

Reaching Latinx Students

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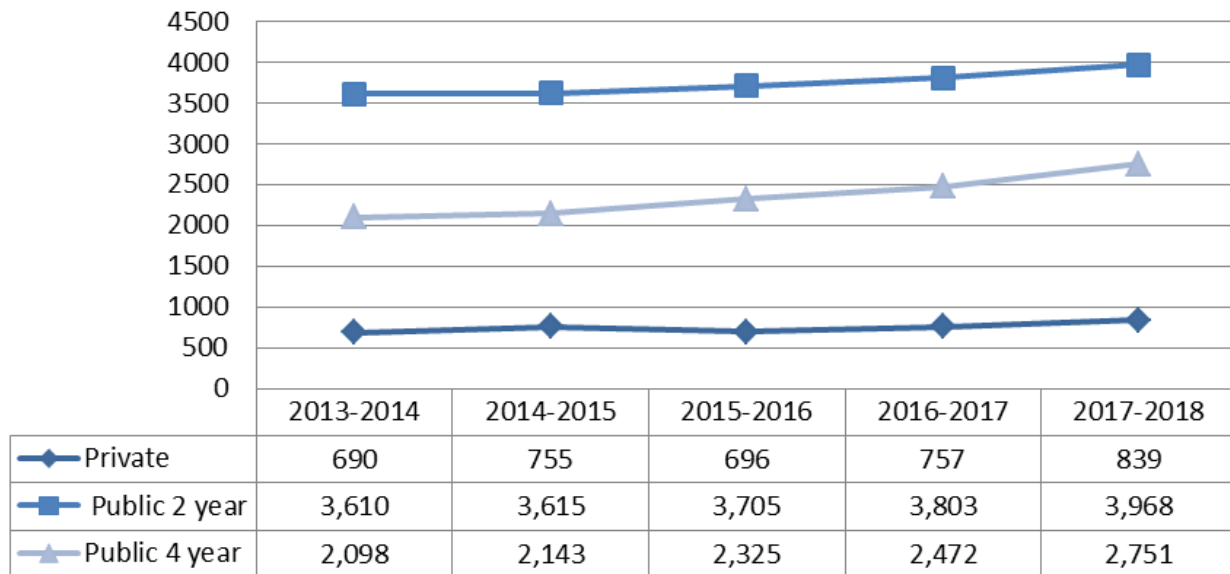
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Introductions



Freshmen Enrollment Data for Latino Students



E12NR: Fall Headcount by Domicile/Race-Ethnicity of New Undergraduates. State Council of Higher Education for Virginia. http://research.schev.edu/enrollment/E12NR_Report.asp

Enrollment Data for the Graduating Class 2015

Graduation Rate Type:
Four Year Rate
Division: ALL, School: ALL

These reports provide the best available estimates and are based on data VDOE obtained from the National Student Clearinghouse.

Virginia Department of Education
https://p1pe.doe.virginia.gov/postsec_public/postsec.do?dowhat=LOAD_REPORT_C11

	Total number of students in the cohort earning a federally Recognized high school Diploma	Students who enrolled in any Institution of Higher Education (IHE) within 16 months of earning a federally recognized high school diploma	
	Number	Number	Percentage
ALL Students	80025	57580	72%
Latino Students	8077	5221	65%
White	45759	33749	74%
Black	17167	11282	66%
Asian	5267	4592	87%
Native American/Native Hawaiian	368	238	65%
2 or More	3387	2498	74%



