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Breaking Barriers, Building Bridges: How Forsyth Tech is Redefining Support for Hispanic Students and their Families

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Your Presenters!



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Agenda

1. Insights from the RNL Prospective Family Survey
2. Forsyth Tech
3. Insights from the RNL Prospective Family Survey –Forsyth Results
4. Resources
5. Equitable and Strategic Partnerships
6. Connecting with Community Resources

Insights from the RNL Prospective Family Survey



Demographics

1,797 completed responses for two-year institutions.

Ethnicity

Asian	8%
Black	21%
Hispanic	39%
Middle Eastern*	8%
Multi-racial*	9%
American Indian*	9%
White	47%

Family income

Less than \$30,000	26%
\$30,000 to \$59,999	23%
\$60,000 to \$99,999	20%
\$100,000 to \$149,999	18%
\$150,000 to 199,999	7%
\$200,000 to \$249,000	2%
\$250,000 or more	3%

Region of residence

Far West	49%
Great Lakes	41%
Mid-East	11%
Plains	2%
Rocky Mountains	2%
New England	2%
Southeast	4%
Southwest	1%

High school year

9th grade	7%
10 th grade	18%
11 th grade	22%
12 th grade	53%

First-generation status

Continuing generation	32%
First generation	68%

If you would like to participate in the 2025 Prospective Family Engagement Study, scan the QR.





Their College Planning Reality

73%

Families who think college is a worthwhile investment

89%

Families who think paying for college will be difficult

83%

Families who place financial aid and scholarships among the top five factors to choose an institution

67%

Families who will rule out institutions based on solely on the sticker price

Results for 2-year institutions

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.



Their College Planning Preferences

63%

Families who would like their students to travel less than 100 miles to attend college

