




UTEP  
CENTER FOR  
COMMUNITY ENGAGEMENT

1514 Hawthorne St. | (915) 747 - 7969 | [cce@utep.edu](mailto:cce@utep.edu) | [utep.edu/cce](http://utep.edu/cce) | [@utepcce](https://twitter.com/utepcce)

# VOTER FRIENDLY CAMPUS ACTION PLAN

**MAY 2024**



Prepared by: Heriberto Garcia & Jennifer Lujan  
The University of Texas El Paso

# EXECUTIVE SUMMARY

---

The Center for Community Engagement (**CCE**) at The University of Texas at El Paso (UTEP) is committed to providing students with resources to stimulate civic engagement and participation while building a connection to their community. The CCE has a program manager, one intern, and two federal work-study interns who support and lead our students in civic learning programming. The center recognizes that our student population is nontraditional, first-generation, living in a binational border community, and commuters with family-oriented values.

At UTEP, we recognize and celebrate the unique backgrounds of our students. This recognition has led to the development of the **UTEP Edge** Framework. This framework focuses on enhancing students' assets by participating in various high-impact practices and integrative and applied learning experiences, known as Edge Experiences. These experiences, which are made possible by the expertise and dedication of our faculty, staff, alumni, and community partners, not only increase students' confidence and enhance their personal and professional skills, but also equip them with a competitive advantage when they graduate and enter the workforce or pursue a graduate degree. We are proud to engage our students in the communities where they live, thanks to the support of our community partners.

This document is a framework for the CCE's civic education and outreach programming for the 2024-2025 academic year. It guides the design and implementation of goals and initiatives to give students access to civic participation and voter engagement information.

This plan will:

- Outline UTEP and the CCE's projects for civic and voter engagement initiatives.
- Illustrate how the CCE will increase engagement and impact student civic learning and participation for the academic year.
- Provide evidence why UTEP and The Center for Community Engagement should be designated as a Friendly Campus.



# ABOUT THE UNIVERSITY OF TEXAS AT EL PASO (UTEP)

UTEP is one of the largest and most successful Hispanic-serving institutions in the country, with a student body that is 84% Hispanic. UTEP enrolls nearly 24,000 students in 170 bachelor's, master's, and doctoral programs in eight colleges and schools. With more than \$109 million in total annual research expenditures, UTEP is ranked in the top 5% of research institutions nationally and sixth in Texas for federal research expenditures at public universities.

UTEP maintains one of the lowest out-of-pocket costs of any doctoral research university in the United States and is one of the only institutions to receive both a top research designation and a Community Engagement Classification from the Carnegie Foundation.

Set against the backdrop of the Franklin Mountains in the Chihuahuan Desert, UTEP is located at the heart of the U.S.-Mexico border in one of the largest binational communities in the world. UTEP's award-winning, sustainably designed campus landscape and unique Bhutanese architecture create an energizing and tranquil oasis in the bustling El Paso-Juárez metroplex. Whether students live on campus or in the community, opportunities abound to become involved with student organizations, research, community service, internships, study abroad, student employment, Division I athletics, and dozens of cultural and entertainment activities.



# UTEP AT A GLANCE

- UTEP was ranked NO.1 in the U.S. for its success in achieving both competitive research and student social mobility.
- UTEP is one of the country's top-tier research universities with a majority Hispanic student population.
- UTEP has one of the lowest out-of-pocket costs of all U.S. research institutions.
- UTEP has been recognized as a leader in social mobility for helping graduates move from family incomes in the bottom 20% to the top 20%.

## **Degree offering:**

Total number of Degree Programs

- 74 Bachelor's
- 70 Master's
- 26 Doctoral

Degrees are offered in eight colleges and schools, including both traditional and online programs.

## **Research:**

Designated as an R1 university (top-tier doctoral university with very high research activity) by the Carnegie Classification of Institutions of Higher Education.

- \$146 Million in annual research expenditures.
- Ranked No.4 in Texas for federal research expenditures at public universities, after UT Austin, Texas A&M University, and the University of Houston.
- 41% of graduating seniors from 2020-21 report participating in an on-campus research or scholarly project.