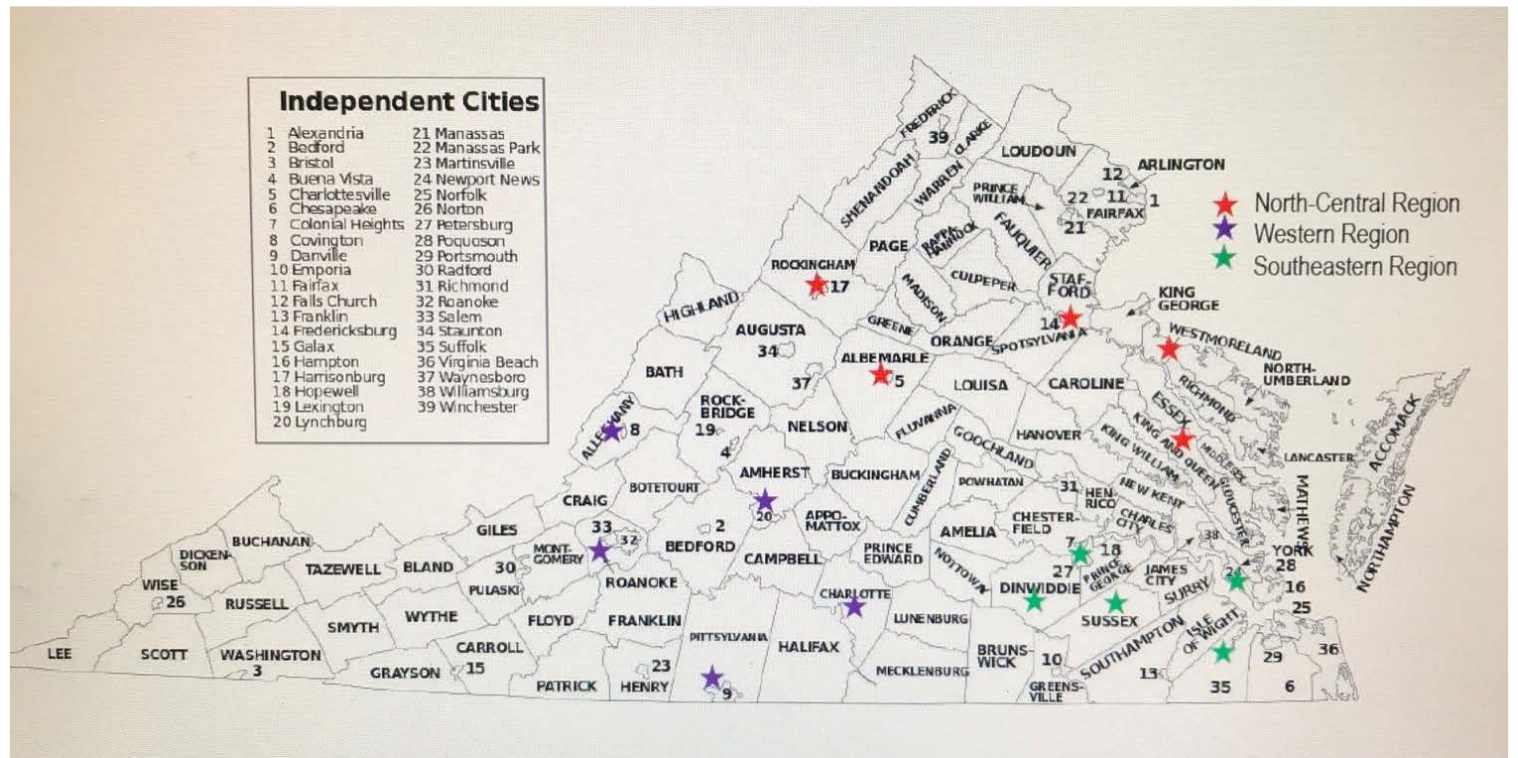
Where are Latino Students Going?

Higher Ed. Institutions	Hispanic Students total	Hispanic Instate Students	All Student Total	Percentage of Hispanic Student	Percentages of Instate Hispanic Student
Total Private, Non-Profit, Four-year Institutions First-time in College	839	333	13,413	6.2%	2.5%
Total Public Four-year Institutions First-time in College	2,751	2,238	35,500	7.7%	6.3%
Total Public Two-Year Institutions First-time in College	3,968	3,585	27,682	14.3 %	13%
Grand Total, All reporting Institutions First-time in College	7,558	6,156	76,595	9.8 %	7.7%

E12R: Fall Headcount by Domicile/Race-Ethnicity of New Undergraduate. State Council of Higher Education for Virginia http://research.schev.edu/enrollment/E12R_Report.asp



