



La Familia

Supporting Hispanic Families with Innovative and Inclusive Resources Throughout the Recruitment Process

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Agenda

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- Hispanic Families and Students in the US

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- What RNL Research Tells Us About Hispanic Families and Students

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- Programs for the Support and Success of Hispanic Students and their Families

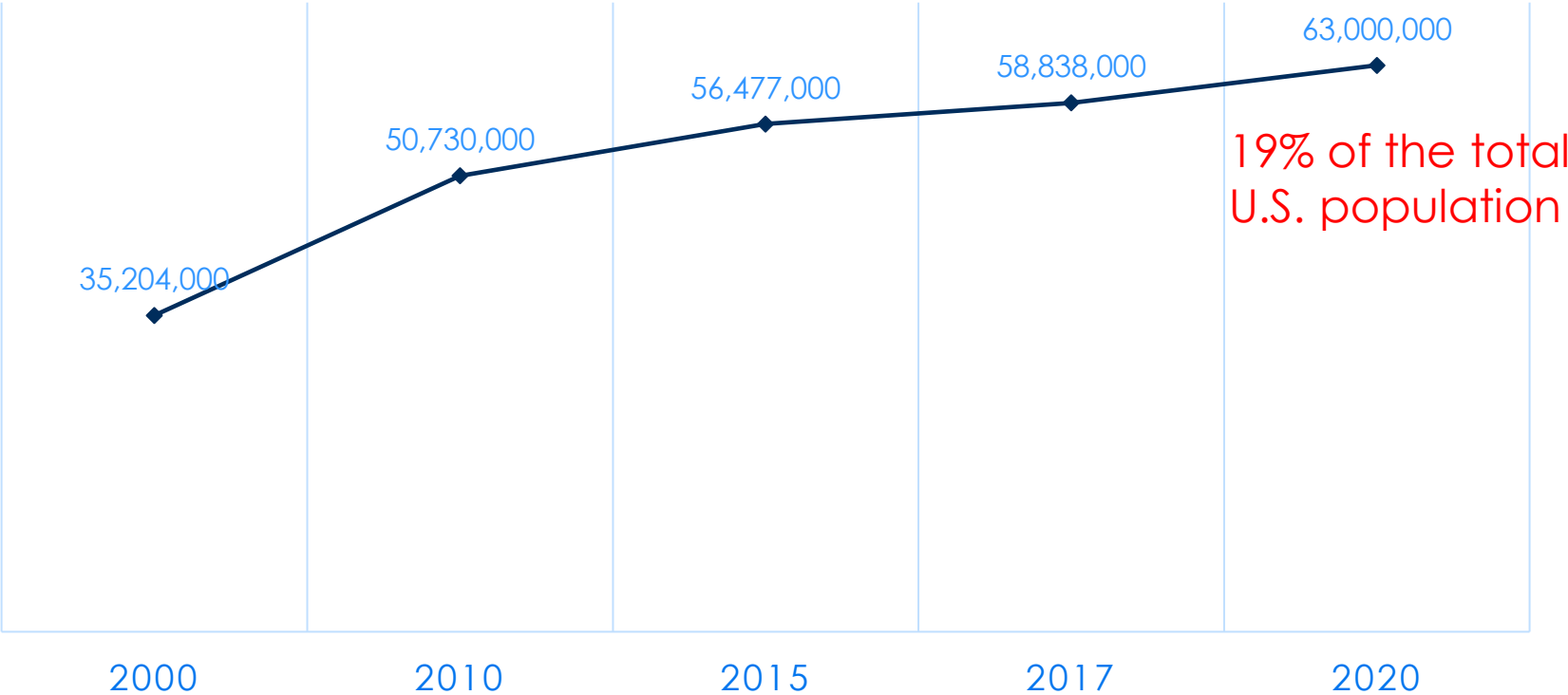
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- Best Practices to Engage Hispanic Families

A blue-tinted photograph of a university courtyard. In the foreground, there are several stone arches supported by columns. In the background, a large, domed building is visible, surrounded by trees and a green lawn. The overall scene is a typical university campus setting.

Hispanic Families and Students in the US

Hispanics in the US

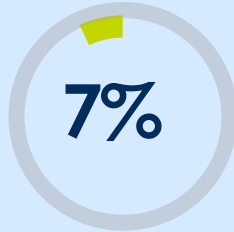


Hispanics in the US

Population Growth

Hispanic

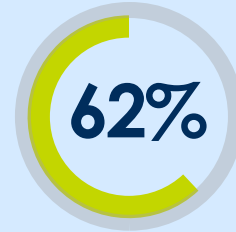
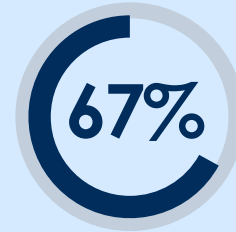
Total



Labor Force Participation

Hispanic

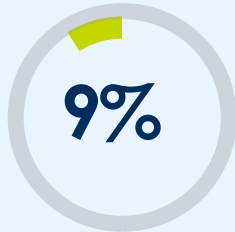
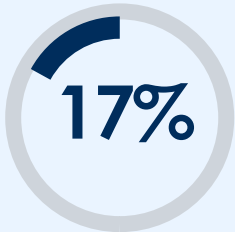
Total