# STUDENT DEMOGRAPHICS

24,300 Students in Fall 2023

Including the largest freshman class in UTEP history

- 84% of our students are Hispanic and approximately half of our undergraduates are the first in their families to attend college.
- 137% increase in number of degrees awarded annually from 2001 to 2019.
- 69% of undergraduate students receive financial aid.

# ABOUT THE CENTER FOR COMMUNITY ENGAGEMENT

The Center for Community Engagement (CCE) at the University of Texas at El Paso (UTEP) is deeply committed to empowering students by providing them with comprehensive information, tools, and resources to engage effectively in various civic practices and activities. The CCE strives to foster a culture of active participation and social responsibility among students, encouraging them to contribute to and positively impact their communities through meaningful civic engagement.

Historically, the CCE was founded as the Center for Civic Engagement within the Department of Political Science to create experiential learning programs for students. Over the past twenty years, the CCE has supported the institution in meeting its goal of fostering and leading community engagement efforts, which led to its name change. The Center now reports to the Provost's Office, allowing it to better support faculty with community engagement initiatives that incorporate new student learning methods.

Three years ago, the CCE received funding to hire a Program Manager responsible for leading student-facing programs such as service learning, community work-study, days of service, and civic participation. Since then, the CCE has increased opportunities for student civic engagement and developed a deeper understanding of the resources needed to support students and navigate best practices for these programs. As the CCE enters a new academic year, it aims to increase its impact and leverage its position as a campus leader in student civic participation and learning.



# MINERS PICK TO VOTE

The CCE is deeply committed to empowering our students, faculty, and staff to participate in the democratic process. We strive to provide comprehensive and accessible information to ensure that every student's vote is counted and their voices are effectively represented. Through our initiatives, we aim to foster a culture of civic engagement and encourage active participation in local, state, and national elections.



## CCE VOTER AND CIVIC PARTICIPATION STATEMENT

The Center for Community Engagement at the University of Texas at El Paso (UTEP) is deeply committed to empowering students by providing them with comprehensive information, tools, and resources to engage in various civic practices and activities effectively. The center strives to foster a culture of active participation and social responsibility among students, encouraging them to contribute to and positively impact their communities through meaningful civic engagement.

## CCE STUDENT CIVIC LEARNING OBJECTIVES

1. Participate in civic and voter outreach programs to develop an understanding of local election procedures and the electoral process.
2. Identify on-campus resources to support and guide their interest in civic participation by engaging in departmental programs.
3. Utilize social media and other online platforms to share information about local candidates, voter registration deadlines, and the importance of civic engagement.
4. Attend public forums and town hall meetings to learn about community issues and connect with local leaders and organizations.
5. Volunteer with community organizations that focus on voter registration, education, and advocacy to contribute to the democratic process actively.



# CAMPUS ACTION PLAN

---

## GOALS

Through this campus action plan, we aim to outline our civic learning programming for the 2024-2025 academic year. In this plan, we have detailed our student learning objectives, program goals, and framework of working items. The CCE has developed this plan to support non-partisan efforts while addressing the needs of our unique student population. This plan was created as part of the application process to be designated a Voter Friendly Campus, a program facilitated by the Campus Vote Project, and will be used to meet the student development goals of the Center for Community Engagement.

Our goal through this plan is to increase our institutional voting rate to the national rate of 66%. As of 2020, we had a 57.3% voting rate, a 12.1% increase from 2016, as indicated in our latest NSLVE Campus Report. Over the past two years, the CCE has developed an internal framework to create student programs and outlines for outreach and events to foster student civic engagement and participation. This year, we aim to continue partnerships with both on- and off-campus resources to enhance our impact on students. With the support of the Ask Every Student Grant, we will increase our capacity and engage more students.

