La Familia Supporting Hispanic families with innovative and inclusive resources
1. Hispanics in the US today

2. What RNL research tells us about Hispanic students and their families

3. How the University of Arizona supports Hispanic students and their families

4. Ten strategies you can use to support Hispanic students and their families
Hispanics in the US today
US Hispanic Population Reached More Than 63 millions in 2022

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

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

2010 16.37%
2015 26.63%
2020 28.26%
2025 30.25%
2030 30.96%

Hispanics in Education

The University of Arizona

Hispanic or Latinx Fall Enrollment

Census Highlights

<table>
<thead>
<tr>
<th>Hispanic or Latinx Students in Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Enrollment</strong></td>
</tr>
<tr>
<td><strong>12,725</strong> (26.9% of all students)</td>
</tr>
<tr>
<td>Enrolled Students</td>
</tr>
<tr>
<td>9,513 (75.2%)</td>
</tr>
</tbody>
</table>

**Total Hispanic or Latinx Student Enrollment**

<table>
<thead>
<tr>
<th>University of Arizona</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona State</td>
</tr>
<tr>
<td>Hispanic or Latinx</td>
</tr>
<tr>
<td>9,513 (75.2%)</td>
</tr>
</tbody>
</table>

**New Undergraduates**

<table>
<thead>
<tr>
<th>Undergraduate Students</th>
<th>Graduate Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,725</td>
<td>0.025</td>
</tr>
<tr>
<td>5,092</td>
<td>12.39</td>
</tr>
<tr>
<td>5,008</td>
<td>1.442</td>
</tr>
<tr>
<td>5,047</td>
<td>1.442</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Arizona State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latinx</td>
</tr>
<tr>
<td>5,092</td>
</tr>
</tbody>
</table>

**Top Academic Plans**

<table>
<thead>
<tr>
<th>Pre-Business</th>
<th>Psychology</th>
<th>Cyber Operations</th>
<th>Law</th>
<th>Biology</th>
</tr>
</thead>
<tbody>
<tr>
<td>151</td>
<td>61</td>
<td>51</td>
<td>32</td>
<td>31</td>
</tr>
</tbody>
</table>

**Transfer Cohort**

<table>
<thead>
<tr>
<th>First-Year Cohort</th>
<th>Transfer Cohort</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,491</td>
<td>672.00</td>
</tr>
<tr>
<td>1,802.33</td>
<td>11.27</td>
</tr>
<tr>
<td>FTE</td>
<td>Average SCH</td>
</tr>
<tr>
<td>13.66</td>
<td>Headcount</td>
</tr>
<tr>
<td>886</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top A2 CC Transfer Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pima Community College</td>
</tr>
<tr>
<td>Cochise College</td>
</tr>
<tr>
<td>Arizona Western College</td>
</tr>
<tr>
<td>Glendale Community College</td>
</tr>
<tr>
<td>Chandler-Gilbert Community College</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First-Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>50.9%</td>
</tr>
</tbody>
</table>

**Age 25+**

<table>
<thead>
<tr>
<th>0.5%</th>
</tr>
</thead>
</table>

**First-Generation**

| 67.0% |
What RNL research tells us about Hispanic students and their families
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

What do students want from their college experience?

Hispanic Prospective College Students Prioritize Job Readiness

<table>
<thead>
<tr>
<th>Feature</th>
<th>Total</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>A job offer upon graduation</td>
<td>63%</td>
<td>65%</td>
</tr>
<tr>
<td>Specific skills for the workplace</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>To have fun on campus</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>Networking abilities</td>
<td>23%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Who influences college planning?

High school counselors play a key role for Hispanic students

<table>
<thead>
<tr>
<th>Influence</th>
<th>Hispanic Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Me (my own research)</td>
<td>90%</td>
<td>58%</td>
</tr>
<tr>
<td>Parents</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>High school counselors</td>
<td>34%</td>
<td>39%</td>
</tr>
<tr>
<td>Teachers</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Siblings</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>College admissions representatives</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Friends</td>
<td>30%</td>
<td>25%</td>
</tr>
</tbody>
</table>

% of Prospective Students Who Said Their Parents/Caregivers Had Helped with College Planning

Consider Hispanic Students Slightly Less Likely to Consider Out-of-State Institutions

- 65% of total respondents are considering out-of-state institutions.
- 55% of Hispanic students are considering out-of-state institutions.
- 21% of total respondents are only considering in-state institutions.
- 26% of Hispanic students are only considering in-state institutions.
- 14% of total respondents are undecided about out-of-state institutions.
- 19% of Hispanic students are undecided about out-of-state institutions.

