

ALL IN NONPARTISAN STUDENT VOTING GROUP REPORT



EXECUTIVE SUMMARY

Since the 2016 election, college student voter turnout rates compared to the previous similar election have continued to increase. Student leaders have been key drivers of increasing nonpartisan student democratic participation and college student voter turnout. In 2021, the ALL IN Campus Democracy Challenge (ALL IN), a nonpartisan program of Civic Nation, started a process to learn more about student-led nonpartisan voter engagement efforts and surveyed students to learn how many nonpartisan student voting groups existed, to what extent they are supported by their institutions, and what strategies, tactics, and ideas they use to engage their student body. ALL IN is proud to release the updated third edition of the ALL IN Nonpartisan Student Voting Group Report.

The goal of this updated report is to increase awareness about nonpartisan student voting groups and to share key action items that campus employees and students can take to start, grow, and sustain nonpartisan student voting groups. While students representing 172 institutions have responded to our survey over the past three years, not every institution has a nonpartisan student voting group. At some institutions, a student participates in the broader campus voting coalition while at other institutions a student leads nonpartisan voter engagement work as a fellow for a nonpartisan nonprofit organization. The action items in this report are applicable to nonpartisan student voting groups, student efforts through a campus voting coalition, campus staff-led student voting efforts, or students working with limited institutional support.

In 2023, ALL IN received 164 survey responses about nonpartisan student voting group activities for elections in 2022, a nearly 50% increase in responses compared to our second survey following the elections in 2021. While these data represent a small sample size of self-reported data, they provide an important understanding on ways that institutions and nonprofit partners can support nonpartisan student voting groups.

In addition to self-reported data about nonpartisan student voting groups, this report includes action items that campus stakeholders, nonprofit organizations, and students can take to start, grow, and sustain their nonpartisan student voting group.

We are grateful for the students and campus staff who completed the survey, the campus contacts who sent the survey to student leaders, and the nonprofit partners who helped distribute the survey and contributed ideas to this report. A full list of acknowledgments can be found at the end of the report. Questions about the report and requests to participate in future surveys and interviews can be directed to allinchallenge@civcnation.org.

THESE ARE THE KEY FINDINGS FROM THE 2022 ELECTION CYCLE:

We are now aware of **172 nonpartisan student voting groups or efforts**, up from the 87 we identified following the elections in 2020 and 2021.

Institutions, nonprofit partners, and funders can provide **more financial and technical support to nonpartisan student voting groups**, especially at community colleges.

More institutions should take advantage of **Federal Work-Study funds** to pay students to do nonpartisan voter engagement work.

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DEFINING NONPARTISAN STUDENT VOTING GROUPS, EFFORTS, AND INITIATIVES

Nonpartisan democratic engagement and student voting efforts share similarities and have unique differences across institutions. For the 2023 survey, ALL IN defined four specific types of ways that students are involved in nonpartisan democratic engagement on their campuses to increase voter registration, voter education, and voter turnout. Below are definitions and a breakdown of the responses to the 2023 survey.

STUDENT-LED NONPARTISAN STUDENT VOTING GROUP:

institutional support including most but not limited to the following features: institutional-branding, website, campus staff support, multiple student leaders involved, strong social media presence, etc.

CAMPUS EMPLOYEE-LED STUDENT VOTING INITIATIVE:

students are involved though much of the voter engagement planning and implementation is led or directed by a campus employee. This could look like campus staff managing multiple student voting fellows who do not have additional resources, support, or institutional branding with the initiative. Without the campus staff's involvement, this initiative would not have completed as much voter engagement programming as it did.

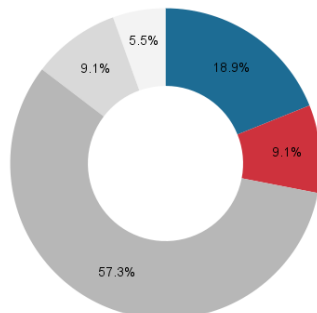
STUDENT-LED NONPARTISAN STUDENT VOTING EFFORT:

effort has limited or no institutional support with a few or none of these features: institutional-branding, website, campus staff support, multiple student leaders involved, strong social media presence, etc. This effort may not have existed during the 2020 election cycle and may have some campus staff support but doesn't have significant support from the institution.

