance.

### STRENGTHEN CAMPUS VOTING COALITION MEMBERSHIP

Encourage broader coalition participation by actively involving representatives from academic affairs, student affairs, students, the office of the president or chancellor, residence life, local election officials and additional stakeholders to ensure cross-campus perspectives and resources.

## IMPLEMENT MORE STRATEGIES TO ENGAGE ALL STUDENTS

While campuses engaged in ALL IN continue to see higher voter registration and turnout rates, too many students are still not engaged in nonpartisan civic engagement processes. More strategies can be implemented to ask every eligible student to participate.

## **ENHANCE EVALUATION**

In addition to valuable resources like the NSLVE, campuses can deepen the way they measure civic and democratic engagement on campus.

# SUGGESTIONS FOR CAMPUSES DEVELOPING 2026 ACTION PLANS

### START EARLY WITH ACTION PLANNING

Begin developing a 2026 action plan and identifying new campus voting coalition members in mid-2025. Plan to submit your action plan to ALL IN by December 15, 2025, the first submission opportunity, to have more time to review and implement feedback.

## EXPAND COALITION SIZE AND REPRESENTATION

Establish secondary contacts with ALL IN and broaden campus voting coalition membership to include a broad set of stakeholders and ideologies from across the campus community. Students may serve as a secondary contact. Contact ALL IN to add secondary contacts.

# **INCLUDE NONPARTISAN CIVIC ENGAGEMENT IN BUDGETS**

Allocate funding to hire students and support programming throughout the academic year.

### INCREASE SENIOR LEADER SUPPORT

Secure stronger backing from senior campus leaders through the ALL IN <u>Presidents'</u> <u>Commitments to Full Student Voter Participation</u> to advance nonpartisan engagement in our democracy.

### ENHANCE LEADERSHIP SUCCESSION PLANNING

Consider making leadership succession plans more explicit by incorporating them into job descriptions for key roles. The <u>Transition Management Guides</u>, created by the SLSV Coalition's Transition Management Working Group, are a series of supportive tools that detail transition and succession plans.

# SUGGESTIONS FOR CAMPUSES DEVELOPING 2026 ACTION PLANS

### IMPLEMENT 'ASK EVERY STUDENT' STRATEGIES

Embed <u>voter engagement initiatives</u> into both curricular and co-curricular systems to maximize impact.

### **BROADEN EVALUATION METHODS**

Complement the NSLVE data with additional robust campus and national evaluation tools to comprehensively assess nonpartisan civic and voter engagement.

## INCORPORATE 250TH ANNIVERSARY CELEBRATIONS

Include plans to commemorate the 250th anniversary of the signing of the U.S. Declaration of Independence using this milestone as an opportunity to engage students in discussions about civic responsibility, history, and the importance of voting.

## PROMOTE PLURALISM AND FREE SPEECH

Add strategies to foster an environment that encourages pluralism and free speech, ensuring open dialogue on diverse viewpoints while promoting respectful and informed discussions around voting and civic engagement.

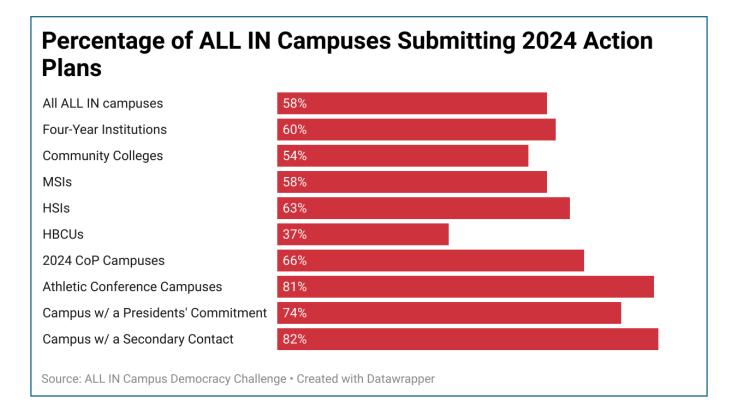
# **ACTION PLAN SUBMISSIONS**

A record 632 campuses submitted an action plan to ALL IN for the 2024 election cycle with increases across all institution types.