Poverty Rate

Hispanic

Total



Median Household Income

Hispanic

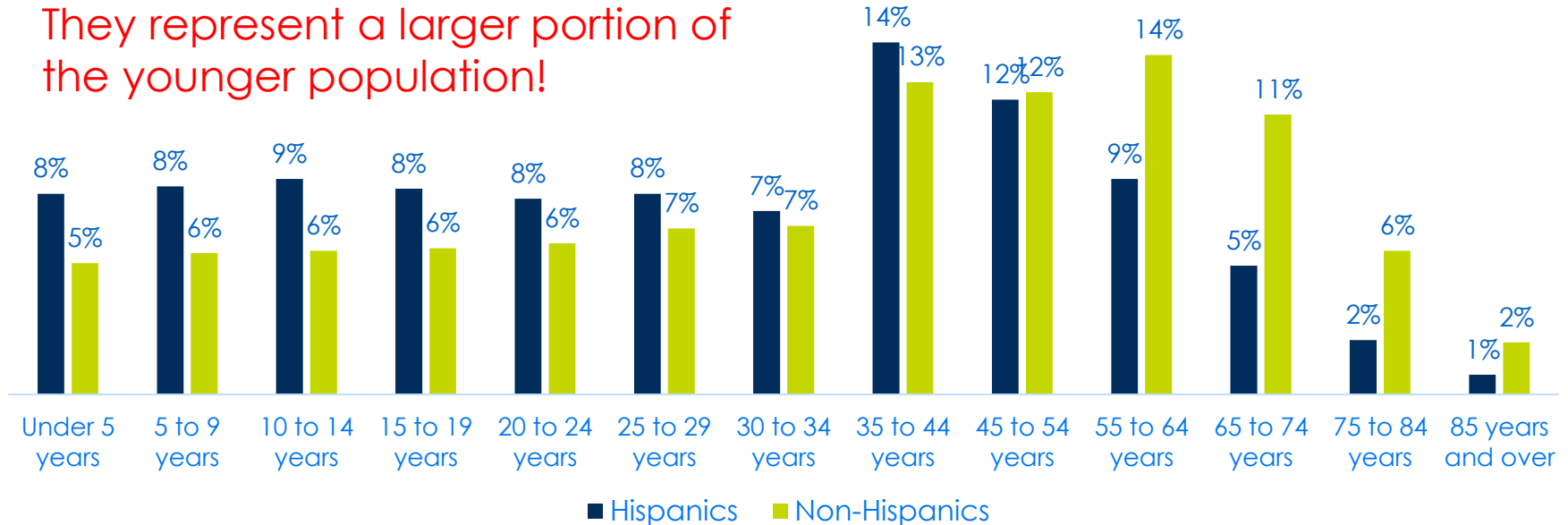
Total



Hispanics in the US

Distribution by age in 2021

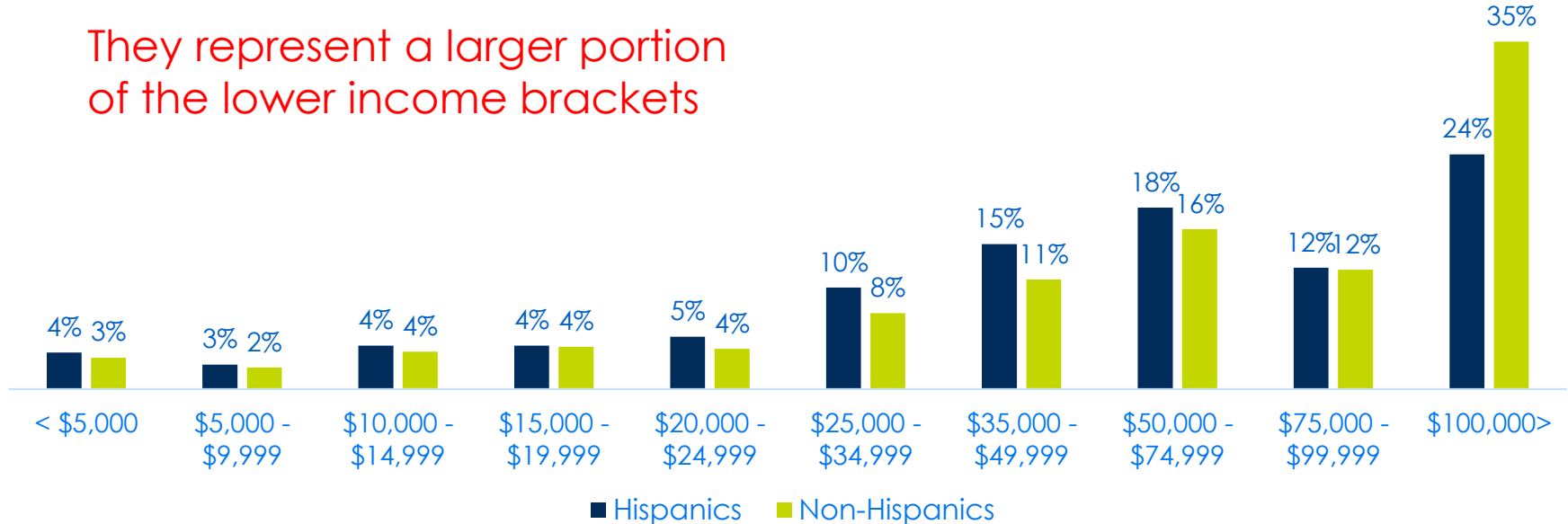
They represent a larger portion of the younger population!



Hispanics in the US

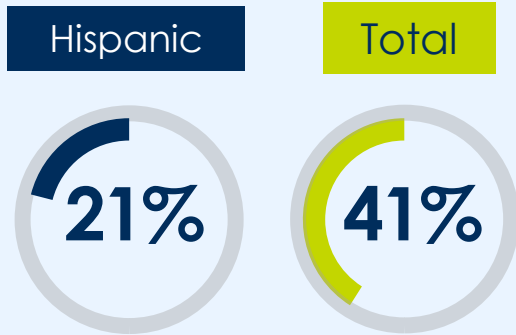
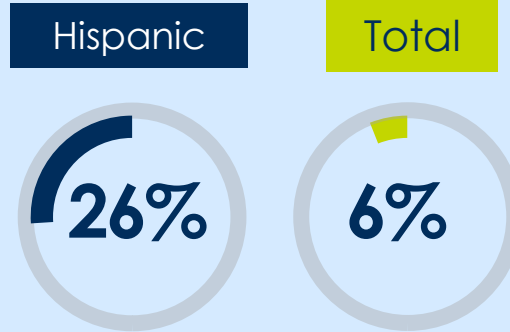
Distribution by Family Income

They represent a larger portion of the lower income brackets



Hispanics in the US

Less than High School Degree



Bachelor's Degree or More

Hispanics in Education

5 Facts about Latinos in Education – PEW Research

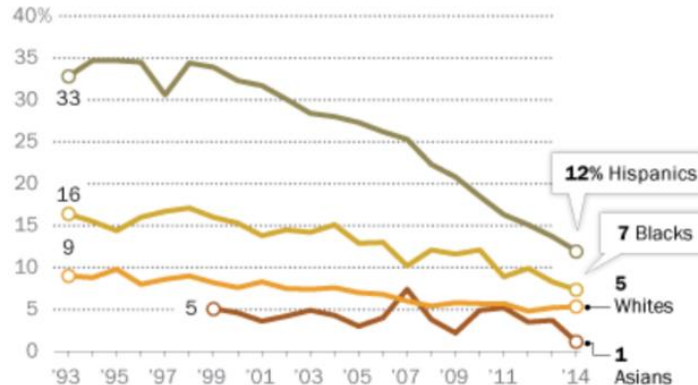
- In the last 10 years the Hispanic high school dropout rate has dropped.
- Enrollment for the Hispanic/ LatinX community has increased.
- Hispanic/LatinX are less likely to enroll in a four-year college, attend an academically selective college and enroll full time.
- Nearly half of the population attend a public two-year school or community college.
- Significantly less likely to have student debt.

Hispanics in Education

Hispanic, black high school dropout rates reach record lows

Hispanic, black high school dropout rates reach record lows

% of 18- to 24-year-olds dropping out of high school



Notes: The dropout rate shown refers to the share of 18- to 24-year-olds who were not enrolled in school and had not completed high school. Blacks and Asians include the Hispanic portions of those groups. Whites include only non-Hispanics. Hispanics are of any race.

Source: U.S. Census Bureau October Current Population Survey.

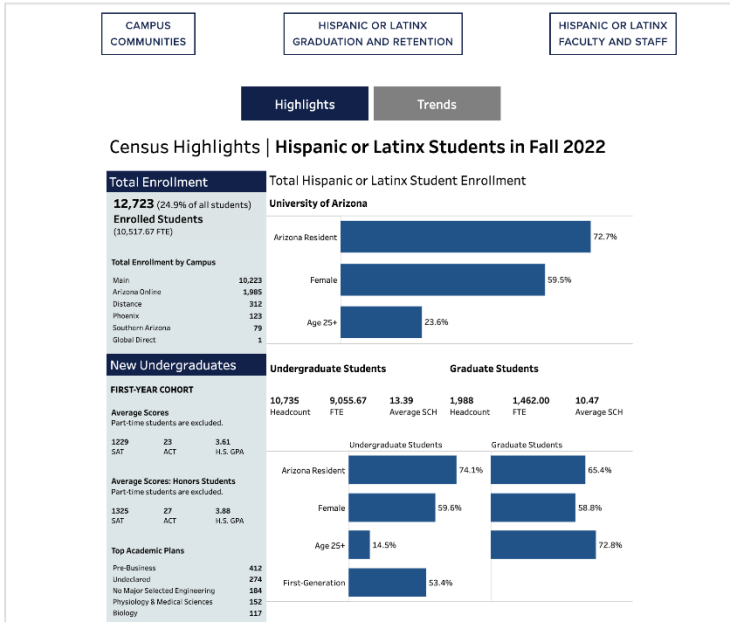
PEW RESEARCH CENTER



Hispanics in Education

The University of Arizona

Hispanic or Latinx Fall Enrollment



TRANSFER COHORT

Top Academic Plans

Pre-Business	151
Psychology	63
Cyber Operations	51
Law	32
Biology	31

Top AZ CC Transfer Institutions

Pima Community College	271
Cochise College	55
Arizona Western College	46
Glendale Community College	11
Chandler-Gilbert Community College	11

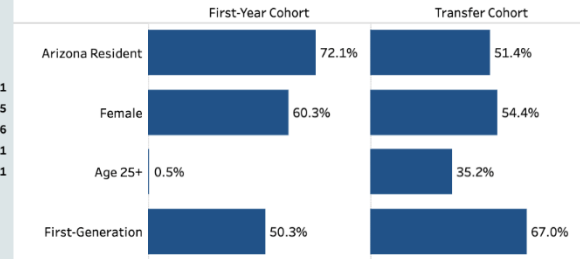
New Undergraduate Hispanic or Latinx Student Enrollment

First-Year Cohort

Headcount	2,491
FTE	1,802.33
Average SCH	13.66

Transfer Cohort

Headcount	886	FTE	672.00	Average SCH	11.27
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The background is a blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. In the middle ground, there is a large, multi-story building with a central dome and a spire. The courtyard is paved, and there are some people walking in the distance. The overall scene is a typical university campus setting.

