How to Be ALL IN for Democracy in 2021
AGENDA

• Meet the team!
• ALL IN Goals
• How to be ALL IN in 2021
• Looking Ahead
• Q & A / Open Discussion
ALL IN CORE TEAM

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staff supervision, overall strategy development, Presidents’ Council, evaluation, and fundraising

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state challenges and summits; data management

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Managing Director
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staff supervision, internal processes; campus outreach

Stephanie King (she/her/hers)
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Athletics, coaches, Presidents’ Commitment; ALL IN to Vote

Dominique McMillan (she/her/hers)
Program Coordinator
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database management, digital engagement, HBCUs

Bry Moore (they/them/their)
Communications Coordinator
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graphic design, newsletter, social media, email, and other collateral

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ADDITIONAL TEAM MEMBERS

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*Until Summer/Fall

Marissa Pittman (she/her/hers)
Intern & Student at Dillard University
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SETTING THE STAGE

• Make participation in local, state, and federal elections a social norm.

• Substantially increase the number of college students who are democratically engaged on an ongoing basis, during and between elections, and not just at the polls.

• Make educating for democratic engagement on college campuses an accepted and expected part of the culture and curriculum so that students graduate with the knowledge, skills, behaviors, and values needed to be informed and active citizens.
The ALL IN Campus Democracy Challenge

**empowers colleges and universities to achieve excellence in student democratic engagement (Democratic engagement + civic learning + political engagement + voter participation)**

**BY PROVIDING:**

**STRUCTURE**
- Intentional program design plus accountability for campus continuous improvement.

**SUPPORT**
- Tools campuses need to increase democratic engagement including coaching, training, resources, referrals, and networking.

**RECOGNITION**
- National seals and awards that recognize campuses for improvement and success in increasing democratic engagement.

The ALL IN CHALLENGE ENCOURAGES COLLEGES AND UNIVERSITIES TO:

1. Make a public commitment to expanding non-partisan democratic engagement.
2. Develop a comprehensive understanding of their students, stakeholders, programs, and climate for democratic engagement.
3. Establish short-term and long-term goals to improve and institutionalize democratic engagement.
4. Design, implement, measure, and continuously improve strategies to increase democratic engagement.

RESULTING IN:

**STUDENT ENGAGEMENT**
- Students acquire and apply the knowledge, skills, attitudes, and behaviors needed for democratic engagement.

**INSTITUTIONAL ENGAGEMENT**
- Colleges and universities develop a campus culture that promotes and embeds democratic engagement programs and policies throughout the curriculum and co-curriculum.

**NATIONAL NETWORK**
- This network brings together colleges and universities committed to increasing student democratic engagement highlighting the role of higher education in strengthening American democracy.

**A MORE ENGAGED & INCLUSIVE DEMOCRACY**
- A strong, vibrant, and more representative American democracy resulting from greater inclusion of college student voters.
ALL IN CAMPUS DEMOCRACY CHALLENGE GOALS

• **Goal 1: Increase Scope of ALL IN** by increasing number and diversity in type of participating campuses

• **Goal 2: Deepen campus engagement** with ALL IN by helping campuses climb our ladder of engagement

• **Goal 3: Help campuses achieve full student voter participation.**
HOW DOES IT WORK?

**Step 1:** Commit Your Campus

**Step 2:** Assemble a Campus Coalition

**Step 3:** Develop and Implement an Action Plan

**Step 4:** Share Your Success

**Step 5:** Be Recognized

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KEY RESEARCH FINDINGS

- **Higher Voting Rates**: Participating campuses voted at rates 2.2 percentage points higher on average than campuses that did not.

- **Structure**: Participating campus leads indicate that our structure is the most valuable aspect of our program.

- **Ladder of Engagement**: Highly engaged campuses saw more positive outcomes.

- **Staff**: Access to resources, especially staff time, is linked to level of engagement with the Challenge
NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT (NSLVE)

- Free study managed by the Institute for Democracy & Higher Education (IDHE) at Tufts University.
- Current authorization is from 2018-2023.
- FERPA compliant.
- Easy authorization process.
- NSLVE reports are sent to 3 campus contacts every two years.
- 2020 NSLVE reports will be sent to campuses in September 2021.
- Campuses share NSLVE reports with ALL IN.
- NSLVE data used to help campuses assess their action plans and for ALL IN awards.
CAMPUS COALITIONS

- Who should be included?
  - Faculty
  - Staff
  - Students

- What should they do?
  - Team-building activities
  - Provide thought leadership
  - Action planning
  - Execute planned activities

