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**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



**Jen Domagal-Goldman (she/her/hers)**

Executive Director

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



**Ryan Drysdale (he/him/his)**

Associate Director

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state challenges and summits; data management



**Catherine (Cat) Fish (she/her/hers)**

Managing Director

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staff supervision, internal processes; campus outreach



**Stephanie King (she/her/hers)**

Director of Strategic Initiatives

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Athletics, coaches, Presidents' Commitment; ALL IN to Vote

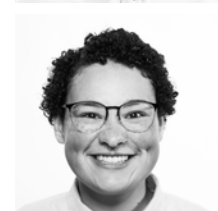


**Dominique McMillan (she/her/hers)**

Program Coordinator

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database management, digital engagement, HBCUs



**Bry Moore (they/them/theirs)**

Communications Coordinator

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graphic design, newsletter, social media, email, and other collateral



# ADDITIONAL TEAM MEMBERS



**Carolina Hidalgo-McCabe (she/her/hers)**

Program Assistant & Student at Tufts University

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\*Until Summer/Fall



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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:

Make a public commitment to expanding non-partisan democratic engagement



Develop a comprehensive understanding of their students, stakeholders, programs, and climate for democratic engagement



Establish short-term and long-term goals to improve and institutionalize democratic engagement



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





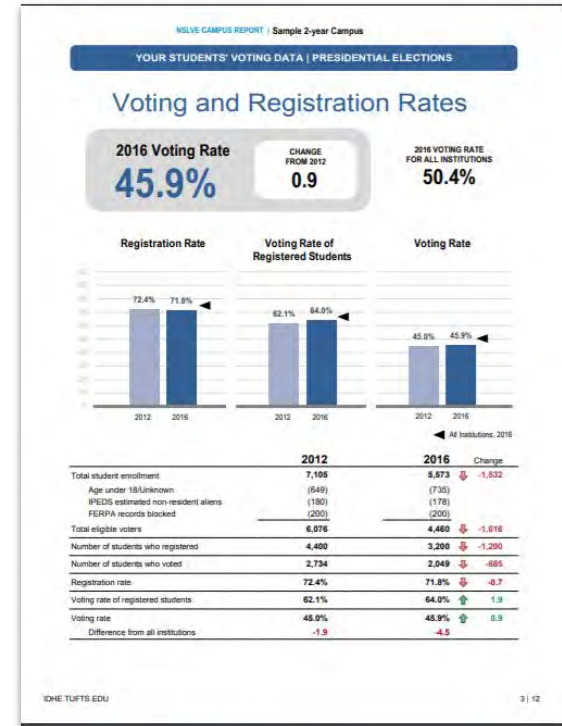
# KEY RESEARCH FINDINGS

- **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



# 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



# 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

2019

	4   Established	3   Progressing	2   Emerging	1   Undeveloped
<b>Executive Summary</b> Overview of the action plan response, 1-3 sentences (1) The purpose of the plan (2) Where the plan will be implemented (3) The goals of the plan (4) The overall budget of the plan	Overview of action plan response includes 4-6 of the suggested guiding questions.	Overview of action plan response includes 3-4 of the suggested guiding questions.	Overview of action plan response includes 2-3 of the suggested guiding questions.	Overview of action plan response includes 1-2 of the suggested guiding questions.
<b>Leadership</b> Overview of the leadership team and its role in the plan (1) Leadership team (2) Leadership team's role in the plan (3) Leadership team's role in the plan (4) Leadership team's role in the plan	A leadership team of at least 10 members (faculty, staff, students, and community) is established. The team includes at least one student leader, one faculty member, and one community member. The team is responsible for the plan's implementation and evaluation.	A leadership team of at least 5 members (faculty, staff, students, and community) is established. The team includes at least one student leader, one faculty member, and one community member. The team is responsible for the plan's implementation and evaluation.	A leadership team of at least 3 members (faculty, staff, students, and community) is established. The team includes at least one student leader, one faculty member, and one community member. The team is responsible for the plan's implementation and evaluation.	A leadership team of at least 1 member (faculty, staff, students, and community) is established. The team includes at least one student leader, one faculty member, and one community member. The team is responsible for the plan's implementation and evaluation.
<b>Commitment</b> Description of the plan's commitment to the institution's mission and values	According to the plan, the institution's commitment to the mission and values is clearly stated and integrated into the plan's implementation and evaluation.	According to the plan, the institution's commitment to the mission and values is clearly stated and integrated into the plan's implementation and evaluation.	According to the plan, the institution's commitment to the mission and values is clearly stated and integrated into the plan's implementation and evaluation.	According to the plan, the institution's commitment to the mission and values is clearly stated and integrated into the plan's implementation and evaluation.
