

2024 Democratic Engagement Action Plan Feedback

Agnes Scott College

May 2024

Thank you for re-submitting a 2024 nonpartisan democratic engagement action plan to the **ALL IN Campus Democracy Challenge** (ALL IN)!

After re-reviewing your 2024 nonpartisan democratic engagement, your final 2024 action plan score is **34.5** in the **Highly Established** category. See below for section scores, feedback, and comparison to the national average.

Congratulations on earning the 2024 Highly Established Action Plan (HEAP) Seal for earning an action plan score of 31.5 points or higher!

Action Plan Review Overview

Action Plan Review Process

ALL IN staff, campus contacts, and nonprofit partners were trained to use the fourth edition of the [Strengthening American Democracy Guide](#) and corresponding [rubric](#) to confidentially score campus action plans and provide feedback. Each action plan was reviewed between two and three times by ALL IN and trained reviewers from participating campus and nonprofit partners.

ALL IN will review a campus action plan up to twice per election cycle. Your action plan has now been reviewed twice and will not be reviewed again this election cycle.

Action Plan Scoring Process

Action plan scores are meant to help campuses assess the strength of their action plans over time. Each of the nine sections of the plan can earn a maximum of four points, so a plan can earn a maximum of 36 points.

Below you will find your total action plan score, the score for each of the nine sections from the *Strengthening American Democracy Guide*, and to what extent your campus used the guide to complete your action plan.

Highly Established Action Plan Seals

Action plans that earn 31.5 points out of 36 possible points earn the [Highly Established Action Plan Seal](#). Since ALL IN reviews campus action plans up to twice each cycle, your institution has two opportunities to earn the seal.

Note: Action plans that earn the Highly Established Action Plan Seal will not be reviewed a second time this election cycle.

Action Planning Resources

ALL IN suggests that campuses use the [Strengthening American Democracy Guide](#) and corresponding [rubric](#) to develop and self-assess their action plans. The guide, rubric, example action plans, and past action planning webinars can be found in the [Resource Hub](#) on ALL IN's website.



Resubmitting Action Plans

ALL IN only reviews a campus's action plan up to twice per election cycle. You're welcome to resubmit your action plan again to have the most up to date action plan included on your campus page on ALL IN's website, but it won't be reviewed again this cycle.

Agnes Scott College Feedback and Action Plan Score

2024 Democratic Engagement Action Plan Scoring

Based on the *Strengthening American Democracy Guide* scoring method, there are five categories for action plans:

Category	Score
Undeveloped	0 - 9.4
Emerging	9.5 - 18.4
Progressing	18.5 - 27.4
Established	27.5 - 31.4
Highly Established (receives seal)	31.5 - 36

Your campus' action plan is currently in the **Highly Established** category with an average rubric score of **34.5**.

Your institution's action plan score for the 1st 2024 submission opportunity was 29.3 points. Your second submission score increased by 5.2 points.

Congratulations on earning the 2024 Highly Established Action Plan (HEAP) Seal for earning an action plan score of 31.5 points or higher!

Section	2022 National Average <i>(537 campus plans)</i>	2024 National Average <i>(237 campus plans for 1st submission opportunity)</i>	2024 Agnes Scott College Action Plan
<i>Total Score</i> <i>(out of 36 points)</i>	26.2	28.7	34.5
<i>I. Executive Summary</i>	3.3	3.5	4.0
<i>II. Leadership</i>	3.0	3.2	4.0
<i>III. Commitment</i>	3.1	3.3	4.0
<i>IV. Landscape</i>	2.9	3.2	4.0
<i>V. Goals</i>	2.9	3.1	4.0
<i>VI. NSLVE</i>	2.8	3.1	3.0
<i>VII. Strategy</i>	3.0	3.2	3.5
<i>VIII. Reporting</i>	2.7	3.1	4.0
<i>IX. Evaluation</i>	2.6	3.0	4.0

Review the rubric [here](#) for an overview of action plan section scores.