Gear Up Virginia Schools

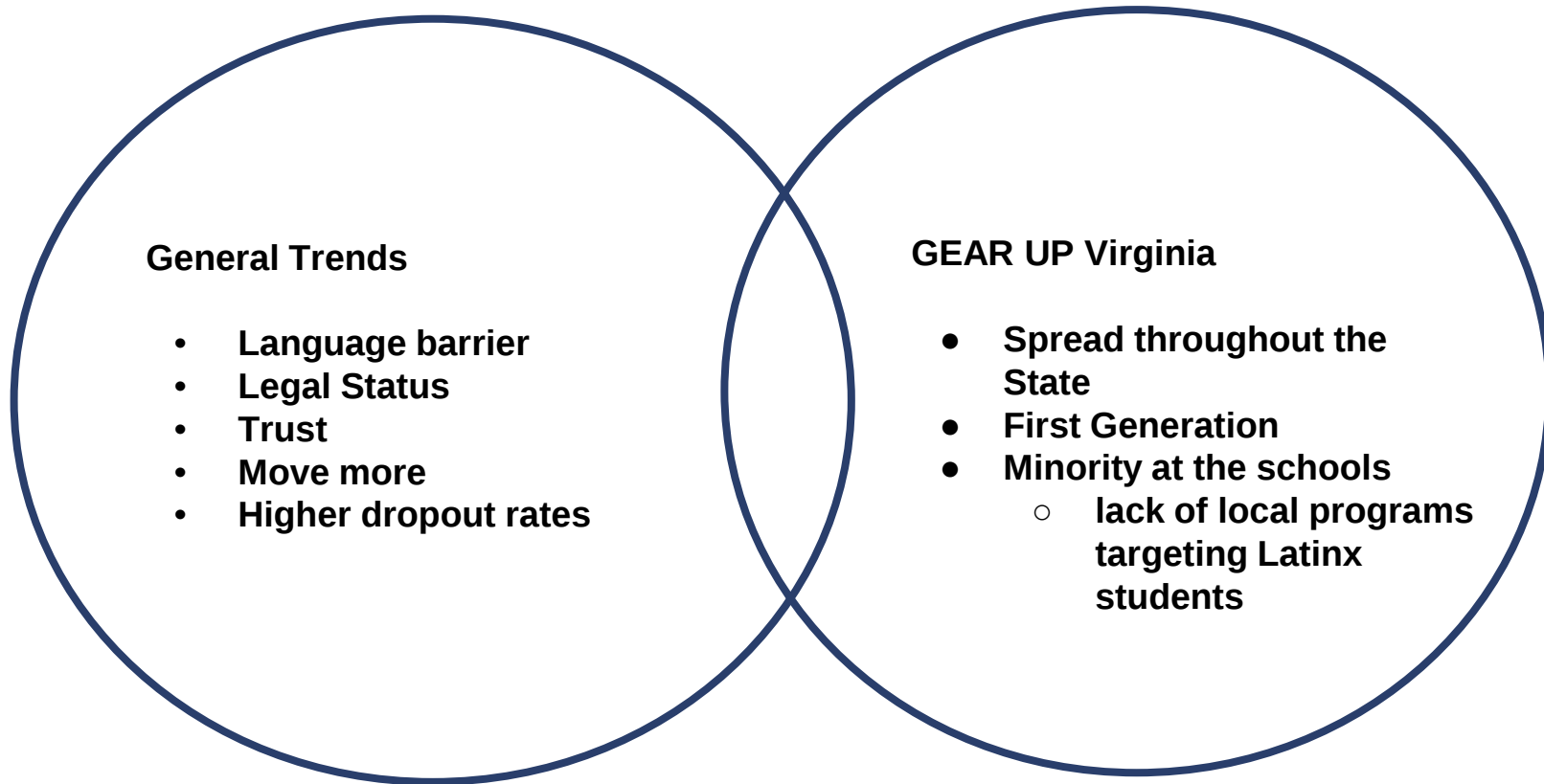


Divisions	Number of students
Harrisonburg City (1)	114
Newport News City (6)	82
Roanoke City (2)	71
Danville City(1)	34
Charlottesville City(1)	21
Lynchburg City (2)	18
Westmoreland County (1)	14
Dinwiddie County (1)	13
Fredericksburg City (1)	13
Petersburg City(1)	4
King and Queen County (1)	2
Covington City (1)	1
Sussex County (1)	1
Charlotte County (1)	0
Suffolk County (2)	0

Latino students spread throughout state.

As we look at the top 3 divisions, each division is very different: Rural, urban, and suburban.

What are some challenges in reaching out to Latinx Student in Virginia?



What are some strengths in the Latinx Community?

[Word Cloud](#)

Partnerships

- Partnerships work best when it benefits all the parties involved.
- Partnerships with statewide organizations
 - Virginia Foundation of Independent Colleges
- Partnerships with Latinx Organizations
 - Virginia Latino Higher Education Network (VALHEN)

VALHEN

The Virginia Latino Higher Education Network works to improve access and retention for Latino students, to increase the numbers of Latino faculty and staff, and to create campus climates which are nurturing and culturally sensitive.