<b>Leadership</b> Overview of the leadership team and its role in the plan (1) Leadership team (2) Leadership team's role in the plan (3) Leadership team's role in the plan (4) Leadership team's role in the plan	The plan communicates a clear message of the institution's commitment to the mission and values, and the plan's implementation and evaluation are integrated into the institution's mission and values.	The plan communicates a clear message of the institution's commitment to the mission and values, and the plan's implementation and evaluation are integrated into the institution's mission and values.	The plan communicates a clear message of the institution's commitment to the mission and values, and the plan's implementation and evaluation are integrated into the institution's mission and values.	The plan communicates a clear message of the institution's commitment to the mission and values, and the plan's implementation and evaluation are integrated into the institution's mission and values.
<b>Goals</b> Overview of the plan's goals and objectives (1) Short-term goals (2) Long-term goals (3) Overall goals	Short-term and long-term goals are clearly defined and measurable. The plan includes a clear timeline for the implementation and evaluation of the plan.	Short-term and long-term goals are clearly defined and measurable. The plan includes a clear timeline for the implementation and evaluation of the plan.	Short-term and long-term goals are clearly defined and measurable. The plan includes a clear timeline for the implementation and evaluation of the plan.	Short-term and long-term goals are clearly defined and measurable. The plan includes a clear timeline for the implementation and evaluation of the plan.
<b>National Study of Learning, Voting, and Engagement (NSLVE)</b> Overview of the plan's participation in the NSLVE (1) Participation in the NSLVE (2) Participation in the NSLVE (3) Participation in the NSLVE	The institution is a participant in the NSLVE. The plan includes a clear timeline for the implementation and evaluation of the plan.	The institution is a participant in the NSLVE. The plan includes a clear timeline for the implementation and evaluation of the plan.	The institution is a participant in the NSLVE. The plan includes a clear timeline for the implementation and evaluation of the plan.	The institution is a participant in the NSLVE. The plan includes a clear timeline for the implementation and evaluation of the plan.
<b>Strategy</b> Overview of the plan's strategy and implementation (1) Strategy (2) Implementation (3) Evaluation	The plan includes a clear strategy for the implementation and evaluation of the plan. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear strategy for the implementation and evaluation of the plan. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear strategy for the implementation and evaluation of the plan. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear strategy for the implementation and evaluation of the plan. The plan includes a clear timeline for the implementation and evaluation of the plan.
<b>Reporting</b> Overview of the plan's reporting and evaluation (1) Reporting (2) Evaluation (3) Reporting	The plan includes a clear reporting and evaluation system. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear reporting and evaluation system. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear reporting and evaluation system. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear reporting and evaluation system. The plan includes a clear timeline for the implementation and evaluation of the plan.
<b>Evaluation</b> Overview of the plan's evaluation and impact (1) Evaluation (2) Impact (3) Evaluation	The plan includes a clear evaluation and impact system. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear evaluation and impact system. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear evaluation and impact system. The plan includes a clear timeline for the implementation and evaluation of the plan.	The plan includes a clear evaluation and impact system. The plan includes a clear timeline for the implementation and evaluation of the plan.

# ACTION PLANNING

## 2020 Action Plan Deep Dive & 2022 Action Planning Look Ahead

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



**BOSTON  
VOTES**



Campus Compact  
Wisconsin



Campus Compact  
Mid-Atlantic

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





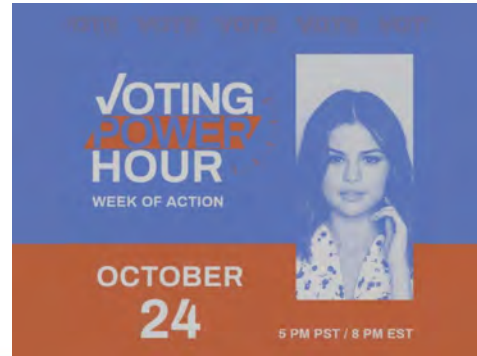
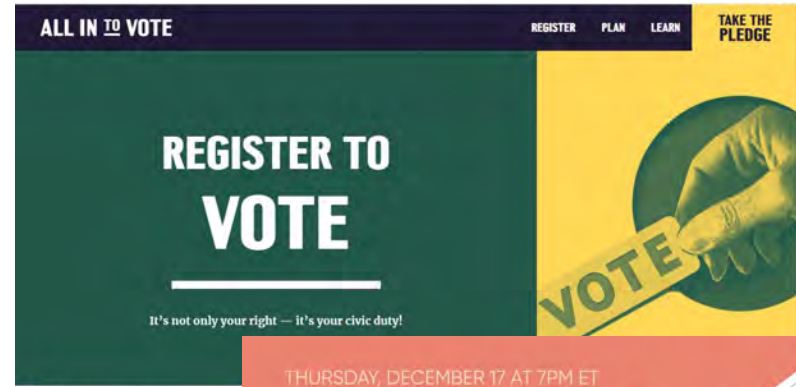
allinchallenge.org

- allinchallenge.org



# 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



**@allintovote**



**@allintovote**



**@allintovote**

# 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



# TALK TO US!

## QUESTIONS, THOUGHTS, IDEAS?



[allinchallenge.org](http://allinchallenge.org)





# CAMPUS DEMOCRACY CHALLENGE

[Allinchallenge.org](http://Allinchallenge.org) | [Allintovote.org](http://Allintovote.org)

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