



La Familia Supporting Hispanic families with innovative and inclusive resources





Agenda

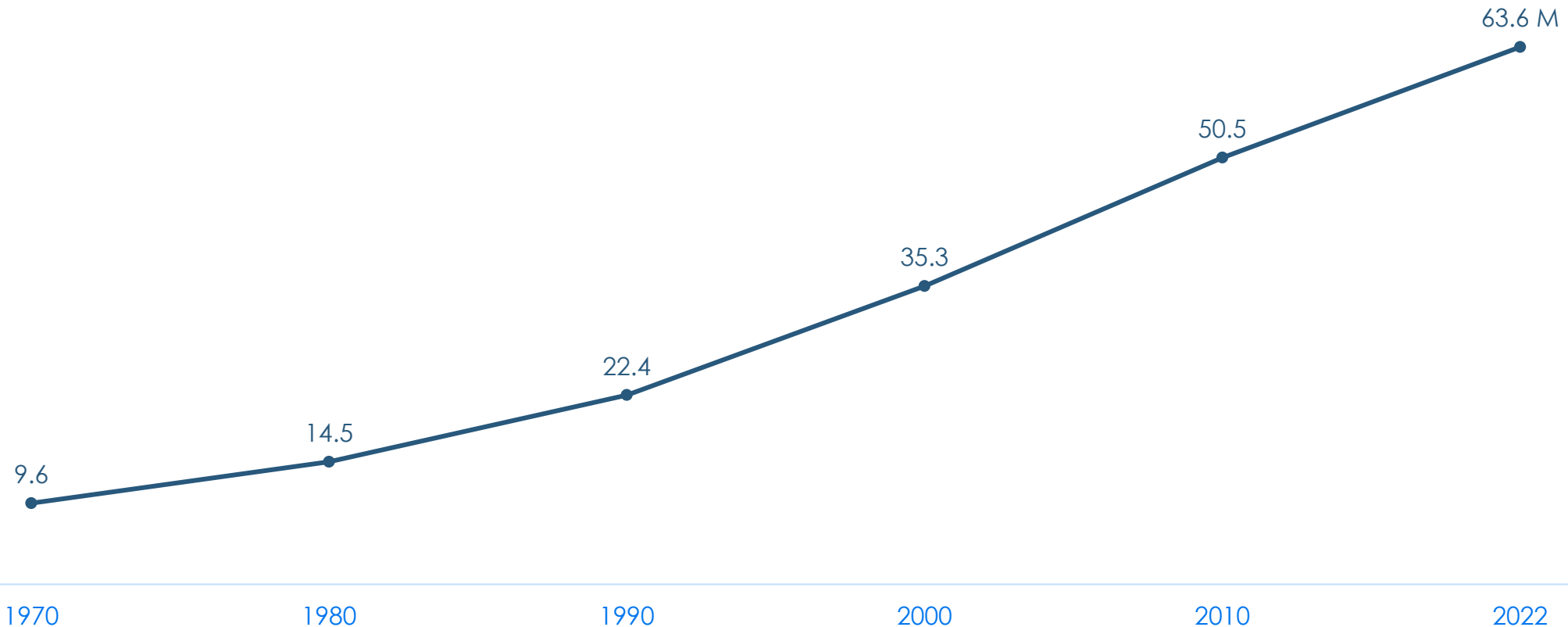
1. Hispanics in the US today
2. What RNL research tells us about Hispanic students and their families
3. How the University of Arizona supports Hispanic students and their families
4. Ten strategies you can use to support Hispanic students and their families

Hispanics in the US today



US Hispanic Population Reached More Than 63 million in 2022

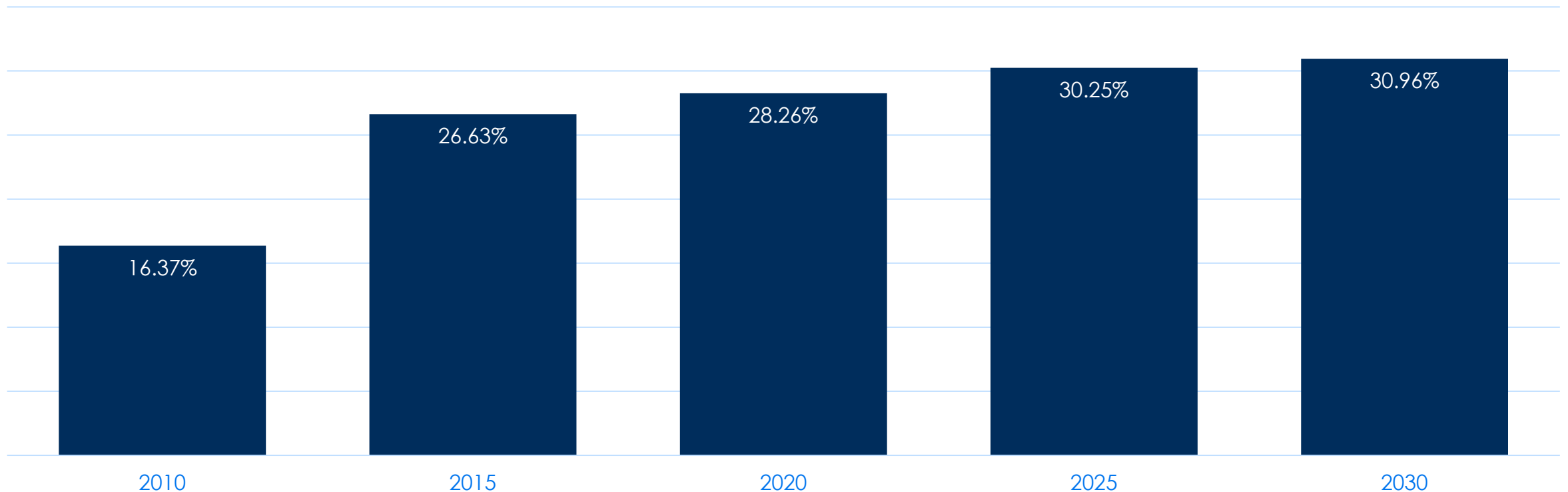
31% of the Hispanic population is under 18, compared to 22% of the U.S. population.



