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How to Empower Prospective Hispanic Students and Their Families-Practical Tips You Can Use!

Your Presenters:



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Objectives

1. Understand the unique challenges Hispanic families face navigating college planning and college success experiences.
2. Develop culturally responsive strategies for communication, information, resources, and experiences to support families and students with college planning throughout the college experience.
3. Create collaborative partnerships to enhance support systems.

Agenda

1. Hispanics in the US
2. What RNL research tells us about Hispanic families and students
3. How The University of Arizona supports Hispanic families and students
4. Strategies you can use to support Hispanic families and students

Terms

1. The terms Hispanic and Latino are used interchangeably in this presentation.
2. Hispanic” and “Latino” are pan-ethnic terms meant to describe – and summarize – the population of people of that ethnic background living in the U.S.
3. In practice, the Census Bureau often uses the term “Hispanic” or “Hispanic or Latino.”
4. Latinx is a term used to describe people who are of or relate to Latin American origin or descent. It is a gender-neutral or nonbinary alternative to Latino or Latina.
5. Second generation refers to people born in the 50 states or the District of Columbia with at least one first-generation, or immigrant, parent.

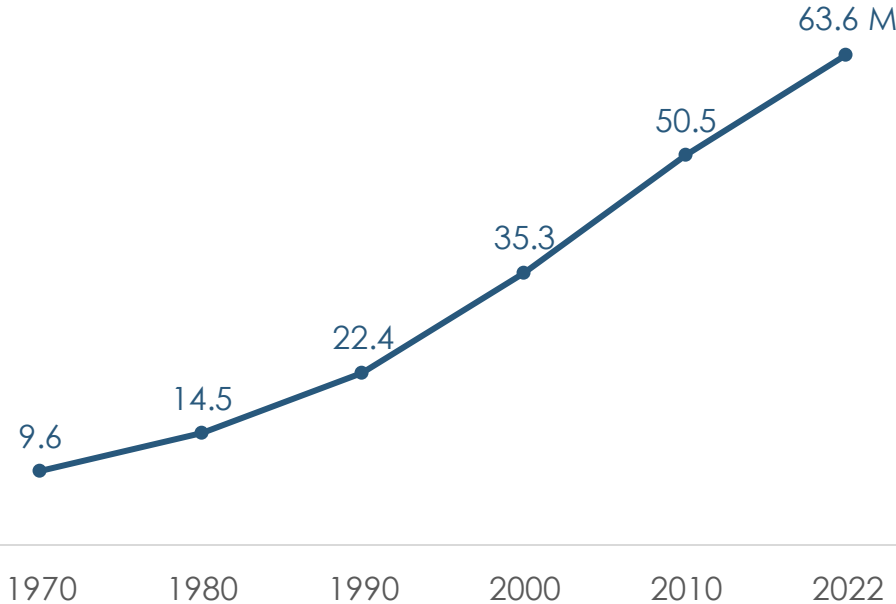
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Hispanics in the U.S.



U.S. Hispanic Population Reached More Than 63 million in 2022

31% of the Hispanic population is under 18, compared to 22% of the U.S. population.



Pew Research Center analysis of 1970-1980 estimates based on decennial censuses; additional analysis of 1990-2010 PL94-171 census data and the 2022 American Community Survey (U.S. Census Bureau)

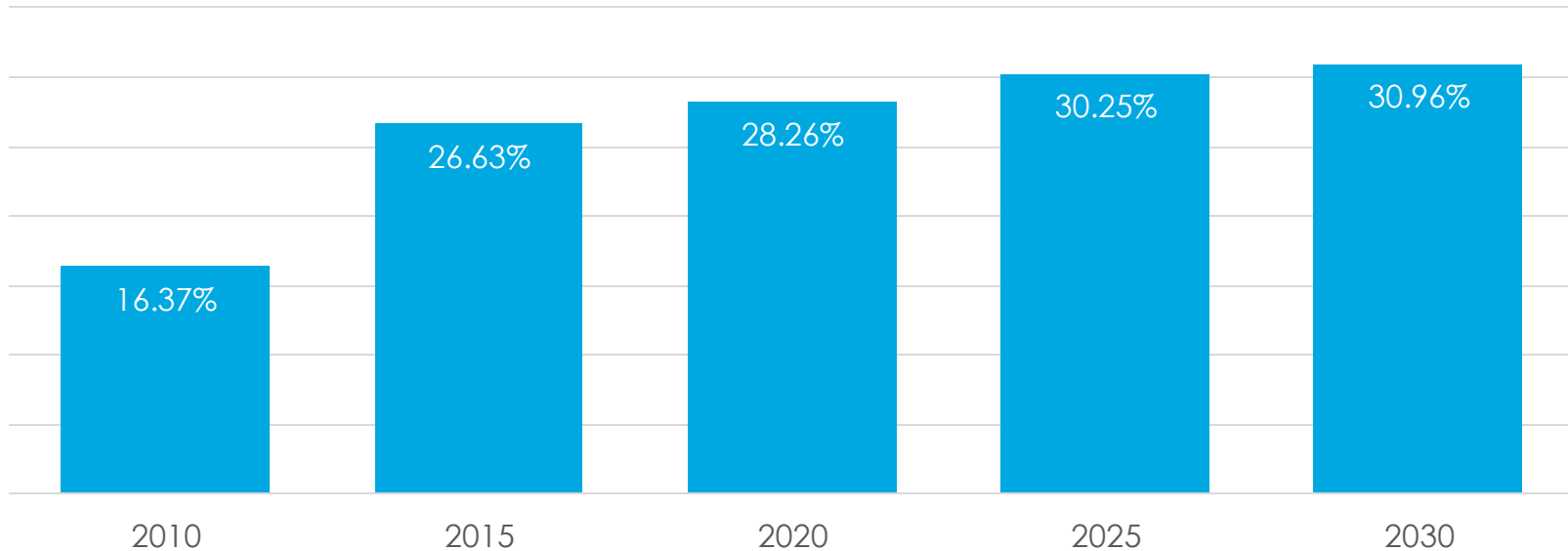
U.S. Census Bureau QuickFacts: United States, 2023.

Hispanics Made Up More Than Half of Total US Population Growth from 2010 to 2022

	2022 population	Change 2010-22	
Hispanic	63,550,000	13,080,000	53%
Asian	19,420,000	4,950,000	20%
Black	39,580,000	1,900,000	8%
White	192,150,000	-4,660,000	<0%
Two or more races	14,330,000	8,360,000	34%
Total	333,290,000		

By 2030 31% of all Students Attending Public K-12 Schools in the US will be Hispanic

Hispanic Students as % of Total Enrollment of Public K-12 schools



SOURCE: U.S. Department of Education, National Center for Education Statistics, Common Core of Data (CCD), "State Nonfiscal Survey of Public Elementary and Secondary Education," 1998-99 through 2021-22; and National