44%

Families who consider out-of-state institutions for their students

43%

Families who will consider their students attend college entirely online

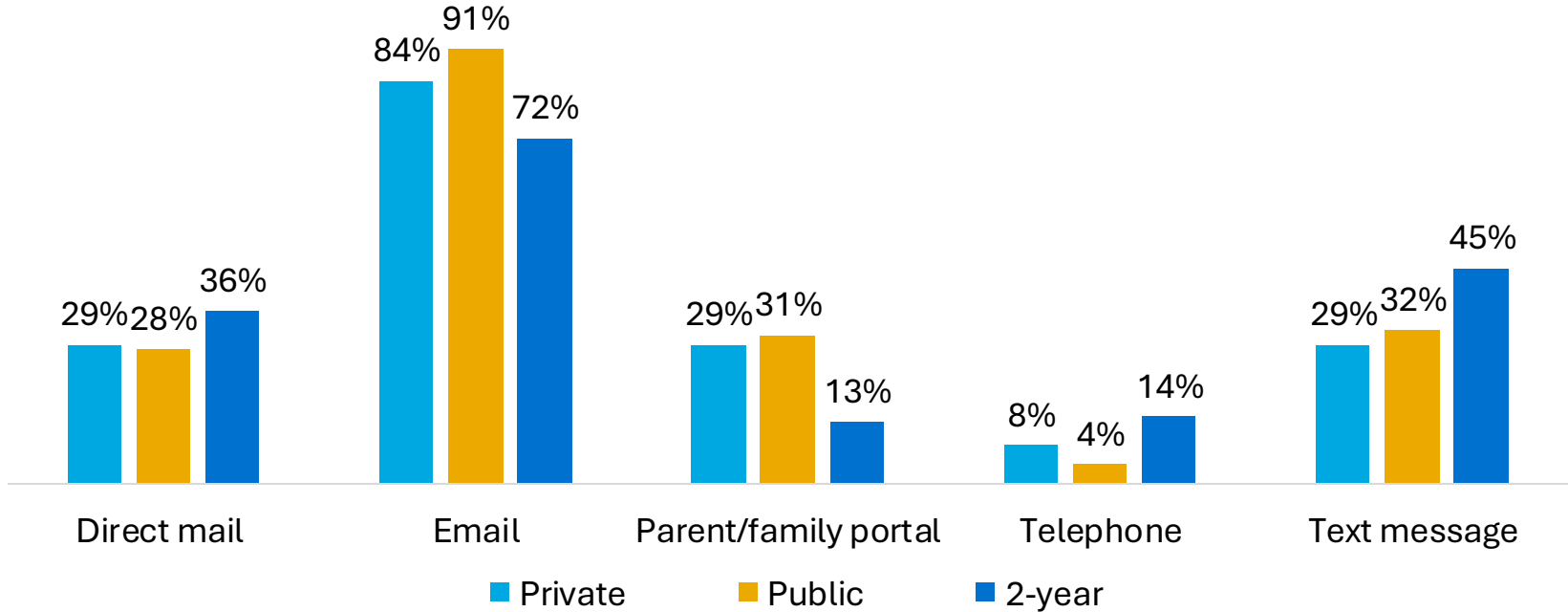
45%

Families who think all institutions should be test-optional

Results for 2-year institutions

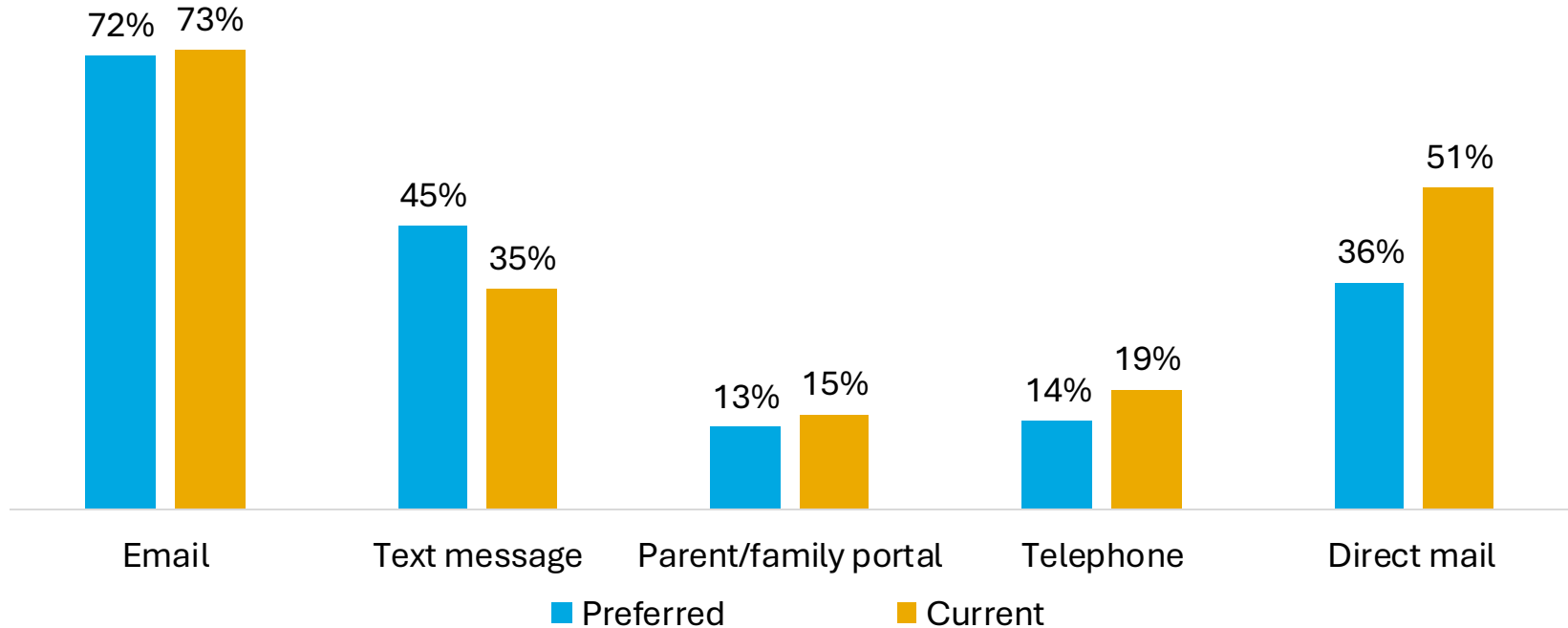
RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.

Preferred Communication Channels and Type of Institution

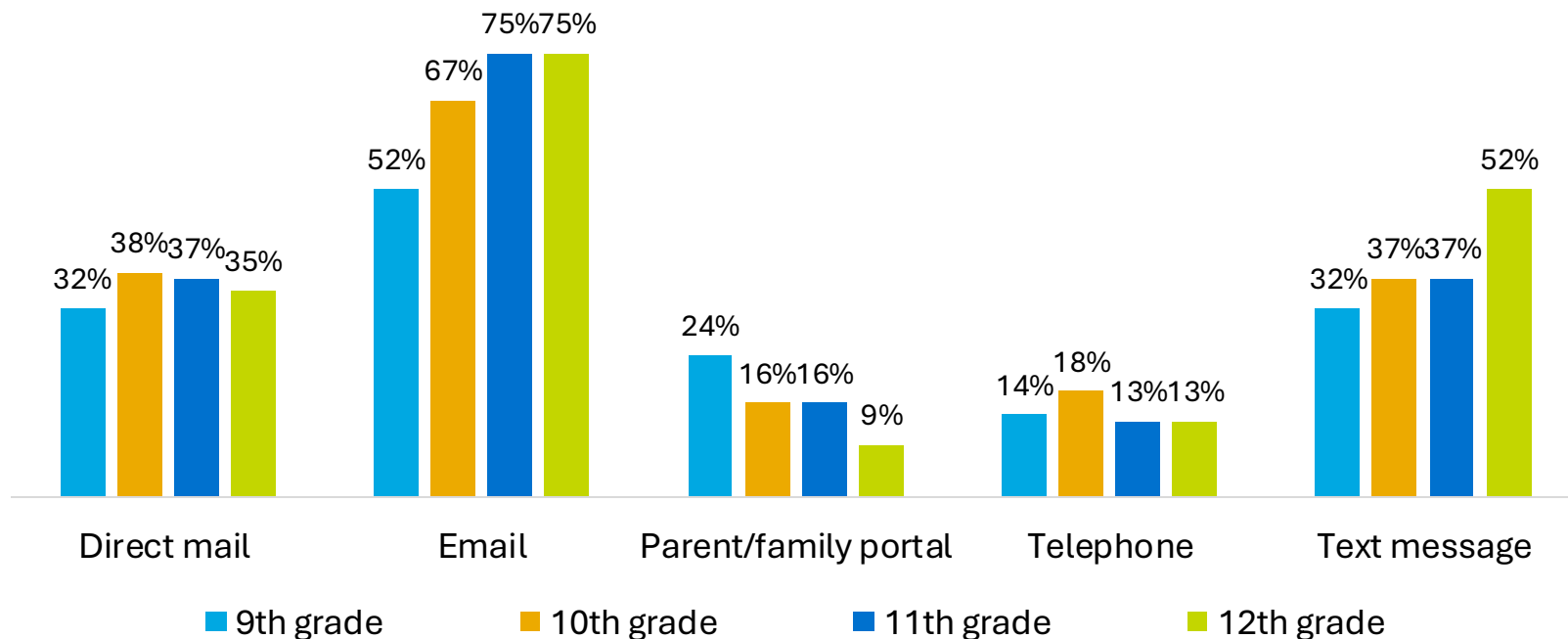


Communication Channels -2-year institutions

Text messaging is underutilized by institutions by two-year institutions.