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)

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

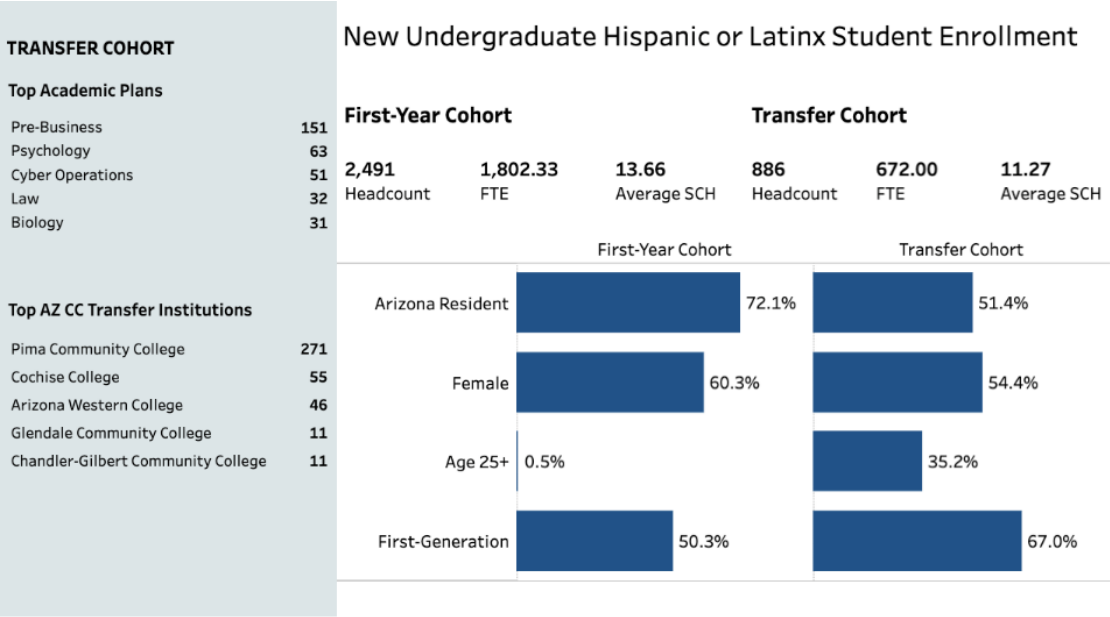
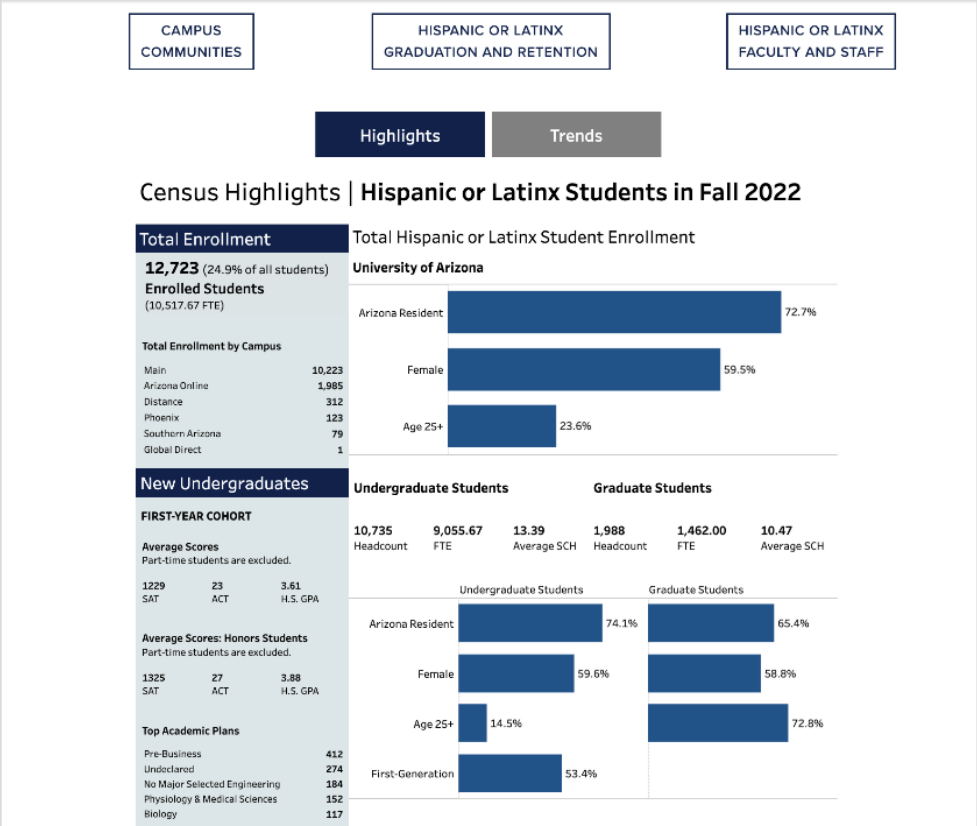
Hispanic Students as % of Total Enrollment of Public K-12 schools



Hispanics in Education

The University of Arizona

Hispanic or Latinx Fall Enrollment



What RNL research tells us about Hispanic students and their families





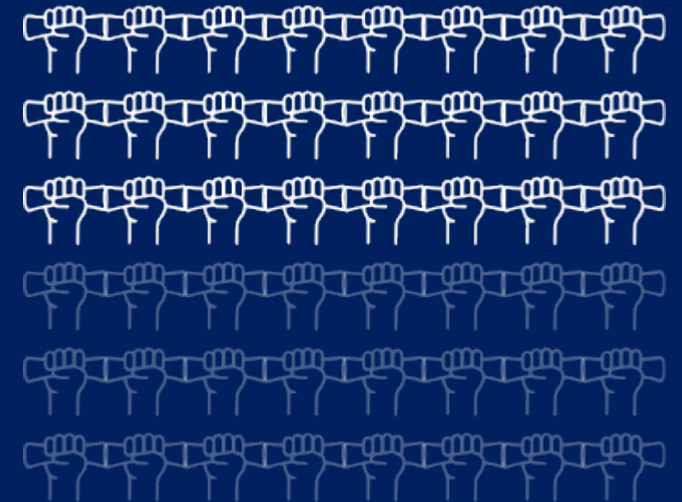
Hispanic Students' Perceptions of the Value of College

