

Hispanic Enrollment in Ohio Higher Education and Examples of Best Practices to Recruit and Retain Hispanic Students

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Educators and Community Helping Hispanics Onward ECHHO



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**ECHHO Quarterly Meeting - Friday, December 14 - ODJFS
Columbus, OH**

**Video Conferencing is available upon request. RSVP -
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ECHHO recognizes the need for Hispanics in the state of Ohio and surrounding states to further their education. Therefore, ECHHO is fully committed to working in coordinated efforts with parents, high school/vocational center counselors, administrators, social service representatives and other post secondary institutions and community organizations. Through these coordinated efforts, ECHHO will utilize its resources to provide pertinent information about higher education to Hispanic students at elementary, junior high and high school levels.

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Educators and Community Helping Hispanics Onward (ECHHO) was founded in 1983 by Dr. Rolando Andrade at Bowling Green State University. Its original purpose was to establish a network of Ohio Hispanic educators in higher education to address issues concerning Hispanics. In 1985, membership representation included persons in administration and admission offices in higher education. Today, ECHHO has expanded its membership to include professionals and community members who are committed to the advancement of Hispanics in higher education.

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Applications are available at end of the presentation

Or Visit:

WWW.ECHHO.ORG

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Latinos In Ohio

Maria Sanchez
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An overview of the population

Population of Latino in Ohio: 354,674

Median age: 24.8 (compared to 41 years for Whites)

Median income (16 & older): \$33,178

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Latinos & Education

The Ohio Latino population is the fastest growing ethnic group in the state. Reflecting national patterns, Latinos in Ohio lag behind non-Latinos in terms of educational attainment. Cultural, social, and economic factors present barriers to college and put pressure on Latinos to enter the workforce instead of pursuing higher education.

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Latinos & Education

- Hispanics are the largest minority group in the public education system with more than 1 in 5 students in the nation's elementary, middle, and high schools.
- Only about half of Hispanic students earn a high school diploma on time, putting Hispanics at the bottom in terms of education attainment overall.
- In Ohio, the number of Hispanic children is growing much faster than any other group. There are currently some 50,000 Hispanics enrolled in Ohio's public schools.
- In 2008, only 43% of Ohio Hispanics graduated high school. Hispanic educational attainment lags behind the Ohio population as a whole, mirroring national trends.

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Latinos & Education

The economic impact of Hispanic education trends is significant. According to the Alliance for Excellent Education, if just half of Ohio's 2010 dropouts had graduated, they would likely have generated:

- \$450 million in increased home sales and \$20 million in increased annual auto sales
- 1,400 new jobs and a \$236 million increase in the gross state product
- \$18 million in increased annual state tax revenue

The costs of high school dropouts are amplified because the fastest-growing, high-wage jobs will require at least some post-secondary education. If Ohio's high schools were to graduate all students ready for college, the Alliance predicts that the state could save as much as \$189 million in college remediation costs and lost earnings.

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Latinos & Education

- According to the Ohio Department of Education, there is a gap between Latinos and non Latinos in terms of post secondary education, with only 21 percent of Latinos achieving a postsecondary degree compared to 31% for their non-Latino counterparts.
- Only 11% of the nation's Latinos hold a college degree, compared to 29% of whites and 25% of other non-Latinos.
- Latinos do value education and they understand the importance of a college degree for getting ahead. However, cultural, social, and economic factors present barriers to college and put pressure on Latinos to enter the workforce instead.

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Best Practices when helping Hispanic/Latino students getting TO and THROUGH college

Dean Altstaetter

Member of ECHHO

Ohio Northern University

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Hispanic or Latino?

What's the difference?

- Race, Region, or Language Spoken
 - Latino – Countries under Roman rule
 - Hispanic – Countries under Spanish rule
-
- In the U.S. the two terms are typically used interchangeably.

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Best Practices

- Resources
- Communication
- Recruitment Strategies
- Students to Target
- Yield Strategies
- Retention Strategies

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Best Practices: Resources

- ECHHO Fairs
- Community Centers in Latino Neighborhoods
- National Hispanic Council Fairs
- High Schools with Large Latino populations

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Best Practices: Communication

- Postcards
- Facebook, twitter, social networks
- Email
- Text messaging
- Phone Calls from bilingual student or professional staff member
- Bilingual print, electronic, and verbal communication that targets parents

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Best Practices: Recruitment

- Meet and involve the family in the process
- Meet them where they are (schools, community centers and organizations)
- Be sensitive to language differences
- Realize the differences in Latino ethnic groups
- Families need assurance that their son or daughter will be safe and looked after
- Cultural connection to others on campus is important

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Best Practices: Recruitment

- Parents of first generation Latino college students often speak limited English and may be intimidated by the application and financial aid process
- Family often has limited experience in the college search process
- People and time matter
- A person-to-person connection is critical and your sincere attention is imperative
- Latino recruitment should be included in overall recruitment strategy, not just an afterthought

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Best Practices: Students to Target

- Desire post-secondary enrollment
- Demonstrate ability to persist and be successful
- Good grades in college prep classes
- Involved in their community
- Value diversity and appreciate their heritage
- Demonstrate English Language Proficiency

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Best Practices: Yield

- Personalized visits to campus
- Overnight visit, attend class, meet professors
- See and interact with other Latinos in student body and staff

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Best Practices: Retention

- Facilitate a “home away from home” experience
- Facilitate relationship building with Latino faculty and staff
- Encourage Latino student groups like LSU, WSU
- Peer to peer mentoring
- Academic support (tutors, writing center...)

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Best Practices

Questions or comments?

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