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## First in My 'Familia' College Day: Increasing College Access among Latino/a Students.

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# First in My Familia College Day:

## Increasing college access among Latino/a Students.

Adriana Cardoso Reyes

Western Michigan University-College Assistance Migrant Program

### Summary of Need

Increasing college enrollment among Latino/a students has to be a collaboration between schools, community members and institutions of higher education. The identification of and targeted supports of these students is crucial to assure that a pipeline is created between K-12 programs and institutions of higher education.

Providing foundational information on college preparation, access and retention in higher education to parents and students assists in this process.

### Latino/a Educational Pipeline Breakdown

- In 2011-12, Latinos represented 24% of K-12 students enrolled in the United States (*Excelencia in Education*, 2015).
- Hispanics' high school dropout rates have decreased, but still remain higher than other groups. Between 2003-12, Hispanic status dropout rate decreased by nearly half (from 24% to 13%). However, it remains higher than that of African Americans (8%) and Whites (4%) (*Excelencia in Education*, 2015).
- Latino/a college enrollment is affected by lack of access to financial capital and Latinos perception of financial capital (Oseguera and Rodriguez, 2015).
- 15% of Latino/a between the ages of 25 and 64 have a college degree, compared to 22% for Blacks and 41% for White (Pew Research Center, 2016).
- 51% of Latino/a students compared with 43% of all beginning college students start their post secondary education in community colleges (Nunez, Hoover, Pickett, Stuart-Carruthers and Vazquez, 2013).



### Program Objectives

- **Develop K-12 partnerships with local schools that have a Latino population**
- **Engage Latino students on campus with peers, staff and faculty**

### Programming

- Financial Aid Literacy Workshops
- Career Exploration
- Social Interaction opportunities
- Building College Awareness
- Developing Academic Identity
- High School GPA/ ACT/SAT Information
- Bilingual Sessions for Parents on Financial Aid, College Awareness

### Engagement Activities

- Campus Scavenger Hunts
- Group Icebreakers before sessions
- Group work during sessions
- Opportunity for networking with peers, students and University faculty and staff
- University and Community resource fair

### Outreach Activities

- Send invitations to Migrant Education programs inviting former and current students that are in 9-12<sup>th</sup> grade.
- Send invitations to high school counselor, college access advisors of information on college day for all students in 9-12<sup>th</sup> grade.
- Send information out through the Migrant Resource Councils to share information with their families.
- Send invitations to Latino alumni.
- Post information through Facebook and social media accounts.
- Send information to Latino serving organizations
- Send information to local, state and national organizations that support Latino Educational advancement.

### Partnerships Needed

- Migrant Education Programs
- High schools with large Latino enrollment
- Latino Serving Organizations
- Migrant Resource Councils
- Churches
- Soccer Leagues and sport clubs
- Admissions Office
- First Year Experience Office
- Office of Financial Aid
- Office of Residence Life
- Student Activities and Leadership programs
- Office of Pre-College Programming
- College Going Support Programs (TRIO-FESP, TRIO SSS)
- Academic Colleges
- Office of Academic Success Programs



### Funding Needs

Funding will be required to accommodate a large number of local high school students, parents and K-12 staff on campus. As a result, the following items should be considered:

- Transportation to and from University campuses
- Food and Refreshments
- Raffles and Prizes
- Materials and brochures for outreach, workshop topics
- Rental of facilities
- Bilingual (Spanish) student staff

### Next Steps

- Identify key institutional partners to began discussion of need.
- Develop a conference committee
- Identify and connect with internal and external partners to discuss departmental and organizational supports
- Identify a potential date for the college day
- Set a program budget
- Develop outreach materials (brochures, posters, social media communication)
- Identify workshop topics and speakers
- Identify engagement activities and facilitators



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