| ALL IN Campus Action Plan Submissions: 2016-2024  |                     |                           |                       |      |      |       |
|---|---------------------|---------------------------|-----------------------|------|------|-------|
| A record number of ALL IN campuses submitted action plans in 2024, with more action plans submitted across all institution types. |                     |                           |                       |      |      |       |
|   | All ALL IN campuses | Four-Year<br>Institutions | Community<br>Colleges | MSIs | HSIs | HBCUs |
| 2016 Action Plan Submissions  | 142                 | 125                       | 17                    | 32   | 26   | 0     |
| 2018 Action Plan Submissions  | 274                 | 245                       | 29                    | 63   | 41   | 6     |
| 2020 Action Plan Submissions  | 520                 | 426                       | 93                    | 135  | 93   | 16    |
| 2022 Action Plan Submissions  | 535                 | 430                       | 104                   | 139  | 92   | 16    |
| 2024 Action Plan Submissions  | 632                 | 474                       | 155                   | 185  | 132  | 20    |

| 832 WIDESPREAD PARTICIPATION IN ACTION PLANNING | Since joining ALL IN, 832 campuses (77% of all participating institutions) have submitted an action plan at least once.  |
|---|--|
| 67% STRONG RECENT ENGAGEMENT                    | 67% of participating campuses submitted an action plan in either 2022 or 2024.   |
| 139<br>NEW CAMPUSES<br>TAKING ACTION            | In 2024, 139 campuses submitted their first-ever action plan, accounting for 22% of all plans submitted that election cycle.   |
| 60%<br>SUSTAINED<br>ENGAGEMENT OVER TIME        | Of the campuses submitting plans in 2024, 60% have participated across three election cycles.  |
| 82%<br>IMPACT OF COALITIONS<br>AND LEADERSHIP   | In 2024, 82% of campuses with a secondary contact and 74% with a current signatory to the Presidents' Commitment to Full Student Voter Participation submitted action plans, underscoring the critical role of campus coalitions and senior leadership in driving participation. |

# ACTION PLAN SUBMISSIONS



# CONSISTENT PARTICIPATION IN ACTION PLANNING

In 2024, 58% of participating campuses submitted an action plan, a slight increase in engagement compared to the 56% of participating campuses submitting in 2022.

# HIGHER ACTION PLANNING ENGAGEMENT AMONG SPECIFIC CAMPUS GROUPS

Four-year institutions, Hispanic-Serving Institutions (HSIs), campuses involved in an ALL IN Community of Practice, and those participating in an athletic conference voting challenge were more likely to submit a 2024 action plan.

# ACTION PLANNING DEVELOPMENT AND RETENTION

## FASTER AND STRONGER ACTION PLAN DEVELOPMENT BY NEW CAMPUSES

Campuses that joined ALL IN in 2023 or 2024 developed action plans more quickly than in previous election cycles. The accelerated engagement is likely due to improved action plan templates shared with new campuses, better communication about action planning resources to campuses, and the SLSV Coalition's <u>Action Plan Working Group's</u> virtual action plan workshops coordinated collaboratively by multiple nonprofit partners and programs.

# **Campuses Develop First Action Plans Faster** The amount of time a campus has taken to develop and submit their first action plan to ALL IN after joining has decreased significantly. Campuses that joined in 2023 or 2024 needed half the amount of time to submit their first action plan compared to 2020 and 2022 and a third of the time compared to 2018. Months from joining ALL IN to submitting first action plan 18 16 14 12 12 10 8 6 4 2 2018 2020 2022 2024 Source: ALL IN Campus Democracy Challenge · Created with Datawrapper

# ACTION PLANNING DEVELOPMENT AND RETENTION

### IMPROVED RETENTION IN ACTION PLANNING

82% of campuses that submitted an action plan to ALL IN in 2022 submitted one in 2024 compared to 77% of campuses retained in action planning from 2020 to 2022. In 2024, 94 campuses that submitted a 2022 action plan disengaged from the process, representing a smaller number and percentage of disengaged campuses compared to 2022. This reflects progress in retaining campuses in the action planning process.

| <b>Institutionalizing Action</b>  | n Planning   |
|---|--|
| A majority of campuses that submit a cycle. Retention increased from the 20     | an action plan to ALL IN do so again during the next election 022 election to the 2024 election. |
|   | Submitted an Action Plan in the Next Election Cycle  |
| 2022 Action Plan Retention: Submitted an action plan in 2020 and again in 2022. | 77%  |
| 2024 Action Plan Retention: Submitted an action plan in 2022 and again in 2024. | 82%  |

# REENGAGEMENT FROM 2020 CYCLE

Of the 122 campuses that disengaged after submitting a 2020 action plan, 43 campuses (35%) reengaged in action planning in 2024, demonstrating a renewed commitment to action planning and a potentially higher level of interest and capacity from campuses during presidential election cycles.