What RNL Research Tells Us About Hispanic Families and Students

Family Involvement in College Planning

Family helping with college planning

Hispanic

Total



Hispanic families more likely to help with

Finding colleges/universities for me to check out

Talking to me about how we are going to pay for my college

Meeting with me and my high school counselor to talk about options

Taking virtual tours with me

Hispanic families less likely to help with

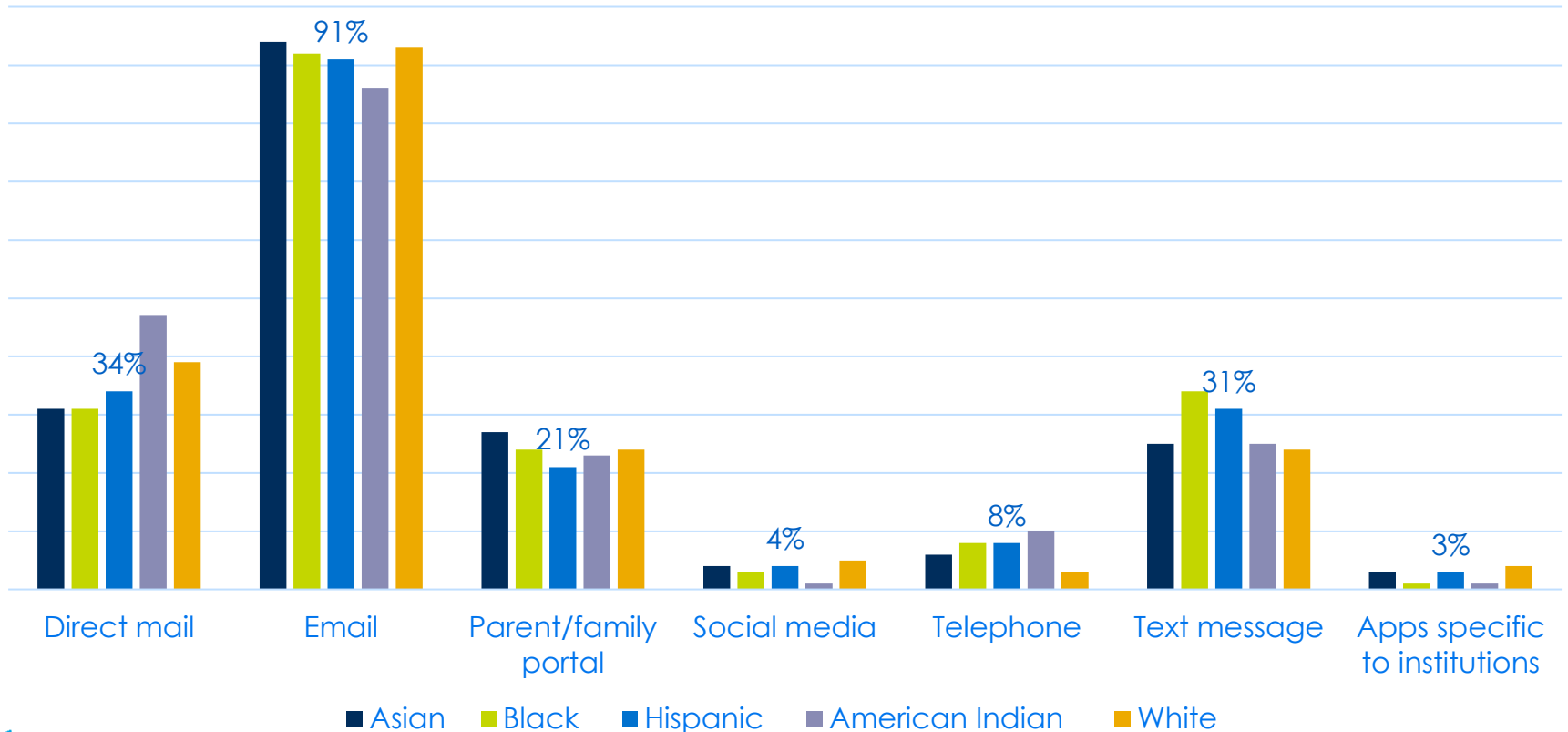
Researching the college on the college website

Finding information about specific colleges/universities I am interested in (calling or emailing the school)

Driving me to take tours in person

Going to a college fair in my high school

Families' Preferred Channel



Resources Used by Students for College Planning

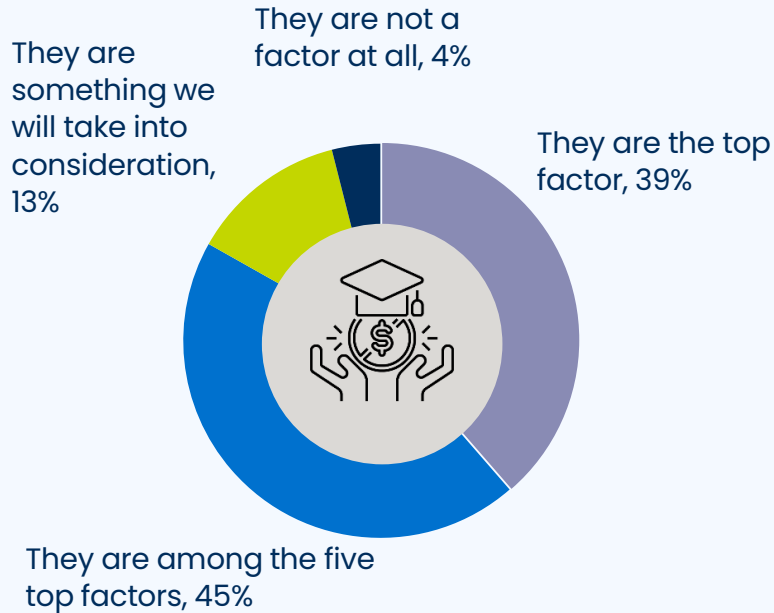
Hispanic students are more likely to use

- The college's or university's website
- Social media posts
- Texts or live messages from admissions counselors
- Phone calls from admissions counselors

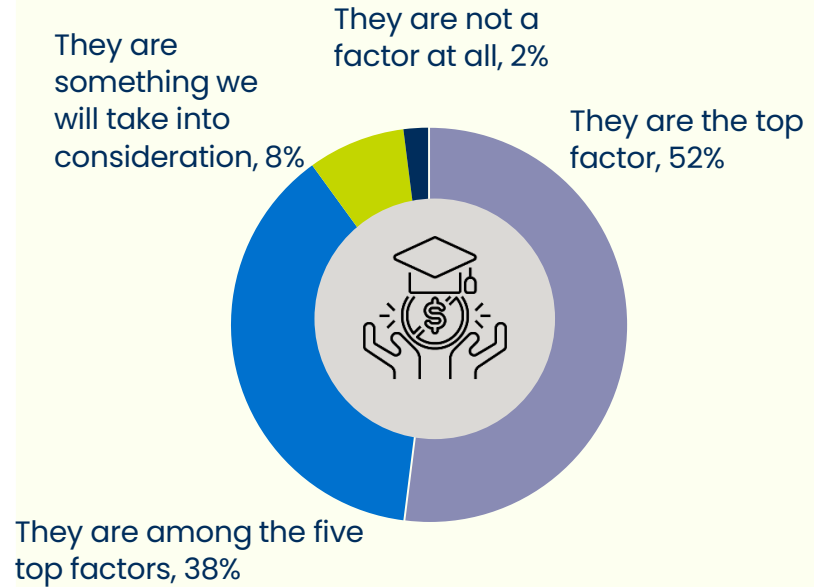
Hispanic students are more likely to find useful

- Virtual tours or virtual reality experiences
- Results from financial aid or scholarship calculator
- Videos of campus, classrooms, students, and residence halls
- Emails from a particular school
- Printed brochures about the school
- Texts or live messages from admissions counselors

How important are financial aid and scholarships?