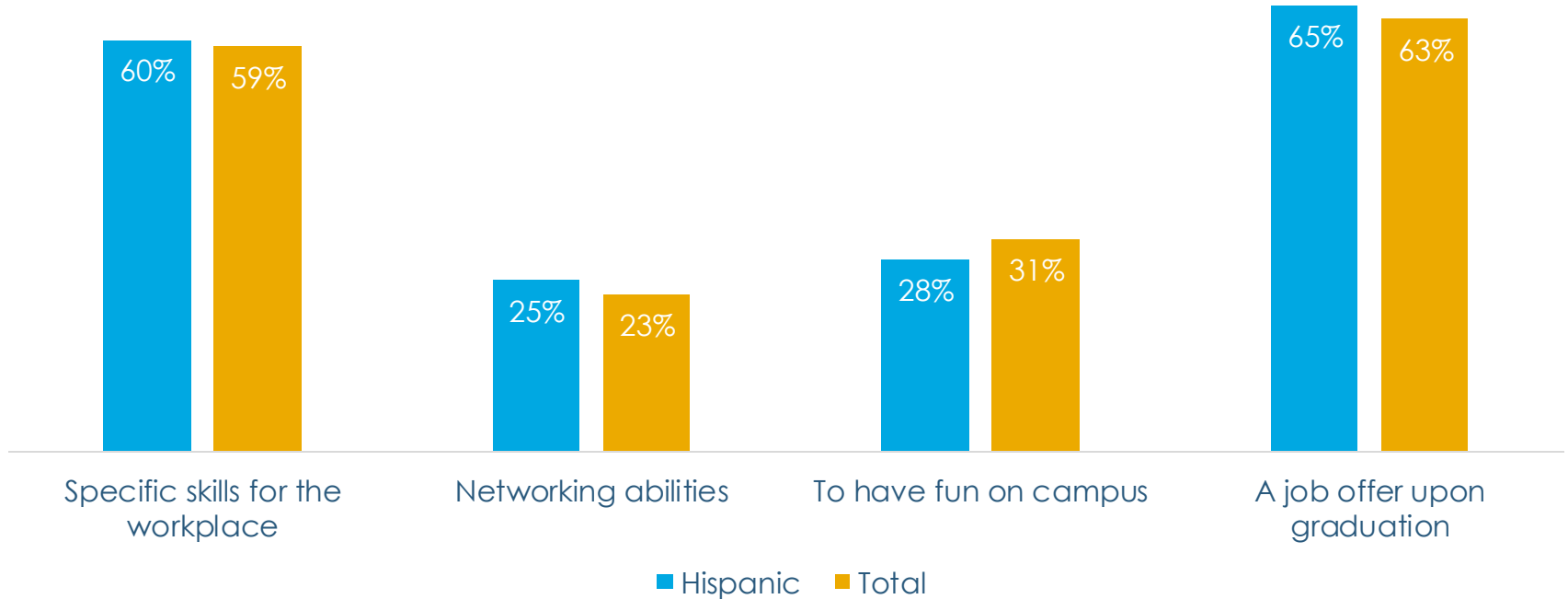
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What RNL's Research Tells Us About Hispanic Families and Students



What Do Students Want From Their College Experience?

Total vs. Hispanic Students





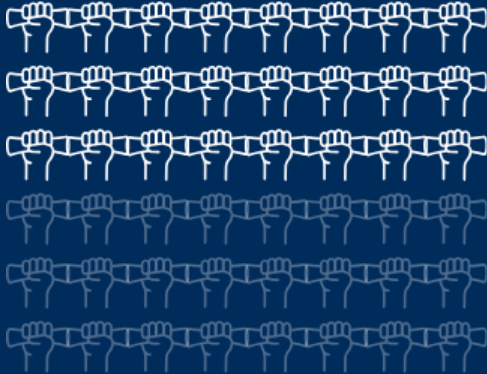
Hispanic Students' Perceptions of the Value of College