# ENHANCED NONPROFIT RESOURCES AND COORDINATION DRIVING PROGRESS

These positive outcomes are driven in part by the creation and sharing of more comprehensive action planning resources like the ALL IN pre-populated action plan templates. Additionally, the SLSV Coalition's Action Planning Working Group, co-led by ALL IN, has enhanced nonprofit support and communication with campuses over the past three years, further strengthening planning efforts.

# **CAMPUS ACTION**

Plan to submit a draft or final 2026 action plan to ALL IN by December 15, 2025 to receive a confidential score, tailored feedback, and the opportunity to resubmit by May 31, 2026 to increase the likelihood of earning the 2026 <u>Highly Established Action Plan Seal</u>.



# ACTION PLAN STRENGTH

Over the past four election cycles, ALL IN — supported by trained action plan reviewers — has provided campuses with a confidential score out of 36 possible points based on the <u>Strengthening American Democracy Guide</u> (SADG) & <u>rubric</u>. This score serves as a measure of the strength and quality of each campus' action plan. With each election cycle, the average action plan score has consistently increased across all institution types, reflecting ongoing improvements in the effectiveness and quality of plans developed by campuses.

# Action Plan Strength Over Time Action plan strength has continued to increase each election cycle since action plans were first reviewed in 2018. 2024 action plans across all institution types were stronger than any previous election cycle. 2018 Election Cycle 2020 Election Cycle 2022 Election Cycle 2024 Election Cycle 30.0 27.8 27.8 27.8 27.8 27.8 28.4 29.1 20.0 19.6 19.6 All ALL IN campuses Four-Year Institutions Community Colleges MSIs HSIs HBCUs

Action plans are scored by trained action plan reviewers who use the Strengthening American Democracy Guide and Rubric. Action plans can earn a maximum of 36 possible points.

Source: ALL IN Campus Democracy Challenge • Created with Datawrapper

# ACTION PLAN STRENGTH

The average score for first-ever action plan submissions has steadily increased with each election cycle. This improvement is largely due to ALL IN's enhanced action planning support, which includes webinars, the *SADG* and *Rubric*, as well as pre-populated, custom action plan templates based on the *SADG*. By increasing access to valuable action planning resources and reducing barriers to plan development, ALL IN has helped campuses create stronger and more effective initial action plans.

# **Action Plan Strength for First-Ever Action Plan**

The average action plan score for the first-ever action plan that a campus submits to ALL IN continues to increase each election cycle.

 2018 Election Cycle
 17.0

 2020 Election Cycle
 20.4

 2022 Election Cycle
 21.8

 2024 Election Cycle
 24.3

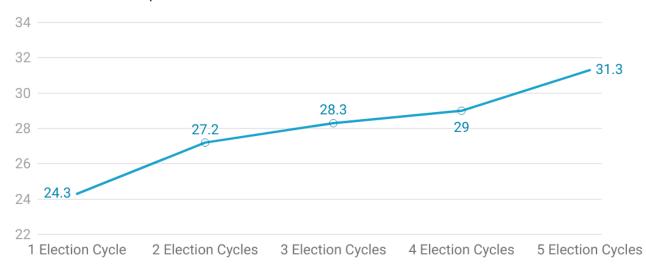
Action plans are scored by trained action plan reviewers using the Strengthening American Democracy Guide and Rubric. Action plans can receive a maximum of 36 points.

Source: ALL IN Campus Democracy Challenge · Created with Datawrapper

# IMPROVEMENT IN ACTION PLAN STRENGTH OVER TIME

# **Campus Action Plan Strength Over Time**

Campus action plans scores increase each subsequent election cycle a campus submits its action plan to ALL IN.



Action plans are scored out of 36 possible points.