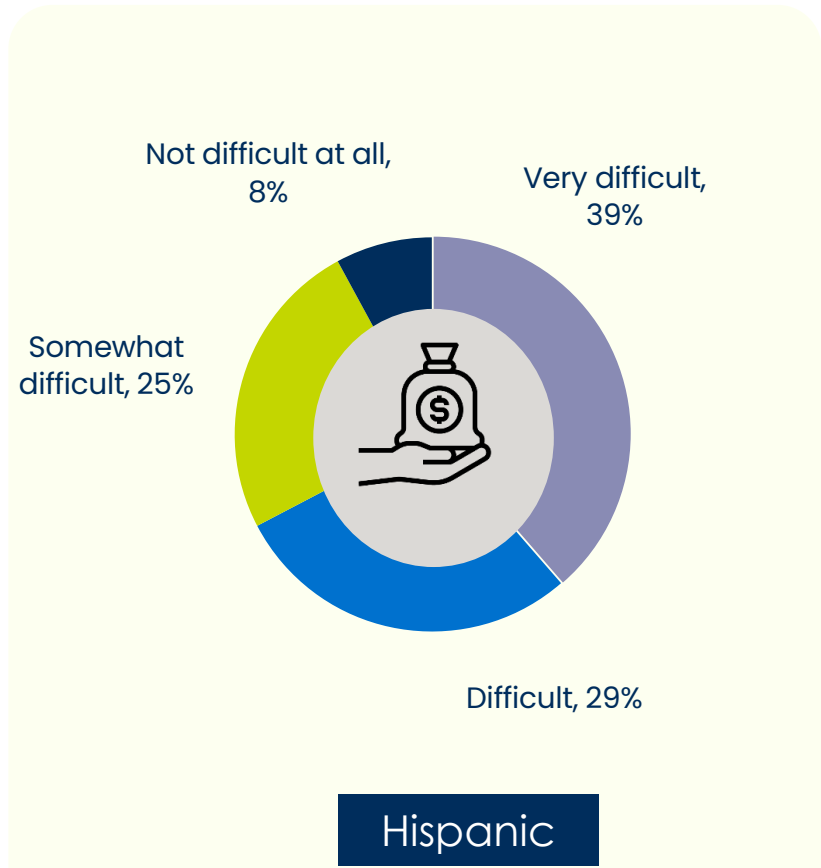
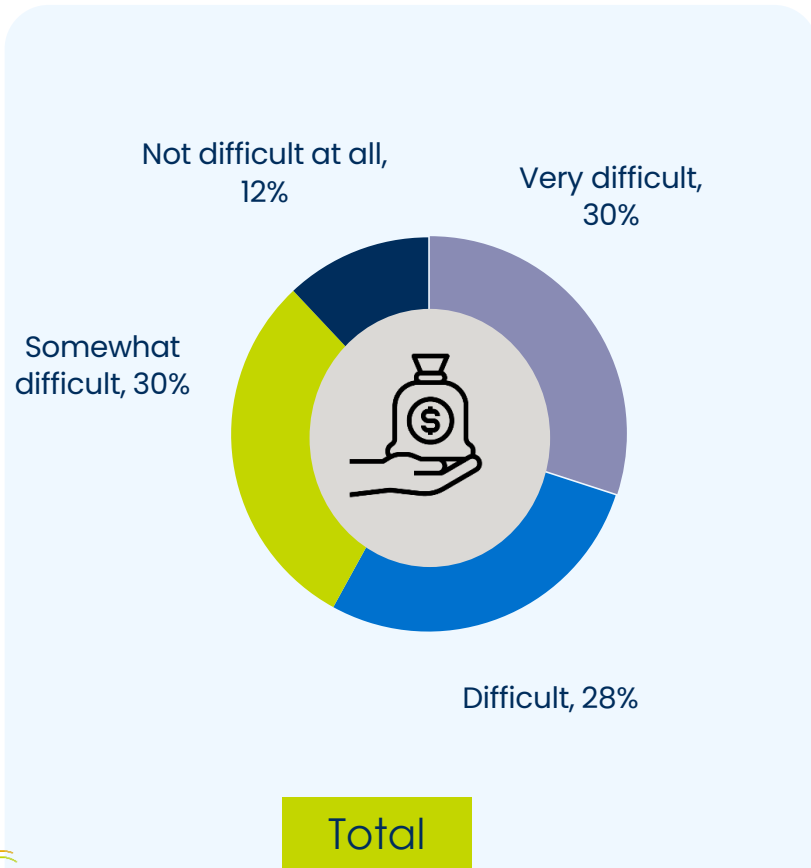


Total



Hispanic

Financing Difficulty



Information Families Want to Know

- The cost
- Account services and paying the tuition bill
- Admission requirements
- Financial aid and scholarships
- Safety precautions
- Updates to my student's academic and financial records
- Academics
- Application process and timeline
- The strength of the academic programs
- Options to finance a college education

Hispanic	Not seen
100%	44%
99%	61%
99%	24%
99%	27%
99%	60%
99%	64%
98%	22%
98%	32%
97%	39%
96%	54%



Information Families Want to Know (continued)

Housing
Community life and activities
Food services and dining
The location
What makes the institution different
The athletic season
Diversity and other demographics

Hispanic	Not seen
94%	44%
92%	41%
91%	60%
91%	44%
91%	38%
84%	65%
78%	55%

Information **Students** Want to Know

- Scholarship and financial aid information
- Campus location, city, and community information
- Cost/Tuition information
- Campus and student life information
- Academic majors/programs list or course catalog
- Housing information
- Additional details about a specific major/program
- General college or university overview
- Campus visit information
- Graduate outcomes and statistics

Hispanic	Total
50%	22%
48%	42%
46%	38%
44%	43%
43%	50%
41%	29%
40%	49%
40%	36%
38%	39%
38%	34%