STUDENTS INVOLVED IN CAMPUS-WIDE VOTING COALITION:

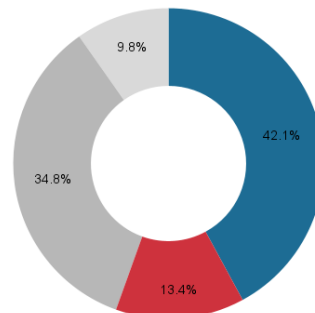
students are involved in the campus voting coalition though have roles more as representatives of the work than leaders developing and implementing voter engagement work. This looks more like participation in a coalition than a standalone group, effort, or initiative.

- Campus Staff
- Campus administrator
- Undergraduate student
- Faculty
- Graduate student



Survey responses by role at the institution.

- Student-led nonpartisan student voting group
- Student-led nonpartisan student voting effort
- Campus employee-led student voting initiative
- Students involved in campus voting



Survey responses by the type of voting group or effort that exists across the 164 surveyed institutions

KEY FINDINGS

The data from the 164 survey responses in 2023 show both positive developments and a concerning decreased level of engagement from key campus leaders and stakeholders. This comes after record-setting college student voter participation in 2020 when 66% of college students voted according to data from the National Study of Learning, Voting, and Engagement (NSLVE) at the Institute for Democracy & Higher Education at Tufts University. 2022 campus voting data will be available in late 2023 after the release of this updated report.

CAMPUS VOTING COALITIONS

29%

Student leaders reported participation of the institution's president's office in the campus-wide voting coalition, up from 28% in 2021 and 11% in 2020.

83%

Student leaders reported that their institution has a campus-wide voting coalition, down from 89% in 2021. The five most common members of the coalition were: undergraduate students, campus staff, student government, faculty, and student affairs staff.

82%

Campuses with a survey response that submitted a 2022 action plan, compared to 56% of all campuses participating in ALL IN during the 2022 election.

STUDENT VOTING GROUP COMMUNICATION

59%

Nonpartisan student voting groups or efforts with a website, down from 74% in 2021. Only 47% of websites were hosted on the institution's domain, down from 56% in 2021.

55%

Use a dedicated social media account with Instagram being by far the most commonly used.

41%

Use a generic email address to communicate with on- and off-campus stakeholders.

FINANCIAL SUPPORT

29%

Nonpartisan student voting groups reported that they are very supported financially by the institution, down from 34% in 2021. Institutions that reported no financial support are down to 13% from 18% in 2021.

Around 97% of campuses reported getting funding from their institutions, an increase from 85% in 2021. Respondents recorded that about 66% of their financial support came from their institution, an increase from 64% in 2021.

INSTITUTIONAL TRUST

89%

Nonpartisan student voting groups reported believing that the administration trusted them to an average or large extent, similar to 2021.

INSTITUTIONALIZATION

80%

Believe they are somewhat or very institutionalized, down from 89% in 2021, which may be due to the number of newly established groups and efforts.

TRENDS TO WATCH



Underrepresentation of Minority-Serving Institutions (MSIs) and community colleges:

While the number of MSIs and community colleges completed the survey nearly tripled in 2022, they still remain underrepresented. ALL IN will pursue additional outreach efforts, like our Historically Black Colleges and Universities, Hispanic-Serving Institutions, and Community College Communities of Practice, to reach more students at these institutions.



Decreased campus stakeholder engagement

Across many key campus stakeholders, respondents reported less or low engagement in 2022 compared to 2021 and 2020 especially for senior campus leaders, deans, faculty, undergraduate students, residence life, and local election officials.