Source: ALL IN Campus Democracy Challenge • Created with Datawrapper

# CONSISTENT GROWTH IN ACTION PLAN QUALITY

With each subsequent action plan submission, campuses demonstrate a clear trend of improving the strength and quality of their action plans.

# **INCREASED FAMILIARITY WITH RESOURCES**

As campuses stay engaged in the action plan process — even through campus voting coalition transitions — they become more familiar with the process and available action planning resources.

# IMPROVEMENT IN ACTION PLAN STRENGTH OVER TIME

### ENHANCED ACTION PLANNING SKILLS

Repeated submissions allow campuses to build stronger action planning skills, improving their ability to assess needs, set measurable goals, and implement effective strategies for voter engagement.

## FEEDBACK AND LEARNING LOOPS

Campuses receive valuable feedback from reviewers with each submission, helping them identify areas of improvement and continuously refine their action plans for greater impact.

# **CAMPUS ACTION**

Use the ALL IN action plan feedback received for past submissions to update your action plan for the next planning cycle. Ask ALL IN for your past feedback.

# **CAMPUS ACTION**

If your campus is new to action planning, ask ALL IN for a custom, pre-populated template.

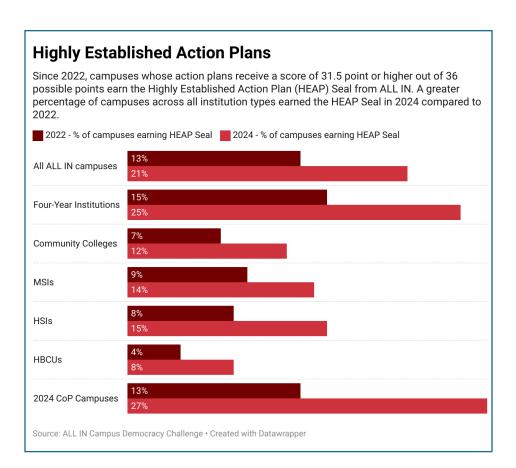
# IMPROVEMENT IN ACTION PLAN STRENGTH OVER TIME

Since 2022, ALL IN has presented the <u>Highly Established Action Plan (HEAP) Seal</u> to campuses that develop action plans earning 31.5 points or higher out of 36 possible points based on the <u>Strengthening American Democracy Rubric</u>.



228

campuses earned the HEAP Seal in 2024 compared to 121 campuses in 2022.



# **CAMPUS ACTION**

Plan to resubmit your 2026 action plan by December 15, 2025. ALL IN will review and score a campus action twice per election cycle. Over the past three election cycles, campuses that resubmitted their action plan during the same election cycle saw their action plan score increase by an average of 4-5 points out of 36 possible.

# NONPARTISAN CAMPUS-WIDE VOTING COALITIONS

Higher education institutions are complex ecosystems with numerous collaborative and disparate stakeholders. Successfully changing the culture on a campus requires input from and involvement of members from across the campus community. Robust nonpartisan campus voting coalitions (involving students, academic and student affairs, senior leadership, nonpartisan nonprofit partners, and local election officials) are a key and necessary step to achieving increased and institutionalized nonpartisan civic engagement.

Through the <u>Strengthening American Democracy Guide</u>, ALL IN and our nonprofit partners recommend that campus voting coalitions involve members from student affairs, academic affairs, the office of the president or chancellor, a representation of students from across the study body, nonpartisan nonprofit partners, local election officials, and other stakeholders.

For the first time, ALL IN is learning in greater depth about campus voting coalitions. When campuses submitted their action plans to ALL IN, they selected which member types were involved in their campus voting coalition.

The results below show encouragement from the high percentage of student affairs staff and students involved in these coalitions as well as opportunities to increase engagement across a number of stakeholders on campus.