Students

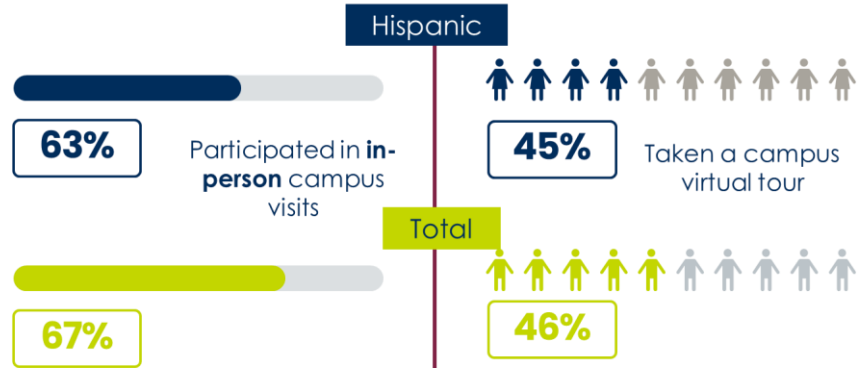


In Person Campus Tours

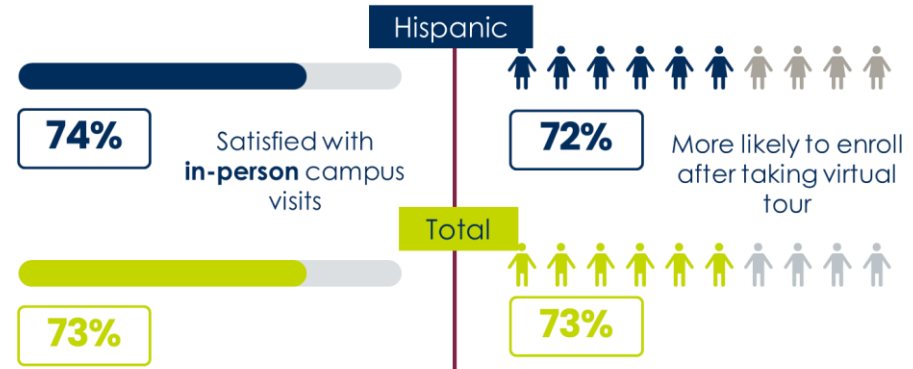


Virtual Campus Tours

Campus Visits



Satisfaction with Campus Visits



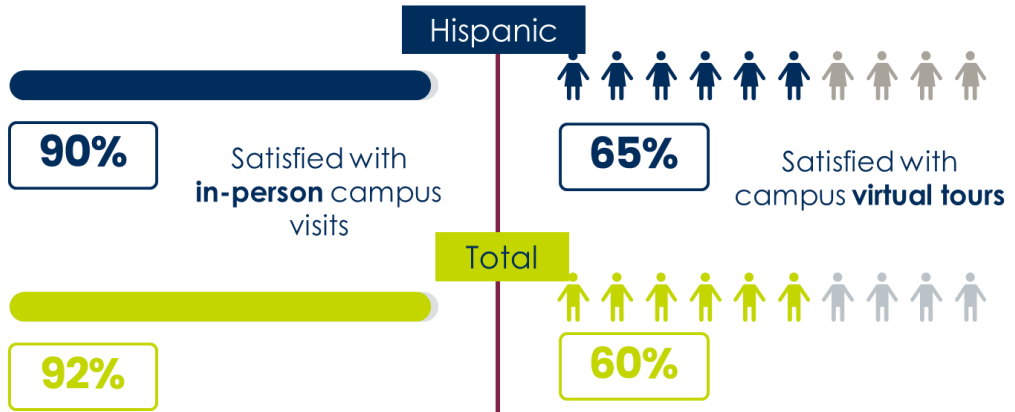
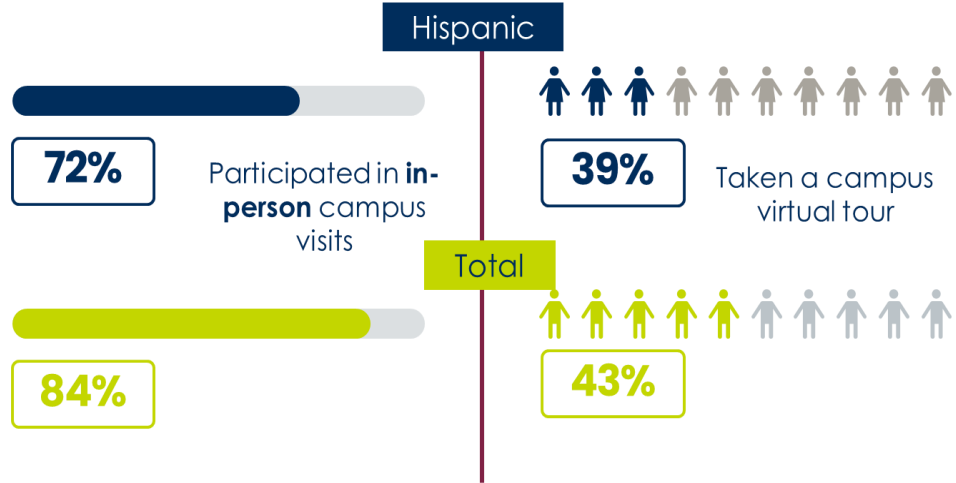
Families



In Person Campus Tours



Virtual Campus Tours



The background is a blue-tinted photograph of a university courtyard. It features a series of stone arches supported by columns in the foreground. In the background, a large, domed building is visible, surrounded by trees and a green lawn. The overall scene is bright but has a cool, blue color cast.

Programs for the Support and Success of Hispanic Students and their Families

Focus Areas

Program Growth & Support

Enhancing current programming that supports families and creation of new programs

Increasing Bilingual Engagement

Specific efforts towards increased bilingual print materials, Spanish speaking staff, and programming offerings

Digital Resource Enhancement

Offering resources to families available 24/7/365

Assessment

Intentional assessment of Early Academic Outreach programming, this was a requested component by ABOR

Staff Support

Professional and student staff support to implement initiatives

Current Programs

The University of Arizona Wildcat Family Welcome Events



CAMPUS MAP - WILDCAT WELCOME

Wildcat Family Resource Fair

August 15th-17th, Bear Down Building, Time TBD

Join us to learn more about The University of Arizona, the campus community, and the many resources available to both you and your student! We understand that oftentimes when a student has a concern or a question, they tend to lean on a family member first for an answer. Discover departments and resources with the goal of providing families a glimpse into their student's life in their "home away from home" and how to help them best succeed.

[More Info Coming Soon!](#)

Wildcat Family Conference

August 18th, Student Union Memorial Center (SUMC), 9am-2:00pm

Parent and Family Programs will be hosting a Wildcat Family Conference on Friday, August 18th from 9am – 2pm. This is a great opportunity for families to learn more about the university campus, meet campus partners, and meet other Wildcat families while their student attends Destination AZ activities. The morning session from 9am – 10 am hosts a welcome panel featuring campus leadership.

[More Info Coming Soon!](#)

Proud Parent Social

August 18th, Arizona Sands Club, 6:00pm

Parents, Family Members, and supporters this is your chance to mix and mingle with other parents, campus leadership, and Parents & Family Association Board Members. The free event will be held on Friday, August 18th at the AZ Sands Club.

[More Info Coming Soon!](#)

Bon Voyage Brunch

August 19th, Bear Down Building, Time TBD

[More Info Coming Soon!](#)

Letters from Home

August 18th, Place and Time TBD

Join us for Letters from Home! PFP utilizes an electronic format, allowing supporters to write a note wherever they are located. This process creates an equitable opportunity for anyone to participate and allows parents/supporters the opportunity to share a message of support to their student!

[More Info Coming Soon!](#)



Communications

We have grown our programming & support to increase access and knowledge about college for Arizona students and their families.



WILDCAT PARENT GUIDE



Admissions

The University of Arizona application is now available! Apply by **May 2**. Students can apply at arizona.edu/apply. There is an application fee but it can be waived, if eligible. Your student will automatically be considered for one of our [merit scholarships](#) after their application is submitted. Once your student is admitted to Arizona, they can secure their spot in their [Next Steps Center](#) by completing the Enrollment Fee and signing up for mandatory [New Student Orientation](#).

Office of Undergraduate Admissions

[Website: admissions.arizona.edu](https://www.arizona.edu/admissions)

Phone: 520-621-3237

Email: admissions@arizona.edu

Find your student's recruiter at bit.ly/FindMyRecruiterAZ or scan QR code:



Financial Aid

The Free Application for Federal Student Aid (FAFSA) opened **October 1!** You and your student will need to create an FSA ID before filling out the FAFSA. Prepare for the FAFSA by gathering financial and tax information. Be sure to include the Arizona school code 001083 on your FAFSA and submit it before our Priority Filing Date of **April 1**. Once your student has been admitted to Arizona, they can access Scholarship Universe and create a profile to explore our scholarship database.

Office of Scholarships & Financial Aid (OSFA)

[Website: financialaid.arizona.edu](https://www.arizona.edu/financialaid)

Phone: 520-621-1858

More ways to contact OSFA: financialaid.arizona.edu/contact

Housing

The Housing application opens on **August 16!** Your student can apply for housing as soon as they are admitted to Arizona via their [My UAHome portal](#). Encourage your student to complete the Housing application, Enrollment Fee, and rent down payment by **May 1** to be eligible to select their housing choice.