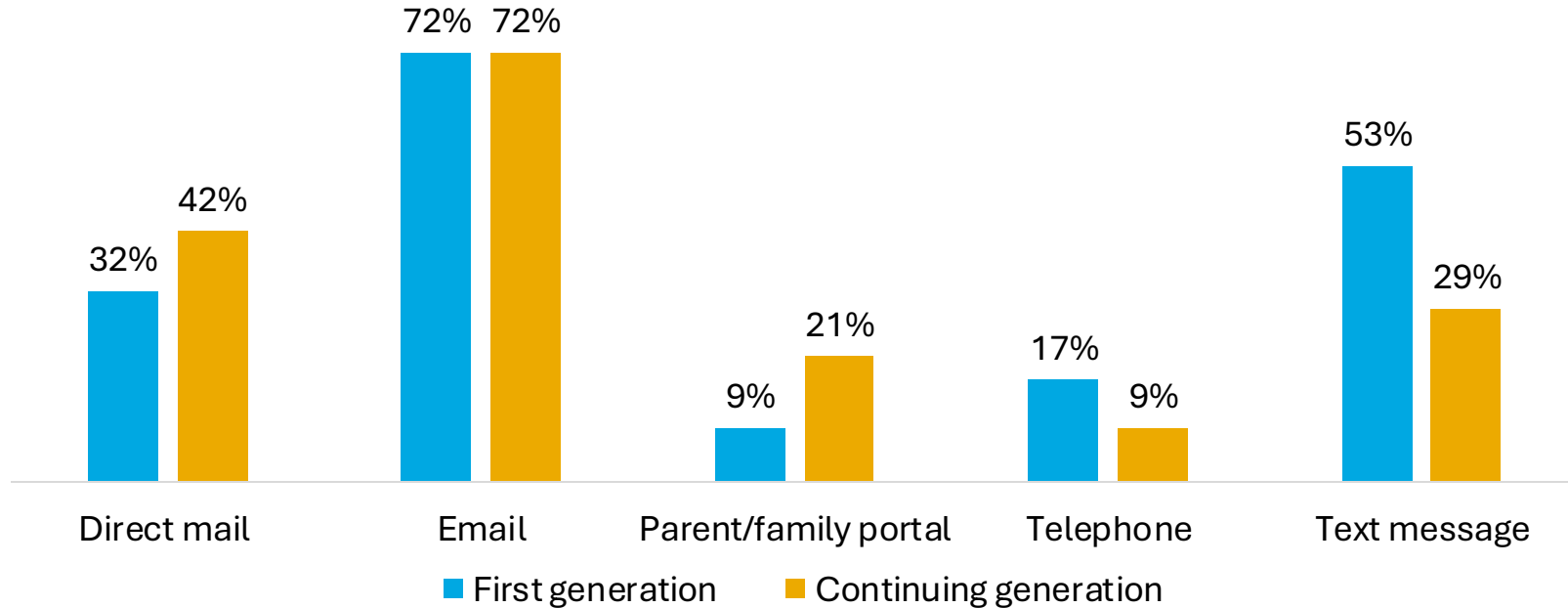
Preferred Communication Channels and High School Year



Results for 2-year institutions

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.

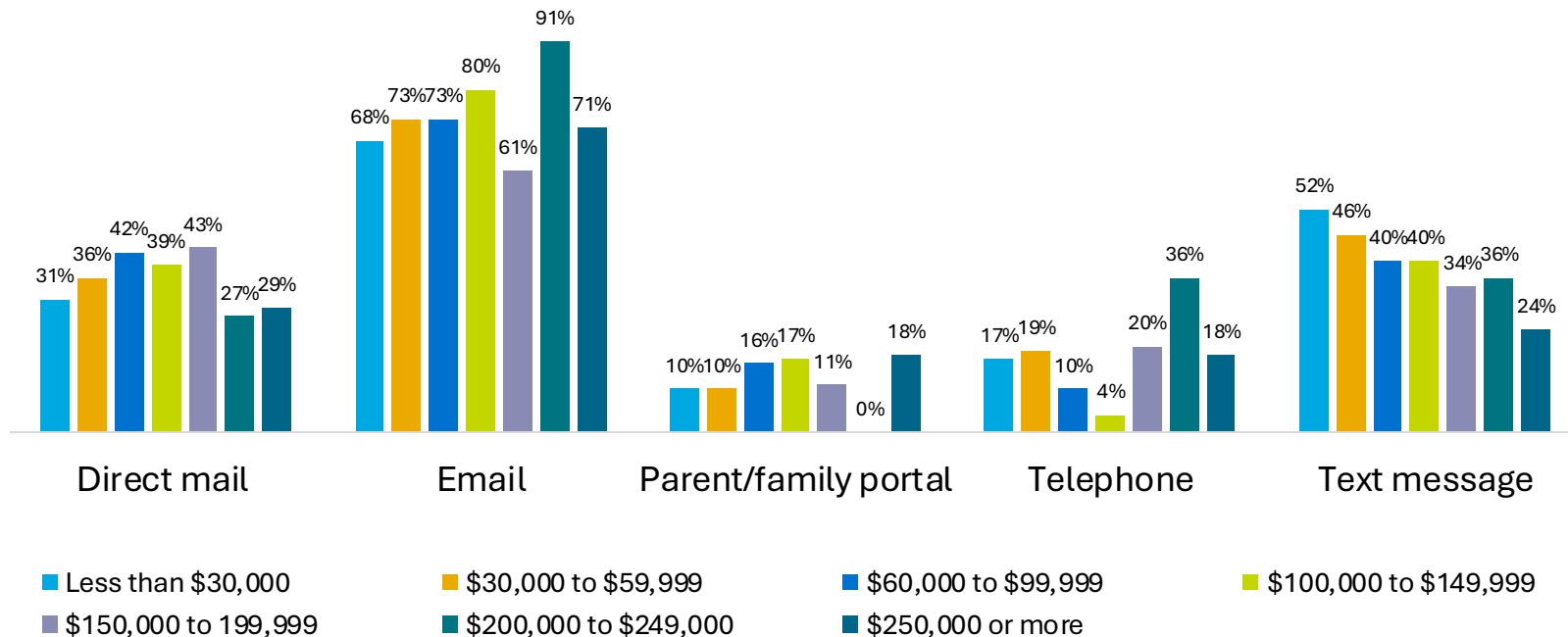
Preferred Communication Channels and First-Generation Status



Results for 2-year institutions

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.