Perceptions of Test-Optional Institutions

Mixed Views on Test-Optional Policies

Colleges that require entrance exams are more prestigious: 29% (Total) and 31% (Hispanic)

Colleges that don't require entrance exams are more welcoming: 43% (Total) and 44% (Hispanic)

There is no difference: 39% (Total) and 38% (Hispanic)

Plans for Testing

20% of Hispanic Prospects Do Not Plan to Take Either Test

- Both: 28% (Total), 31% (Hispanic)
- ACT: 15% (Total), 11% (Hispanic)
- SAT: 37% (Total), 39% (Hispanic)
- Not testing: 19% (Total), 20% (Hispanic)
Reasons Not to Test

Self-Perceived Testing Ability Impacts Entrance Exam Plans

I don't believe tests are a fair representation of my academic ability: 37% (Total), 39% (Hispanic)

I am not a good test taker: 34% (Total), 39% (Hispanic)

I can't afford to pay for the tests: 31% (Total), 19% (Hispanic)

I am not planning on applying to any colleges that require tests: 40% (Total), 37% (Hispanic)

Pressure from Parents Less Likely to Affect Hispanic Students’ Reasons for Testing

Tests are a fair measure of my academic ability.

It will allow me access to additional scholarship opportunities.

I am being forced to take the test(s).

I am planning on applying to colleges that require tests.

Everyone in my high school takes the tests.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Total</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests are a fair measure of my academic ability.</td>
<td>55%</td>
<td>53%</td>
</tr>
<tr>
<td>It will allow me access to additional scholarship opportunities.</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>I am being forced to take the test(s)</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>I am planning on applying to colleges that require tests.</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Everyone in my high school takes the tests.</td>
<td>50%</td>
<td>52%</td>
</tr>
</tbody>
</table>
Hispanic Students’ Channel Preference

Text Messaging More Effective to Answer Specific Questions

<table>
<thead>
<tr>
<th>Channel</th>
<th>Response to Inquiry</th>
<th>In General</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>73%</td>
<td>70%</td>
</tr>
<tr>
<td>Text message</td>
<td>58%</td>
<td>32%</td>
</tr>
<tr>
<td>Phone call</td>
<td>37%</td>
<td>16%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>20%</td>
<td>36%</td>
</tr>
</tbody>
</table>

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 College Planning Topics for Hispanic Students

- Financial aid and scholarships
- Availability of academic programs and/or majors
- Cost (tuition, fees, room and board, etc.)
- Financial aid and scholarships (how you qualify for them)
- Safety information
- Food services and dining
- Admission requirements
- Housing
- The application process and timeline
- The location (town, area, local spots, etc.)
- The strength of the academic programs
- Community life and activities
- How inclusive the campus is toward all students
- Athletics
- Co-curricular activities

Families’ Preferred Communication Channels

Text Messaging a Preferred Channel for College Communications with Hispanic Families

<table>
<thead>
<tr>
<th>Communication Channel</th>
<th>Total</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>85%</td>
<td>69%</td>
</tr>
<tr>
<td>Text message</td>
<td>33%</td>
<td>48%</td>
</tr>
<tr>
<td>Parent/family portal</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>Telephone</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>30%</td>
<td>29%</td>
</tr>
</tbody>
</table>

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.
Families’ Awareness of Resources

Hispanic families are less likely to be aware of family resources

- Website area for parents or families of prospective students: 51% total, 40% Hispanic
- Parent/family portal: 46% total, 37% Hispanic
- Parent/family newsletter: 58% total, 43% Hispanic

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.
Hispanic families are less likely to be satisfied with family resources

**Families’ Satisfaction with Resources**

<table>
<thead>
<tr>
<th>Website area for parents or families of prospective students</th>
<th>Parent/family portal</th>
<th>Parent/family newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>42%</td>
<td>66%</td>
</tr>
<tr>
<td>52%</td>
<td>40%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Total   | Hispanic

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.
Families’ Computer Usage for College Planning