Housing & Residential Life

[Website: housing.arizona.edu](https://www.arizona.edu/housing)

Phone: 520-621-6501

Email: housing@arizona.edu

Off-Campus Housing:

[Website: offcampus.arizona.edu](https://www.arizona.edu/offcampus)

Stay Connected

Parent & Family Programs

[Website: ufamily.arizona.edu](https://www.arizona.edu/ufamily)

Phone: 520-621-0884

Email: ufamily@arizona.edu

Visit Arizona

[Website: arizona.edu/visit](https://www.arizona.edu/visit)

Phone: 520-621-3641

Email: visitua@arizona.edu

Campus Safety

UAAlerts & LiveSafe app

[Website: arizona.edu/campus-safety](https://www.arizona.edu/campus-safety)



GUÍA PARA PADRES WILDCATS



Admisiones

¡La aplicación de la Universidad de Arizona ya está disponible! Aplica antes de **mayo 2**. Los estudiantes pueden llenar y enviar su aplicación a través de arizona.edu/apply. Hay una tarifa de aplicación, pero se puede descontar, si es elegible. Su estudiante será considerado automáticamente para una de nuestras becas por mérito después de que ellos envíen la aplicación. Después que su estudiante es admitido a Arizona, puede asegurar su lugar por medio de su Next Steps Center para completar el Enrollment Fee (tarifa de inscripción) y para seleccionar una fecha de New Student Orientation (orientación para nuevos estudiantes) que es obligatorio.

Oficina de Admisiones

[Sitio: admissions.arizona.edu](https://www.arizona.edu/admissions)

Teléfono: 520-621-3237

Email: admissions@arizona.edu

Encuentre el representante de su estudiante en bit.ly/FindMyRecruiterAZ o escanee el código QR:



Ayuda Financiera

¡La Solicitud Gratuita de Ayuda Federal para Estudiantes (FAFSA) se abre **octubre 1!** Usted y su estudiante deberán crear un FSA ID antes de llenar la aplicación de FAFSA. Se puede preparar para llenar la aplicación de FAFSA teniendo la información financiera y fiscal a su alcance. Asegúrese de incluir el código escolar de Arizona 001083 en su FAFSA y envíarlo antes de nuestra fecha de prioridad **abril 1**. Después que su estudiante haya sido admitido a Arizona, puede crear un perfil en Scholarship Universe para explorar nuestra base de datos para becas.

Oficina de Becas y Ayuda Financiera (OSFA)

[Sitio: financialaid.arizona.edu](https://www.arizona.edu/financialaid)

Teléfono: 520-621-1858

Más formas de comunicarse con OSFA: financialaid.arizona.edu/contact

Vivienda

¡La aplicación de Vivienda se abre **agosto 16!** Su estudiante puede aplicar después que sea admitido a Arizona a través de su portal My UAHome. Anime a su estudiante a completar la aplicación de vivienda, el Enrollment Fee (tarifa de inscripción) y depósito inicial de renta antes de **mayo 1** para ser elegible para seleccionar su opción de vivienda.

Vivienda y Vida Residencial

[Sitio: housing.arizona.edu](https://www.arizona.edu/housing)

Teléfono: 520-621-6501

Email: housing@arizona.edu

Vivienda fuera del campus:

[Sitio: offcampus.arizona.edu](https://www.arizona.edu/offcampus)

Manténganse Conectados

Programas Para Padres y Familias

[Sitio: ufamily.arizona.edu](https://www.arizona.edu/ufamily)

Phone: 520-621-0884

Email: ufamily@arizona.edu

Visita Arizona

[Sitio: arizona.edu/visit](https://www.arizona.edu/visit)

Teléfono: 520-621-3641

Email: visitua@arizona.edu

Seguridad del campus

UAAlerts & LiveSafe app

[Sitio: arizona.edu/campus-safety](https://www.arizona.edu/campus-safety)

Communications

Higher Education terminology

WILDCAT VOCABULARY

Regardless of where you are on your Wildcat journey, this list of terms can help you get from application to enrollment.

APPLICATION TERMS:

Application fee: Fee to process a submitted application. Application will not be processed until an application fee or fee waiver has been received.

Application fee waiver: You might qualify to have your application fee waived. You can request the fee waiver on the application under the section titled **Application Fee Waiver**.

Future Wildcat Account: Arizona portal to complete or edit an in progress application and you can check the status of your application.

In progress (IP) coursework: Classes that are currently in progress, and have not been issued a final grade. Must be reported in the Self-Reported Grades section of the application.

Self-reported grades: When completing an application you will be asked to enter your current and past grades.

Supplemental application: An additional application, usually required when applying to a more selective program such as the College of Fine Arts or Honors College. Supplemental applications can be found in your Future Wildcat Account.

FINANCIAL AID TERMS:

Cost of Attendance (COA): Provides you with an idea of annual costs to attend an institution. Costs are estimates based on averages.

Financial aid: Combination of gift aid and self-help aid to help pay for college or career school.

Free Application for Federal Student Aid (FAFSA): Free federal form to apply for financial aid. Available in English and Spanish beginning October 1. Should be filed before our Priority Filing Date - April 1.

Federal Work Study (FWS): A federally subsidized financial aid program that provides part-time jobs for future Wildcats.

Gift Aid: Financial aid that does not need to be paid back such as scholarships and grants. Free Money!

Grants: Financial aid that does not have to be repaid. Grants may be awarded by the federal and/or state governments or an institution.

Loans: Self-help aid that can be used for your education but does require repayment.

Priority Filing Date: Date by which you should submit your FAFSA so you can be evaluated for the most aid possible. Arizona's priority filing date is April 1.

Scholarships: Free money or aid that does not have to be repaid. Scholarships can be based on your grades and personal information.

Self-help aid: Requires a commitment from you to either work or repay loans.

NEWLY ADMITTED TERMS:

Admissions Letter: Official letter in your Future Wildcat Account providing your Arizona admissions decision and may include tuition scholarship information.

Next Steps Center: Online enrollment guide to becoming an official Wildcat. Red Flag items will unlock additional tasks.

Student Identification number (SID) & PIN: Located on your admissions letter and necessary to create your Net ID.

CatMail: Student email service that serves as the official means of communication between you and the university.

Enrollment Fee: You can pay or defer this fee in your Next Steps Center to secure admission and commit to Arizona.

NetID: Arizona student user ID that verifies your identity.

NetID+: Second layer of security that you must enroll in to have access to Arizona online portals.

New Student Orientation: Mandatory program where you'll sign up for classes and connect with advisors for your degree.

ARIZONA PORTALS:

Before you're admitted:

Future Wildcat Account: Access to Arizona application arizona.edu/apply.

FAFSA: Application to determine financial aid eligibility. studentaid.gov

Office of Scholarship & Financial Aid (OSFA): University of Arizona office that assists with scholarship or financial aid questions financialaid.arizona.edu

After you're admitted:

NetID: Create your student ID: (Your SID and PIN will be needed) netid-portal.iam.arizona.edu

NetID+: Enroll in two-factor authentication: netid-plus.arizona.edu

Next Steps Center: Online enrollment checklist once you're admitted: nextsteps.arizona.edu

Handshake: Student employment and FWS opportunities: career.arizona.edu/jobs/handshake

Housing: On-campus housing information housing.arizona.edu

Scholarship Universe: Arizona scholarship database scholarshipuniverse.arizona.edu

UAccess Student Center: Online portal for you to manage your academic affairs and financial aid information: studentcenter.arizona.edu



VOCABULARIO WILDCAT

Esta lista de términos puede ayudarte en tu camino a ser un Wildcat, desde llenar tu aplicación a Arizona hasta el

TÉRMINOS DE LA SOLICITUD:

Application Fee (Cuota de Admisión): Tarifa para procesar tu solicitud. La solicitud no se procesará hasta que se cubra el pago o se haya completado la exención de la cuota de admisión.