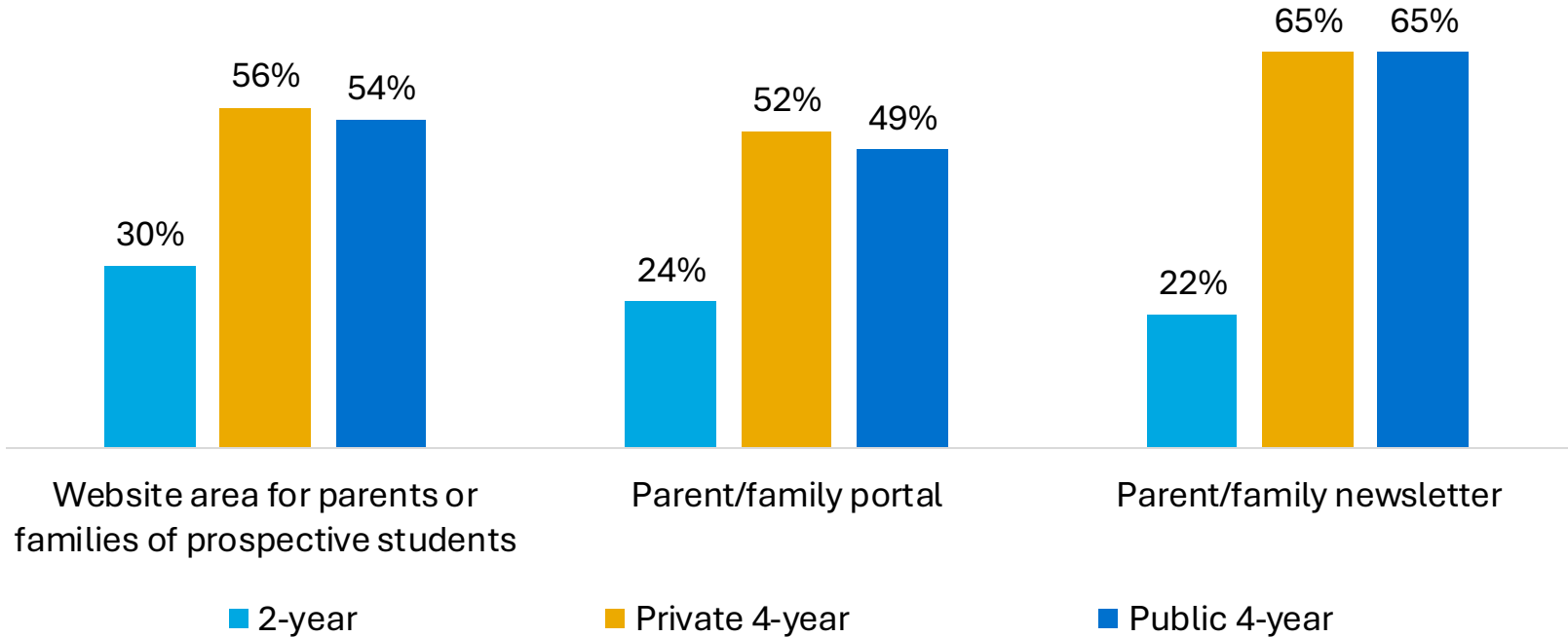
Preferred Communication Channels and Family Income



Results for 2-year institutions

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.

Awareness of Resources for Prospective Families



Forsyth Tech





10,309

NUMBER OF CREDIT STUDENTS SERVED

2,080

NUMBER OF GRADUATES

8,229

NUMBER OF CONTINUING EDUCATION STUDENTS

1,151

ASSOCIATE DEGREES

371

DIPLOMAS

+ 853

CERTIFICATES

2,375

TOTAL EARNED CREDENTIALS



69 ASSOCIATE DEGREES



21 ONLINE PROGRAMS



6 TRANSFER DEGREES



26 DIPLOMAS



66 CERTIFICATES

35%

MALE

64%

FEMALE

52%

WHITE

23%

BLACK

15%

HISPANIC

10%

OTHER

Serving Forsyth & Stokes Counties



1. Main Campus
2. West Campus
3. Innovation Quarter
4. Grady P. Swisher Center
5. Mazie S. Woodruff Center
6. Mazie S. Woodruff Aviation Technology Lab
7. Transportation Technology Center
8. Northwest Forsyth Center
9. Forsyth Tech Stokes County Center

Quick Facts about Forsyth Tech

Trailblazers at Heart

At Forsyth Tech, the home of the Trailblazers, we are grounded in a culture of **equity**, **inclusion**, and **belonging**.

We believe we can change our community for the better, and it starts with empowering our students.



- 1 in 10 Achieving the Dream **Leader College**:
 - ✓ reducing achievement gaps for students of color
 - ✓ Minority Male Success Initiative
 - ✓ Wraparound support to reduce non-academic barriers through Forsyth Tech Cares.
- The most **health science programs** of any community college in NC.
- **Enrollment** on the rise since 2021.
 - ✓ Highest since 2014
 - ✓ 10% increase: spring 2023 to spring 2024
 - ✓ 55% increase in applications since 2021
- Phi Theta Kappa **Honor Society** had the largest membership in 2024.
- **Transfer pathways** to 4-year institutions:
 - ✓ UNC at Wilmington PathWays
 - ✓ East Carolina University Pirate Promise
 - ✓ Gardner Webb Bulldog Bound