65%



I wonder if college is worth the time, money, and effort

48%



I think I can make a good living without a college degree

Perceptions of College Planning for Hispanic Students

74%



Applying to college is difficult

71%



I don't know how to choose the right college

56%



I don't know where to find help for my college planning

33%



I don't think I can find a college that fits my needs



Hispanic Students' Perceptions of Cost

92%



I'm concerned about the cost of college

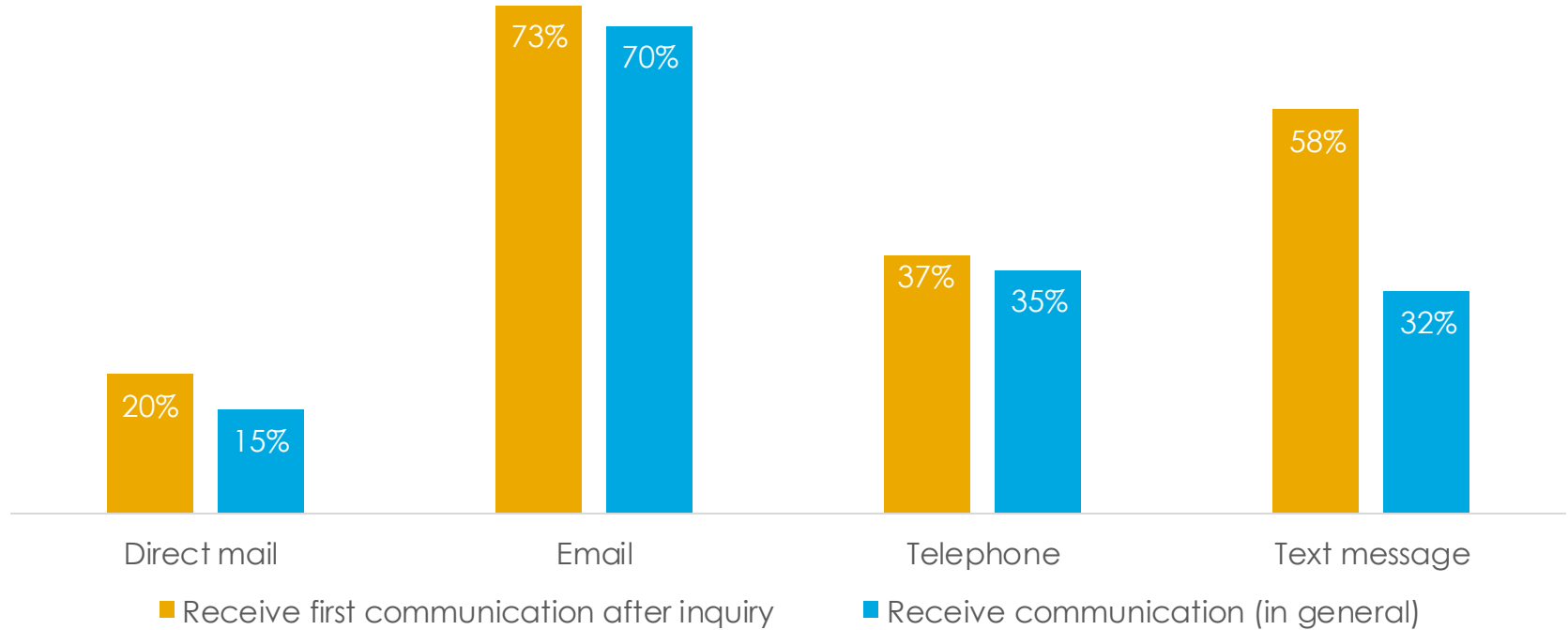
81%



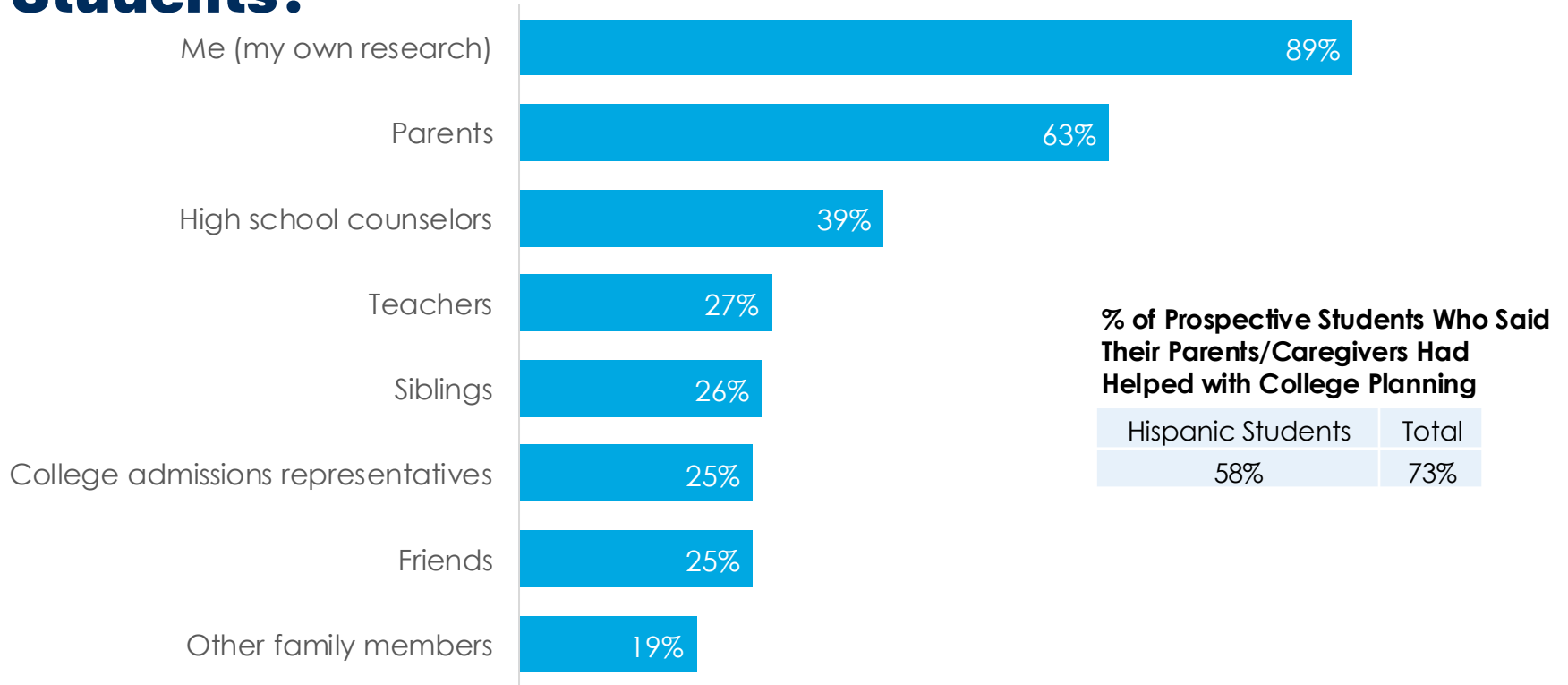
I don't know if I can (or my family can) afford college

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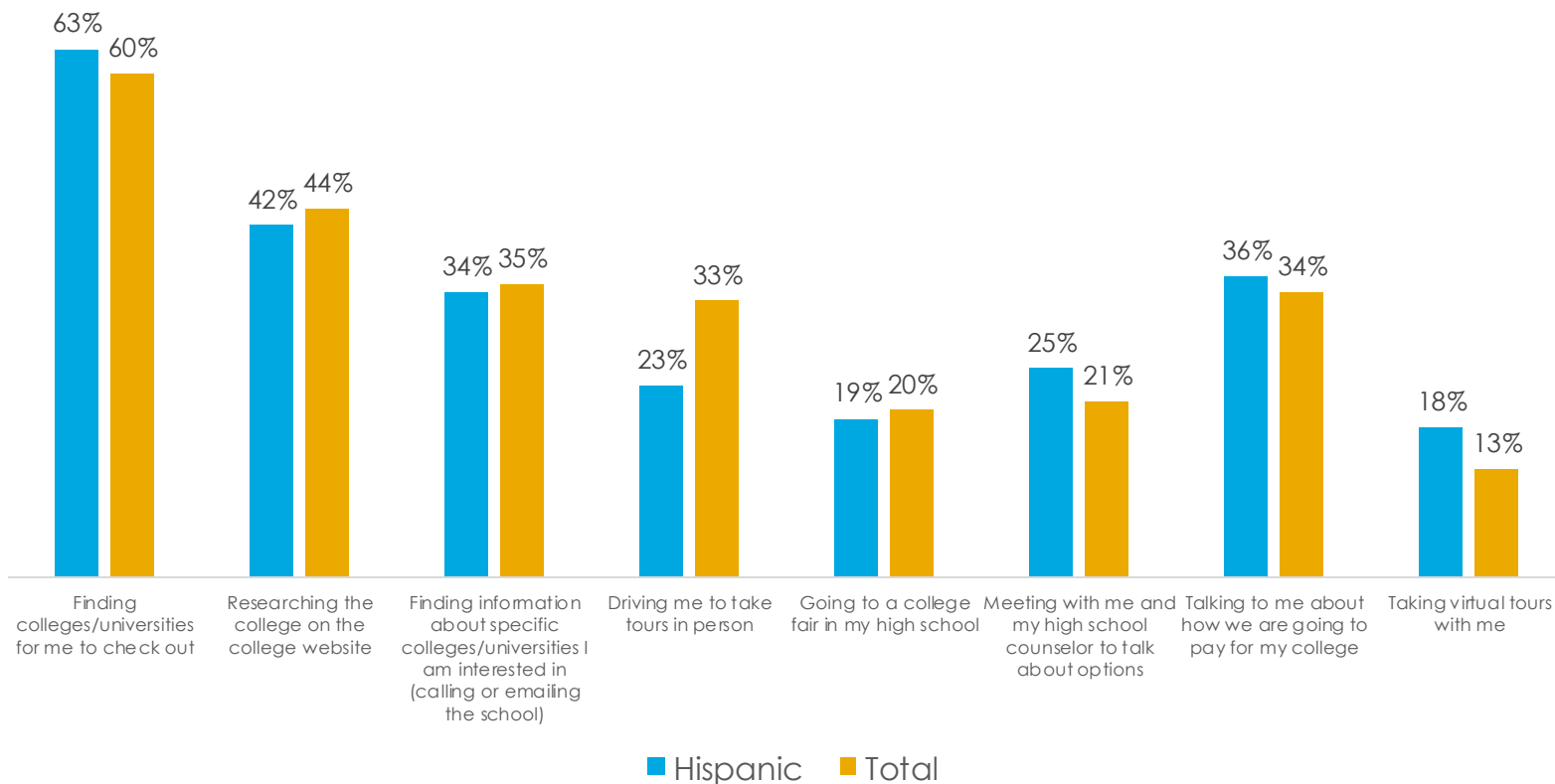
Hispanic Students' Preferred Communication Channels



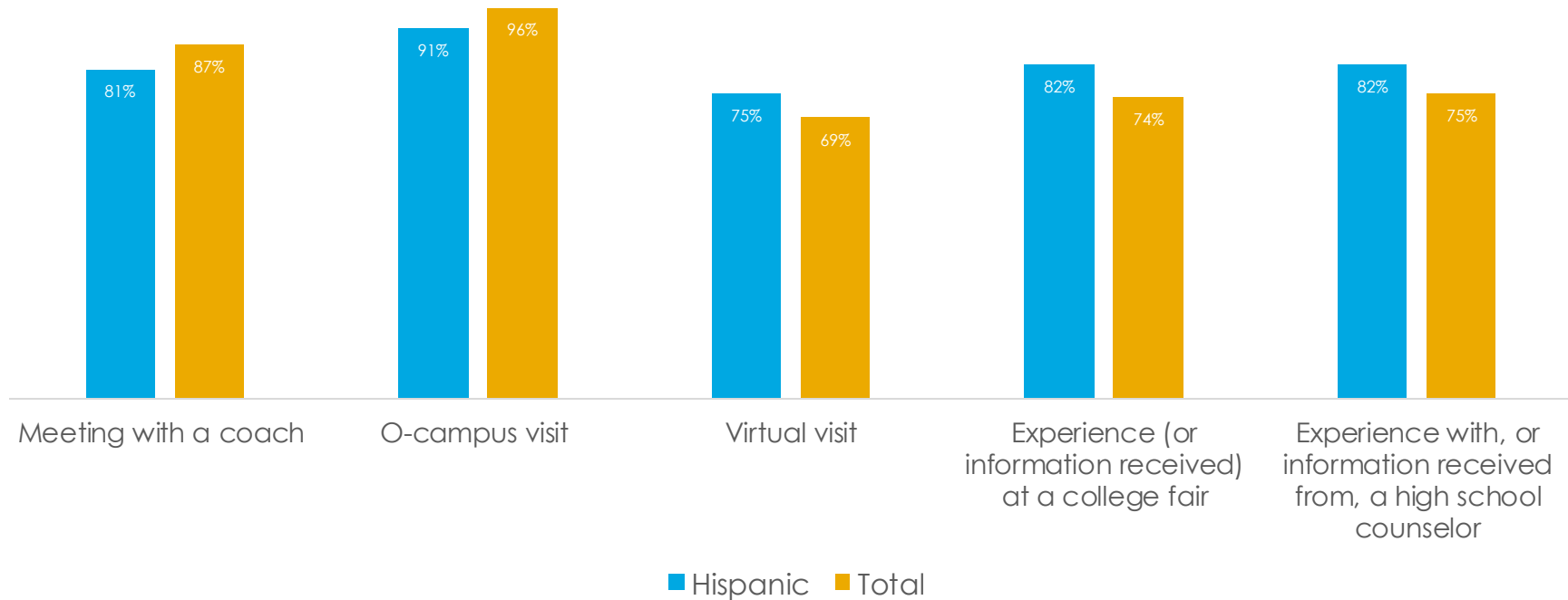
Who Influences College Planning for Hispanic Students?



