

**Twitter handle (and profile name):** allintovote (ALL IN Campus Democracy Challenge)

**Twitter description:** The ALL IN Campus Democracy Challenge is a nonpartisan organization committed to increasing college student voting rates nationwide since 2016. #allintovote

**Description of the organization from a third party source:** "The ALL IN Challenge, a national awards program, recognizes colleges for their commitment to increasing voting rates, helping students form the habits of active and informed citizenship, and making democratic engagement a core value on their campuses. The ALL IN Campus Democracy Challenge strives for a more inclusive democracy—one in which all voices are heard. We envision a country in which the electorate mirrors our country's makeup and college students are democratically engaged on an ongoing basis, during and between elections, and not just at the polls."

**Scraped text from their home page of their website:** Titles: ALL IN Campus Democracy Challenge

**Headings:** The ALL IN Campus Democracy Challenge empowers colleges and universities to achieve excellence in nonpartisan student democratic engagement.; ALL IN is generously supported by

**Paragraphs:** At the ALL IN Challenge, we believe higher education should play a role in developing an active and informed citizenry by educating students, motivating them to engage in American democracy, and instilling the value of lifelong participation. Through an intentionally designed program - which provides incentive, structure, and accountability - this national, nonpartisan initiative inspires, supports, and celebrates colleges and universities working to improve civic learning, political engagement, and voter participation.; Number ofStates (+DC); Number ofInstitutions; Number ofStudents; ; "The ALL IN Democracy Challenge has tapped into the essence of what drives most student-athletes, competition, all while raising awareness and support to help increase student voter engagement. Conference USA administrators, coaches and student-athletes strive for excellence in everything that they do, and democratic engagement is no different. The partnership between Conference USA and the ALL IN Democracy Challenge has invigorated a deep desire to make the same impact at the polls as we make on the field. We look forward to our continued partnership and the growth of engagement across the entire conference."; "The Michigan Department of State has partnered with the ALL IN Campus Democracy Challenge since 2019 on the nonpartisan Michigan Collegiate Voting Challenge, which provides support and recognition to Michigan colleges and universities to increase student voter engagement. Through our partnership with ALL IN, we've been able to provide nonpartisan voter engagement support and tools as well as trusted election information to

Michigan institutions. Since the launch of the Michigan Collegiate Voting Challenge, our engagement with campuses, through efforts like the Michigan Collegiate Student Voting Task Force, has continued to increase each year."; "Partnering with the ALL IN Campus Democracy Challenge on the nonpartisan Pennsylvania Campus Voting Challenge has been instrumental in increasing engagement with and support of colleges and universities across the Commonwealth. ALL IN provides valuable resources and capacity, while creating opportunities for our department to connect with Pennsylvania institutions and share trusted information about elections. Our engagement with Pennsylvania campuses has increased as a result of partnering with ALL IN, and we look forward to our continued partnership."; "Among the many things colleges and universities do, perhaps the most important is preparing our students to take their places as thoughtful, informed, questioning participants in our democracy. What the ALL IN Challenge will do is help ensure civic engagement is a meaningful and permanent part of our campus culture."; "The ALL IN Challenge gave us a reason to coordinate around campus, to think more deliberately about the many voting-related programs and activities, and develop an integrated plan."; "Being part of the ALL IN Challenge motivated us to become more strategic in our civic engagement efforts and include more people from across the campus in a team that now meets regularly to support and promote civic engagement activities at UMSL."; "Working on the challenge has encouraged us to collaborate more closely with peers on campus to encourage voter registration and turnout, as well as voter education. I appreciate that push."; "By joining the ALL IN Campus Democracy Challenge, we are encouraging our students to use their voices in the electoral process. But even more, we hope that during their years in college, they will cultivate a practice of being engaged in their communities and beyond, so that once they graduate they will be lifelong responsible citizens."; ; and Kohlberg Philanthropy; ; Sign up for our newsletter.; ;