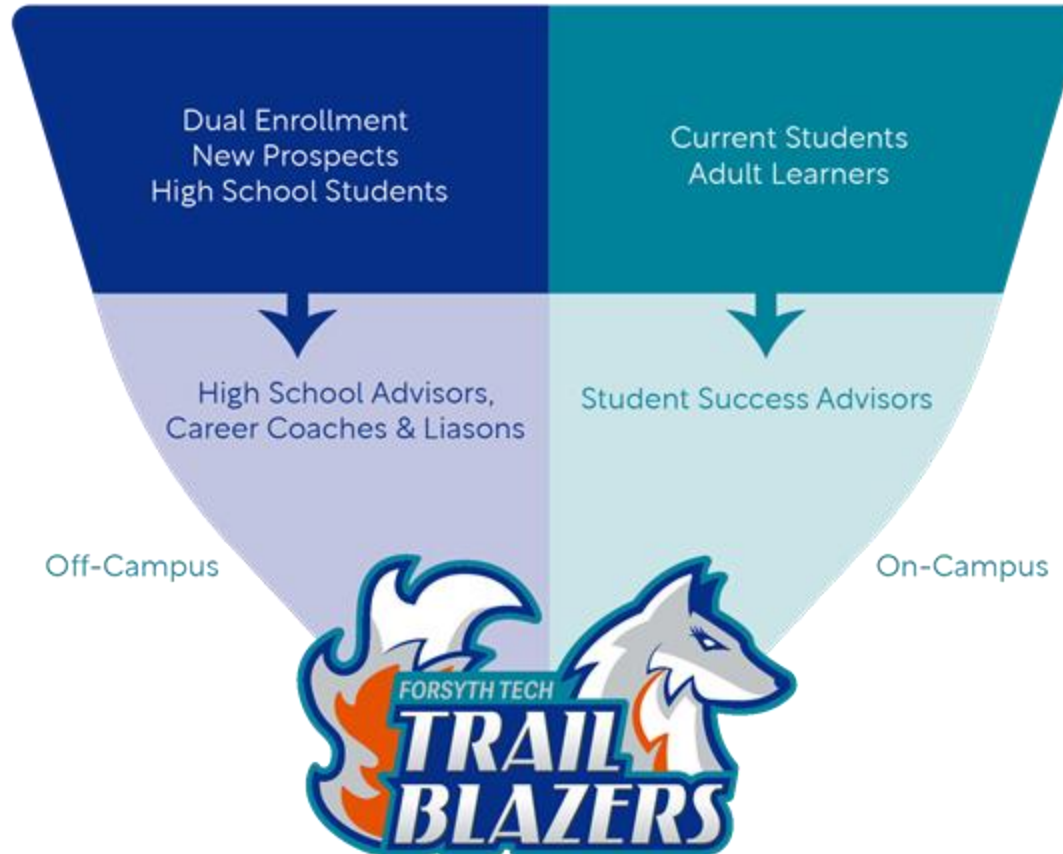




“Forsyth Tech allowed me to discover a skill and part of myself I didn’t realize I had, and that was in the leadership field. The institution and dedicated faculty and staff afforded me the opportunity to participate at a high level in the Student Government Association, and their partners at the state level, which enriched my experience and taught me valuable soft skills needed in today’s workforce.”

Dustin T., Associate in Arts

New Student Success Model



Insights from the RNL Prospective Family Survey -Forsyth Results



Insights from the RNL Prospective Family Survey

Purpose: Understand the preferences and needs of prospective Hispanic families.

Methodology: The survey was conducted with 211 respondents from diverse backgrounds.

Overview: Key findings on communication, financial aid, and decision factors.

Survey Respondents Characteristics

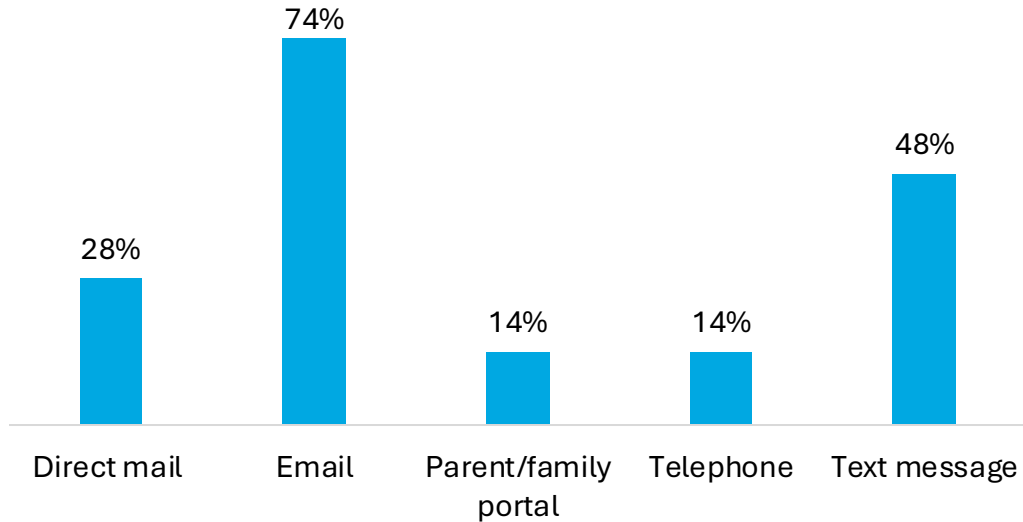
Ethnicity: 30% Hispanic, 27% Black, 14% Asian, 50% White

Income: 32% earn \$30,000-\$59,999; 21% earn \$60,000-\$99,999

First-Generation status: 63% first-gen

Region: 90% reside in the Southeast

Preferred Communication Channels and Frequency -Forsyth Tech



49%

Prefer to receive information whenever the institution has **important** information to share.

Key Factors in Enrollment Decisions

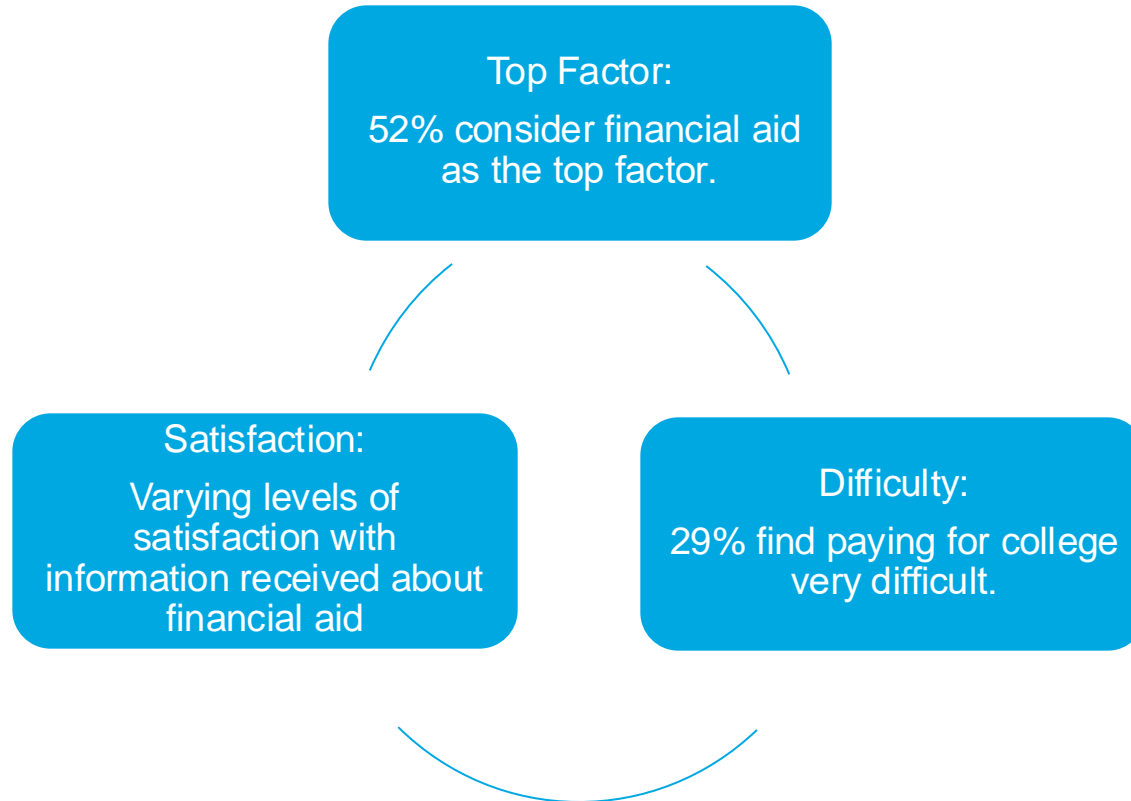
Top Factors:

- Final cost (65%)
- Availability of academic programs (51%)
- Scholarships (43%)
- Campus atmosphere (30%)

Other Considerations:

- Academic reputation (28%)
- Feeling of student fit (33%)
- Location (31%)

Importance of Financial Aid



Resources



Enhancing Accessibility with Weglot

Overview: Weglot translation plugin used to make Forsyth Tech's website multilingual

Languages: High-quality translations in Spanish and Arabic

Integration: Seamless integration with the website, enhancing SEO and accessibility

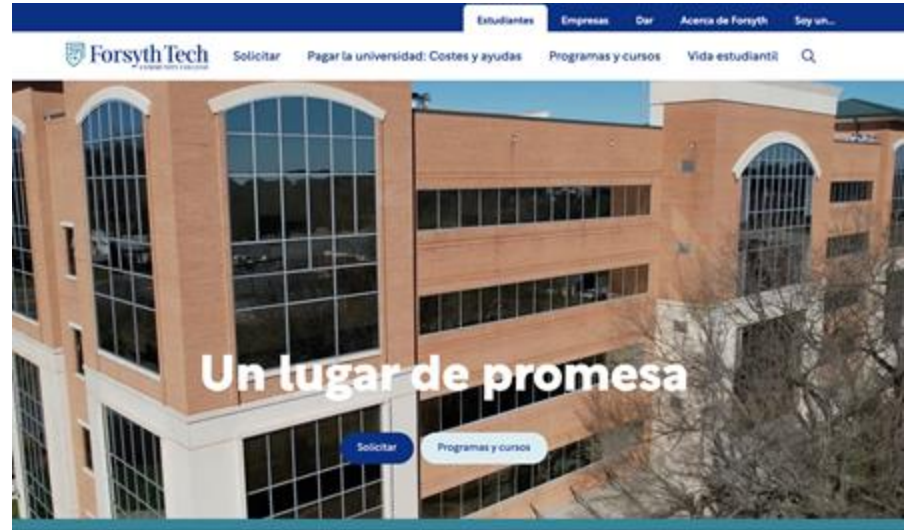
The logo for Weglot, featuring the word "WEGLOT" in a bold, dark blue, sans-serif font.

Benefits for Hispanic Students and Families

Accessibility: Improved website usability for non-English speaking students

SEO Enhancement: Better search engine visibility in multiple languages

User Satisfaction: Positive feedback on website accessibility and navigation



Bienvenido a **Forsyth Technical
Community College**

Translation Statistics and Impact

Translation Requests: 391,302 in the past year

Language Preferences: 50.72% from English to Spanish

Top Translated Pages:

- Events
- Academic Calendar
- Financial Aid
- Student Life



BlazeBot speaks in every language

Real-Time Multilingual Support:

BlazeBot provides instant responses in multiple languages.

Dynamic Knowledge Base:

BlazeBot uses a comprehensive knowledge base built from Forsyth Tech's website content and additional data sources, providing accurate and up-to-date information tailored to student needs.



Hola cómo hago para inscribirme

Hello, how do I sign up?

Translated By Copilot

MAY 15, 2024 9:22 PM SUSY RIVAS 😊

Para inscribirte en Forsyth Technical Community College, sigue estos pasos:

1. Determina tu residencia estatal a través del Servicio de Determinación de Residencia (RDS).
2. Completa la solicitud en el sitio web de la College Foundation of North Carolina (CFNC).
3. Espera la decisión por correo electrónico.
4. Una vez admitido, recibirás apoyo para inscribirte en clases.

Para más detalles, visita:

<https://www.forsythtech.edu/students/apply/steps-to-apply/>

You can find more info here:

<https://www.forsythtech.edu/students/apply/steps-to-apply/>

Forsyth Tech Family Guide

Equitable Design:

English and Spanish versions are side-by-side.

Level Setting Terminology:

Intentionally

demystifying academic jargon.

Not a "Parent" Guide, intentionally.

Trailblazer Terminology

A-Session and B-Session

Shorter academic sessions within the standard 16-week semester at Forsyth Tech. A session is the 1st 8-weeks of the 16-week fall or spring semester and B-session is the 2nd 8-weeks of the 16-week fall or spring semester.

Alternative FAFSA

A financial aid application process at Forsyth Tech for students who may not be eligible for the traditional FAFSA, such as students without a Social Security Number (SSN).

CCP (Career & College Promise)

North Carolina dual enrollment program lets high school students earn tuition-free college credits. Eligible students can choose from college transfer or career and technical education pathways, leading to certificates, diplomas, and associate degrees.

CCR (College and Career Readiness)

Programs at Forsyth Tech designed to prepare students for success in college-level courses and the workforce. This includes adult basic education, high school equivalency, and English as a Second Language.

Continuing Education (CE or ConEd)

Non-credit courses for short-term workforce training or personal enrichment.

FAFSA (Free Application for Federal Student Aid)

A form that Forsyth Tech students must complete to apply for financial aid from the federal government.