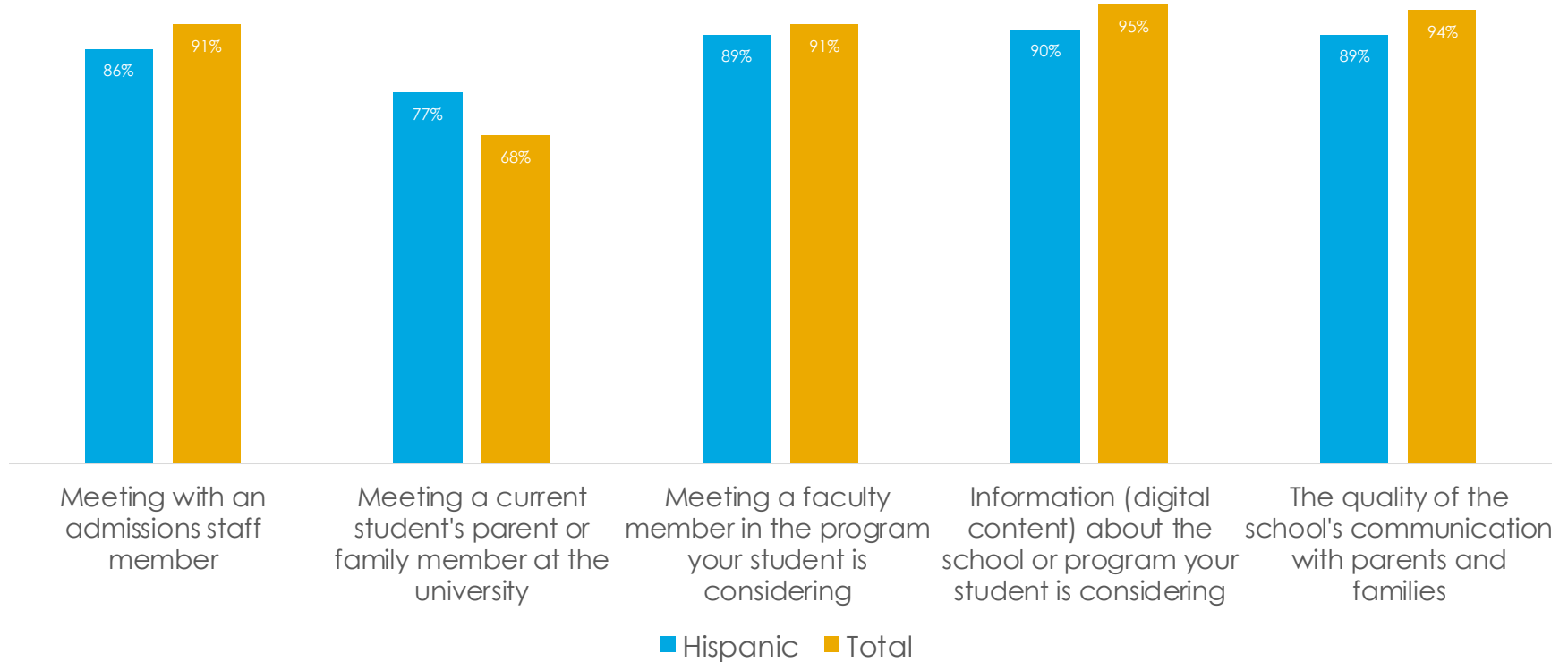
Family's Involvement with College Planning Activities



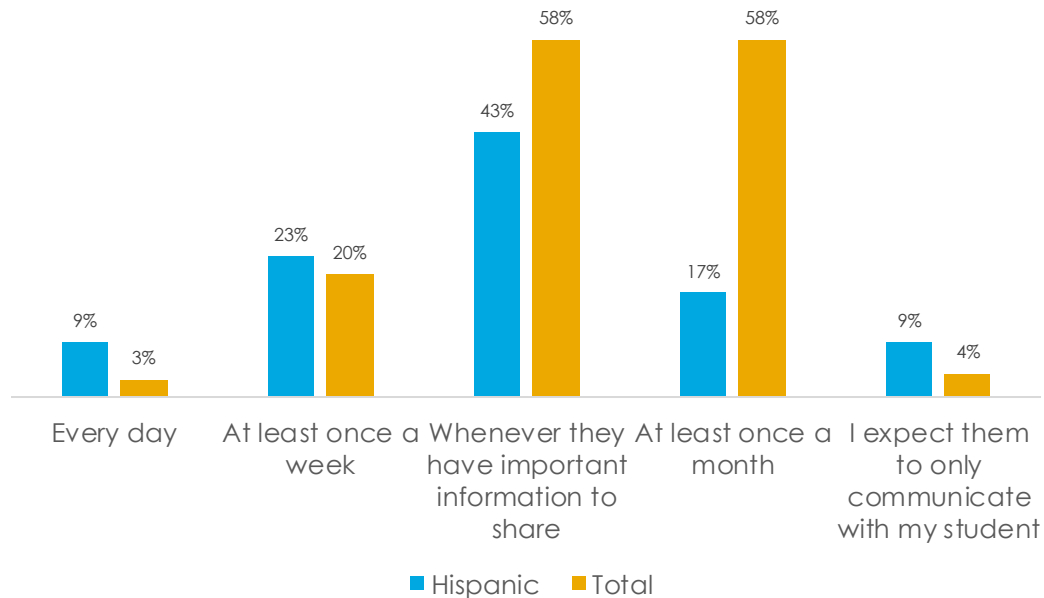
College Planning Activities Importance for Families