**Scraped text from their about page of their website:** Titles: ALL IN Challenge - About

**Headings:** About; Our Vision; Our Mission; Our Goals

**Paragraphs:** Democratic engagement is the state of being engaged in advancing democracy through political institutions, organizations, and activities - it is the engagement of citizens in public life and in government. Examples of democratic engagement include voting, contacting elected officials, being active in political organizations, debating issues, supporting causes, and participating in rallies.; The ALL IN Campus Democracy Challenge empowers colleges and universities to achieve excellence in nonpartisan student democratic engagement.; The ALL IN Campus Democracy Challenge envisions a more engaged and inclusive democracy. Through institutional engagement, direct student engagement, and fostering a national higher education network, ALL IN strives for an electorate that mirrors our country's makeup and in which college students are democratically engaged on an ongoing basis, during and between elections, and not just at the polls. We believe that a strong, vibrant, and more representative American democracy will result from the greater inclusion of informed college student voters.; The ALL IN Campus Democracy Challenge's (ALL IN) mission is to foster civic culture and

institutionalize democratic engagement activities and programs at colleges and universities, making them a defining feature of campus life. ALL IN also strives to close voting gaps based on age and race, with a particular focus on increasing support and outreach for minority serving institutions (MSIs) and community colleges.; As an initiative of Civic Nation, ALL IN, in collaboration with higher education institutions, seeks to;; ALL IN embraces a tripartite definition of democratic engagement: democratic engagement = civic learning + political engagement + voter participation (see ALL IN Campus Democracy Challenge Theory of Change). ALL IN aims to enable colleges and universities to institutionalize nonpartisan democratic engagement by way of providing structure, support, and recognition.; In the next five years, ALL IN will;; ; Sign up for our newsletter.;;

**Scraped text from their mission page of their website:** Titles: NA

**Headings:** NA

**Paragraphs:** NA

**Scraped text from their history page of their website:** Titles: ALL IN Challenge - Our History

**Headings:** Our History; Graduating Students into Voters; Our founding Advisory Board members were;; Other Advisory Board members have included:

**Paragraphs:** In 2012, the National Task Force on Civic Learning and Democratic Engagement, in A Crucible Moment, called on the U.S. to reclaim higher education's civic mission, encouraging them to make civic learning and engagement more pervasive on their campuses. Since then, colleges and universities have made great strides toward making civic learning and democratic engagement more pervasive on their campuses. They had, when ALL IN was established in 2016, succeeded in increasing the number of students who volunteer in their communities; they had increased the number of service-learning courses offered; they had taken community-based research into account for promotion and tenure; and many now had offices or centers that support this work.; When the ALL IN Campus Democracy Challenge was established in 2016, one area that still lacked focus was democratic engagement and, especially, nonpartisan college student voter registration, education, and participation. The free National Study of Learning, Voting and Engagement (NSLVE) was launched in 2013. NSLVE is a service to colleges and universities interested in learning their students' aggregate voter registration and turnout rates in national elections since 2012. NSLVE is also a significant database for research providing data for federal elections in 2012, 2014, 2016, 2018, and 2020.; In the 2012 presidential election, just 39% of young adults ages 18-29 and 47% of college students voted. For the 2014 midterm election, those numbers dropped to 20% and 19%, respectively.; Early NSLVE data indicate that In the 2012 presidential election, only 39% of young adults ages 18-29 and 47% of college students voted. For the 2014 midterm election, those numbers dropped to 20% and 19%, respectively. Based on data collected since the early 1970s, presidential election voting rates have not changed dramatically, but midterm election voting rates had been

