Increasing Access to Community Colleges for Latino Students

Catrina Kranich
Director of Outreach and Early College

October 7, 2022
Student Success Programs

• Embedded Staff Program - EMCC
  • Full swing Fall 2021

• IREPO: Institutional Resilience and Expanded Postsecondary Opportunity
  • EMCC title: SAGE (Student Acceleration, Growth, and Engagement) Grant

• Adult Learner (AL) 360 - CAEL Grant (Council for Adult and Experiential Learning)
EMCC Embedded Staff Program
EMCC Embedded Staff Program

- Four Major Feeder Districts
  - 5 high schools - Agua Fria District
  - 3 high schools - Buckeye Union District
  - 4 high schools - Dysart District
  - 7 high schools - Tolleson Union

- 3 Permanent Embedded Staff
  - One assigned to Tolleson
  - One assigned to Buckeye and Dysart
  - One assigned to Agua Fria and Dysart

- 2 Additional Embedded Staff (grant funded)
  - SAGE grant (ends August 2023)
Percentage of Latino students at each district

- Agua Fria District - 48%
- Tolleson District - 77%
- Buckeye District - 55%
- Dysart District - 39%

*Taken from Great Schools Website*
Services Provided

• On-Site (High School) Services:
  – Application/FA Assistance Workshops
  – Focused New Student Orientation Sessions
  – Dual Enrollment Recruitment and Registration
  – Achieving a College Education (ACE) Recruitment Presentations
  – First semester advisement
  – Class Registration Sessions
  – Career and Parent Nights

• Senior College Day Coordination and Presentations

• Summer support at EMCC campus
  – Call campaigns
  – First semester advisement sessions and walk-ins
  – Summer recruitment events
## EMCC Campaigns

### RevUp1 Stats View

<table>
<thead>
<tr>
<th>Num RevUp1 Cohort</th>
<th>Num Enrolled</th>
<th>Percent Enrolled</th>
<th>Num Not Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>99.00</td>
<td>81.00</td>
<td>82%</td>
<td>18.00</td>
</tr>
</tbody>
</table>

### RevUp2 Stats View

<table>
<thead>
<tr>
<th>Num in RevUp2 Cohort</th>
<th>Num Enrolled</th>
<th>Percent Enrolled</th>
<th>Num Not Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>82.00</td>
<td>64.00</td>
<td>78.0%</td>
<td>18.00</td>
</tr>
</tbody>
</table>

### SCD Stats View

<table>
<thead>
<tr>
<th>Num SCD Cohort</th>
<th>Num Enrolled</th>
<th>Percent Enrolled</th>
<th>Num Not Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>453.0</td>
<td>304.0</td>
<td>67.1%</td>
<td>149.0</td>
</tr>
</tbody>
</table>

### CRM Stats View

<table>
<thead>
<tr>
<th>Num CRM Cohort</th>
<th>Num Enrolled</th>
<th>Percent Enrolled</th>
<th>Num Not Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,304</td>
<td>453</td>
<td>34.7%</td>
<td>851</td>
</tr>
</tbody>
</table>

### WalkIn Stats View

<table>
<thead>
<tr>
<th>Num Walkin Cohort</th>
<th>Num Enrolled</th>
<th>Percent Enrolled</th>
<th>Num Not Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>679.0</td>
<td>316.0</td>
<td>46.5%</td>
<td>363.0</td>
</tr>
</tbody>
</table>
Latino Enrollment Growth

Student Pipeline | CONVERSION RATES

<table>
<thead>
<tr>
<th>Applied College</th>
<th>Academic Year</th>
<th>Semester Type</th>
<th>Enrollment Type</th>
<th>New to Maricopa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estrella Mountain</td>
<td>AY 2022-23</td>
<td>(All)</td>
<td>Use District Enrollment</td>
<td>True</td>
</tr>
<tr>
<td>Admit Type</td>
<td>Program Action Description</td>
<td>Race or Ethnicity</td>
<td>Students of Color</td>
<td>Academic Plan Description</td>
</tr>
<tr>
<td>(Multiple values)</td>
<td>(Multiple values)</td>
<td>Hispanic or Latino</td>
<td>(All)</td>
<td>(All)</td>
</tr>
</tbody>
</table>