**GOAL 1: BUILD A CULTURE OF UNDERSTANDING & CARE FOR CIVIC ENGAGEMENT AND PARTICIPATION.**

Project	Description	Activities	Benchmark
<p><b>Develop a marketing and promotion plan for the academic year</b></p>	<p>Create a Miners Pick to Vote Digital and Print Campaign to create visibility on campus</p>	<p>Print T-shirts, Stickers, Flyers, and posters.</p> <p>Create an A-Frame with event information on QR Codes for campus community marketing Share event information in the university engagement calendar and create email bulletins for voting locations and civic participation events Update university TV screens monthly to include event and program updates</p>	<p>Hand out promotional items to 1000 students</p> <p>Post social media content on Facebook, Instagram, LinkedIn, in connection to election dates, locations, and other information</p>
<p><b><u>Update UTEP CCE Voter Webpage</u></b></p>	<p>Update UTEP CCE Voting Page</p>	<p>Train student intern to update website on a bi-weekly basis</p>	<p>Increase traffic by 10 percent, review data through Google Analytics</p>
<p><b>Host several events to increase awareness and knowledge for civic learning and participation</b></p>	<p>The CCE will host between 20 – 30 voter registration tabling events throughout the year. The CCE will hire a student intern and two federal work study students to support the project</p> <p>The CCE will meet with Dean of students to create future partnerships and programs to sustain student civic participation as experiential learning pathways</p>	<p>Classroom visits, National Civic Holidays, University Events, Voter Registration Tabling</p>	<p>Have a total outreach and attendance of 3000 students.</p>



## GOAL 2: INCREASE INSTITUTIONAL VOTER RATE (NSLV) (BE SPECIFIC HOW MUCH INCREASE BY AND WHAT DOES THAT MEAN IN NUMBER)

Project	Description	Activities	Benchmark
<b>Participate in New Student Orientation</b>	The CCE will partner with the university enrollment division to participate in all orientation dates and programs	11 New Student Orientation Dates, train student interns and work-study students on best practices for student engagement programming, visit the El Paso County Elections office to receive volunteer deputy training for voter registration team	Register 1000 incoming freshmen
<b>Host a National Voter Registration Day</b>	The CCE will host the event on September 17th, 2024	Give T-Shirts at the Student Union Breezeway to the first 50 students that register	Register 150 students and have a total attendance of 250
<b>Register students to vote in classes</b>	Partner with faculty to allow student interns and work-study students to register students to vote	Meet with interested university faculty to incorporate civic programming as a service learning project for the Fall 2024 semester	Register 400 students during the Fall 2024 semester

## GOAL 3: INCREASE THE NUMBER OF REGISTERED STUDENTS ON CAMPUS

Project	Description	Activities	Benchmark
<b>Host Vote Early Day</b>	The CCE will be a campus partner for Vote Early Day	Programming will be located near the campus designated voting location; the center will partner with Pizza at the Polls to have meals for students. Invite the County of El Paso Elections office to participate in civic events	Capture and record 300 early voters
<b>Host a National Voter Education Week</b>	The Center will collaborate with National Voter Education week to create programs and events for students – October 7 – 11	Students will register to vote, know their status, review the ballot, and make plans to vote	Have a total attendance of 400 students
<b>Early Voting Tabling</b>	The Center will table weekly on different locations on campus to register students to vote	The center will host 12 tabling sessions every semester	Have a total student engagement/attendance of 500

# 2024 STUDENT ENGAGEMENT TIMELINE

Month	Activities	Description	Benchmark
May 2024	New Student Orientation (1 Date)	The CCE will host voter registration tabling with civic programming information	Register 50 students
June 2024	New Student Orientation (4 Dates)	The CCE will host voter registration tabling with civic programming information	Register 250 students
July 2024	New Student Orientation (4 Dates)	The CCE will host voter registration tabling with civic programming information	Register 250 students
August 2024	Weekly Tabling and outreach efforts Welcome back and Get Involved Fair Class visits and presentations	The CCE will host voter registration tabling and visit classes to register students to vote and provide civic programming information	Register 250 students
September 2024	National Voter Registration Day, September 17th, 2024 Constitution Day Weekly Tabling and outreach efforts	The CCE will host an event in connection with National Voter Registration Day and host weekly outreach efforts	Engage 400 students
October 2024	Vote Early Date October 29th National Voter Education Week October 7th - 11th Early Voting Tabling October 24th - 28th and 31st	The CCE will host several civic holiday events and partner with student organizations and the El Paso County Elections Office	Engage 500 Students