steadily decreasing for these groups. In fact, young adults were the least represented population in national elections.; We wanted young adults to be democratically engaged and to participate in elections in larger numbers. To make this happen, we asked ourselves two questions, first, where are there large numbers of young adults? And second, who can help us make change happen?The answer to both of these questions was: colleges and universities.; Through a coordinated effort to create environments that value civic learning, engage students in thoughtful ways, and remove barriers to participation, colleges and universities can graduate students with the knowledge, skills, behaviors, and values needed for responsible and informed engagement in our democracy. With the large numbers of students enrolled in our nation's colleges and universities, a coordinated effort by higher education can make a significant impact on instilling the importance of democratic participation and, ultimately, accelerate long-term change for an improved democracy.; To learn how best to encourage colleges and universities to do more to increase nonpartisan democratic engagement (civic learning, political engagement, and voter participation), we worked with the nonprofit behavioral design lab ideas42 and spent several months developing and vetting a concept that would incentivize and recognize colleges and universities for their work in this area. The program was intentionally designed to encourage on-campus collaboration, increase the use of data in planning, and to help graduate college students into voters.; In 2016, the ALL IN Campus Democracy Challenge became a part of the nonprofit organization Civic Nation and its first staff members were hired. In the summer of 2016 the initiative was soft launched at the 2016 Civic Learning & Democratic Engagement Meeting in Indianapolis, IN, organized by the American Democracy Project, The Democracy Commitment, and NASPA-Student Affairs Administrators in Higher Education, and in July it was officially launched with 73 initial colleges and universities participating. In its inaugural year, more than 200 campuses joined ALL IN.; Since ALL IN's launch in 2016, it has grown to support nearly 1,000 colleges and universities and nearly 10 million college students across all 50 states and the District of Columbia. In 2019, ALL IN partnered with Higher Ed Insight to outline our Theory of Change.; ALL IN's theory of change posits that the structure (program design and accountability), support (consultation, training, resources, and networking), and recognition (awards and accolades) that the ALL IN team provides to colleges and universities assists participating campuses to take a series of actions that help advance cultures of democratic engagement. The theory of change suggests that these actions result in higher education playing a significant role in fostering more engaged and inclusive democracy in the U.S.; To understand the ways in which ALL IN could differentiate itself within the nonpartisan student voting space and best support colleges and universities with institutionalizing nonpartisan democratic engagement, the ALL IN program went through a thorough external analysis with Higher Ed Insight (HEI). This work resulted in a member survey, now referred to as the Post-Election Survey. Data from the 2019 survey can be accessed [here](#).; Coupled with ALL IN's theory of change, HEI supported the ALL IN program with developing a self assessment metric, now known as the ALL IN Post-Election Survey. Data from the 2019 survey can be accessed [here](#). The self-assessment instrument is designed to get a sense of campus progress in institutionalizing nonpartisan democratic engagement by way of ALL IN program metrics.