# NONPARTISAN CAMPUS-WIDE VOTING COALITIONS

# **Nonpartisan Campus Voting Coalitions**

Campus voting coalitions are an essential part of institutionalizing and increasing nonpartisan civic engagment. Campuses self-reported the members of their campus voting coalitions when submitting an aciton plan to ALL IN.

| Student Affairs Staff  | Four-Year<br>Institutions<br>93% | Community<br>Colleges | MSIs | HBCUs |
|--|----------------------------------|-----------------------|------|-------|
| Student Arrairs Starr  | 93 /6                            | 9376                  | 9476 | 9370  |
| Students   | 91%                              | 83%                   | 86%  | 73%   |
| Student Organizations  | 86%                              | 79%                   | 85%  | 73%   |
| Faculty  | 86%                              | 70%                   | 81%  | 80%   |
| Academic Affairs Staff   | 65%                              | 45%                   | 54%  | 60%   |
| Nonprofit Partner Organization                                 | 63%                              | 63%                   | 66%  | 73%   |
| Representatives from the office of the president or chancellor | 57%                              | 63%                   | 58%  | 13%   |
| Residence Life*  | 57%                              | 29%                   | 40%  | 40%   |
| Local Election Administration Officials                        | 48%                              | 40%                   | 44%  | 33%   |
| Athletics Department*  | 47%                              | 20%                   | 31%  | 36%   |
| Facilities Management  | 14%                              | 10%                   | 11%  | 0%    |

\*Campuses that do not have Residence Life or Athletics Departments are excluded from those results.

Source: ALL IN Campus Democracy Challenge • Created with Datawrapper

# **CAMPUS ACTION**

Prioritize expanding your campus voting coalition by engaging a broader range of stakeholders, including faculty, staff, students from various majors and/or organizations, and local election officials to strengthen support for nonpartisan civic engagement efforts.

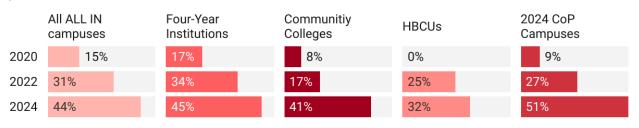


# CAMPUS VOTING COALITION LEADERSHIP SUCCESSION

Leadership succession plans for campus voting coalitions are crucial to ensure the continuity of civic engagement efforts when key coalition leaders transition or leave the institution. In the early stages, campus voting coalitions often rely on one or a few individuals to drive and implement these initiatives, sometimes outside of their job descriptions. If one of these leaders steps away from nonpartisan civic engagement efforts, there is a significant risk that previous progress will stagnate, and the momentum built will be lost. Establishing clear succession plans helps safeguard the long-term success and sustainability of these vital initiatives.

# **Leadership Succession Plans in Action Plans**

A growing percentage of campuses include explicit leadership succession plans in their action plans.



Action plan reviewers are trained by ALL IN to score and reivew action plans, including indicating if an explict leadership succession plan is present in the action plan.

Source: ALL IN Campus Democracy Challenge · Created with Datawrapper

# INCREASING EVIDENCE OF LEADERSHIP SUCCESSION PLANS

Across all institution types, especially community colleges, a greater percentage of campuses included leadership succession plans, as identified by action plan reviewers, compared to past elections.

# ROOM FOR GROWTH IN LEADERSHIP SUCCESSION PLANNING

While progress is being made, more than half of campuses still do not include explicit leadership succession plans in their action plans.

# CAMPUS VOTING COALITION LEADERSHIP SUCCESSION

# **Explicit Leadership Succession Plans in Action Plans**

A significant gap exists between the percentage of campuses that self-reported having a leadership succession plan while submitting their action plan to ALL IN and the percentage of campuses that ALL IN trained-action plan reviewers identified as having an explicit leadership succession plan in their action plan.

Percentage of campuses with a leadership succession plan

Identified by Action Plan Reviewers

44%

Self-Reported by Campuses

70%

Chart: ALL IN Campus Democracy Challenge • Created with Datawrapper

### HIGHER SELF-REPORTED LEADERSHIP SUCCESSION PLANNING

70% of campuses that submitted a 2024 action plan self-reported having a leadership succession plan, either through inclusion in job descriptions or a defined process to identify new leaders. However, action plan reviewers only identified 44% of action plans that included mention of a leadership succession plan.

## **CAMPUS ACTION**

Develop and include a leadership succession plan in your action plan. Use the SLSV Coalition's <u>Transition Management Guide</u> to document your leadership succession plan.

# ACTION PLANNING RESOURCES & TOOLS

After 2016, the inaugural year that campuses submitted action plans to ALL IN, campuses requested additional support and resources to develop an action plan. A variety of nonprofit partners came together to develop the first edition of the <u>Strengthening</u> <u>American Democracy Guide</u> which was released in 2018 and is now in its 4th edition as of 2024 with the forthcoming 5th edition to be released in 2025. The <u>Strengthening</u> <u>American Democracy Rubric</u> soon followed which allowed campuses to self-assess the strength of their action plan and for ALL IN to provide confidential action plan scores to campuses.

