Civic Engagement: Beyond the Frontier of Participation

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Goals for Presentation

• Articulate shared understanding of civic engagement
• Describe a new way to document civic participation
• List three ways the Tejano Passport is currently being used
• List one potential new use of the program
• List one way it could be used at your institution
El Paso Community College

- Opened its doors in 1972 with 901 students
- 1,050 full and part-time faculty
- Over 28,000 students on five campuses and online, with approximately 9,000 full time students and 20,000 part-time students
- 87% Hispanic
- 80% of students under 24 years old, with most frequently found age of 19
The EPCC QEP

- “Learning About the Community as a Community”
- First year of implementation, assessed over 4,600 students
- QEP Implementation committee reviewed the data
Tejano Passport Program

• Way out of their comfort zone. Too many skills in one assignment
• To encourage and document community engagement and volunteerism, a new Program
• To normalize community participation
What is Civic Engagement?

• When you think about civic engagement, what words come to mind?
Voting in El Paso

• El Paso has a population of over 830,000.
• There were 449,000 registered voters for the 2016 election.
• What percent of those registered actually voted in the 2016 election?
Voting in El Paso

• Unusually high voter turnout in 2016
• In the 2017 June runoff election, what percent of the registered voters voted in the election in which the current mayor, Dee Margo, was elected?
Tejano Passport Motto

- Alex Mares, Park Ranger Law Enforcement at the Leasburg Dam State Park, Radium Springs, NM, who has Dine and Mexican heritage, says it this way:

“The more people know about a place, the more they will respect it, and the more they will want to take care of this place.”
How Students Participate in the Tejano Passport Program

epcc.edu/qep

Events on the Community Calendar

Find and Scan the QR Code

Hints to find it on the calendar

Log In Using EPCC Username and Password

Earn points each time

Earn Graduation Medallion!

75 Points for a Silver Medallion
100 Points for a Gold Medallion
Special 50th Medallion!
Tejano Passport Program

1. Scan QR Code
2. Sign in to record your participation.

or visit
apps.epcc.edu/QR/?n=27
Tejano Passport Goal

- Learn About Community Events
- Scan Code at Events
- Earn Points
- Earn Medal
- Care and Vote!
Unexpected Results

• Since 2015, 8800 scans by over 2800 students
• Additional Community organizations and institutions appeared
• 26 Community Institutions now participating as ongoing Tejano Passport members
Beyond Participation

- Use Twitter, Instagram and Facebook
- Use codes to encourage participation in certain clubs
- Use codes to enlist volunteers for events
Beyond Participation

• New opportunities for student mentorship
• Use at schools for recruitment
Use at Your Institution

• Please discuss the following two questions:
• Can you think of other ways such a program could be used?
• Can you think of any potential application at your institution?
Questions?
More Information?

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