Less election messaging and coordination with nonpartisan student voting groups from campus leadership

About 54% of respondents indicated that their campus leaders sent an email or text message about the 2022 election election, similar to 2021 though down from 88% in 2020. A third of survey respondents said that their campus leaders did not send any messaging about the election.



Low financial support

40% of respondents indicated their 2022 budget was \$1,000 or less.



Paying Students

69% of respondents reported that student leaders received a paycheck or a stipend though 46% of community college respondents reported that students didn't receive any compensation. Federal Work-Study funds can be used to pay students to do nonpartisan voter engagement work.

FINANCIAL AND HUMAN RESOURCES

In addition to nonpartisan student voting groups needing increased financial support and student leaders receiving compensation for their work, student leaders need more access to and understanding of nonpartisan student voting group budgets. Student leaders can be more proactive to access financial information and campus staff supporting these efforts can include student leaders in financial processes.

Institutions can use Federal Work-Study funds to pay students to do nonpartisan voter registration and education work.

Based on self-reported budgets, on average, 4-year institutions had more financial support and had a greater percentage of their financial support come from the institution.



STUDENT COMPENSATION

- **69% of student leaders** received a form of compensation through either a paycheck or stipend
- Though **only half of these students** received compensation from the institution itself. The remaining half received compensation from outside support, like nonprofit partners.
- **72% of student leaders in 4-year institutions** receive compensation, whereas only **54% of student leaders in community colleges** receive compensation
- Student leaders from 4-year institutions are about **four times more likely** to be paid by their institution as opposed to student leaders within community colleges

FUNDING FROM INSTITUTIONS

- Across all institutions, **64% of their funding** comes from the institution (65% for 4-years and 27% for community colleges).
- Community college nonpartisan student voting groups with a budget had **38% less financial support** than 4-year institution nonpartisan student voting group budgets.
- **21%** - Student leaders reported that they were unsure of their nonpartisan student voting group's budget, a decrease from 39% in 2021.
- **35%** - Student leaders that reported their budget was between \$0-\$1,000, a 3 percentage point increase from 2021.
- **40%** - Student leaders reported their budget was greater than \$1,000, a 11 percentage point increase from 29% in 2021.

STUDENT LEADERS AND VOLUNTEERS

STUDENT LEADERS

4 to 7

Community colleges and 4-year institutions had nearly the same number of students in leadership roles for their nonpartisan student voting group or effort at 4 and 7 students, respectively.

VOLUNTEERS

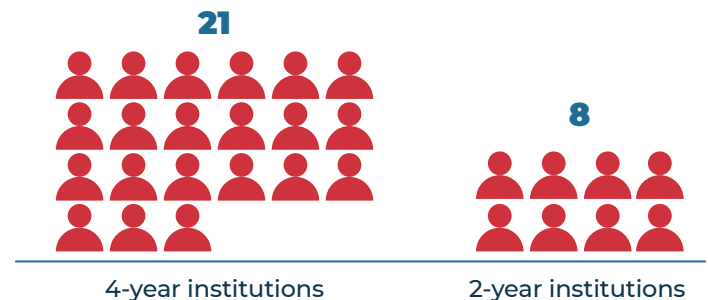
Respondents reported an average of 19 student volunteers helping with the group or effort.

While the number of volunteers at community colleges nearly tripled, a stark disparity exists between the number of volunteers at 4-year institutions (21) and community colleges (8).

- Opportunity exists to connect more community colleges with nonprofit organizations that have paid student fellowships.



Average number of student volunteers



Numerous ideas and recommendations exist whether your institution is starting, growing, or sustaining a nonpartisan student voting group. Check out these actions for below for campus employees and these actions for students to determine your next steps. These actions include key recommendations for:

- Where to house the nonpartisan student voting group on campus
- How to access financial and non-financial resources
- How to grow your coalition and on-campus partnerships
- Where to find external partnerships and resources
- What specific strategies and tactics the nonpartisan student voting group can pursue

ACTION ITEMS FOR CAMPUS FACULTY, STAFF, AND ADMINISTRATORS

Campus employees play a vital role in the establishment and growth of nonpartisan student voting groups which are instrumental in institutionalizing and increasing nonpartisan democratic engagement on campuses. Student leaders are key to ensuring the success of these nonpartisan efforts and the most successful nonpartisan student voter engagement groups have strong institutional support. Campus employees can use their positions of power and access to knowledge and resources to support students to start, grow, and sustain a nonpartisan student voting group.