VALHEN

- 3 Main Programs:
 - VALHEN Scholarships:
 - Applications due December 15
 - Encuentro:
 - One day annual conference
 - March 14, 2019

Hispanic College Institute

- “At the Hispanic College Institute, approximately 150 Hispanic high school students come together on the campus of Virginia Tech in this four-day, three-night pre-college empowerment program where they will learn to overcome both real and perceived barriers to college access.”- valhen.org
- Free for the students, including transportation to the
- Partnerships with Virginia Tech, NASA, and others
- Run through volunteers
- HCI Alumni return to camp as mentors and familia leads.

Hispanic College Institute



Latinx College Visits

- GEAR UP Class of 2012

Q: What GEAR UP activity most influenced your decision to go to college?

A: College campus visits

Latinx Youth Conference @ Mary Baldwin University

37 students
total

3/22/16

Time	Session Title	Room	Participants
8:30-9 am	Set up	Francis	MBC Students
9-9:15 am	Dean's Remarks	Francis	Everyone
9:15-9:45 am	Welcome Reception	Francis	Everyone
9:50 -10:40 am	Master Class: Science. Dr. Ruiz-Haas	Francis	Students
9:50 -10:40 am	Current Student Panel (Spanish)	PSC 301	Parents
10:45 - 11:15 am	The Admissions Process	Francis	Students
10:45 -11:15 am	Los estudios universitarios y las finanzas	The Nuthouse	Parents
11:30 am - 12:15 pm	Campus Tour	MBC including a dorm	Everyone
12:15 -1:30 pm	LUNCH	Hunt Dining Hall	Everyone
1:40 - 2:10 pm	Financial Aid Session	Francis	Students
1:40 - 2:10 pm	El proceso de admisión a la universidad	The Nuthouse	Parents
2:20 - 3:30 pm	Student Panel and Wrap Up	Hunt West	Everyone

Virginia Commonwealth University

Participating School Divisions:

- Newport News
- Fredericksburg

48 students total



**What are
students'
perception of
attending an
independent
liberal art
college/
university?**

Word Cloud



What is the VFIC?

- The Virginia Foundation for Independent Colleges is a statewide not-for-profit organization that raises money to support 15 leading independent colleges and universities in Virginia.
- Works with the corporate, private, and foundation sector to raise money for scholarships and programming at VFIC schools.
- Founded in 1952.
- Headquartered in Richmond, Virginia.

VFIC Member School Snapshot



- Smaller enrollment
 - Ranges between 350-4000 students
- Primarily residential colleges/universities
- Liberal arts colleges/universities
 - STEM programming
- Focus on a more personalized educational experience
- Undergraduate research
- Study abroad and internships



VFIC Schools



- Bridgewater College
- Emory & Henry College
- Hampden-Sydney College
- Hollins University
- Mary Baldwin University
- Marymount University
- Randolph College
- Randolph-Macon College
- Roanoke College
- Shenandoah University
- Sweet Briar College
- University of Lynchburg
- University of Richmond
- Virginia Wesleyan University
- Washington and Lee University

VFIC Schools Locations



- | | | |
|----------------------------|---------------------------|-----------------------------------|
| 1. Bridgewater College | 6. Marymount University | 11. Sweet Briar College |
| 2. Emory & Henry College | 7. Randolph College | 12. University of Lynchburg |
| 3. Hampden-Sydney College | 8. Randolph-Macon College | 13. University of Richmond |
| 4. Hollins University | 9. Roanoke College | 14. Virginia Wesleyan University |
| 5. Mary Baldwin University | 10. Shenandoah University | 15. Washington and Lee University |

VFIC Impact on Higher Education



- Schools throughout Virginia
- 28,887 students served through undergraduate, graduate, and first professional programs
- Over \$419 million distributed to undergraduate students through institutional and endowment aid
- 27% of undergraduate students graduated with a STEM-H degree
- 65% of undergraduate students eligible for need-based aid
- 28% of undergraduate students receive a PELL grant



VFIC Scholarships



- The VFIC distributes scholarships to its member colleges/universities on an annual basis. The schools distribute scholarships to students based on the criteria given by the VFIC.
- In 2018:
 - \$1,398 - average scholarship award.
 - 502 scholarships were awarded
 - 43 scholarship programs through the VFIC