Application Fee Waiver (Exención de Cuota de Admisión): Es posible que seas elegible para una exención de cuota de admisión. La exención de la cuota se puede encontrar en la solicitud en la sección titulada **Application Fee Waiver** (exención de cuota de admisión).

Future Wildcat Account (Cuenta Futuro Wildcat): Portal de Arizona donde puedes llenar o editar una solicitud en proceso y puedes revisar el estado de tu solicitud.

Curso de trabajo en progreso: Clases que están actualmente en progreso y no han recibido una calificación final. Deben ser reportadas en la solicitud en la sección titulada **Self-Reported Grades** (calificaciones auto-reportadas).

Self-Reported Grades (Calificaciones Auto-Reportadas): Al llenar una solicitud, se te pedirá que reportes tus calificaciones actuales y pasadas.

Supplemental Application (Solicitud Suplementaria): Una solicitud suplementaria, generalmente requerida cuando un estudiante quiere aplicar a un programa más selectivo, como el College of Fine Arts (Bellas Artes) o Honors College (Colegio de Honores). Las solicitudes suplementarias son requeridas y se pueden encontrar en tu cuenta de Future Wildcat.

TÉRMINOS FINANCIEROS:

Costo de asistencia (COA): Te da una idea de los costos anuales para asistir a la universidad. Los costos se estiman en base a promedios.

Ayuda Financiera: Combinación de becas y auto ayuda financiera para ayudar a pagar la universidad o la carrera profesional

FAFSA: Solicitud gratuita de ayuda federal para estudiantes. Disponible en inglés y español a partir del 1 de octubre. Completa la solicitud antes de nuestra fecha prioritaria: el 1 de marzo.

Trabajo-estudio federal (FWS): Un programa de ayuda financiera subsidiado por el gobierno federal que proporciona trabajos de medio tiempo para futuros Wildcats.

Ayuda Gratuita: Ayuda financiera que no requiere reembolso como becas y subvenciones.

Subvenciones: Las subvenciones es dinero que no requiere reembolso y generalmente son basadas en necesidad financiera.

Préstamos: Autoayuda financiera que se puede usar para tu educación pero que (sí) requiere reembolso.

Fecha de Prioridad: Fecha en la que debes enviar tu FAFSA para ser evaluado y obtener la mayor cantidad de ayuda financiera posible. La fecha prioritaria de Arizona es el 1 de marzo.

Becas: Dinero gratis o ayuda que no se tienen que devolver. Tus calificaciones o información personal pueden ser considerados para obtener becas.

Autoayuda Financiera: Requiere un compromiso de tu parte como trabajar o pagar préstamos.

TÉRMINOS PARA NUEVOS ESTUDIANTES:

Admissions Letter (Carta de Admisión): Carta oficial que se encuentra en tu cuenta de Future Wildcat que muestra la decisión de admisión a Arizona y puede incluir información sobre becas por mérito.

Next Steps Center (Portal de Siguiendo Pasos): Una guía en línea para ayudarte a convertirte en un Wildcat oficial. Las secciones con banderas rojas revelarán instrucciones adicionales después de completar los requisitos.

Número de identificación de estudiante (SID) y PIN: Se encuentra en tu carta de admisión y es necesario para crear tu Net ID.

CatMail: Servicio de correo electrónico para estudiantes que sirve como medio de comunicación oficial entre tú y la universidad.

Enrollment Fee (Tarifa de Inscripción): Puedes pagar o posponer esta tarifa en tu Next Steps Center para asegurar tu lugar y comprometerte a Arizona.

NetID: Identificación del estudiante que se usa para verificar su identidad en Arizona.

NetID+: Una barrera adicional de seguridad en la que debes inscribirte para tener acceso a los portales en línea de Arizona.

New Student Orientation (Orientación para nuevos estudiantes): Un programa obligatorio donde podrás seleccionar tus clases y conectarte con consejeros en tu carrera deseada.

PORTALES DE ARIZONA:

Antes de que seas aceptado/a:

Future Wildcat Account: Acceso a la solicitud de admisión de Arizona: arizona.edu/apply

FAFSA: Solicitud para determinar ayuda financiera: studentaid.gov

Office of Scholarship & Financial Aid (OSFA): Oficina de la Universidad de Arizona que ayuda con preguntas sobre becas o ayuda financiera: financialaid.arizona.edu

Después de que seas admitido/a:

NetID: Crea tu ID de estudiante: (Necesitarás tu SID y PIN): netid-portal.iam.arizona.edu

NetID+: Una barrera adicional de seguridad en el que tienes que inscribirte en: netid-plus.arizona.edu

Next Steps Center: Tu guía en línea para completar después de ser admitido: nextsteps.arizona.edu

Handshake: Oportunidades de empleo para estudiantes y FWS: career.arizona.edu/jobs/handshake

Housing/Residencias: Información de vivienda en el campus: housing.arizona.edu

Scholarship Universe: Portal de becas para estudiantes de Arizona: scholarshipuniverse.arizona.edu

UAccess Student Center: Portal en línea para que administres tus asuntos académicos y la información de ayuda financiera: studentcenter.arizona.edu



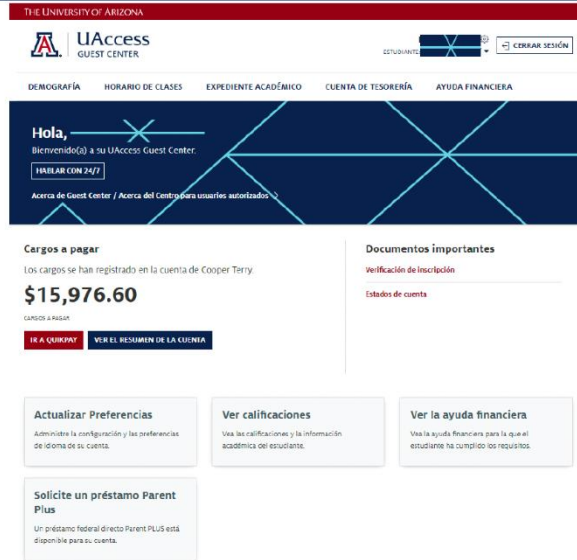
Access

Family Guest access platform re-designed

- English/Spanish option
- Cell phone compatible
- Instructions in English/Spanish
- Support services

Paso 5

Ingresar a Guest Center



The screenshot displays the UAccess Guest Center interface. At the top, it shows 'THE UNIVERSITY OF ARIZONA' and 'UAccess GUEST CENTER'. A navigation menu includes 'DEMOGRAFÍA', 'HORARIO DE CLASES', 'EXPEDIENTE ACADÉMICO', 'CUENTA DE TESORERÍA', and 'AYUDA FINANCIERA'. The main content area features a greeting 'Hola, Bienvenido(a) a tu UAccess Guest Center.' and a 'HABLAR CON 24/7' button. Below this, the 'Cargos a pagar' section shows a balance of '\$15,976.60' with a 'VER EL RESUMEN DE LA CUENTA' button. The 'Documentos importantes' section lists 'Verificación de inscripción' and 'Estados de cuenta'. Three service tiles are visible: 'Actualizar Preferencias', 'Ver calificaciones', and 'Ver la ayuda financiera'. A fourth tile, 'Solicite un préstamo Parent Plus', is partially visible at the bottom.

Usted ha ingresado a Guest Center. Tenga en cuenta que su acceso puede variar según lo que haya permitido el estudiante. La captura de pantalla representa un acceso total.

Increased Funding

UA News
May 2022



UArizona will help more families prepare for college with new state funding

Two grants from Arizona's Technology and Research Initiative Fund will help the university provide college-planning support to more Southern Arizona families, especially those from bilingual and underserved communities.

"We really want to focus on those families, those areas, where language might be a barrier, and they haven't had the opportunity to understand because the information has mainly been in English," Urquidez said. "We want to give support where the support is needed by helping provide the exposure that they might not have access to as early on as they want it."