SUPPORT THE CREATION AND INSTITUTIONALIZATION OF A NONPARTISAN STUDENT VOTING GROUP:

ORGANIZATIONAL STRUCTURE AND SUPPORT

SERVE

Serve as an advisor to the nonpartisan student voting group or ensure that a campus employee has the responsibilities to support a nonpartisan student voter engagement in their job description.

HOUSE

House the nonpartisan student voting group in a center, department, or through the student government.

SUPPORT

Support students through the process to form an official student organization for the nonpartisan student voting group.

ADVISE

Advise students on creating a sustainable organizational structure that includes a leadership succession and volunteer recruitment plan.

FACILITATE

Facilitate introductions and organize meetings for nonpartisan student voting group leaders to meet with key campus stakeholders like the president or chancellor, deans, athletics department, department chairs, facilities management, and others.

PARTNER

Partner with local organizations outside of the institution, like the local chapter of the [League of Women Voters](#) in order to register voters, if your nonpartisan student voting group is lacking support and capacity.

INCLUDE

Include students and nonpartisan student voting group leaders in the campus-wide voting coalition and have students help create the coalition if one does not yet exist.

ALLOW

Allow students within the organization to focus on campus voting issues. For example, students can create a holiday for election day across campus with [Day on Democracy](#), establish polling locations near campuses, or work on student voter ID laws within your state with [Vote Riders](#).

CREATE

Create a for-credit or service hour focused branch of your engagement group to expand student participation to include more volunteers for events.

PROVIDE

Provide opportunities for student leaders to draft or provide edits to the campus democratic engagement action plan with these [action planning resources](#).

SHARE

Share the institution's [NSLVE](#) report with the student leaders and encourage the students to use the data to develop goals and strategies to close voting gaps by race and age.

WORK

Work with ALL IN to receive a free, institution-branded voter registration portal for the student voting group and the institution to use to register students to vote.

FUNDING

■ USE FEDERAL WORK STUDY FUNDS

7% of which must support civic engagement efforts, to create paid student positions for the nonpartisan student voting group.

■ INCLUDE FINANCIAL SUPPORT

in your budget to provide consistent funding to the nonpartisan student voting group each year.

■ HELP STUDENTS ORGANIZE

their own fundraising events and connect with the advancement office to help attract funders and donations.

■ WORK WITH PARTNER ORGANIZATIONS

that support paid student fellowships.

- Use the Students Learn Students Vote Coalition's [Partner Directory](#) to search for organizations that provide paid student fellowships.

■ PROVIDE SUPPORT

to the nonpartisan student voting group to create a budget and manage finances.

■ SHARE INFORMATION

about the budget for the nonpartisan student voting group with student leaders and include them on budgeting and accounting processes when possible.

■ CONNECT

with community partners for grants.

- [Join the Ask Every Student Community](#) to also be the first to hear about new funding opportunities and virtual programming that can support your work.

■ WORK

with the institution's advancement department to identify potential donors to support the nonpartisan student voting group.

COMMUNICATION



DETERMINE

the preferred method of communication for the nonpartisan student voting group leaders like email, group texts, Slack, or other communication systems.



SUPPORT

students to create social media platforms for nonpartisan student voting groups and encourage student leaders to share information on their personal social media as a way to boost engagement with content.



ESTABLISH

regularly scheduled meetings with nonpartisan student voting group leaders.



ASSIST

the nonpartisan student voting group to create a website, hosted on the institution's web domain.



TRAIN

students on a process to develop and share meeting agendas before each meeting.