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

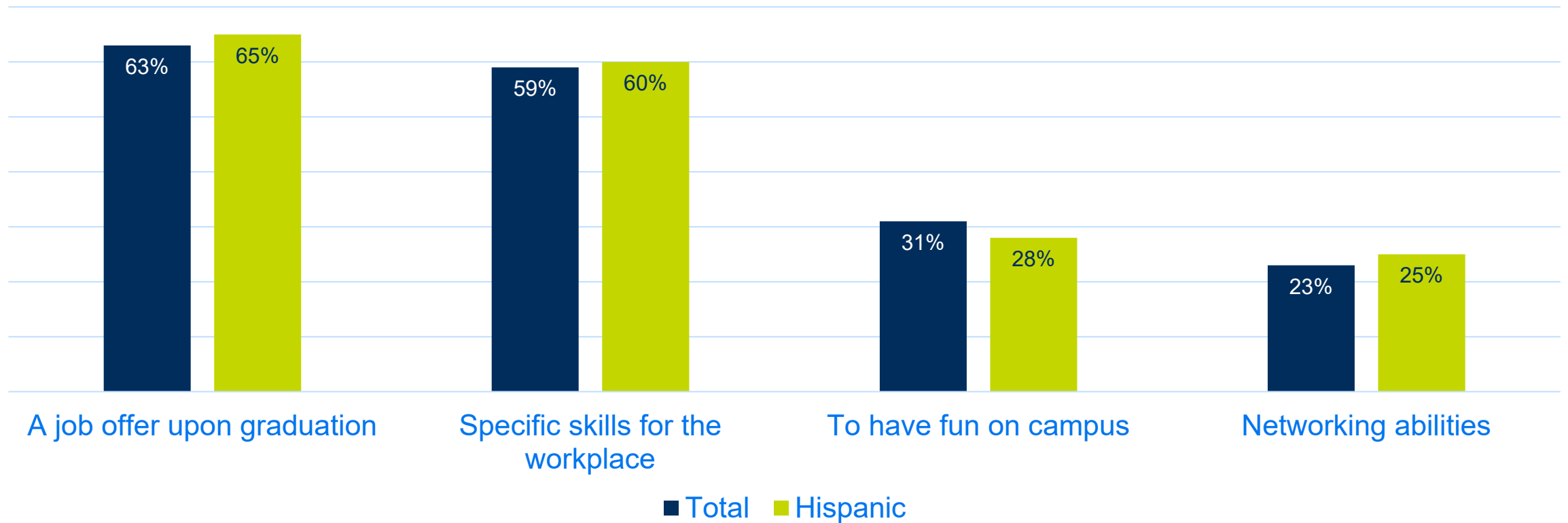
81%



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

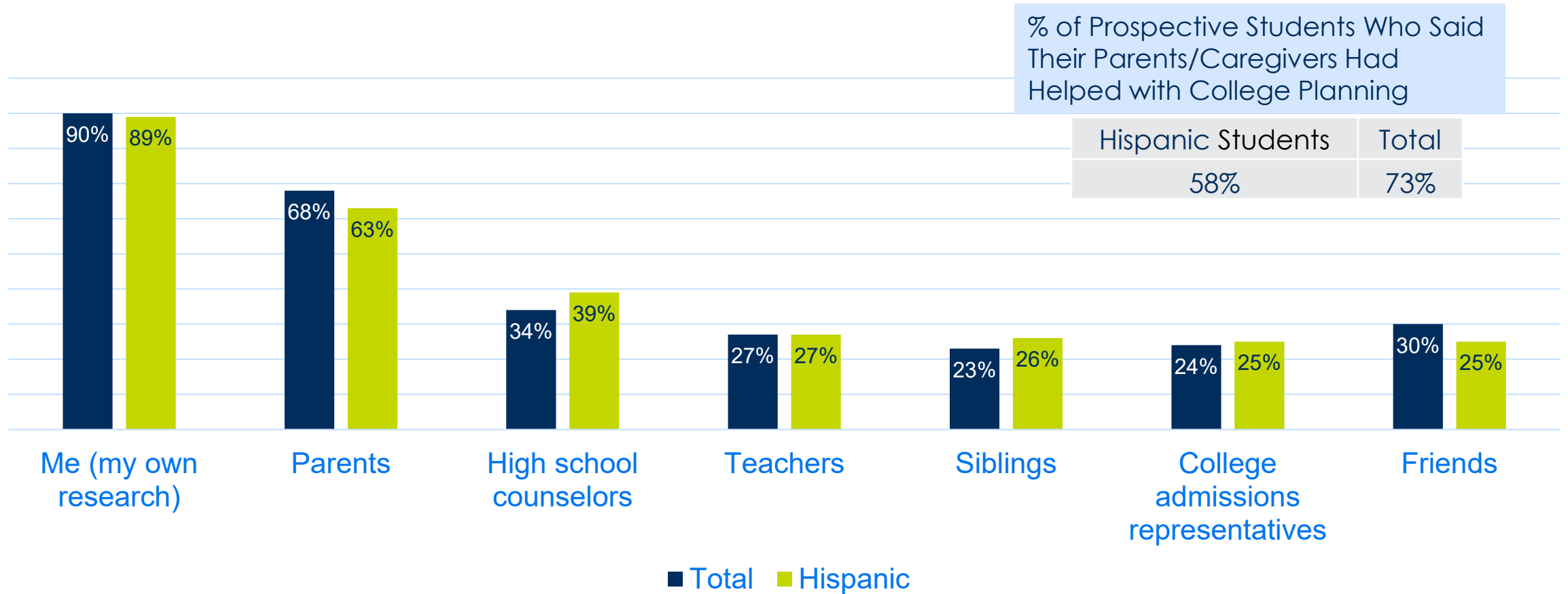
What do students want from their college experience?