College Planning Activities Importance for Families



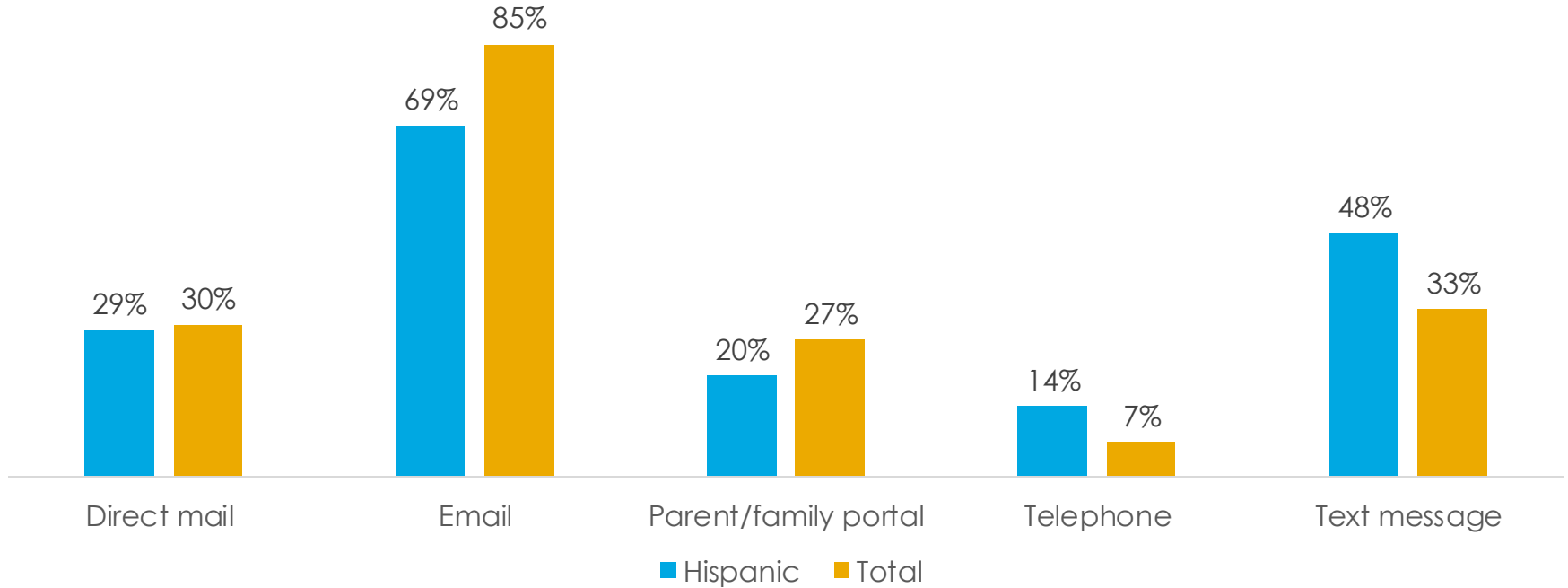
Families' Preferred Frequency of Communication From Institutions



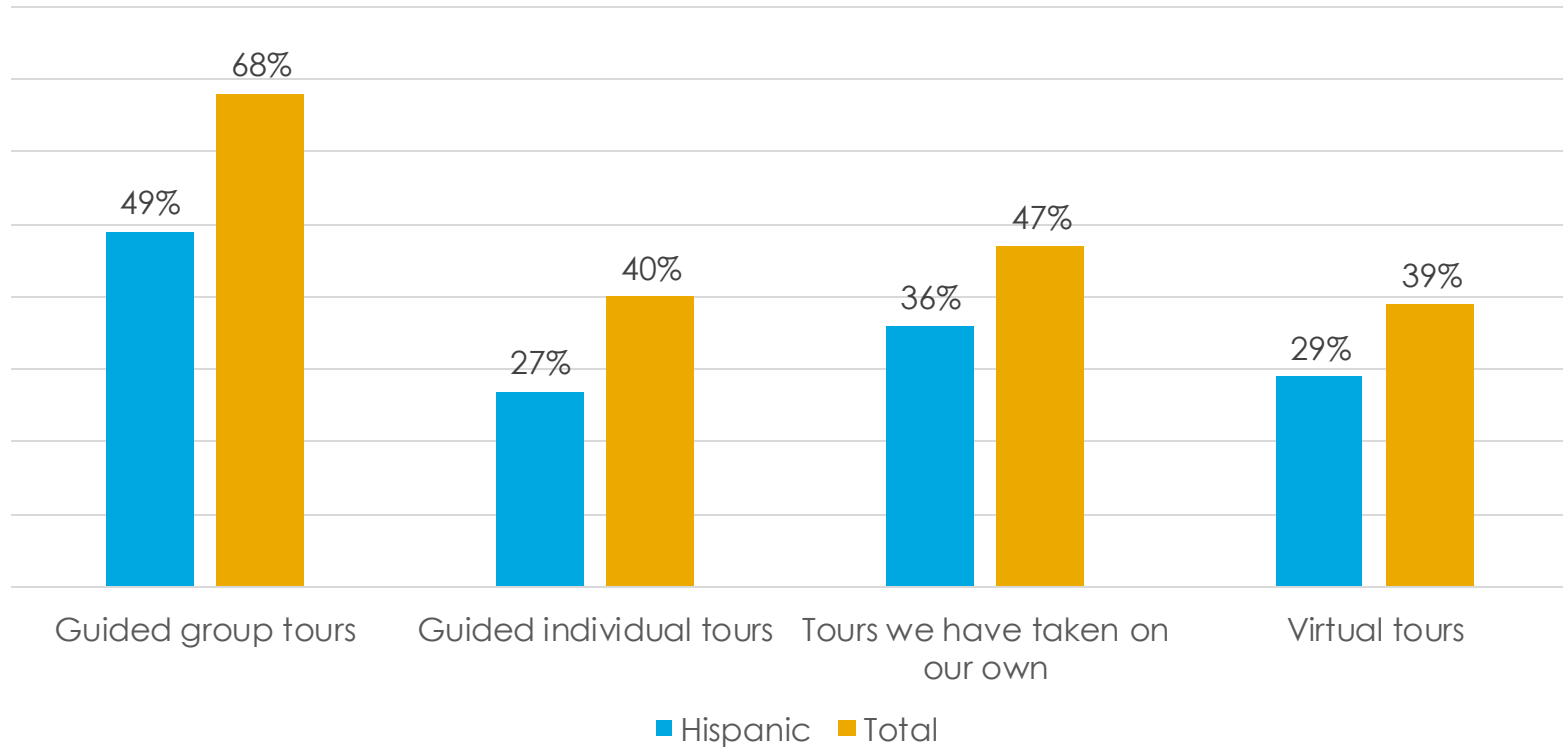
75%

Hispanic families would welcome communication once a week or whenever they have something important to share.