First-Generation College Student

A student at Forsyth Tech who is the first in their immediate family to attend college.

Program of Study

The set of courses required for a particular program offered by Forsyth Tech.

RDS (Residency Determination Service)

A service used by Forsyth Tech to determine a student's residency status for tuition purposes, ensuring they are charged the appropriate rate based on their residency. For more information, visit ncresidency.org.

SAP (Satisfactory Academic Progress)

The academic standard students must meet to remain eligible for financial aid at Forsyth Tech. This includes maintaining a minimum GPA and completing a certain percentage of attempted courses.

Terminología de Trailblazer

Sesión A y Sesión B

Sesiones académicas más cortas dentro del semestre estándar de 16 semanas en Forsyth Tech. La Sesión A es las primeras 8 semanas del semestre de otoño o primavera de 16 semanas y la Sesión B es las siguientes 8 semanas del semestre de otoño o primavera de 16 semanas.

FAFSA Alternativa

Un proceso de solicitud de ayuda financiera en Forsyth Tech para estudiantes que pueden no ser elegibles para la FAFSA tradicional, como los estudiantes sin un Número de Seguro Social (SSN).

CCP (Career & College Promise)

El programa de inscripción dual de Carolina del Norte permite a los estudiantes de secundaria ganar créditos universitarios sin matrícula. Los estudiantes elegibles pueden elegir entre vías de transición universitaria o educación técnica y profesional, lo que lleva a certificados, diplomas y títulos asociados.

CCR (College and Career Readiness)

Programas en Forsyth Tech diseñados para preparar a los estudiantes para el éxito en cursos a nivel universitario y en la fuerza laboral. Esto incluye educación básica para adultos, equivalencia de escuela secundaria e inglés como segundo idioma.

Educación Continua (CE o ConEd)

Cursos no acreditados para capacitación laboral a corto plazo o enriquecimiento personal.

FAFSA (Free Application for Federal Student Aid)

Un formulario que los estudiantes de Forsyth Tech deben completar para solicitar ayuda financiera del gobierno federal.

Estudiante Universitario de Primera Generación

Un estudiante en Forsyth Tech que es el primero en su familia inmediata en asistir a la universidad.

Programa de Estudios

El conjunto de cursos requeridos para un programa particular ofrecido por Forsyth Tech.

RDS (Residency Determination Service)

Un servicio otorgado por Forsyth Tech para determinar el estado de residencia de un estudiante a efectos de matrícula, asegurando que se les cobre la tarifa apropiada según su residencia. Para más información, visite ncresidency.org.

SAP (Progreso Académico Satisfactorio)

El estándar académico que los estudiantes deben cumplir para seguir siendo elegibles para la ayuda financiera en Forsyth Tech. Esto incluye mantener un GPA mínimo y completar un cierto porcentaje de cursos intentados.

For a list of more terms please visit,
short.forsythtech.edu/terms



Para una lista de más términos, por favor visite,
short.forsythtech.edu/terms





Ready to Apply? It's as easy as 1-2-3.

1 Determine State Residency: Complete the residency application with NC's Residency Determination Service (RDS) to figure out if you qualify for in-state tuition. You can do that here: ncresidency.org

2 Complete Your Application: Fill out the Forsyth Tech application online using your College Foundation of North Carolina (CFNC) account. If you don't have an account, you will need to create one. Here is the CFNC Application Portal:

short.forsythtech.edu/CFNC

3 Wait for Your Decision: After submitting your application, wait for an email with your application status.

What can I study at Forsyth Tech?

Whether you want to become an airplane mechanic or a welder, a nurse or an engineer, Forsyth Tech offers programs with flexible schedules, online, in-person and hybrid options, that can be either part-time or full-time. Some take as little as 12 weeks!

Learn more:

short.forsythtech.edu/getstarted

¿Listo para aplicar? Es tan fácil como 1-2-3.

1 Determina tu Residencia en el Estado: Completa la solicitud de residencia con el Servicio de Determinación de Residencia de Carolina del Norte (RDS) para saber si calificas para la matrícula estatal. Puedes hacerlo aquí: ncresidency.org

2 Completa tu Solicitud: Llena la solicitud de Forsyth Tech en línea utilizando tu cuenta de la Fundación Universitaria de Carolina del Norte (CFNC). Si no tienes una cuenta, necesitarás crear una. Aquí está el portal de solicitud de CFNC:

short.forsythtech.edu/CFNC

3 Espera tu Decisión: Después de enviar tu solicitud, espera un correo electrónico con el estado de tu solicitud.

¿Qué puedo estudiar en Forsyth Tech?

Ya sea que quieras convertirte en mecánico de aviones, soldador, enfermero o ingeniero, Forsyth Tech ofrece programas con horarios flexibles, opciones en línea, en persona e híbridas que pueden ser a tiempo parcial o completo. ¡Algunos duran tan solo 12 semanas!

Aprende más aquí:

short.forsythtech.edu/getstarted

Equitable and Strategic Partnerships



Proyecto Mariposa: Empowering the Hispanic Community

- Online platform to support Hispanic students and families launched in February 2024
 - The pandemic made the lack of resources evident. 70% of cases were from the Latino community.
- **Goals:** Understand the root causes of problems in Winston-Salem, build bridges, break barriers, and provide resources for personal and professional growth.
- **Partnerships:** Forsyth County, Forsyth Tech, County Schools.



Proyecto Mariposa: Empowering the Hispanic Community



“It’s a testament to the city’s commitment to inclusivity and shared prosperity. We believe this platform will be instrumental in unlocking the full potential of our vibrant Hispanic community.”

José Isasi

Founder of Acción Hispana/Qué pasa

Proyecto Mariposa Website



¿Qué nos inspira?

El Proyecto Mariposa está inspirado en la comunidad latina de Winston-Salem, una comunidad vibrante y resiliente. Nos inspira el deseo de construir puentes derribar barreras, y de brindar apoyo y recursos a nuestra comunidad.

La mariposa, símbolo de transformación y renovación, es nuestra musa. Al igual que la oruga se transforma en mariposa, aspiramos a ser testigos de la transformación positiva en las vidas de aquellos a quienes servimos.