# 2024 STUDENT ENGAGEMENT TIMELINE CONT.

Month	Activities	Description	Benchmark
<b>November 2024</b>	Weekly tabling and outreach efforts Guest Speaker	The CCE will invite a guest speaker to review the election outcomes and continue outreach efforts	Engage 100 Students
<b>December 2024</b>	Break in Project Programming		
<b>January 2025</b>	Weekly tabling and outreach efforts Welcome back and Get Involved Fair Class visits and presentations	The CCE will host voter registration tabling and visit classes to register students to vote and provide civic programming information	Register 250 students
<b>February 2025</b>	Weekly tabling and outreach efforts Class visits and presentations	The CCE will host voter registration tabling and visit classes to register students to vote and provide civic programming information	Register 150 students
<b>March 2025</b>	Weekly tabling and outreach efforts Class visits and presentations	The CCE will host voter registration tabling and visit classes to register students to vote and provide civic programming information	Register 150 students
<b>April 2025</b>	Weekly tabling and outreach efforts Class visits and presentations	The CCE will host voter registration tabling and visit classes to register students to vote and provide civic programming information	Register 150 students



# EVALUATION AND REPORTING

Over the next year, the CCE will track the number of students who engage in events and register to vote. Students will be encouraged to register for events and tabling sessions they participate in through the department's digital community engagement platform, hosted by GivePulse. Additionally, the CCE will meet with the El Paso County Elections Department to review how to account for voter registrations facilitated by the university and their impact on the polls. The CCE will use NSLVE data to assess the institutional progress of registered voters on campus. This report will be available on the CCE's voter engagement website and shared with university leadership. With our goal to enhance our impact on civic learning and engagement, we aim to be recognized as a Voter Friendly Campus.

## LONG TERM GOALS



### DEVELOP STUDENT VOTER COALITION

- Goal: Develop a coalition with a minimum of 10 students to organize and develop voter engagement practices for Fall 2025.



### STRENGTHEN COMMUNICATION WITH THE COUNTY OF EL PASO - ELECTIONS DEPARTMENT

- Goal: Meet with El Paso County officials and staff Bi-Monthly to share data, and insight for university engagement.



### BUILD AN INSTITUTIONAL COMMITTEE TO SUPPORT VOTER AND CIVIC ENGAGEMENT


- Goal: Form an institutional committee to develop an institutional effort for civic participation.


THE UNIVERSITY  
AT  
EL PASO



 [cce@utep.edu](mailto:cce@utep.edu)

 [www.utep.edu/cce](http://www.utep.edu/cce)

 1514 Hawthorne St. | El Paso Texas

 (915)999-2118

# 2024 STUDENT ENGAGEMENT TIMELINE

---

## January

- Onboard two student employees for the Center for Community Engagement to lead student engagement programming
- Connect with the County of El Paso Elections Department for Volunteer Deputy training
- Develop marketing and program outreach efforts

## February

- Begin student programming (ex: weekly student tabling and classroom visits, visual on-campus promotional items, and presentations)
- Host a Voter Engagement and Awareness Panel - February 28th, 2022

## March

- Update the UTEP Voter website page
- Continue outreach efforts
- Register Students to Vote through class visits

## April

- Prepare for Summer New Student Orientation Dates
- Print Promotional Items
- Share Miners Pick Vote Campaign



# 2024 STUDENT ENGAGEMENT TIMELINE CONT.

---

## May - July

- Develop Voter Guide
- Prepare for Fall Semester
- New Student Orientation Tabling (11 Dates)

## August

- New Student Orientation Tabling
- Weekly Tabling and outreach efforts
- Welcome back and Get Involved Fair
- Class visits and presentations

## September

- National Voter Registration Day, September 17th, 2024
- Weekly Tabling and outreach efforts

## October

- Weekly Tabling and outreach efforts
- Vote Early Date October 29th
- National Voter Education Week October 7th - 11th
- Early Voting Tabling October 24th – 28th and 31st

## November

- Weekly Tabling and outreach efforts
- Guest Speaker

## December

- Review program data and semester participation