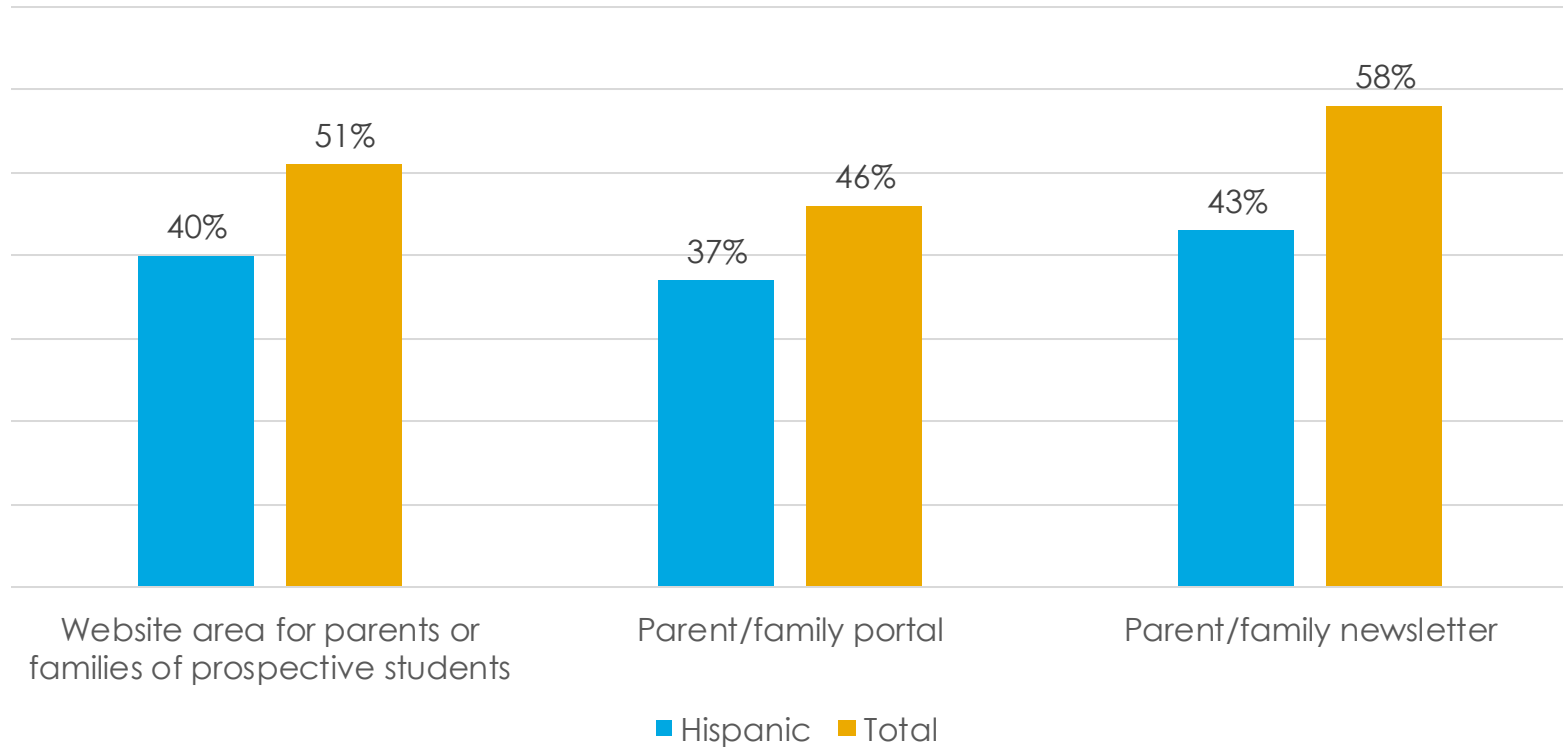
Families' Preferred Channels to Hear From Institutions