Proyecto Mariposa

16.6% of
Winston-Salem
population is
Hispanic

13.5% of Hispanic
community is
enrolled in college

72% of Hispanic
community is in
the labor force

39.1% of
Hispanics are in
an educational
program

Postsecondary Latino Student 2024 Survey

Demographics

173 answered an online survey to discover beliefs, needs, and challenges as Latino students in Winston-Salem.

- 75% are female; 25% are male students
- 90% attend community college
- 55% are from Mexico. Colombia, El Salvador, Venezuela, Cuba, Puerto Rico, and Argentina are other nationalities represented.

COVID-19's Impact on Latino Students

Mental Health:

- 56% reported mental health impact
- 50% stressed by online studies
- 47% by isolation (importance of family; cultural differences)

Other Stressors:

- 24% cited the death of a family member
- 17% cited loss of support networks

Goals and Challenges

Academic Goals:

- 85% aim for a college degree
- 46% aim to graduate with honors

School Engagement and Financial Challenges:

- Need scholarships and grants (74%)
- Access to academic opportunities (70%)
- Experience financial difficulties (68%)
- Time management (43%)
- Study skills (41%)
- Participation in extracurricular activities (40%)
- Connection with mentors and role models (36%)
- Language and cultural barriers (12%)
- Prejudice and discrimination (6%)

Work-Study Balance

- 80% of students work while studying
- 71% find it difficult to balance work and study
- 46% struggle to prioritize physical and mental well-being

Needs for Professional Development

- 56% prefer internships and 51% face-to-face education
- 50% cited mentoring and coaching
- 47% cited job resources, internships, and mentoring
- 40% would benefit from professional networking and development programs
- 54% feel prepared for the transition to the job market

Specific challenges as Latino/a students

- 33% reported cultural barriers, adjustment difficulties, and discrimination

Responses to the challenges

- 22% established relationships with professors and mentors
- 21% used academic support services
- 19% sought and built support networks with other Latino students
- 13% participated in leadership and student engagement activities

Proyecto Mariposa: Monthly Online Professional Development Master Classes

**Proyecto Mariposa – Serie de Clases Magistrales
“Preparar mi marca personal para el mercado laboral”**

**Facilitada por: Rafa Calle
En colaboración con**

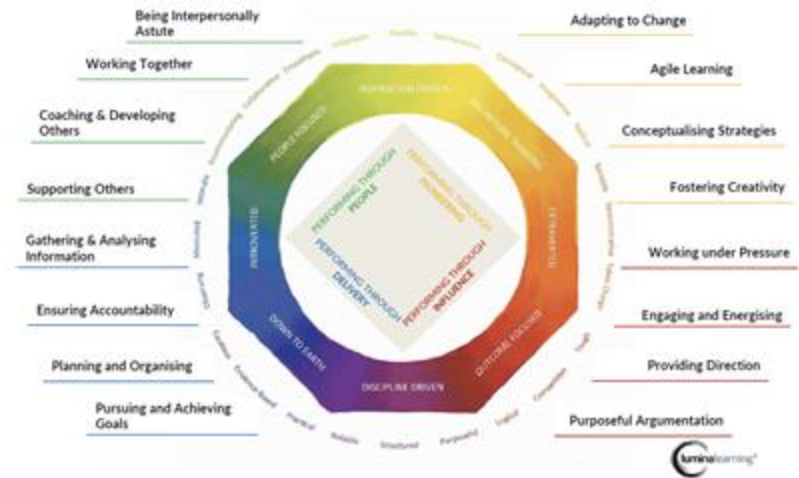
Que Pasa Media, Magnettu, Mindslines, Aldaba Foundation



https://www.youtube.com/watch?v=gkJOcD_oVs

Lumina Testing Opportunity

- Given 50 free Lumina Competency Based Job Skills assessments to our Hispanic students
- Typical cost for the assessment is over \$100
- This works in conjunction with Proyecto Mariposa's job porta



Connecting with Community Resources



Qué Pasa/Acción Hispana Partnership



- October 2023: General Consulate of Mexico in Raleigh opened a Plaza Comunitaria in the Qué Pasa/Acción Hispana location in Forsyth County.
 - 6 in North Carolina and 1 South Carolina.
 - Provides educational services (mentors & materials) for Spanish-speaking adults for primary and secondary education completion officially validated by the Mexican Department of Education

Plazas
COMUNITARIAS

Plaza Comunitaria: A Hub for Education

- Tutoring rooms, multipurpose room, computer lab
- Programs:
 - Courses in Spanish to complete primary and secondary education
 - English language courses
 - Computer literacy courses
 - US citizenship courses



Impact on the Hispanic Community

Success Stories:
Testimonials from
program participants

Achievements:
Examples of personal
and professional
growth facilitated by
the Plaza Comunitaria

Key Implications

Access for All: Ensuring Inclusive Communication with Prospective Families



Inclusive Communication

Ensure all communication is inclusive and accessible. Provide options for how families can receive information to accommodate different preferences and needs.



Culturally Relevant Messaging

Tailor messaging to be culturally relevant and resonate with diverse family backgrounds. Avoid assumptions and stereotypes and highlight the institution's commitment to diversity and inclusion.



Language Access

Provide translation options for non-English speaking families. Ensure important communications and admissions materials are available in multiple languages.



Equity in Channel Access

Not all families can access different communication channels equally. Leveraging digital channels also provides alternatives for families with unreliable internet access prefer other method.



Support for Underrepresented Families

Proactively provide additional support and guidance to first-generation and lower-income families through their preferred communication channels. This can help level the playing field in the admissions process.

Key Implications

Closing the Awareness Gap:



Dedicated Website Section

Create a website area specifically for parents/families of prospective students, offering information on admissions, financial aid, academic programs, and support services.



Partnerships with High Schools

Collaborate with local high schools to offer college planning workshops and increase awareness about the 2-year institutions.



Parent/Family Portal

Develop a portal providing access to relevant information, application tracking, and a community forum for families to connect and ask questions.



Workshops and Webinars

Host events or online sessions addressing financial aid, academic advising, and student success strategies.

Thank you!



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**Schedule a quick
consultation**



scan here



THANK YOU!

Questions or comments?