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ACTION PLANNING

- Campuses submit an action plan for each two-year cycle
  - Three deadlines each cycle to submit an action plan
  - Campuses can receive action plan feedback
- *Strengthening American Democracy Guide and Rubric*
- Example action plans
- Past webinars and upcoming action planning webinar on 3/30
- Campuses that submit action plans are eligible for national awards
- 2022 Focuses: leadership succession, voting differences by race, full student voter participation, local elections, civic learning and political engagement, innovation for 2022

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STRENGTHENING AMERICAN DEMOCRACY
A Guide for Developing an Action Plan to Increase Civic Learning, Political Engagement, and Voter Participation Among College Students
SECOND EDITION. AUGUST 2019

Democratic Engagement Action Plan Rubric

Executive Summary
- Establishing a clear, actionable plan that outlines the steps to be taken is crucial. A well-defined strategy will guide the implementation process and ensure that the goals are achieved.

Leadership
- The leadership team must actively lead the process, provide guidance, and support the implementation of the action plan. Regular communication and updates will help maintain momentum and accountability.

Community Engagement
- Engage with the local community, including students, faculty, and staff. This will help build support and ensure that the action plan addresses the needs and interests of the community.

Guiding Principles
- The guiding principles should reflect the values and aspirations of the institution and the community. They will provide a basis for decision-making and ensure that the action plan is aligned with the mission of the institution.

Natural History of Student Engagement
- Understanding the historical context and the current status of student engagement is essential. This will help inform the development of strategies to increase engagement.

Involvement
- Involvement in decision-making and community engagement is crucial. It will help ensure that the action plan is inclusive and responsive to the needs of the community.

Reporting
- Regular reporting on the progress of the action plan will help ensure accountability and provide insights into areas that may require additional support or resources.

Evaluation
- Evaluation of the action plan's effectiveness is necessary to determine if the goals have been achieved and if the strategies need to be adjusted. This will help inform future planning and decision-making.
March 30th from 2 -3 PM ET

2022 Action Plan Deadlines

• December 15, 2021
• May 31, 2022
• November 8, 2022
ATHLETIC VOTING CHALLENGES

The ALL IN Challenge has 12 active athletic conference voting challenges:

- ACC
- America East
- Big Sky
- Big 12
- Big Ten
- C-USA
- Ivy League
- MIAC
- NESCAC
- OAC
- PAC-12
- SoCon

In partnership with NABC, ALL IN also supports broader athletic engagement.
STATE AND CITY CHALLENGES

Additional state-level recognition for campuses with no additional action steps needed from campuses.

Challenges:

- Boston
- Chicago
- **Colorado**
- Delaware
- Florida
- Illinois
- Iowa
- **Maine**
- Maryland
- **Michigan**
- New York
- Pennsylvania
- Rhode Island
- Virginia
- Washington, D.C.
- Wisconsin

States in **bold** designate a state challenge in partnership with the Secretary of State.

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DIVERSITY, EQUITY, & INCLUSION

- Monthly race & equity conversations
- MSI and Community College Engagement
- Action Planning
- SLSV Partners
DIGITAL ENGAGEMENT

- ALL IN to Vote
- Virtual convenings
- Collaborating with community partners
- Relational organizing opportunities (couch party, etc)
COMMUNICATIONS

• The ALLinsider (monthly newsletter)

• Connecting with us on social media

• Campus highlights submission form
AWARDS & RECOGNITION

Award Categories
• Overall Awards
• Best in Class Awards
• Individual Champions
• Seals

ALL IN Awards Ceremony
• Likely week of November 8th
• Heavily virtual
• Potential new structure
• Communications
2021 LOOK AHEAD

March
• 3/30 Action Plan Report Debrief Briefing

Spring/Summer
• ALL IN’s Five-year Anniversary
• Individual ALL IN Award Nominations

July
• 50th Anniversary of the ratification of the 26th Amendment

September
• NSLVE Reports Released
LOOKING AHEAD

Early Fall
• Civic Holidays:
  • 9/17 Constitution Day (Sept. 17th)
  • 9/21 National Voter Registration Day
  • 10/4-10/8 Voter Education Week
  • Vote Early Day (TBA)

November
• 11/2 NJ & VA Elections
• 11/8-11/12 Third Bi-Annual ALL IN Awards Ceremony

December
• 12/15 Early Campus Action Plan Deadline

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TALK TO US!

QUESTIONS, THOUGHTS, IDEAS?