The instrument emphasizes that campuses are asked to rate what they have actually accomplished rather than what they are planning to do. The Post-Election Survey is administered every two years following midterm and general elections and campus respondents are asked to rate themselves in eight areas based on which of four statements best represented their described their campus. Lower rankings indicate lower stages of development in that area. Year over year, campuses continue to stress that ALL IN has an impact on their work and that our structure is the most important aspect that attributes to their success.; Additionally, ALL IN does comparative analysis of reported college student voting rates provided by the National Study of Learning, Voting and Engagement (NSLVE) to determine whether or not campuses engaging with the ALL IN program are increasing voter registration and turnout rates during midterm and general election years. For the 2018 and 2020 elections with average rates of engaged ALL IN campuses, we determined that ALL IN-participation was associated with a mean turnout 2.2 percentage points higher than non-participating campuses in 2018 and that this trend persisted through the 2020 election.; A comparison of the voter turnout and voter registration rates of institutions participating in ALL IN to the overall college rates shows that partnering with ALL IN makes a tangible impact on a campus's voting and voter registration rates. In fact, ALL IN's Impact Report indicates;; These differences in voting and registration rates demonstrate a clear, measurable impact of participation in the ALL IN program. On top of campuses that work with ALL IN generally, campuses that participate in State or City Voting Challenges or Athletic Conference Voting Challenges have the added benefit of operating as a community of practice, receiving customized support and resources, and garnering even better results. This community of practice model is already producing exciting results. In fact, campuses participating in an ALL IN organized community of practice cohort are outpacing other ALL IN campuses. Specifically, the ALL IN Impact Report (2022a) shows;; This model continues to suggest that participation in these types of cohorts results in higher engagement, registration, and turnout rates.; Through our comparison of average voter registration and turnout rate comparisons of campuses participating in both NSLVE and the ALL IN program and those that are participating in NSLVE but not ALL IN, we determined that ALL IN participating HBCUs outperformed the national average by 2.4 percentage points; ALL IN participating community colleges outperformed the national average by 3.5 percentage points, and ALL IN participating Hispanic Serving Institutions (HSIs) outperformed the national average by 7 percentage points. ALL IN seeks to engage more institutions of these respective types to increase their voter registration and turnout rates in 2022 and beyond, through participation in the ALL IN program and in-depth support through our communities of practice program. The ALL IN team continues to expand our communities of practice model to support more campuses by way of adding additional cohorts for HSIs and community colleges in hopes of increasing student voter registration and turnout rates in elections to come. As part of our research and program efforts, one of ALL IN's focuses is on recruiting and supporting new MSIs (especially HBCUs and HSIs) and community colleges as these campuses are generally the most under-resourced campuses. Lastly, ALL IN has compared the average voter registration and turnout rates from the 500+ 2020 NSLVE reports that campuses provided directly to ALL IN as of January 2022 and compared them

to published campus rates in Democracy Counts 2020: Record-breaking Student Turnout and Resiliency. Based on these comparisons, campuses actively engaged in ALL IN;; Overall, more engaged and committed campuses in the ALL IN program are seeing greater increases in student voting. Analysis related to campus voter registration and turnout will persist once 2022 NSLVE and 2024 NSLVE reports are distributed to campuses in late-2023 and 2025 respectively.; Project Manager, Democracy Fund Voter Study Group; then President, Campus Compact; then Director, American Democracy Project, AASCU; Executive Editor, Change: The Magazine of Higher Learning; President, NASPA; Assistant Professor, Department of Advertising & Public Relations, Michigan State University; then Vice President of Student Affairs, Rollins College; Executive Director, College Promise Campaign; Associate Professor, Department of Government and Politics, University of Maryland; Lord Family Assistant Vice President for Student Affairs & Community, Rollins College; Director, Institute for Democracy & Higher Education, Jonathan M. Tisch College of Civic Life, Tufts University; Director of Leadership and Engagement, Division of Student Affairs, North Carolina Agricultural and Technology State University; then Director, The Democracy Commitment; then student, University of Miami; then Student, Tufts University; then Student, Rider University; Professor of Political Science and Public Policy, University of Michigan; The more than 980 campuses that have joined ALL IN since its launch are committed to making nonpartisan democratic engagement a core value. Together, they are cultivating generations of engaged citizens, who are essential to a healthy democracy.; Our first awards ceremony honoring participating campuses was held on October 19, 2017, at the Newseum in Washington, D.C. There we awarded 208 seals of recognition, 4 awards to individual stakeholders including students, faculty, and administrators, and 31 awards to colleges and universities.; Sign up for our newsletter.; ;

**Summaries of Links:** Based on the provided links, it can be inferred that this organization is dedicated to promoting civic engagement and increasing voter turnout, particularly among college students. It appears to be a non-profit organization called "All In Campus Democracy Challenge" or "All In Challenge". The organization's website provides information about its mission, impact, history, team, news, initiatives, challenges, and resources for participating campuses and individuals. It also includes information about recognition, awards, and ways to get involved. The website emphasizes the importance of civic engagement and encourages colleges and universities to create action plans and participate in various initiatives to increase student voter turnout. The organization also recognizes and celebrates the efforts of participating campuses and individuals through awards and honors. Additionally, the website provides links to social media platforms and other resources related to civic engagement and voting."""