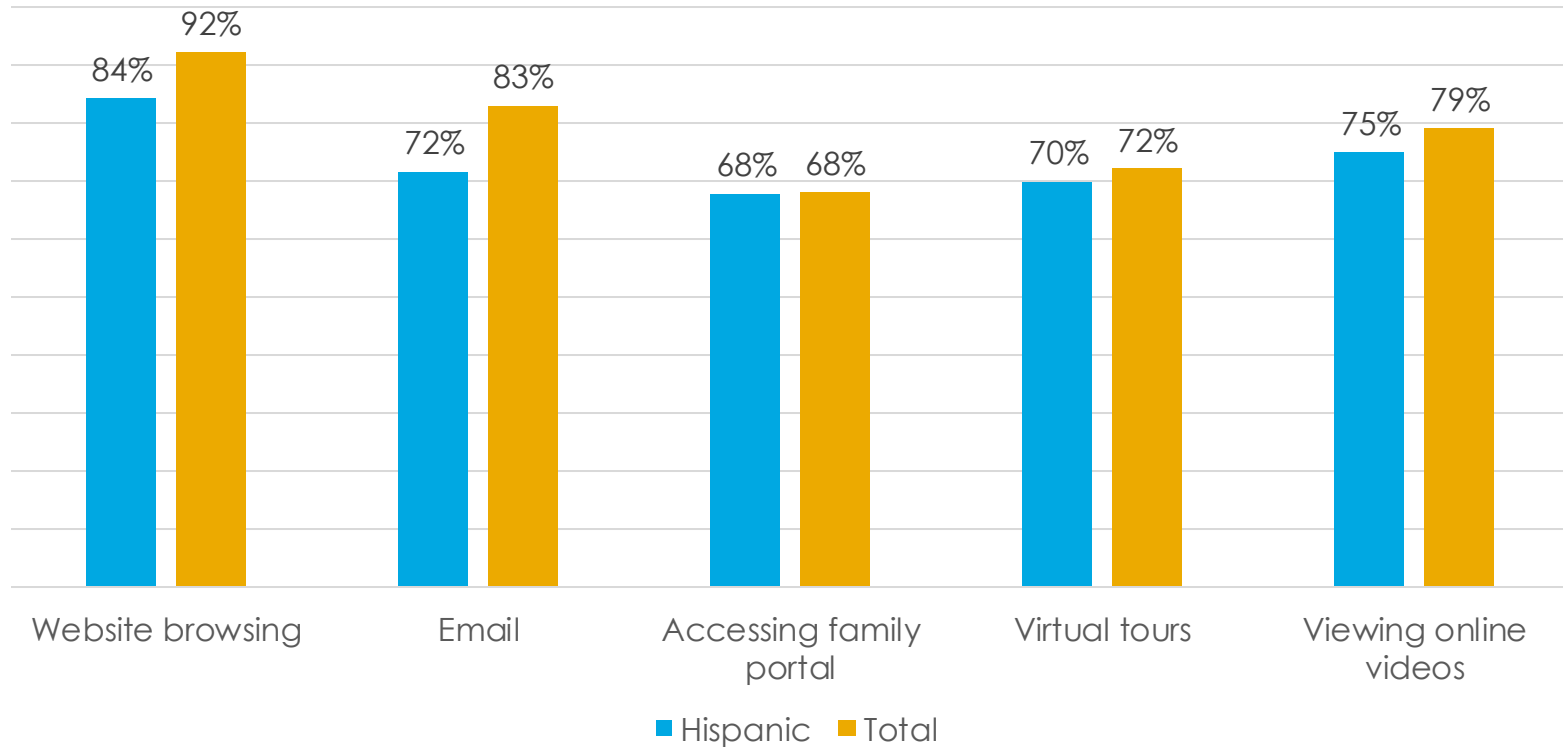
Families' Participation in Campus Tours



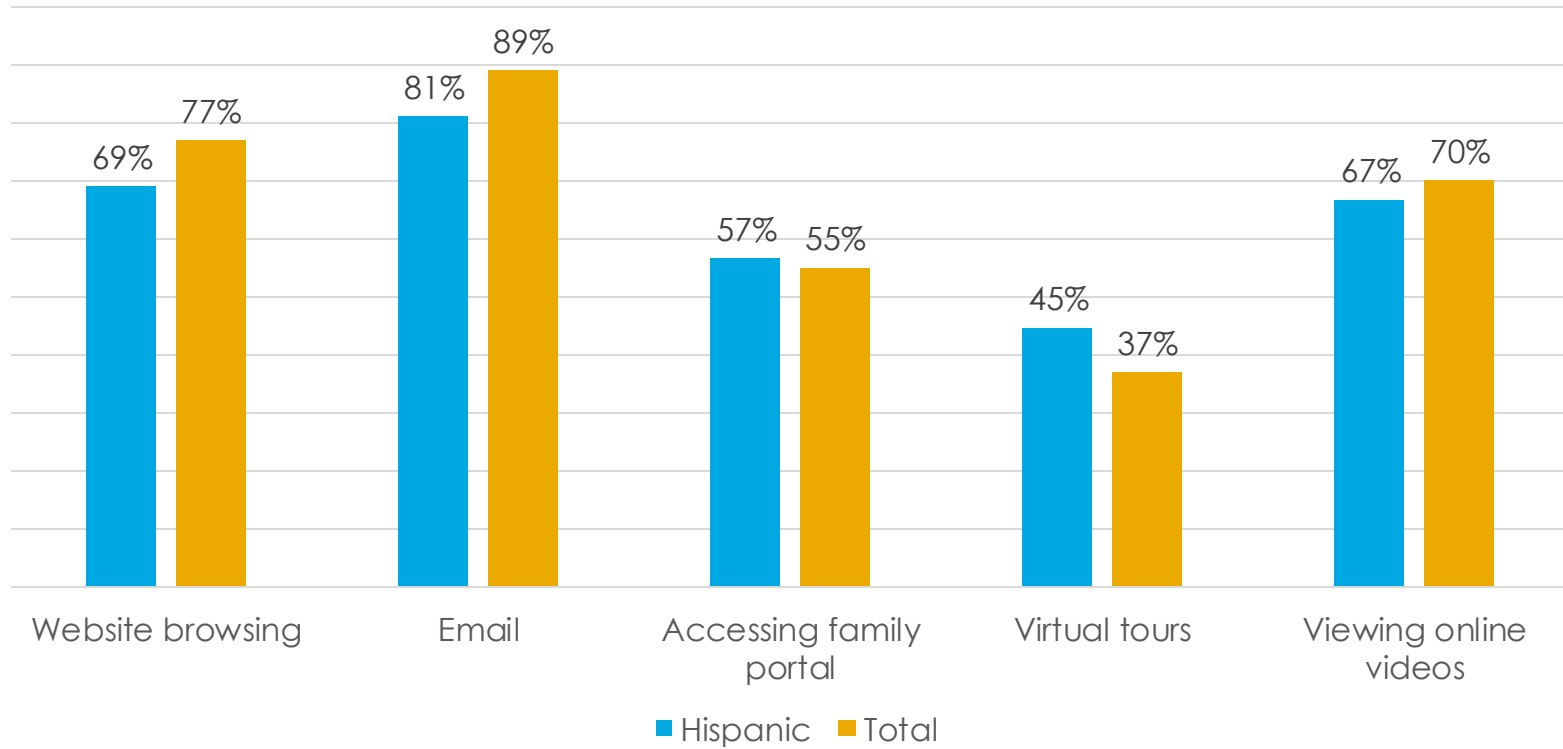
Awareness of Families' Resources



Families' Computer Use for College Planning on Activities



Families' Cell Phone Use for College Planning on Activities



Most Important 15 Factors to Enroll at an Institution for Hispanic Students

- Final cost
- Availability of my intended academic major or area of study
- Academic scholarships
- Academic reputation
- Financial aid opportunities
- Distance from home
- Campus facilities
- Location (town, city, area)
- Feeling that I "fit in"
- Overall reputation
- Dining options
- How inclusive the campus is towards all students
- Campus atmosphere
- Feeling that I am wanted by that college or university
- Available physical, medical, and learning accommodations and resources

Most Important 15 Factors to Enroll at an Institution for Hispanic Families

- Final cost
- Academic scholarships
- Availability of my intended academic major or area of study
- Academic reputation
- Campus atmosphere
- Feeling that my student is wanted wanted by that college or university
- Feeling that my student "fits in"
- Location (town, city, area)
- Overall reputation
- Communications we received from the college or university
- How inclusive the campus is towards all students
- Campus facilities
- Distance from home
- Experience we had while visiting as part of a guided campus tour
- Available physical, medical, and learning accommodations and resources

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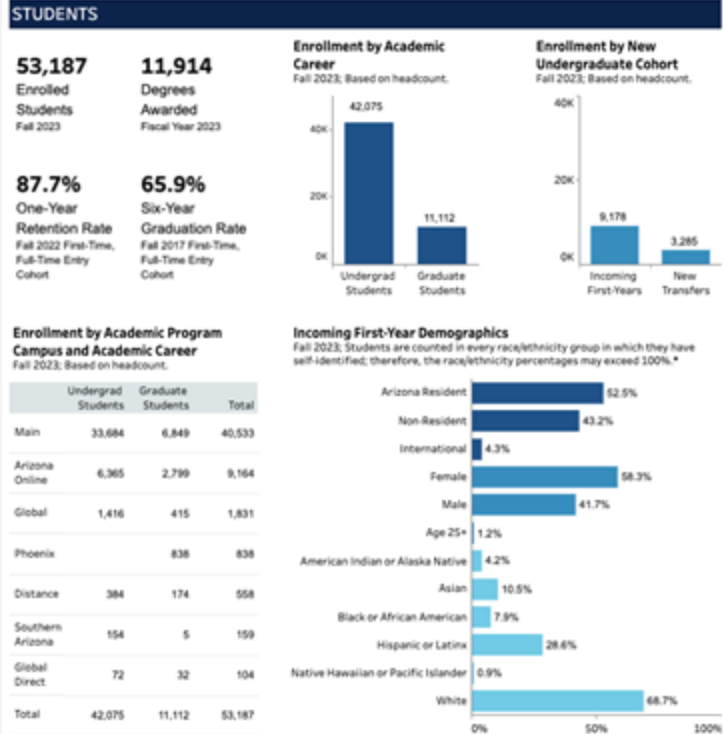
How The University of Arizona Supports Hispanic Families and Students





Hispanic Serving Institution Initiatives

The University of Arizona Institutional Profile



Supporting our Institution

- 2018 Received designation as a Hispanic Serving Institution with a Vice President who reports to the President for all HSI initiatives
- HSI Fellows Program- 1 year commitment, partnering applicants from departments across campus to further the scope around the designation
- HSI Ambassadors
- Community Outreach
- Grants & Research Development
- Support for Faculty & Staff
- Student Resources



Enrollment Management

How do we support Wildcat Families?

FIRST-YEAR STUDENT HIGHLIGHTS

47% diversity

Students of color/non-white
13.5% increase men of color

29% first generation

30% Pell eligible



67%

Open Rate on
Parent and Family
Communications







Connecting with our Spanish-speaking families

Collect Data- how are we communicating

Hispanohablantes (Spanish-Speaking Families)

Details | Right Rail | Workflow | Members | Membership Growth | **Posts** | Drip Posts | Drip Announcements

[Download](#)

Headline, Date
 <p>La mentoría de la educación en las familias latinas para estudiantes universitarios Posted by Renee Marquez in Hispanohablantes (Spanish-Speaking Families) (The University of Arizona) Published on Wednesday, May 24, 2023 @ 9:45 AM MST</p>
 <p>Latina/o/x Families as Mentors of Education for College Students Posted by Renee Marquez in Arizona News (The University of Arizona), Hispanohablantes (Spanish-Speaking Families) (The University of Arizona), Parent & Family News (The University of Arizona) Published on Wednesday, May 24, 2023 @ 9:45 AM MST</p>
 <p>A cultural and linguistic home for Spanish Posted by Olivia MacDonald in Arizona News (The University of Arizona), Hispanohablantes (Spanish-Speaking Families) (The University of Arizona) Published on Thursday, Oct 12, 2023 @ 12:00 PM MST</p>
 <p>Próximo seminario web: Cómo enviar la FAFSA 2024-25*Formulario (en español) Posted by CampusESP Admin in Financial Aid & Scholarships - Current Families (Families of Current Students), Financial Aid & Scholarships - Prospective Families (Families of Prospective Students), Hispanohablantes (Spanish-Speaking Families) (The University of Arizona) Published on Thursday, Apr 11, 2024 @ 2:00 AM MST Post will be excluded from newsletters after Thursday, Apr 18, 2024 @ 5:00 PM MST</p>



TUS SUEÑOS. A TU ALCANCE.

Tu futuro por la Universidad de Arizona es una inversión en ti mismo que rinde frutos toda la vida. Tanto si quieres conseguir el empleo de tus sueños como si quieres cursar un posgrado especializado para cumplir tus sueños. Es más factible que el pago de la universidad sea más predecible y a largo plazo, considerando el índice de inflación en Arizona.



You're invited to our SPANISH CAMPUS TOUR

Te invitamos a nuestro TOUR POR EL CAMPUS



¡Compléjamos en un recorrido por el campus de la Universidad de Arizona - en español!

miércoles, 14 de marzo - 6:30 pm
Old Main - planta baja
1200 E University Blvd, Tucson, AZ
Regístrate: <https://bit.ly/3u0C89e>

INTERNACIONAL

¡Compléjamos en un recorrido por el campus de la Universidad de Arizona - en español!

