Path to College Success: Strategies for Recruiting & Retaining Latino Students

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**Trends**

**Hispanic Population in the U.S.**
(Actual and Projected - in millions)

![Graph showing the Hispanic population growth from 1960 to 2050.](image)


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**College Enrollment of 18- to 24-Year-Olds, 2010-2011**
*(in thousands)*

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>Change</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>12,213</td>
<td>12,570</td>
<td>357</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1,814</td>
<td>2,079</td>
<td>265</td>
<td>15%</td>
</tr>
<tr>
<td>White</td>
<td>7,663</td>
<td>7,802</td>
<td>219</td>
<td>3%</td>
</tr>
<tr>
<td>Black</td>
<td>1,692</td>
<td>1,639</td>
<td>-53</td>
<td>-3%</td>
</tr>
<tr>
<td>Asian</td>
<td>811</td>
<td>748</td>
<td>-63</td>
<td>-8%</td>
</tr>
</tbody>
</table>

*Notes: "Whites" includes only non-Hispanic whites. The figures above refer to the white-, black- and Asian-alone populations. College enrollment refers to persons enrolled in a two-year college or a four-year college or university. It also includes those enrolled at private and public colleges and universities.*

*Source: Pew Hispanic Center analysis of the October 2010 and 2011 Current Population Surveys*

*PEW RESEARCH CENTER*
Graduation Rates

Number of Hispanics Earning Associate and Bachelor’s Degrees, 1977-2010
(Thousands)

Notes: 1997 and 1981 data excludes some cases for which race/ethnicity was not available. Degree-granting institutions are those that grant associate or higher degrees and participate in Title IV federal financial aid programs.


PEW RESEARCH CENTER
Latino New Freshmen Recruitment and Admission Yields at UIC (Fall 2003 – 2012)

<table>
<thead>
<tr>
<th>Year</th>
<th>Apply</th>
<th>Admit</th>
<th>Deny/Cancel</th>
<th>Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>2,126</td>
<td>1,077</td>
<td>979</td>
<td>488</td>
</tr>
<tr>
<td>2004</td>
<td>2,223</td>
<td>1,188</td>
<td>974</td>
<td>503</td>
</tr>
<tr>
<td>2005</td>
<td>2,401</td>
<td>1,301</td>
<td>1,051</td>
<td>558</td>
</tr>
<tr>
<td>2006</td>
<td>2,275</td>
<td>1,175</td>
<td>1,100</td>
<td>476</td>
</tr>
<tr>
<td>2007</td>
<td>2,388</td>
<td>1,300</td>
<td>1,088</td>
<td>596</td>
</tr>
<tr>
<td>2008</td>
<td>2,668</td>
<td>1,436</td>
<td>1,231</td>
<td>587</td>
</tr>
<tr>
<td>2009</td>
<td>3,044</td>
<td>1,692</td>
<td>1,350</td>
<td>696</td>
</tr>
<tr>
<td>2010</td>
<td>3,640</td>
<td>1,893</td>
<td>1,746</td>
<td>737</td>
</tr>
<tr>
<td>2011</td>
<td>3,992</td>
<td>2,056</td>
<td>1,925</td>
<td>833</td>
</tr>
<tr>
<td>2012</td>
<td>4,429</td>
<td>2,324</td>
<td>2,103</td>
<td>951</td>
</tr>
</tbody>
</table>
I can vividly remember the day I first stepped foot on the University of Texas-Pan American campus to begin my dissertation research on first-generation Mexican-American college students. Classes had just started and Spirit Week was in full swing. As I walked around campus, my senses went into overdrive. Students were excitedly walking to class, chatting in groups, and lounging around the campus. I could not put my finger on the overwhelming sense of excitement or comfort I felt. And then it suddenly hit me: Almost every student who passed by looked like me and was speaking Spanish. I was home.
Holistic Approach
A Model Program

Retention

Advocacy

Admissions

Recruitment
Community

The Resurrection Project

Pilsen Neighbors

Gads Hill

Erie Neighborhood House

ASPIRA Inc. of Illinois
Recruitment

- High schools, city and suburban colleges, community organizations (e.g. Aspira, LNESC etc.)

- Community outreach (e.g. tours, preview days, telecounseling)

- Latino targeted or organized events (New Futuro, educational agencies, etc.)
Admissions

- Family and individual admissions counseling for prospective students
- Financial aid planning
- Family orientations English/Spanish
- Alternative Criteria for College Admissions
Supplemental Instruction

- Math
- Science
- English
Midterm Grade Review

Grades:
- A+
- A
- B+
- B
- C+
Resource/Survival Guides

http://icirr.org/content/undocumented-students-guide-college-illinois


http://www.edexcelencia.org/initiatives/EAF/Roadmap
Research Opportunities

Undergraduate Student Research Opportunities

- LARES ASP
  Academic Skills Program

- SROP
  Summer Research Opportunities Program

- UPPF
  Urban Public Policy Fellows Program

Presentation Opportunities

- ILACHE
  Illinois Latino Council on Higher Education Conference

- IALHEA
  Illinois African American & Latino Higher Education Alliance
Graduate Student Opportunities

LCUA
Latino Committee on University Affairs

UPPF
Urban Public Policy Fellows Program

CCSL
Chancellors Committee on the Status of Latinos

RCOLCC
Rafael Contreras-Ortiz Latino Cultural Center

STEP
Summer Transition & Enrichment Program

LALS
Latin American and Latino Studies Program

LaHSEP
Latino Health Science Enrichment Program
Role Models

Sonia María Sotomayor

Dolores Huerta

Jose Hernandez

Luís Alberto Urrea

Ricardo Estrada
Connecting the Dots

College Life

Latino Student Organizations

Community Events

Familia
University/College Support

Chancellor’s Committee on the Status of Latinos

Latino Committee on University Affairs

Undocumented Student Taskforce

Latino Graduate Student Recognition Dinner
Conferences

National

College Board’s Preparate Conference

State Educational Organizations

ILACHE

State Legislative Organizations

ILLCF
Latino Issues

Repository of Resources for Undocumented Students
Alejandra Rincon


Deferred Action for Childhood Arrivals

http://www.dhs.gov/deferred-action-childhood-arrivals
Thank You

Questions?