College Admissions en Español

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Overview

Introduction

Spanish programming

  College, high school, and collaboration efforts of both

How did we get started?

What are potential challenges you foresee as you tackle Spanish programming?

Call to action and continuing this work
Introduction

Why is Spanish programming important to our work?

Preliminary data suggests that approximately 5% of Common Application users (920,000) selected Spanish as their first language or the language spoken at home.

Beyond prospective students - the importance of family

A community-approach to create best practices

On-going community effort

Hope to take beyond this presentation

No need to reinvent the wheel each time a resource is needed
Examples of Spanish Programming - College Side
Event Details

Date: November 14, 2016
Time: 6:00 - 9:00 pm

Location: Fruitland High School
501 Iowa Avenue
Fruitland, ID 83909

Schedule

6:00 - 6:30 p.m.
Arrival & Check-in

*Dinner will be provided for all who attend

6:30 p.m.
Official Welcome

6:45 p.m.
Sessions

- Admissions: In-person help to complete the University of Idaho Admission Application
- Financial Aid: Receive assistance to complete your Free Application for Federal Student Aid (FAFSA)
- Parents: Learn about the University of Idaho including information about admissions, financial aid, housing, services on campus, student involvement, campus life, scholarship information, and College Assistant Migrant Program (CAMP). This session will be offered both in Spanish and English

8:15 - 8:30 p.m.
Closing

8:30 - 9:00 p.m.
- Deferred Action for Childhood Arrivals (DACA): Meet individually with a UI staff member
- One-on-One meetings to help answer any questions or concerns
Advertising
Radio Ads- Spanish
Flyers- Bilingual
Postcards- Bilingual
Phone calls - 3,500
Phone calls day off
High School Visits
Social Media- Connectors
AVANZA Video
Alumni
Vandal Multicultural Connectors

Spanish Tour Guides

High School Visits
Examples of Spanish Programming - High School Side

● Collaborative Efforts vs. Duplicating your College Counseling Program
  ○ Spanish presentations in the *barrio*
    ■ Community Resources: Public Library, YMCA, local churches
  ○ Neighboring High Schools
    ■ Themed presentations/workshops, Speakers’ Series, Financial Aid
  ○ Resources within your school community:
    ■ Spanish Language Department: teachers; class projects; service opportunities
    ■ Parent Association
    ■ Latino Parent Association
    ■ Your Local University
      ● Admissions, Student Affairs, Language Department
    ■ Your Local College Access Community Based Organization (CBO)
      ● But don’t drain their resources!
Examples of Spanish Programming - Collaboration Efforts

Case Study Program

Bay Area Case Study program offering Spanish language option at every program site

Partnered with schools to translate all Case Study materials

  Designed to look identical to English version of Case Study materials

Need to cover college admission basics before launching into the actual case study program

Financial aid or personal questions always come up and derail conversation

  Doesn’t allow for full case study program to play out as designed

No official Common App forms in Spanish or uniform terminology about college admission in Spanish anywhere

  Started from scratch with every document

Families are very receptive and eager to learn this information
Examples of Spanish Programming
Examples of Spanish Programming
Where do I start?

1. Ganas

2. Con quién hablas
   -nationality, education level, parent/child dynamics, etc.

3. Entice them
   -opportunity for diversity, inclusivity

4. Build your toolbox
   -Google Drive, Facebook group
4. a) Be a resource
Where do I start?

5. Se creativ@!
   -think on your feet, be flexible

6. Act purposefully
   -connect your organization’s goals with the community’s

7. Document your impact

8. Repeat!
Expect Challenges

Why might your institution be opposed to offering Spanish programming?

What if only a small percentage of your student community prefers information in Spanish?

Addressing *el elefante*:

  What if my department doesn’t have a person who speaks Spanish to lead these efforts?

  What if the Spanish speaking person in my department doesn’t want to lead these efforts?
Resources & Call to Action

Continue the conversation online!

‘College Admission en Español’ on Facebook or at collegeadmissionsespanol.wordpress.com

Join Latino/Hispanic Special Interest Group mailing list through NACAC

Email Julio Mata (julio.mata@miamioh.edu) if you have resources to share with each other or with additional questions.

Be a part of ongoing projects and discussions
Thank you & let’s stay in touch

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