Hispanic families are less likely to use computers for all activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website browsing</td>
<td>92%</td>
<td>84%</td>
</tr>
<tr>
<td>Email</td>
<td>83%</td>
<td>72%</td>
</tr>
<tr>
<td>Accessing family portal</td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>Virtual tours</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Viewing online videos</td>
<td>79%</td>
<td>75%</td>
</tr>
</tbody>
</table>

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.
Families’ Cell Phone Usage for College Planning

Hispanic families are more likely to use cell phones for almost every activity

- Website browsing: 77% (Total), 79% (Hispanic)
- Email: 89% (Total), 92% (Hispanic)
- Accessing family portal: 55% (Total), 54% (Hispanic)
- Virtual tours: 37% (Total), 34% (Hispanic)
- Viewing online videos: 70% (Total), 66% (Hispanic)

RNL, CampusESP, & Ardeo (2024). 2024 Prospective Family Engagement Study.
How the University of Arizona supports Hispanic students and their families
Supporting our Institution

- 2018 Received designation as a Hispanic Serving Institution with a Vice President designated to our institutions 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
**Focus areas**

*Thinking about the RNL data:*

- Enhance programming that is diverse and inclusive for all families
  - communicate on multiple levels
  - multiple modes of communications (email, text, in-person)
- Increase bilingual engagement-campus wide support
  - event support
  - connect with departments you have the most engagement with and identify a group of ambassadors who support the mission and goals
- Digital resource enhancement
- Staff support
- Funding
Parent & Family Programs

Engagement Opportunities

- Admissions Communications - relationship with Financial Aid
- Inclusive programming
  - Virtual sessions in Spanish
  - Access to brochures and information in Spanish
  - Contact us - information
  - Multiple modes of communication
    - (Text messaging, email communications, high school engagement)
  - In person events - engage with campus partners for shared support and engagement
Ten strategies you can use to support Hispanic students and their families
Practical Ideas You Can Use

• **Streamlined Admissions**
  Institutions can work to simplify and clarify the application process to reduce perceptions of difficulty.

• **Proactive Advising**
  Institutions can provide robust college counseling services, ensuring all students and their families know where to find help and guidance.

• **Ensure families know you have resources specifically for them**
  Explain where to find then and how to use them
  Offer tutorials to learn how to use the resources
  Include videos on your website (in both English and Spanish) on to use the resources and some examples of the information they can find.

• **Targeted Outreach That**:
  1. Addresses the unique concerns of Hispanic students, highlighting affordability options, support services, and diverse campus communities.
  2. Provides bilingual resources and counseling to address concerns about affordability.
  3. It includes partnerships with Hispanic-serving organizations

• **Inclusive Marketing and Communication**
  Recruitment materials and websites should showcase the success of Hispanic students and alumni, conveying a message of inclusion and support.
Practical Ideas You Can Use

• **Transparency in Cost and Aid**
  Institutions must communicate information about tuition, fees, and other costs, as well as available financial aid and scholarship opportunities. Net price calculators and personalized aid estimates can be particularly helpful.

• **Demonstrating ROI**
  Institutions must clearly articulate the return on investment in a degree from their college, including career outcomes, salary data, and graduate school placement rates.

• **Career Services**
  Institutions can bolster career counseling and internship opportunities to help students connect their academic pursuits with career goals, demonstrating the practical value of a degree.

• **Support for Out-of-State Students**
  Recognizing that out-of-state students may face unique challenges, colleges should offer dedicated support services, including academic advising, mental health resources, and social programming.
Practical Ideas You Can Use

• **Demonstrate a Commitment to Diversity and Inclusion**
  
  • Highlight diversity, equity, and inclusion initiatives and showcase support for underrepresented groups.
  • Some ideas to demonstrate this commitment:
  • Ensure all outreach about family resources is bilingual, using both English and Spanish.
  • Proactively communicate about resources directly to Hispanic families rather than relying on website discovery.
  • Partner with Hispanic-serving organizations to disseminate information about college planning resources.
  • Ensure all resources, including websites and portals, are culturally inclusive and relevant to Hispanic families.
  • Establish a program of Hispanic family ambassadors to provide peer support and guidance.
  • Offer bilingual workshops/webinars on college planning, application processes, and financial aid.