La UArizona ayudará a más familias a prepararse para la universidad con nuevos fondos estatales

Dos subvenciones del Fondo de Iniciativa Tecnológica y de Investigación de Arizona ayudarán a la universidad a proporcionar apoyo para la planificación universitaria a más familias del sur de Arizona, especialmente a aquellas procedentes de comunidades bilingües y desatendidas.



The background image is a blue-tinted photograph of a university courtyard. It features a series of stone arches supported by columns in the foreground. In the background, there is a large, ornate building with a central dome and a spire. The courtyard is filled with greenery, including trees and bushes. The overall scene is bright and clear, suggesting a sunny day.

Best Practices to Engage Hispanic Families

Outreach & Recruitment

- Engage in proactive and inclusive recruitment practices
 - Hispanic students/families may have less access to college planning information
- Consider earlier AND later communication
 - 10th Graders have the highest searched to inquiry rate of more than 12.5%
 - NRP example
- Hispanic students searched by RNL have a higher app complete (93%) and admit rate (83%) than Hispanic students who were not searched
- Engage families in the admissions process

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

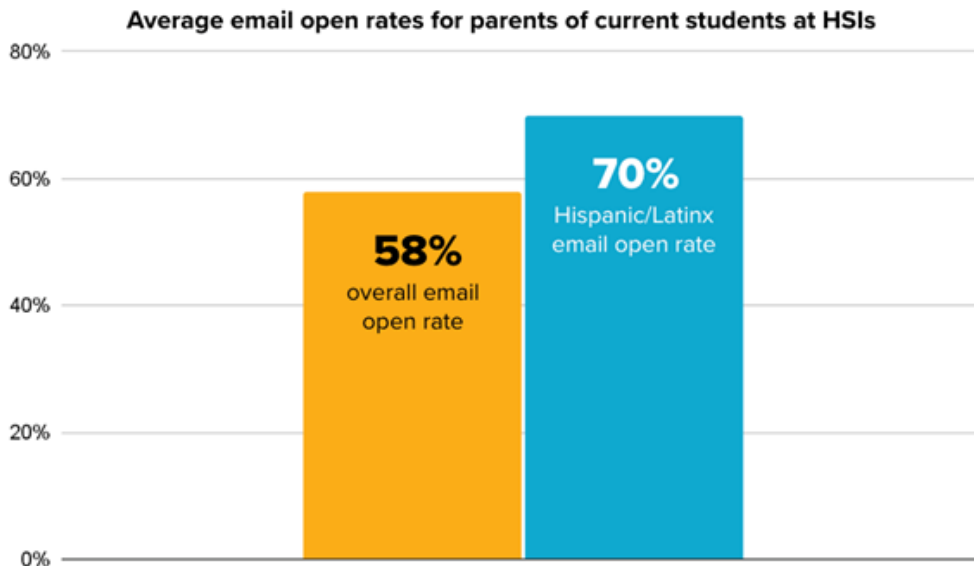
48% ↑ for American Indian/Alaska Native Students

**Who Receive Outreach via Search*

Parent Engagement

Engage parents/families using their preferred channels:

- Email (91%)
- Direct mail
- Text message
- Web/online content/parent portal



CampusESP engagement data from 16 HSIs (2023)

Parent Engagement & Bilingual Examples



Oficina de Admisiones

- Requisitos de Admisiones
- Estudiantes de Primer Año & Estudiantes Transferidos Requisitos
- Cursos Requeridos
- Fuerza de Currículo
- Desempeño Académico
- Resultados de Exámenes



Oficina de Ayuda Financiera y Becas

- Tipos de ayuda financiera
- Pasos para hacer la solicitud (FAFSA)
- La Oficina de Becas
- Preguntas Frecuentes (FAQ)



Servicios de Vivienda y Comedor Universidad

- Beneficios de vivir en el campus
- Preguntas Frecuentes



We look forward to hearing from you!

Melissa Garcez
(210)760-6892

Queridas Familias,

¡La primavera está aquí y en UTSA estamos en pleno apogeo! Le invitamos a conectarse con nosotros y hacer cualquier pregunta que tenga con respecto a las oportunidades educativas de su estudiante.

En el boletín de este mes encontrará información sobre cómo obtener más información sobre las oportunidades de prácticas para estudiantes universitarios, ferias de recursos educativos, recursos comunitarios y eventos de participación familiar.

Esperamos con interés escuchar de usted.

Melissa Garcez
(210)760-6892

Traducción realizada con la versión gratuita del traductor www.DeepL.com/Translator



Bilingual Content

95%



Percent of viewers who retain information after watching a video vs. 10% when reading it in text.

Identify key pieces of information that should be available to parents/families in English and Spanish

Determine most effective channel for content and intended audience

- Cost, Financial Aid & Paying for College
- Safety
- Admissions documents covering requirements, deadlines & visit information

Bilingual Content

Financial Aid Information related to cost, scholarships and paying for college is often filled with confusing jargon!

- 70% of award letters do not explain difference between grants, scholarships, and loans
- More than one-third of award letters do not include cost information for students to calculate cost of attendance.
- 50% of award letters do not provide action steps



RNL Personal Financial Aid Videos powered by Allied Pixel

Build Community & Connections

Students indicate that they use campus websites, social media, and texts or live messages with admissions counselors as their primary sources for college planning

Resources Used by Students for College Planning

Hispanic students are more likely to use

- The college's or university's website
- Social media posts
- Texts or live messages from admissions counselors
- Phone calls from admissions counselors

Hispanic students are more likely to find useful

- Virtual tours or virtual reality experiences
- Results from financial aid or scholarship calculator
- Emails from a particular school
- Printed brochures about the school
- Texts or live messages from admissions counselors
- Videos of campus, classrooms, students, and residence halls



RNL, Gigg, ModernCampus, StudentBridge, & Plexuss (2023). 2023 High School E-expectations. Ruffalo Noel Levitz

Digital Student Engagement powered by ZeeMee helps students make friends and find community throughout the enrollment process through peer engagement.



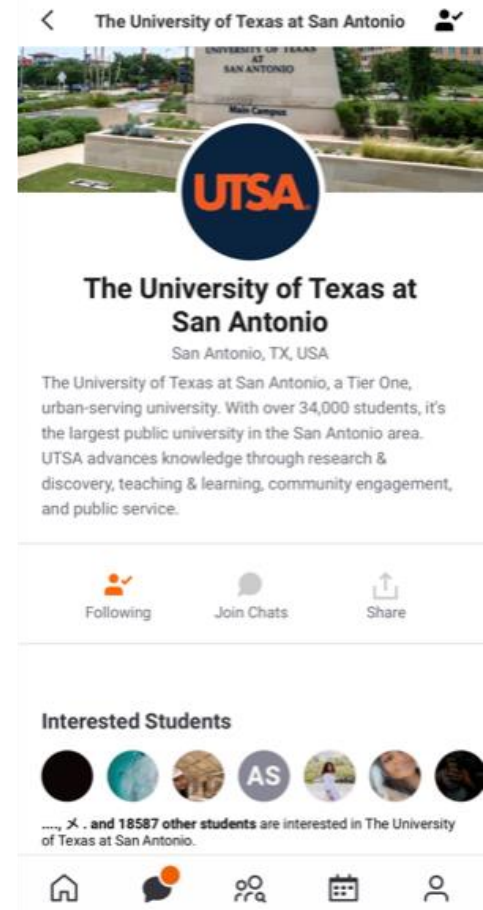
Build Community

ZeeMee has more than 1.4 million active users across 173 countries:

- 70% of ZeeMee users self-identify as non-White
- Of those, 17% identify as Hispanic/Latino

ZeeMee offers spaces for the Hispanic/Latino community to connect:

- LatinX Student Forum (1,681 members and 242 messages in 2023 so far)
- Spanish Practice (1,863 and 723 messages in 2023 so far) Social ZeeMee chats
- Campus partners also host Hispanic/LatinX chat channels for students in their community



Stay in touch!

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Download the 2023 Prospective Family Engagement Study



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