ENCOURAGE

the institution's president, provost, or chancellor to meet directly with student voting leaders at least once a year and support students to develop updates and asks for these meetings.



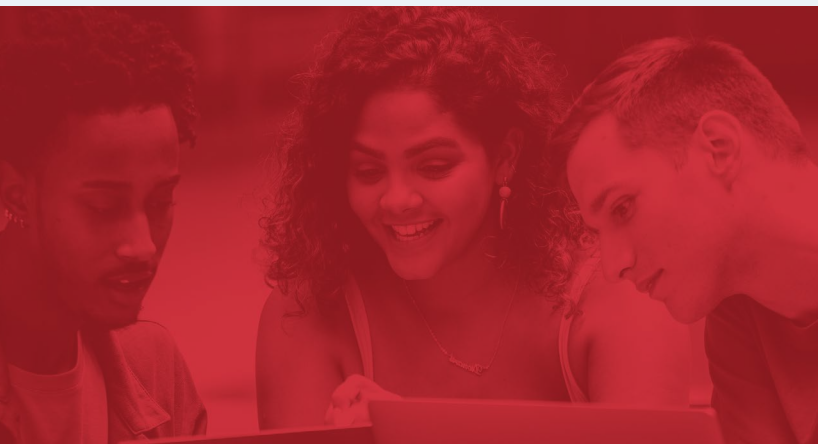
INCLUDE

input from the nonpartisan student voting group on email, text messages, and social media posts sent to the student body by campus leadership about elections. Include links to the nonpartisan student voting group's and campus voting coalition's resources.



REFER

to this SLSV Coalition's Voting Access Isn't Partisan [messaging guide](#) to help students develop social media posts and emails.



NONPARTISAN STUDENT VOTING GROUPS

[Click here](#) to access the list of institutions with a nonpartisan student voting group or effort known to ALL IN.

ACTION ITEMS FOR STUDENTS

Whether you're starting your institution's first nonpartisan student voting group or an established nonpartisan student voting group already exists, review these ideas and resources from campuses and nonprofit partners across the country to start and sustain your nonpartisan student voting group. Developing a nonpartisan student voting group can take time. Know that you're creating the foundation for future students to build on your work to deepen student-led nonpartisan voter engagement on your campus, a key effort to increasing student voter participation.

STARTING YOUR NONPARTISAN STUDENT VOTING GROUP

LOGISTICS & PEOPLE OPERATIONS

- **DETERMINE WHERE TO HOUSE THE NONPARTISAN STUDENT VOTING GROUP.**

Explore the process for starting an official student group on campus, working through student government, or working with a civic engagement center. The most successful groups have official institutional support.

- **DEVELOP A NAME**

for your nonpartisan student voting group connected to your institution's branding like [Hawk the Vote](#) at the University of Iowa or [KVCC Votes](#) at Kennebec Valley Community College.

- **RECRUIT AN EXECUTIVE TEAM**

including representation across graduation years to develop a leadership pipeline for future leadership succession and train students to fill your leadership roles when you leave the institution.

- **CREATE A GENERIC EMAIL ADDRESS**

that the executive team can access and students, campus employees, or community partners can email like studentsvote@awesomeuniversity.edu.

- **DETERMINE**

your organizational chart and position roles and responsibilities.

- **REVIEW YOUR INSTITUTION'S NSLVE VOTING DATA.**

Check [here](#) to see if your institution has shared NSLVE data with ALL IN. Encourage your administration to [authorize NSLVE](#) if your institution isn't participating in the study.

- **DEVELOP A MISSION STATEMENT, VISION, AND STRATEGIC PLAN.**

- **SET UP A GROUP CHAT**

in WhatsApp, GroupMe, Slack, or another platform for easy communication between the executive team, volunteers, and with campus staff supporting your group.

- **CHECK OUT THE SLSV COALITION'S**

[Student Starter Pack](#) to learn more about the nonprofit partners and resources available to support you.

- **USE FEDERAL WORK-STUDY FUNDS,**

[7%](#) of which must support civic engagement efforts, to create paid student positions for the nonpartisan student voting group.