Hispanic Prospective College Students Prioritize Job Readiness



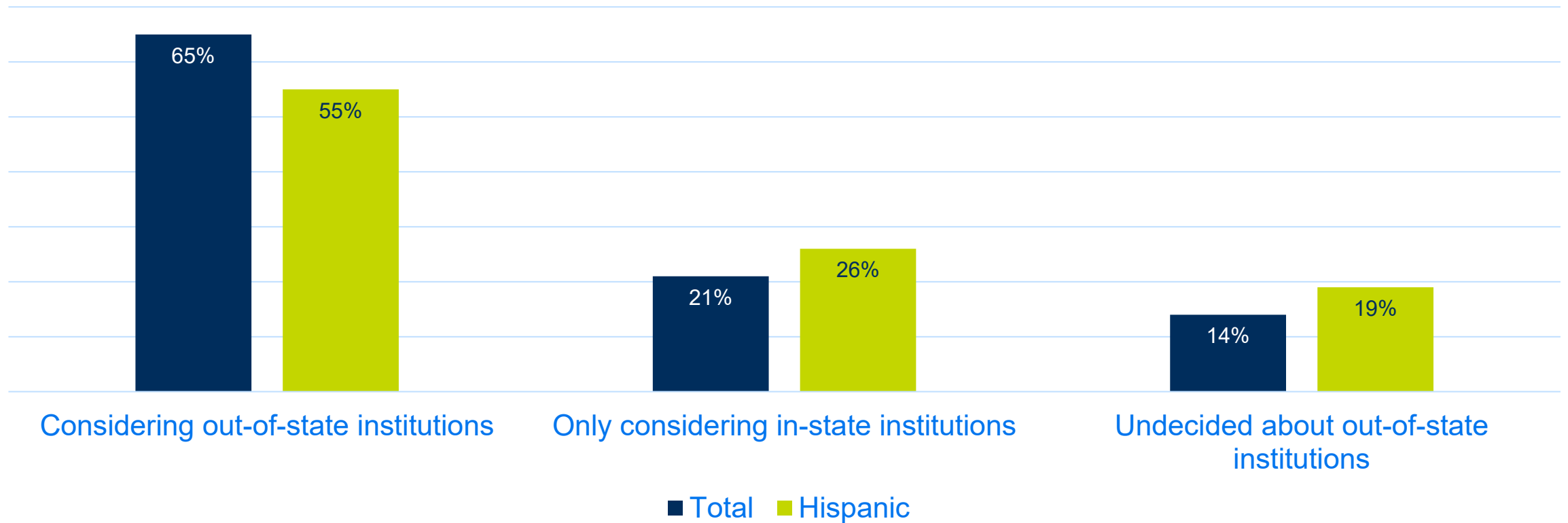
Who influences college planning?

High school counselors play a key role for Hispanic students



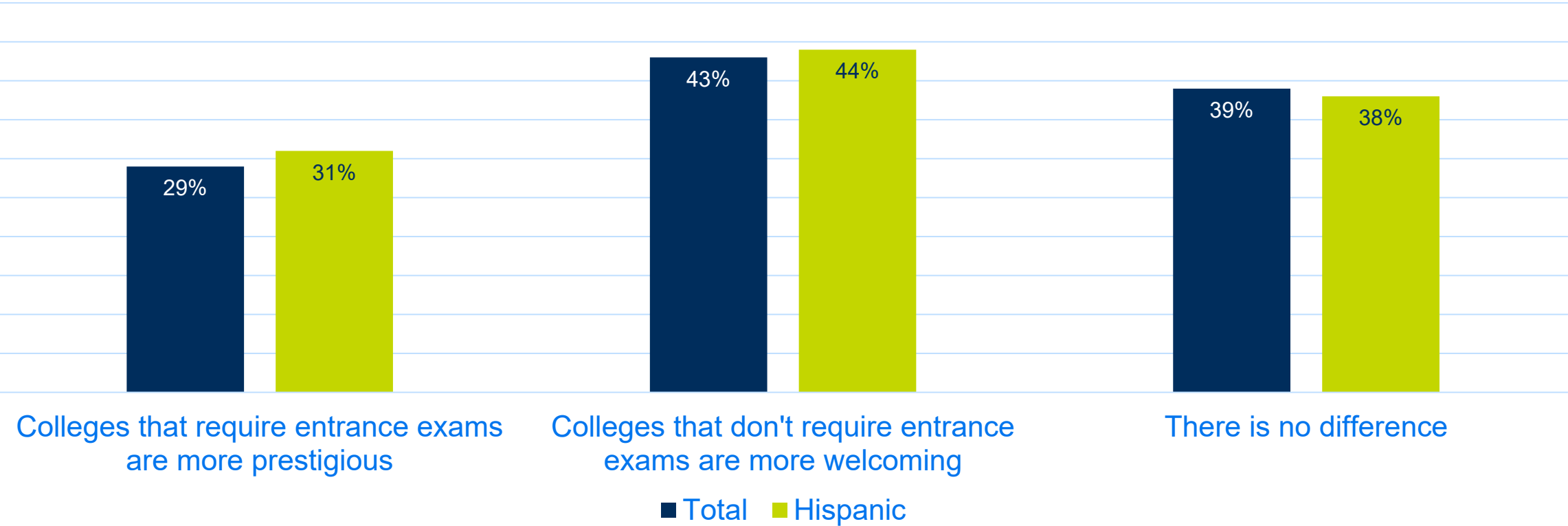
Considering Out-Of-State Institutions

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



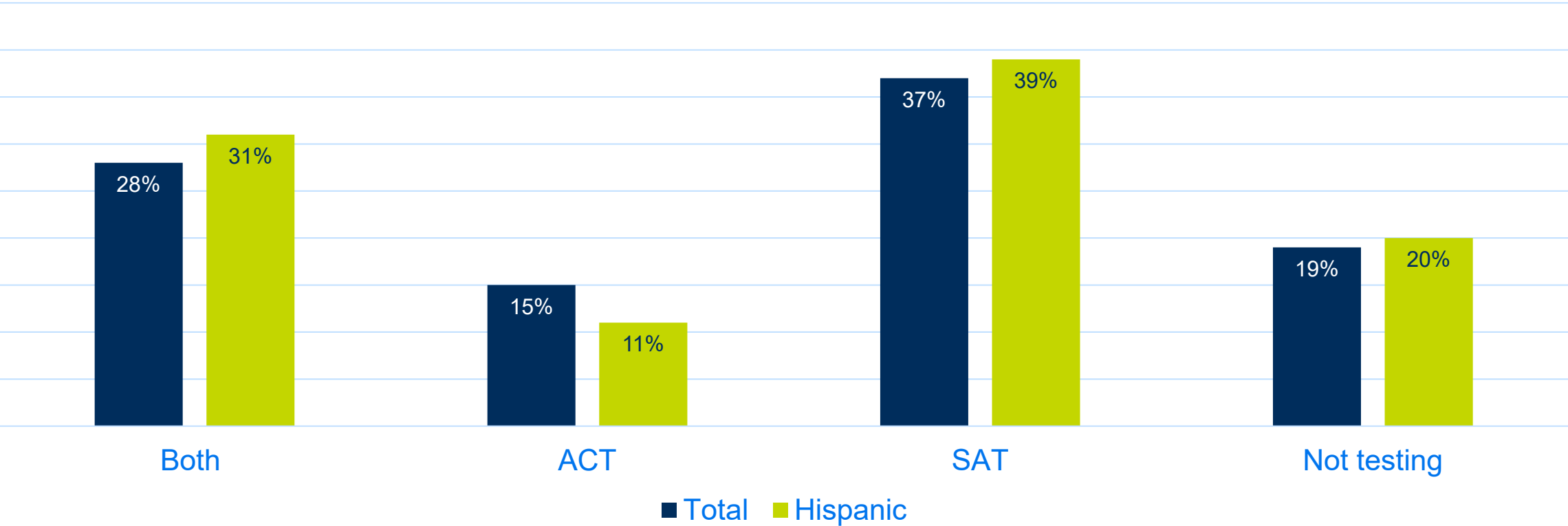
Perceptions of Test-Optional Institutions