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¿QUÉ PUEDES HACER?

¡Compléjamos en un recorrido por el campus de la Universidad de Arizona - en español!

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APRENDA CON LOS MEJORES

La Universidad de Arizona cuenta con un profesor universitario para cada 15 alumnos y más de 300 cámaras de las que se puede elegir. Aquí tendrás todo lo que necesitas para tener la carrera de tus sueños antes de graduarte.

go.arizona.edu/majors

ASISTENCIA FINANCIERA

Conoce con nuestros asesores de ayuda financiera cómo puedes calificar en el campo de la educación como beca, beca de investigación, beca de liderazgo, beca de liderazgo y beca de liderazgo en español.

BUENAS NOTICIAS: NO SOBREMOS EL COSTO DE SU COLEGIATURA

Beccas a nuestro país en colaboración con el gobierno, pagamos a nuestra universidad y el gobierno de los estados adyacentes por cuando ellos están terminando sus estudios.

¿QUIERE TENER UNA IDEA DE CUÁNTO LE COSTARÁ SU EDUCACION EN ARIZONA?

Nuestro calculador de gastos para el Post Graduate te dará una idea de los costos de colegiatura y otros de los estados adyacentes para que puedas hacer una idea.

go.arizona.edu/grad-cost

RECONOCIDA POR EL SERVICIO A UNA DIVERSIDAD DE ESTUDIANTES

University of Arizona ha sido reconocida por el Servicio de Investigación de la Calidad de la Educación (IQR) por su excelencia en cuanto a matrícula estudiantil y estudiantes hispanos y proporcionar una excelente experiencia educativa. Nuestra investigación sobre IQR significa que usted tendrá un aprendizaje de calidad con excelentes resultados, servicios de apoyo a estudiantes para mejorar sus habilidades de aprendizaje y desarrollo personal.

CENTRO ESTUDIANTIL ADALBERTO Y ANA GARCIA

El Centro Estudiantil Adalberto y Ana García ofrece programas y eventos que atraen a la cultura y ayudan a los estudiantes a formar un sentido de pertenencia, crear comunidad, aprender a respetar la cultura y preparar a los alumnos como estudiantes, líderes y profesionales. Los programas incluyen talleres, actividades culturales, talleres y conferencias de bienestar con temáticas sobre y una celebración de graduación bilingüe.

ceaa.arizona.edu

QUEREMOS RECOMPENSARLO POR SU ESFUERZO

Si usted cumple con ciertos requisitos de excelencia académica puede calificar para recibir becas de liderazgo y beca de liderazgo en español.

go.arizona.edu/leadership

FECHA LÍMITE PARA LA AYUDA ECONÓMICA BASADA EN MENÚ: 2 DE MAYO

Conoce con nuestros asesores de ayuda financiera cómo puedes calificar en el campo de la educación como beca, beca de investigación, beca de liderazgo, beca de liderazgo y beca de liderazgo en español.

¿ESTÁ BUSCANDO BECAS?

Una vez que sea admitido, puede obtener becas de liderazgo y beca de liderazgo en español. Para más información sobre el proceso de solicitud de becas, visite ceaa.arizona.edu.



RECOMENDAMOS DE FAFSA

FECHA LÍMITE DE FAFSA PARA ARIZONA: 12 DE MARZO
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APRENDE MÁS SOBRE LAS BECAS DE MÉRITO

BECAS WILDCAT PARA LA MATRICULA
Becas basadas en el mérito, por hasta \$10,000 por año académico para residentes de Arizona. Las becas son renovables por un total de cuatro años consecutivos (seis semestres en total). La transferencia es automática una vez presentada el año siguiente de admisión antes de nuestra fecha límite del 1 de mayo del 2023.

BECA NACIONAL SCHOLAR PARA LA MATRICULA

Becas para la matrícula, por hasta \$8,000 por año académico, disponibles entre los estudiantes. Pasa el tiempo que necesitas al completar el SAT Practice (SAT) y decírnoslo a la Universidad de Arizona como un estudiante de admisión antes de la National Merit Scholarship Competition. Los estudiantes National Merit Scholarship también incluyen a los estudiantes del National Merit y a los estudiantes seleccionados para los siguientes programas de reconocimiento nacional del Colegio Board: Achievement, Hispanic, Ingeniería y Mundialización propia.

Para obtener más información sobre nuestros becas, visitado las páginas y condiciones completa, visito go.arizona.edu/merit



Growth in Creation and Distribution of Spanish Marketing Materials





Parent & Family Programs

Accessible Events



Cafecito: Financiando Su Educación

Ayuda financiera para estudiantes de primer año. Oficina de becas y ayuda financiera.

MIRA LA GRABACIÓN AQUÍ

BECAS DE MATRÍCULA DE PRIMER AÑO

- 6° semestre básico
GPA no ponderado
- Fecha: Mayo 1, 2024
- Para el otoño

Cafecito Spanish OSFA Presentation 2024



Coffee Chat: The Honors College, Thursday, January 11th 2-2:45pm AZ Time Zone

[Want to know more about our WA, Franke](#)

Coffee Chat: Financial Aid

It's financial aid season! There are so many great resources and updates, please view our Office of Scholarships and Financial Aid

Coffee Chat: Orientation, Tuesday, February 20th 2-2:45pm AZ Time Zone

[How families can help prepare the](#)

[Need Help? ISO!](#)

Strategies You Can Use to Support Hispanic Families and Students



4

Outreach and Recruitment

Best Practices for an Inclusive Student Search

- Most vendors/list sources offer the ability to include students based on self-identified demographic information like Ethnicity, Gender, First-Generation status
- If using test scores as criteria, leverage institution-level research and state level reports to select ranges that are inclusive of the Hispanic students you want to reach
- Explore additional ways to reach specific student populations like the College Board National Recognition Programs
- Timing – start early and continue beyond what might be a 'typical' recruitment cycle
- Hispanic students searched by RNL have a higher app complete (93%) and admit rate (83%) than Hispanic students who were not searched

Impact on subgroups

Enrollment

34% ↑ for Hispanic students

25% ↑ for Black Students

24% ↑ for American Indian/Alaska Native Students

**Who Receive Outreach via Search*

Completion

43% ↑ for Hispanic Students

40% ↑ for Black Students

48% ↑ for American Indian/Alaska Native Students

**Who Receive Outreach via Search*

Outreach and Recruitment

Best Practices for Reaching Hispanic Families

- Understand your audience
 - Hispanic students are more likely to be first-generation college students than other racial/ethnic groups – half (51%) were first in their family to attend college*
 - Hispanic students are more likely to enroll in a college closer to home** (within 50 miles) and are least likely to consider out-of-state institutions - only 47%
- Assess your communication plans for gaps in access to information
 - What are the most important topics to address with Hispanic families in the college admissions process?
 - What information should be available in Spanish and English?
- Connect with students and their families
 - On-campus opportunities and visibility in the community

*Latinos in Higher Education: 2024 Compilation of Fast Facts. *Excelencia* in Education

**How Far Do Students Travel for College? Geography of Opportunity Series Brief 2, 2023. The Institute for College Access & Success

Sample Communication Strategies

Priority information to provide in family-friendly and bilingual format.

Prospective students

Net Price Calculator

- *Northern Arizona University* option in Spanish example

Admitted students

Personalized Financial Aid Video

- Offered in English and Spanish
- Walks through the financial aid award letter
- Delivered via email or text link
- Available to be replayed on-demand

All students/ all stages of enrollment

Parent/family webpages, newsletters & email

- Focus on key topics such as financial aid, admission requirements, deadlines and campus visits



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Miles de gracias!



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