- **WORK WITH YOUR INSTITUTION'S ADVANCEMENT DEPARTMENT**

to find alumni to donate to your student voting group.

- **WORK WITH PARTNER ORGANIZATIONS**

that support paid student fellowships.

- Use the Students Learn Students Vote Coalition's [Partner Directory](#) to search for organizations that provide paid student fellowships.

BUILD CAPACITY

DEVELOP	Develop a training program for volunteers and connect with your local election officials for voter registration training support, materials, and expertise. Where applicable, organize trainings to deputize volunteer registrars to register students to vote.
RECRUIT	Recruit volunteers and meet students where they are to include underrepresented students. Ensure your leadership team and volunteers are representative of the student body.
CONNECT	Connect with campus staff, administrators and faculty to build support as their access to resources, decision makers, and relationships are valuable assets.
BUILD	Build a website hosted on the institution's web domain. Check out these examples from College of DuPage , University of Pennsylvania , and Williams College .
CREATE	Create social media accounts and develop a social media plan to share trusted voter engagement information. <ul style="list-style-type: none">■ Check out this SLSV Coalition created Student Democratic Engagement Social Media Guide.

ACCESS AND SHARING RESOURCES

PROCURE	Procure resources like laptops or tablets for online voter registration during events.
CREATE	Create signs to post at events to increase your brand awareness.
USE	Use QR codes so students can easily access online voter information or voter registration forms.
WORK	Work with campus leaders to secure initial funding to develop a budget and create paid positions for nonpartisan student voting group leaders.
ORGANIZE	Organize a fundraiser with a local business to diversify the revenue stream.
SEEK	Seek grants from nonprofit partners, especially for Civic Holidays by opting into the Campus Takeover program.
SEARCH	Search the Students Learn Students Vote Coalition's Partner Directory for nonprofit partner organizations, especially partners who support paid student fellows.
PROVIDE	Provide funding for stamps for mail-in ballot request applications and mail-in ballots.

DEVELOP PARTNERSHIPS AND PLANS

- **CREATE PARTNERSHIPS**
with key campus and community stakeholders including student leaders, faculty, staff, administrators, the athletics department, community and nonprofit partners, and local election officials.
 - Consider creating an advisory council with these key stakeholders to provide guidance, support, and introductions to other stakeholders.
- **CONNECT**
with your institution's campus-wide voting coalition. If one doesn't exist, help recruit campus employees, students, and community partners to join.
- **SUPPORT THE DEVELOPMENT**
of your institution's action plan. If one doesn't exist, review [these action planning resources](#) to start an action plan for your institution.
- **PLAN AND SCHEDULE**
your first virtual or in-person voter engagement events.
- **ENSURE**
the campus mail center is properly staffed and has the resources and policies ready to handle election mail as many states prohibit the forwarding of mailed ballots.



GROWING AND SUSTAINING YOUR NONPARTISAN STUDENT VOTING GROUP

GROW YOUR COALITION

- **JOIN THE Student Voting Network**
which connects student voting leaders across the country to learn from each other and share best practices. Sign up [here](#)!
- **MEET WITH YOUR PRESIDENT OR CHANCELLOR**
and ask them to sign the [Higher Education Presidents' Commitment to Full Student Voter Participation](#). Check [here](#) to see if they have already signed.
- **CONNECT WITH THE ATHLETICS DEPARTMENT**
and ask coaches to sign ALL IN's [Coaches Pledge for the 2024 Presidential Election](#). Encourage coaches to use the [Voter Engagement Playbook](#) to ensure student-athletes are registered to vote and have a plan to vote.
- **ENCOURAGE**
the marching band and other arts departments to produce voter engagement content, like this [University of Michigan Marching Band's](#) halftime performance.
- **CONNECT WITH MARKETING STUDENTS**
to enhance your nonpartisan student voting group's brand and online presence.
- **ASK STUDENT-ATHLETES**
to attend events, appear in social media content, and share election information on their social media accounts.
- **ENCOURAGE**
students and student-athletes to serve as poll workers like [Weber State University's women's basketball team](#).
- **THINK OF CREATIVE PARTNERSHIPS**
and engaging programming for voter engagement events like including food trucks or having a pop-up thrift store.
- **BUILD RELATIONSHIPS**
with nearby colleges and universities and their nonpartisan student voting groups to organize joint events like debates and candidate forums. Search on social media for student groups and [check](#) to see if institutions have an ALL IN action plan with contact information.
- **CONNECT WITH LOCAL HIGH SCHOOLS**
to organize voter engagement events and presentations for high school students.