Over the years, a number of other resources have been developed and improved to support campuses. For the past three years, the SLSV Coalition's Action Planning Working Group, co-led by ALL IN, has brought together nonprofit partners that support action planning to find ways to create new resources, reduce redundancies, and coordinate semester-long series of virtual Action Planning Workshops.

Starting in 2020, ALL IN developed two ways to provide more support to campuses developing action plans.

# FEEDBACK FOR CAMPUSES WITH PREVIOUS ACTION PLANS

ALL IN provided campuses that had previously submitted an action plan with a confidential feedback report, including a score out of 36 possible points, comments, and suggestions for improvement.

# **ACTION PLAN TEMPLATES FOR NEW CAMPUSES**

For campuses submitting their first action plan or re-engaging in the action planning process, ALL IN creates a custom, pre-populated action plan template to simplify the initial action planning process.

# ACTION PLANNING RESOURCES & TOOLS

# Action Planning Resources Usage Over recent years a growing number of action planning resources have been developed to support action planning. All ALL IN Campuses ALL IN Action Plan Template\* 83% ALL IN Action Plan Feedback 74% Strengthening American Democracy Guide 58% (SADG) SADG Rubric 46% 6% I didn't use any of these. \*Only campuses that had not previously submitted an action plan to ALL IN since 2020 were sent custom, prepopulated action plan templates as Word Documents. Source: ALL IN Campus Democracy Challenge · Created with Datawrapper

## HIGH UTILIZATION OF CUSTOM TEMPLATES

83% of campuses that had not submitted an action plan to ALL IN since at least 2020 used the custom, pre-populated action plan templates created by ALL IN.

# HIGH USE OF FEEDBACK REPORTS

74% of campuses that had previously submitted an action plan to ALL IN utilized the confidential action plan feedback report, which included a score and comments.

### HIGH ACTION PLAN RESOURCE ENGAGEMENT

Only 6% of campuses reported not using any of the action planning resources provided by ALL IN.

# ACTION PLAN STRENGTH

The Strengthening American Democracy Guide (SADG) provides nine suggested sections for an action plan with guiding questions and examples of information to include in an action plan. Since the 2022 election when more work was done to connect campuses with the SADG, over three quarters of campuses submitting action plans to ALL IN used the SADG to develop their action plan.

# **Strengthening American Democracy Guide Usage**

The percentage of campuses using the Strengthening American Democracy Guide (SADG) to develop their action plan continues to increase and remain high.

|                        | 2018 | 2020 | 2022 | 2024 |
|------------------------|------|------|------|------|
| All ALL IN campuses    | 28%  | 38%  | 75%  | 76%  |
| Four-Year Institutions | 28%  | 39%  | 77%  | 77%  |
| Community Colleges     | 34%  | 37%  | 70%  | 74%  |
| MSIs                   | 29%  | 33%  | 71%  | 67%  |
| HSIs                   | 24%  | 37%  | 75%  | 69%  |
| HBCUs                  | 67%  | 25%  | 69%  | 58%  |
| 2024 CoP Campuses      | 39%  | 45%  | 73%  | 81%  |

The SADG is in its 4th edition and has been co-created by a number of nonprofit partner organizations including ALL IN.

Source: ALL IN Campus Democracy Challenge · Created with Datawrapper

# **ACKNOWLEDGEMENTS**

This report was developed by Ryan Drysdale, Director of Impact & State Networks for the ALL IN Campus Democracy Challenge at Civic Nation.

ALL IN appreciates all the campus stakeholders and community partners who among many other responsibilities make the time to create and sustain campus voting coalitions and develop action plans.