Multicultural & Inclusivity at VFIC Schools



- 26% undergraduate students are ethnically diverse (average of all VFIC schools in 2016-2017)
- All VFIC schools have resources for multicultural students and students from underserved populations
- Centers for multicultural and inclusivity
- Mentoring programs
- Special events on campus
- Clubs, groups, and social groups



Multicultural Contacts at VFIC Schools



Bridgewater College

Robert G. Bryant
Director of Multicultural Services
rbryant@bridgewater.edu

Emory & Henry College

Patricia Gonzalez
Director of Inclusion & Diversity
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Hampden-Sydney College

Alexander (Alex) Abbott
Area Coordinator for Programming, Diversity, & Inclusion
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Hollins University

Jeri Suarez
Associate Dean, Cultural & Community Engagement
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Mary Baldwin University

Andrea Cornett Scott
Associate Vice President for Inclusive Excellence
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Marymount University

Vernon Williams
Multicultural Services Officer
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Randolph College

Hermina Hendricks
Multi-Cultural Student Services Director
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Randolph-Macon College

Alicia Elms
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Roanoke College

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Shenandoah University

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Multicultural Program Director
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Sweet Briar College

Marcia Thom-Kaley
Dean of Students
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University of Lynchburg

Annette Stadtherr
Director, Multicultural Services
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University of Richmond

Tinina (Tina) Cade
Associate Vice President, Student Development, Director of Multicultural Affairs
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Virginia Wesleyan University

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Washington and Lee University

Crasha Townsend
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VFIC Campus Tour Program



- This program is made possible through a grant from the Council of Independent Colleges, and VFIC supporters.
- 3-year program that started in 2017.
- The goal of this grant program is to highlight the opportunities available at VFIC schools to the Latinx community.
- Similar programs done with groups that work with first generation and underserved communities students.
- GEARUP Partnership started through VALHEN



VFIC Tour Grant Information



- The following items are covered thru a VFIC campus tour grant:
 - Cost of bus rental to and from the VFIC college campus.
 - Lunch for all students and chaperones on the trip at the campus dining hall.
 - Up to \$100 for snacks and water for each tour.
- The following information is needed from the high school group:
 - High school(s) taking part in the campus tour
 - Group leader name and contact information
 - Email
 - Work phone number
 - Cell phone number (for contact on day of the event)
 - Number of students in the group
 - Student grade level(s)
 - School day time frame
 - Name of chaperones attending



VFIC Tour Grant Information, continued



- **Date Selection for Campus Tour**

- A VFIC staff liaison will help arrange a campus tour at your selected VFIC college/university.
- The date of the campus tour will be chosen from a preselected group of dates that is provided from the high school group.
- Once available dates are provided by the high school group, the VFIC staff liaison will work with the selected college/university admissions and multi-cultural staff (if available) to finalize a date and time for the group to visit the college/university.

- **Transportation**

- Once a date is finalized, the high school group will contract with a rental bus company to provide roundtrip transportation from the high school to the campus.
- The high school group is responsible for acquiring the bus contract and signing it.
- The VFIC will provide a check for the bus once we have a completed contract to send with the check.
- The group will send in the check and contract.



Typical Campus Tour Program Day



- Each VFIC school will differ on how they handle campus tours and information sessions.
- Generally, the campus tour starts with an information session, followed by a campus tour, and ends with lunch in the dining hall.
- The tour, information session, and lunch will take about 3-3.5 hours. This does not include travel time to and from the campus.
- Post Event Survey - To be completed at the end of the tour to get feedback on the student's experience.



Campus Tour Best Practices



- See if faculty, staff, or students of Latinx background can be included in the campus tour program.
- Communicate to the college/university if you will need a Spanish speaking translator for your group. Not all schools have this ability but some may be able to assist with finding a translator.
- If space allows, encourage students' parents to attend the tour.
- Make sure to ask if students can be photographed.
- Having some handout materials in Spanish is helpful for students who may have Spanish speaking family members.



It's not just a Latinx thing

Some of these ideas can be applied to other minority groups.

Partnering with organizations that already have a mission to reach out to particular groups opens up opportunities while establishing credibility with the groups.

Always plan a head to make sure the students feel welcome from the campus and ensure they are getting what they need.

Thank you!

Questions?

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