Academic Year Conversion Rate Trends

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Applicants</th>
<th>Growth/Loss YOY Applicants</th>
<th>Applicants Enrolled</th>
<th>Growth/Loss YOY Applicants</th>
<th>Conversion Rate</th>
<th>Change in Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 2018-19</td>
<td>2,770</td>
<td></td>
<td>1,277</td>
<td></td>
<td>46.1%</td>
<td></td>
</tr>
<tr>
<td>AY 2019-20</td>
<td>2,951</td>
<td>6.5%</td>
<td>1,266</td>
<td>-0.9%</td>
<td>42.9%</td>
<td>-3.2%</td>
</tr>
<tr>
<td>AY 2020-21</td>
<td>2,495</td>
<td>-15.5%</td>
<td>958</td>
<td>-24.3%</td>
<td>38.4%</td>
<td>-4.5%</td>
</tr>
<tr>
<td>AY 2021-22</td>
<td>2,954</td>
<td>18.4%</td>
<td>1,153</td>
<td>20.4%</td>
<td>39.0%</td>
<td>0.6%</td>
</tr>
<tr>
<td>AY 2022-23</td>
<td>2,404</td>
<td>-18.6%</td>
<td>1,027</td>
<td>-10.9%</td>
<td>42.7%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

Conversion Rates by Term and Academic Career

- Fall 2022 Credit
- Spring 2023 Credit
- Summer 2023 Credit
- None Clock
# Latino Student Headcount

## Total Headcount (Distinct Count) - Summer

<table>
<thead>
<tr>
<th>Semester</th>
<th>Summer 2019</th>
<th>Summer 2020</th>
<th>Summer 2021</th>
<th>Summer 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Headcount</td>
<td>% Change</td>
<td>Headcount</td>
<td>% Change</td>
</tr>
<tr>
<td>Summer</td>
<td>1,829</td>
<td></td>
<td>1,784</td>
<td>-2.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1,596</td>
<td>-10.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1,760</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

## Total Headcount (Distinct Count) - Fall

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Headcount</td>
<td>% Change</td>
<td>Headcount</td>
<td>% Change</td>
<td>Headcount</td>
</tr>
<tr>
<td>Fall</td>
<td>5,190</td>
<td>0.9%</td>
<td>5,236</td>
<td>-12.4%</td>
<td>4,588</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4,247</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4,366</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2.8%</td>
</tr>
</tbody>
</table>
IREPO Grant
IREPO Grant

- COVID relief grant
- Opportunity/Rural Zones
- Focus on early college access and student support
- Projected end date: August 2023
SAGE Grant

• Two additional embedded staff
  • Tolleson: West Point, La Joya, Sierra Linda
  • Agua Fria: Verrado, Agua Fria, Canyon View, and Desert Edge

• Latino student population:
  • Agua Fria District - 48%
  • Tolleson District - 77%
SAGE Grant Scholarships

• $824,800 in scholarship money over two years
  • Dual Enrollment
  • ACE students

• Scholarship Awards
  • Fall 2021: 85 dual students
  • Spring 2022: 84 dual students
  • Summer 2022: 64 ACE students
  • Fall 2022: 873 dual students (and still counting)
  • Spring 2023: 230 dual students (more to come)
Adult Learner - 360

CAEL Grant (Council for Adult and Experiential Learning)
Adult Learner - 360

- Adult and Adult Latino Learners
- Focus on:
  - Marketing to adult learners
  - Recruitment of adult learners
  - Advisement of adult learners
AL360 Recruitment Project

• Hired part time recruiter to assist with adult learner recruitment
• Scholarship funds were available for these learners
  • Hispanic Adult Learner Scholarship
  • Summer Maricopa Grant

![Enrollment Overview]

- # of students enrolled
- project start dates
AL360 Enrollment Outcomes

• What we learned:
  • Adult learners appreciated the one-on-one outreach
  • They needed continuous contact and reminders
  • They had many challenges in balancing adult responsibilities
  • Support services needed to be available for adults during evening hours
AL360 Overall Learning

• Regular contact with an assigned advisor is crucial
  • Recommendation from CAEL
    • Establish a primary point of contact for Latino adult learners
    • Encourage advisors to take on mentorship roles for adult learners
• Adult learners want to know how their work and life experience transition to college credits
  • Recommendation from CAEL
    • Add PLA information to admissions and marketing information
    • Use student friendly language
    • Address how college will save time and money for adult learners
AL360 Overall Learning

• Adult learners need encouragement to engage in career services early in their program of study.

• Recommendations from CAEL:
  • Incorporate career advising in orientation
  • Encourage advisors to explore career options with students of all ages
  • Market career advising as a resource
  • Connect job opportunities to field of interests
  • Incorporate connections to career advising in the classroom
Questions

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