Mixed Views on Test-Optional Policies



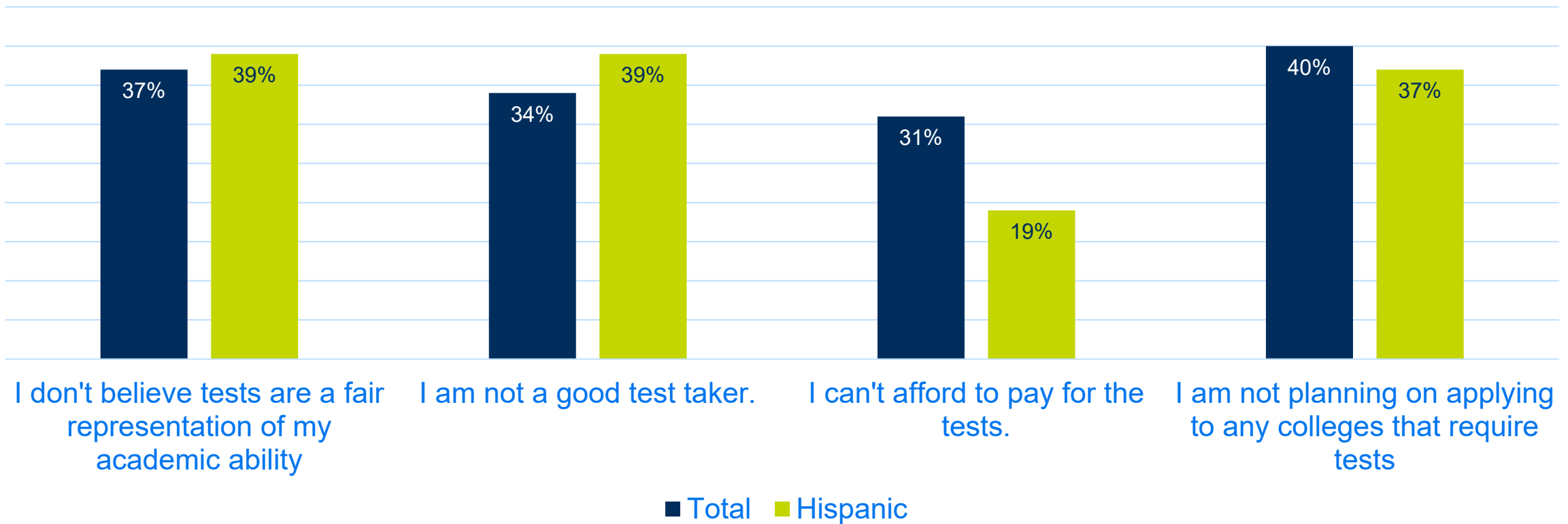
Plans for Testing

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



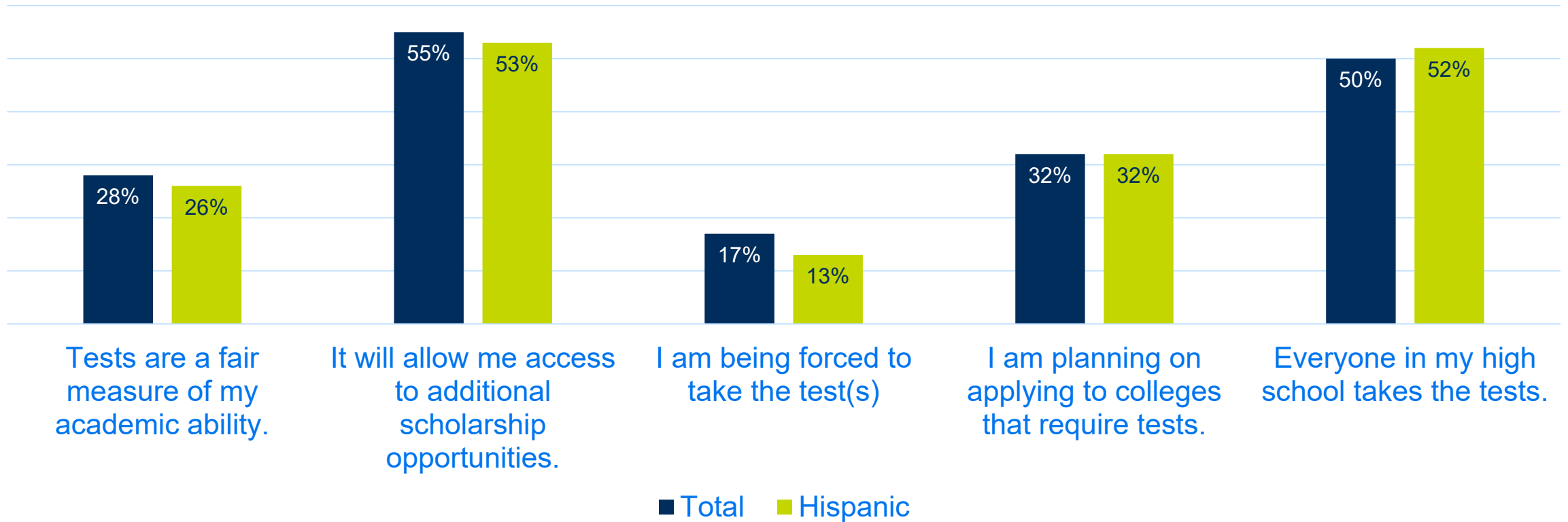
Reasons Not to Test

Self-Perceived Testing Ability Impacts Entrance Exam Plans



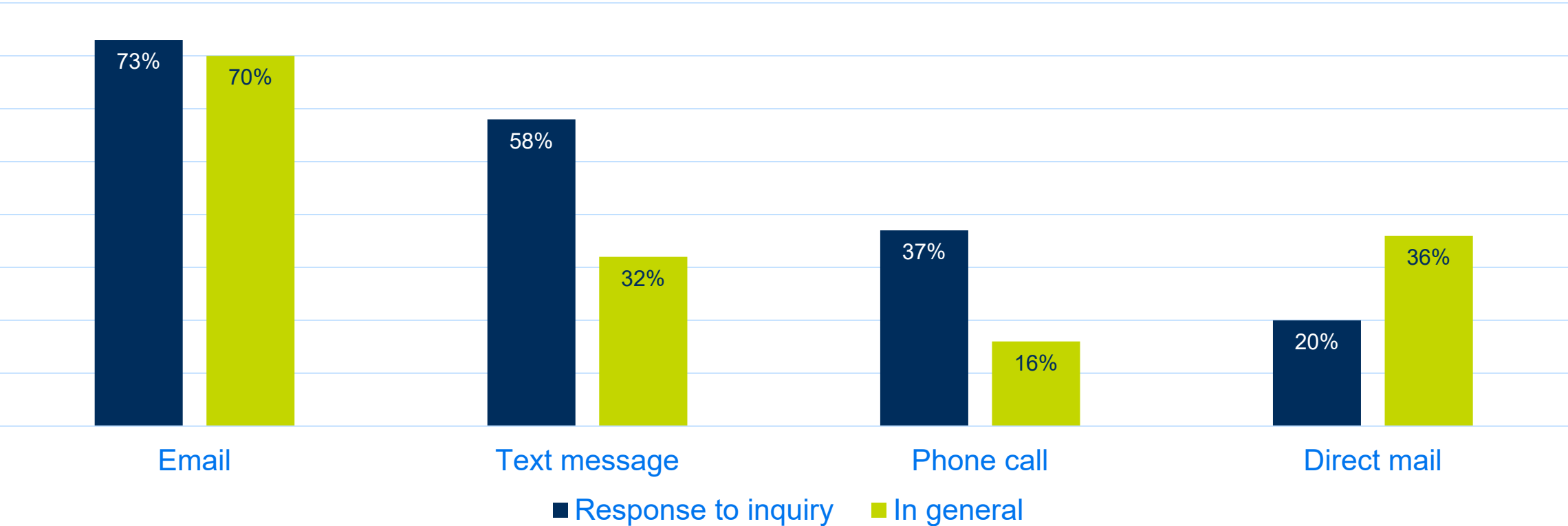
Reasons for Testing

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



Hispanic Students' Channel Preference

Text Messaging More Effective to Answer Specific Questions