CONNECT WITH LOCAL ELECTION OFFICIALS AND NATIONAL RESOURCES

DEVELOP

Develop a relationship with your local election officials and develop a student internship program or student-run polling location on or near campus. Check out [this toolkit](#) for more ways to engage with your local election officials.

WORK

Work with your local election officials to train volunteers on voter registration.

ORGANIZE

Organize voter education and voter engagement events with your local election officials.

SECURE

Work with [Campus Vote Project](#) and [MTV's Campus Challenge](#) to secure an on-campus voting site.

PLAN

Develop a plan to recruit more student poll workers by using [this guide](#) to build a youth poll worker project.

PROMOTE

Promote [866-Our-Vote](#) so voters can access support if they encounter challenges with registering to vote or casting a ballot.

FOCUS

Focus on primary elections and local elections, too. Check out [these resources](#) about primary elections.

CELEBRATE CIVIC HOLIDAYS



SIGN UP YOUR INSTITUTION

for the Civic Holidays and organize events for National Voter Registration Day, National Voter Education Week, Vote Early Day, and Election Hero Day.

- By signing up to celebrate the Civic Holidays and opting in to Campus Takeover, partners are eligible for mini-grants to support their Civic Holiday events. You also get access to specific toolkits and additional guidance to plan your events.



CHECK OUT THE WORK OF DAY ON DEMOCRACY

and create opportunities for students to volunteer as poll workers or participate in celebratory get out the vote events on Election Day.

DEEPEN YOUR PROGRAMMING

DEVELOP a voter registration or pledge to vote challenge between student organizations like the [University of Iowa's Hawk the Vote 90% Challenge](#) or the [Harvard Votes Challenges Pledge](#) to 100%.

- Use the [ALL IN Pledge to Vote tool](#).

CONNECT WITH FACULTY departments to organize classroom presentations (class raps) about nonpartisan voting information.

ASK PROFESSORS to include key voting deadlines in their syllabi and to avoid scheduling tests, quizzes, papers, or major projects on or around Election Day.

REVIEW the [Ask Every Student Playbook](#) for ideas to deepen nonpartisan democratic engagement at your campus.

- [Join the Ask Every Student Community](#) to also be the first to hear about new funding opportunities and virtual programming that can support your work.

SEARCH the Students Learn Students Vote Coalition's [Resource Library](#) for additional strategies.

CHECK OUT the Students Learn Students Vote Coalition's guide to [Decode the #StudentVote](#).

ORGANIZE in-person or virtual friend-to-friend text banking events. Check out [event ideas here](#) and this guide to [organize texting events](#).

CO-HOST EVENTS with campus and community partners like the League of Women Voters, diverse student organizations, and Greek Life.

SHARE INFORMATION to help students secure their voter ID through [Vote Riders](#).

ACCESS MORE RESOURCES AND USE YOUR VOICE



DEVELOP additional sources of funding through the student government, a civic engagement center, the office of advancement, the president's office, or other departments on campus.



WRITE OP-EDS for local and state-wide publications about increasing support for student voters. Check out this [SLSV Coalition created guide](#) on writing op-eds.



ORGANIZE an advocacy day for voting rights at your state capital.

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Student volunteers of Hawk the Vote at the University of Iowa registering students to vote.

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[Students Learn Students Vote Coalition](#)

[Student PIRGs](#)



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