Suggested Action Planning Resources

- [Strengthening American Democracy Guide](#) (4th edition, 2023) which outlines the sections and content to include in an institution's nonpartisan democratic engagement action plan.
- [Strengthening American Democracy Rubric](#) (4th edition, 2023) which allows a campus' voting coalition to self-assess the strength of their nonpartisan democratic engagement action plan. See rubric on the page above.
- [Example Action Plans](#) which provide examples of strong action plans.
- [Students Learn Students Vote Resource Library](#) with resources from campuses and nonprofits.
- [Higher Education - Student Voter Engagement Listserv](#) a Google Group for campus stakeholders, nonprofit partners, and election officials to share information and pose questions.
- [Sign up](#) to review action plans to learn ideas from other campuses and support the process to provide campuses with feedback.
- [The Transition Management Guides](#), created by the SLSV Coalition's Transition Management Working Group, are a series of tools to support members of the student vote movement going through personnel transitions, whether you are leaving a role or coming into a new one.

Action Plan Reviewer Feedback

Action plan feedback comments come from ALL IN staff and external reviewers through an online form. Based on the volume of comments and reviews, ALL IN is not able to review or format all comments and some may not necessarily reflect the views of the ALL IN Campus Democracy Challenge. Some sections may not have any comments. In that case, we encourage you to review the Action Plan Section General Tips below.

I. Executive Summary

II. Leadership

III. Commitment

IV. Landscape

V. Goals



VI. NSLVE

Include 2022 data once available.

VII. Strategy

What other strategies can you include to ask every student to participate? Check out the Ask Every Student toolkit for strategies and tactics designed and used by other campuses - <https://www.studentvoting.org/toolkit>

VIII. Reporting

IX. Evaluation

Action Plan Section General Tips

In addition to comments from action plan reviewers above, ALL IN has included these general action plan tips for each section of the action plan based on the Strengthening American Democracy Guide.

I. Executive Summary

In the executive summary be sure to include:

- 1) Who developed it (which people and/or committee)
- 2) The purpose of the plan
- 3) Where the plan will be implemented e.g., which campus(es)
- 4) The goal(s) of the plan
- 5) The intended duration of the plan
- 6) How the plan will be implemented e.g., by whom, with what resources, etc.

This section can be concise and should provide a general overview of the action plan. Imagine your campus president or chancellor reading this section and having an initial understanding of the purpose and goals of your campus action plan and who is involved.

II. Leadership

Your action plan should include the names and titles of members of your campus voting coalition, which should include staff from academic affairs and student affairs, students, as well as community and national partners, and the local election office. It should be inclusive of diverse and underrepresented communities and indicate how these considerations are intentionally made.

Grow your campus voting coalition

If your campus voting coalition has few members or is missing key campus stakeholders, a key focus of your efforts should be growing your campus voting coalition which are essential for sustained success of your campus democratic engagement efforts.



Include a succession plan of how leaders will be replaced and how new members will be recruited. Check out these [Transition Management materials](#) created by the Students Learn Students Vote to help set up a strong leadership succession and transition plan for new members of your coalition.

Campuses that have secondary contacts to ALL IN are more likely to submit action plans each cycle. Add secondary contacts to ALL IN through [this short form](#).

Nonpartisan Student Voting Groups

Students should be members and leaders in your campus coalition. Check out the [Nonpartisan Student Voting Group Toolkit](#) on how your institution can start, grow, and sustain a nonpartisan student voting group or effort to help lead your coalition.

Local Election Official Engagement

Relationships with local election officials can help improve voter registration and voter education and help your campus have ballot drop boxes or polling locations on campus. Check out [this resource](#) on ways to work with your local election officials.

Athletic Coaches

At many institutions, a significant percentage of students participate in athletics and/or the athletics program has a unique platform to reach members of the campus community.

Work with athletic coaches to use [these voter engagement resources](#) for them to support student-athletes and encourage your athletic colleagues to sign the [2024 Coaches Pledge](#).

III. Commitment

Ensure that the institutional commitment is visible and widely communicated - internally and externally. How is it woven into the culture of the institution and is it clearly reflected in the institution's mission, learning outcomes, curriculum, and co-curriculum?