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

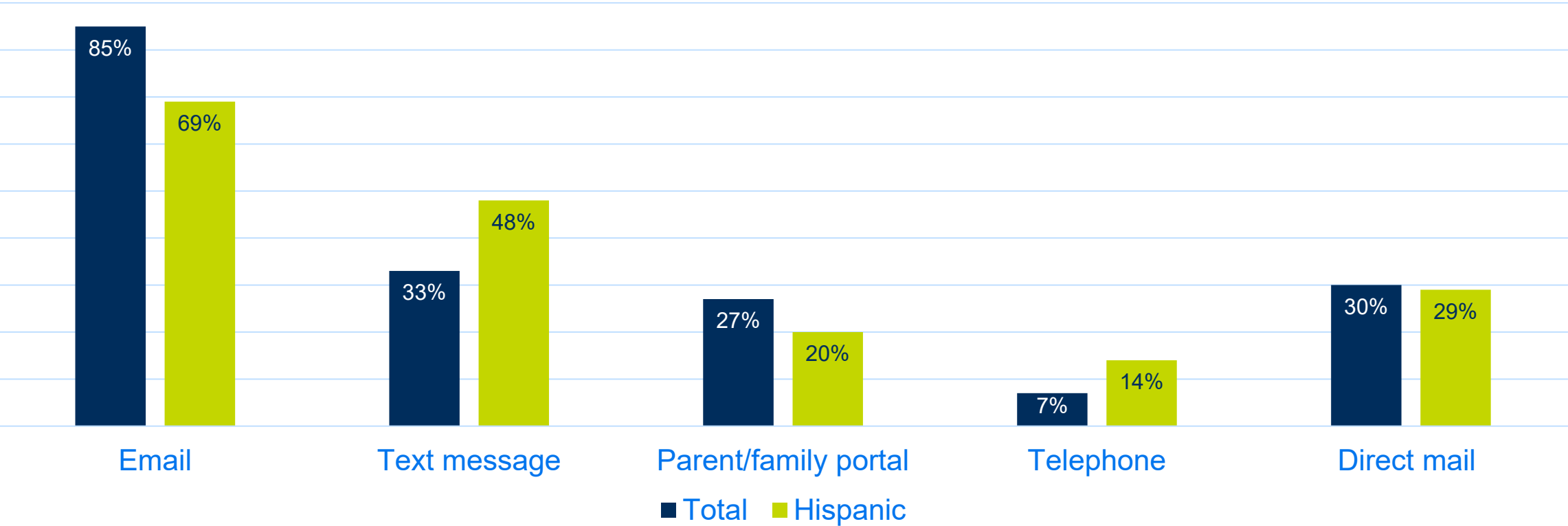
- Final cost
- Availability of my intended academic major or area of study
- Academic scholarships
- Academic reputation
- Financial aid opportunities
- Distance from home
- Campus facilities
- Location (town, city, area)
- Feeling that I "fit in"
- Overall reputation
- Dining options
- How inclusive 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