ALL IN is deeply grateful to the more than 70 individuals who reviewed action plans for campuses in 2024. Their thoughtful feedback has been invaluable in helping campuses strengthen their action plans and further institutionalize nonpartisan civic engagement while providing data to evaluate the effectiveness of action planning. Please note that the campus or organization associated with each individual reflects their affiliation at the time of the action plan review and may have since changed.

| Adam Smith            | Bowling Green State University        |
|-----------------------|---------------------------------------|
| Alexis Crosby         | Voter Friendly Campus                 |
| Alyssa Canty          | Common Cause                          |
| Alyssa Melby          | St. Olaf College                      |
| Amanda LaRoche        | Voter Friendly Campus                 |
| Amber Wilt            | Voter Friendly Campus                 |
| Amy Pehrson           | Gustavus Adolphus College             |
| Andrew Brown          | University of Nebraska-Lincoln        |
| Anna Foster           | Voter Friendly Campus                 |
| Arielle Mizrahi       | Unify America                         |
| Bianca Avery          | Voter Friendly Campus                 |
| Bridget Trogden       | American University                   |
| Caroline Smith        | Andrew Goodman Foundation             |
| Cat Fish              | ALL IN Staff                          |
| Chapman Rackaway      | Radford University                    |
| Chuck Black           | Voter Friendly Campus                 |
| Ciarra Malone         | Voter Friendly Campus                 |
| Courtney Holder       | University of Maryland                |
| Dominique Mitchell    | Voter Friendly Campus                 |
| Eli Moore             | ALL IN Staff                          |
| Eliana Reed           | SLSV Coalition                        |
| Ellen Linky           | Saint Joseph's University             |
| Ellin Mcdonough       | Georgia State University              |
| Emma Burns            | Voter Friendly Campus                 |
| Garrison Kennedy      | _ Northwest Missouri State University |
| Grace Carlic          | Rochester Institute of Technology     |
| Jahnavi Rao           | New Voters                            |
| Jaylin Drewry         | Voter Friendly Campus                 |
| Jeffrey Krause        | Wagner College                        |
| Jen Domagal-Goldman _ | ALL IN Staff                          |
| Jenna Spinelle        | The Pennsylvania State University     |
| Jes Davis             | Virginia Tech                         |
| Jill Dunlap           | Voter Friendly Campus                 |
| Jon Mandrell          | Sauk Valley Community College         |
| Jordan Schwartz       | ALL IN Intern                         |
| Joseph Olah           | Voter Friendly Campus                 |
| Kala Washington       | Voter Friendly Campus                 |
|                       |                                       |

| Karen Kedrowski          | Iowa State University                    |
|--------------------------|--|
| Kathryn Quintin          | Voter Friendly Campus                    |
| Kristin Hansen           | Voter Friendly Campus                    |
| Landon Myers             | Voter Friendly Campus                    |
| Laura Megivern           | Dickinson College                        |
| Lauren Shinholster       | Mercer University                        |
| Leah Gomes               | ALL IN Intern                            |
| Leah Murray              | Weber State University                   |
| Lesley Graybeal          | University of Central Arkansas           |
| Loren Belew              | Wichita State University                 |
| Manny Rin                | Student PIRGs                            |
| Manuela Hill-Muñoz       | University of St. Thomas                 |
| Maria Alejandro          | ALL IN Fellow                            |
| Matt Weiss               | Former Campus Primary Contact            |
| Megan Bell               | Arkansas Tech University                 |
| Monica Clarke            | ALL IN Fellow                            |
| Morgan Knapp             | Pacific University                       |
| Noelani Cubillos-Sanchez | ALL IN Fellow                            |
| Olivia Antigua           | ALL IN Staff                             |
| Peter Budmen             | <b>Hobart and William Smith Colleges</b> |
| Rachel Clay              | Voter Friendly Campus                    |
| Ryan Drysdale            | ALL IN Staff                             |
| Sam Delap                | North Carolina Campus Engage             |
| Sam Novey                | University of Maryland                   |
| Samantha Giffen          | Salem State University                   |
| Sandy Rodriguez          | ALL IN Fellow                            |
| Shannon Williams         | ALL IN Fellow                            |
| Sithara Menon            | SLSV Coalition                           |
| Spencer Long             | Sigma Alpha Epsilon                      |
| Stanley Ebede            | ALL IN Fellow                            |
| Stephanie King           | ALL IN Staff                             |
| Steven Adelson           | Civic TN                                 |
| Tammie Green             | ALL IN Fellow                            |
| Teri Seabrook            | Voter Friendly Campus                    |
| Tiffany Bohm             | Lake Michigan College                    |
| Valerie Morishige        | League of Women Voters                   |
| Will Bowlin              | ALL IN Fellow                            |