How committed are the president and senior leadership? How can this be displayed and shown to the campus and broader community? Has your president or chancellor signed the [Higher Education Presidents' Commitment to Full Student Voter Participation](#)?

IV. Landscape

Include a detailed description of your student demographics and how this impacts your strategy. For example, if your institution has a high percentage of out-of-state students or students who commute, how does that impact what strategies you use to create your coalition and implement your action plan?

What strategies have worked in the past and which ones didn't and why?

Have any local or state election laws changed that will impact your efforts?

Using your NSLVE data, analyze the demographic data to acknowledge any participation gaps by race or area of study and use this information to inform your goals and strategies to close those gaps.



V. Goals

Include a description of both your institutional short-term (e.g., by the next election) and long-term (e.g., in the next five years or two election cycles) desired democratic engagement results. Ensure that all goals are S.M.A.R.T.I.E.: Specific, Measurable, Ambitious, Realistic, Timebound, Inclusive, and Equitable.

Goals using NSLVE data are best when they compare similar elections. For example, goals for 2024 turnout should be based on 2020 since both are presidential elections and goals for 2026 should be based on 2022 since both are midterm elections.

If your institution has not authorized NSLVE or has authorized NSLVE but has not received an NSLVE report yet, use the 2020 and 2022 turnout rates below for your institution type as a baseline for setting goals.

Institution Type	2020 National Turnout	2022 National Turnout
All campuses	66%	To Be Announced
4-year (private)	75%	To Be Announced
4-year (public)	62%	To Be Announced
Community College	57%	To Be Announced
HBCU	63%	To Be Announced
HSI	59%	To Be Announced
AANAPISI	70%	To Be Announced
PBI	61%	To Be Announced

VI. NSLVE

Include summary AND detailed (e.g., demographic) National Study of Learning, Voting, and Engagement (NSLVE) data and use the data to set specific goals to inform your strategy.



Include a screenshot of key sections of your NSLVE report in your action plan or create your own charts to show voting data from past elections.

Provide a link to your NSLVE report in this section so members of your campus voting coalition can see the full report.

Be sure to highlight voting data by age, race, and area of study and mention any participation gaps. If any gaps exist, create goals and include strategies in your action plan to close those gaps over time.

VII. Strategy

This section should include both short-term tactics and long-term strategies.

Include long-term strategies that seek to make civic learning and democratic engagement an established part of the institution's curriculum and co-curriculum and go beyond the election. Are there required classes or first-year seminars where learning outcomes can include democratic engagement? Can other courses throughout the institution increase the learning outcomes for democratic engagement?

Online Voter Engagement Resources

Share the ALLINtoVote.org during classes, new student orientation, emails to students, and more. Users can pledge to vote, register to vote, request absentee ballots, find their polling locations, make a plan to vote, and sign up for text and email reminders about upcoming elections.

Student Poll Workers

Creating a student poll worker program helps the local community and local election officials, educates students more about the democratic process, provides volunteer and paid opportunities for students, and ensures that students see peers at the polling location to increase comfort. Check out [this guide](#) to create a poll worker program at your institution.

Ask Every Student Toolkit

Check out campus [created and implemented strategies](#) to ask every student to participate in democracy through programming during new student orientation, class presentations during required courses, and more ideas.

VIII. Reporting

Where will you be posting them online? Include the URL in your action plan for where action plans and NSLVE reports will be posted on your campus website.

With whom will you be sharing the action plan and NSLVE report? How will key members of the campus community be aware of your action plan and NSLVE report?

ALL IN posts campus action plans and NSLVE reports (with permission) on [participating campus webpages](#).

IX. Evaluation

NSLVE is a great tool to measure campus voting and voter registration rates and should be a key part of your action plan evaluation.



Additionally, how are you evaluating each strategy and tactic? How effective are the events hosted in terms of voter registration, pledges, volunteers, attendance, etc? How can these short-term metrics be collected and analyzed to understand what types of strategies are working better than others? Who is collecting, analyzing, and presenting the data to your campus voting coalition?