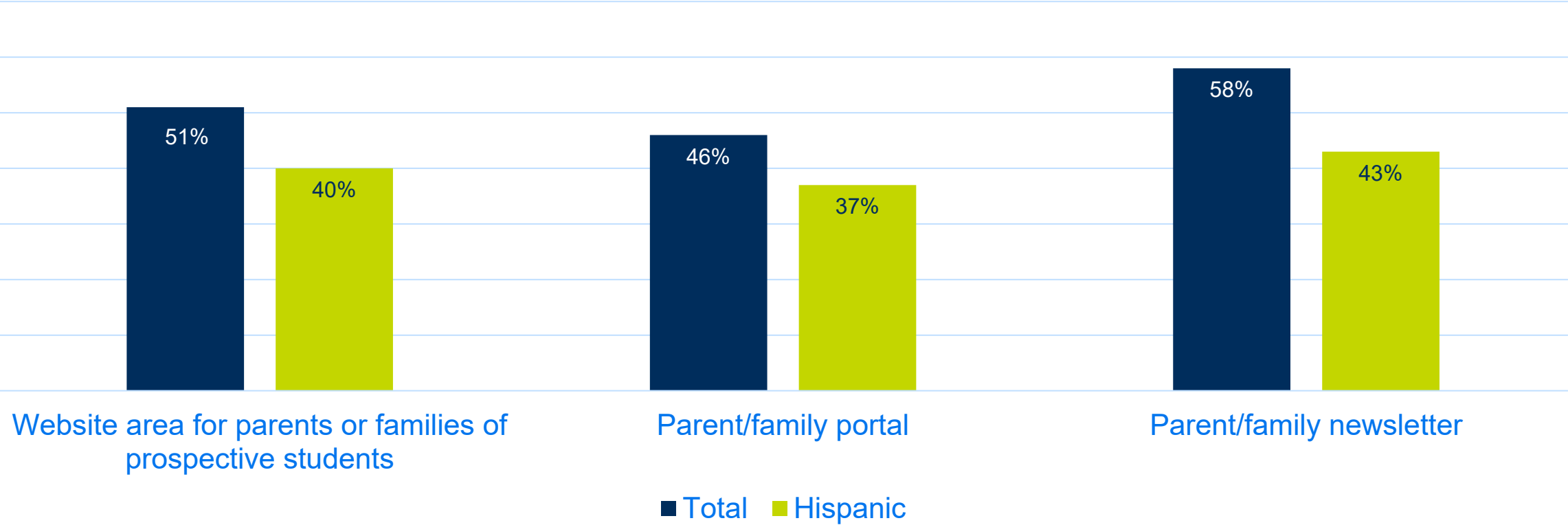
Families' Preferred Communication Channels

Text Messaging a Preferred Channel for College Communications with Hispanic Families



