

(RE:spuestas)

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(ArtHistory)

I. Executive Summary

*BHAG big hairy audacious goal: “Active Citizenship as a widespread practice among private university students and recently freed convicts in Mexico City”

Civic Agency: Graduation requirement; Community Service. +240-480hrs S’Social. Each work-session comprises 8hrs but it implies another 8hrs planning. In the end both groups meet on 30 occasions.

II. Description of the User

Students @UIA, ITESM, Centro +18-23yrs old. Former convicts (enrolled in UACM-PESCER) +23-29yrs old. Male and female. –lifetime span to the project: 5 years, 5 classes ‘16-’20. Emotional connection occurs when they meet.

III. Integrated Approach

Unionized workers @GDF (f) – City Mayor’s and Delegaciones’ infrastructure. Logistics and infrastructure provided by educational institutions in coordination with GDF.

Clientele – soon to graduate students eager to make their *ServicioSocial* experience worthwhile and extraordinary.

User experience – he who browses or is somehow interested...

Customer experience – someone vested into your offer/product/proposal.

Locus: Traffic lights, parks, cleaning facilities, fixing bridges and tunnels, removing trash, sewage cleanup... each event. Recognition ceremonies at every campus with both groups are of the essence.

XI. Conclusion The idea is ActiveCitizenship remains a habit to them.

RESPONS[E]IBILITY respuesta | responsabilidad

RESPONS[H]ABILIDAD skill | capacity