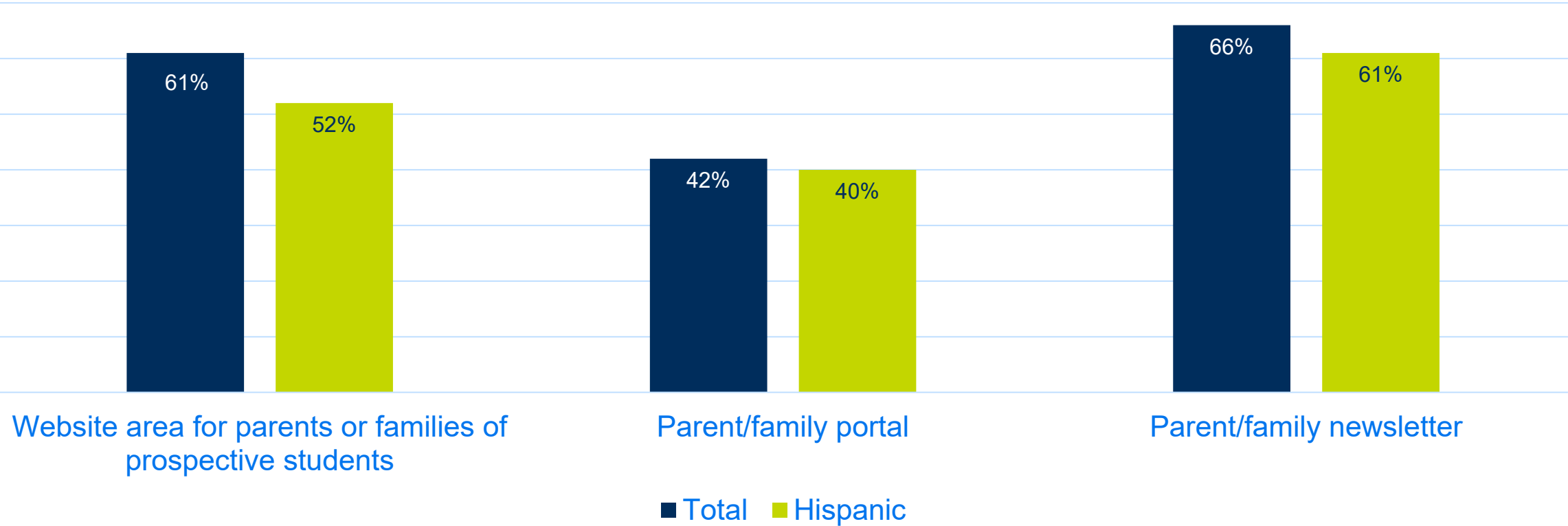
Families' Awareness of Resources

Hispanic families are less likely to be aware of family resources



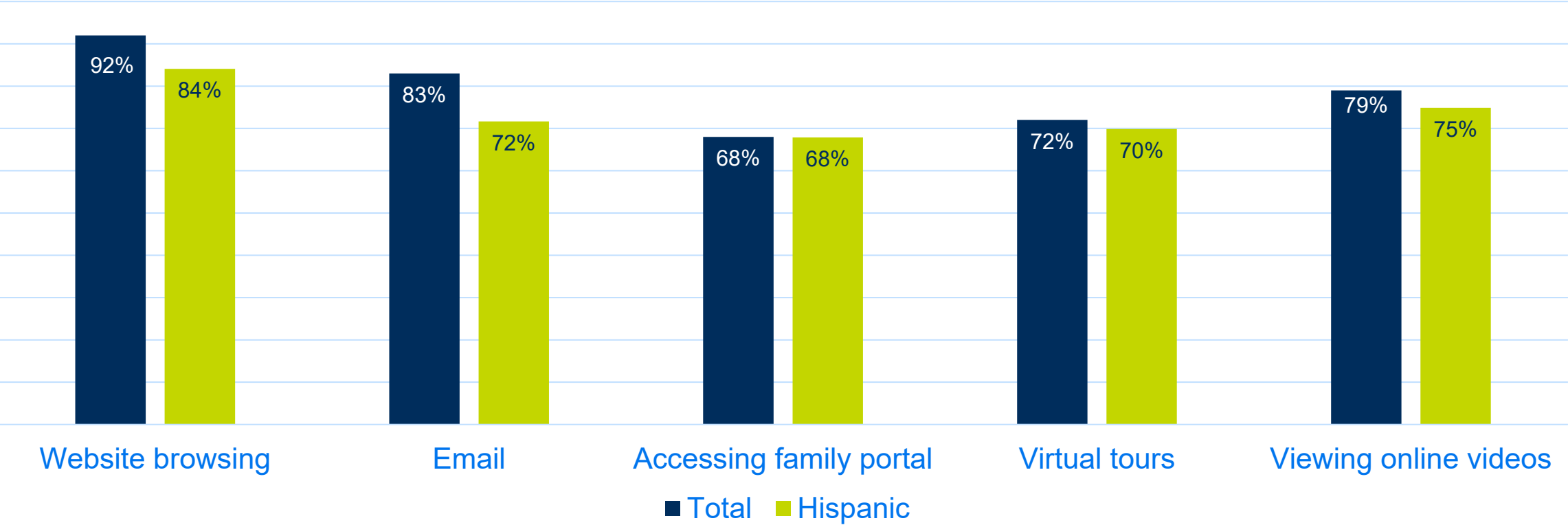
Families' Satisfaction with Resources

Hispanic families are less likely to be satisfied with family resources



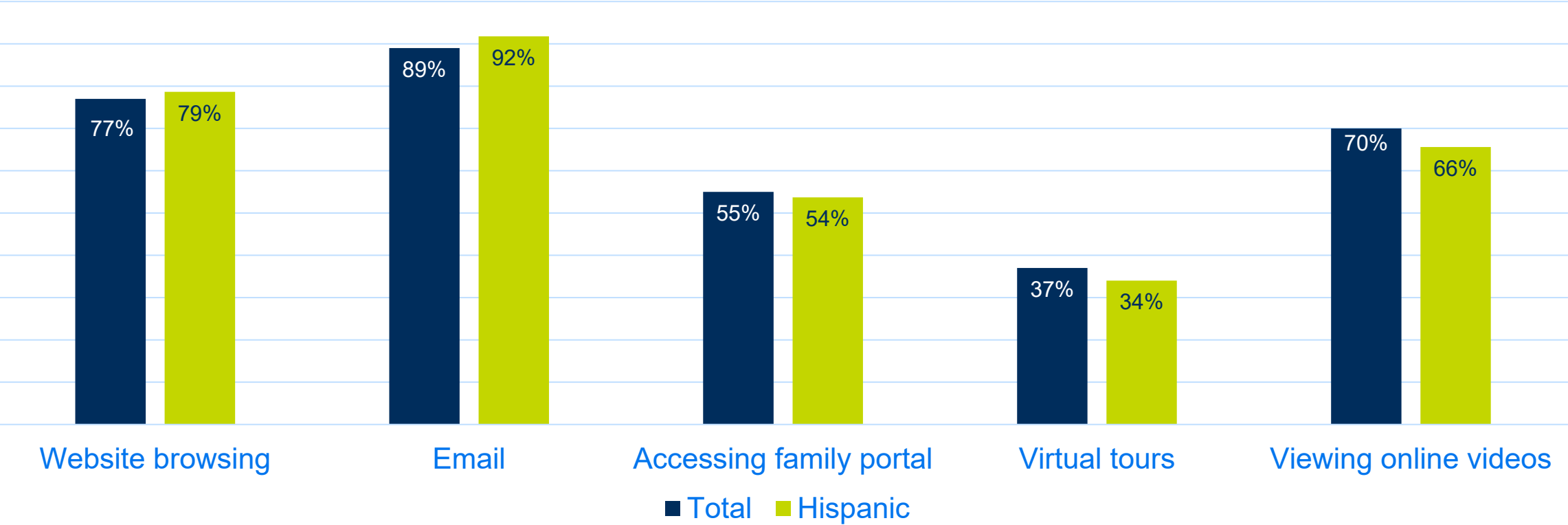
Families' Computer Usage for College Planning

Hispanic families are less likely to use computers for all activities



Families' Cell Phone Usage for College Planning

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



How the University of Arizona supports Hispanic students and their families





Hispanic Serving Institution Initiatives

The University of Arizona Institutional Profile

STUDENTS

53,187

Enrolled Students
Fall 2023

11,914

Degrees Awarded
Fiscal Year 2023

87.7%

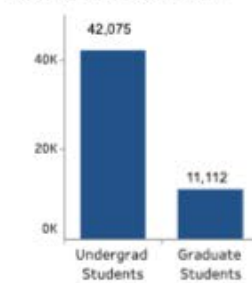
One-Year Retention Rate
Fall 2022 First-Time, Full-Time Entry Cohort

65.9%

Six-Year Graduation Rate
Fall 2017 First-Time, Full-Time Entry Cohort

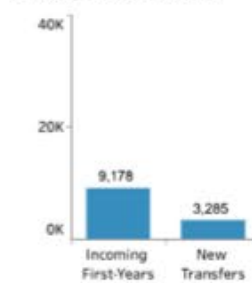
Enrollment by Academic Career

Fall 2023; Based on headcount.



Enrollment by New Undergraduate Cohort

Fall 2023; Based on headcount.



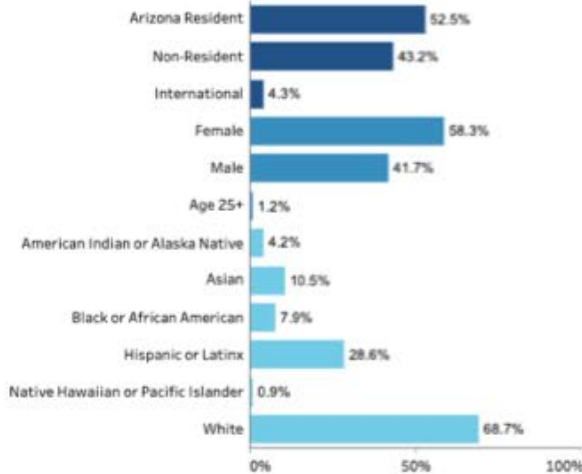
Enrollment by Academic Program Campus and Academic Career

Fall 2023; Based on headcount.

| | Undergrad Students | Graduate Students | Total |
|------------------|--------------------|-------------------|---------------|
| Main | 33,684 | 6,849 | 40,533 |
| Arizona Online | 6,365 | 2,799 | 9,164 |
| Global | 1,416 | 415 | 1,831 |
| Phoenix | | 838 | 838 |
| Distance | 384 | 174 | 558 |
| Southern Arizona | 154 | 5 | 159 |
| Global Direct | 72 | 32 | 104 |
| Total | 42,075 | 11,112 | 53,187 |

Incoming First-Year Demographics

Fall 2023; Students are counted in every race/ethnicity group in which they have self-identified; therefore, the race/ethnicity percentages may exceed 100%.*



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 them 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.