Student Diversity Efforts

John Kinkella, Dean of Student Services
Lupe Ramirez, Assistant to the Dean/Latino Outreach Coordinator
Our Present and Future Students:

<table>
<thead>
<tr>
<th>College Demographics:</th>
<th>Carson School District Demographics:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0%</td>
<td>African-American 0.65%</td>
</tr>
<tr>
<td>3.0%</td>
<td>American Indian 2.31%</td>
</tr>
<tr>
<td>2.0%</td>
<td>Asian 1.70%</td>
</tr>
<tr>
<td>18%</td>
<td>Hispanic 40.77%</td>
</tr>
<tr>
<td>68%</td>
<td>White 51.23%</td>
</tr>
</tbody>
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Source: 2012-2013 District Accountability Summary Report
Goals

1. **Access**: Increase the percentage of underrepresented students attending WNC

2. **Student Success**:
   - Course Completion
   - Fall to Spring Persistence
   - Fall to Fall Persistence
   - Degree Attainment
College Access and Success Efforts for Underrepresented Students

Modeled on Best Practices from the Hispanic Association of Colleges and Universities

Elements of this model:

• Intensive
• Intrusive
• Family Oriented
• High Touch
Access Efforts at the Elementary Schools

• Provide strategies on pathways to college at Latino dominant schools during the Parent University Day.

• College students share tips with the parents on what helped them prepare for college.
Access Efforts at the High Schools

- Students from the Latino Cohort Program share their college experience with high school students at the College and Career Day
- College staff answer questions from prospective students
Community Outreach

• Conduct presentations at local religious organizations to increase awareness of the programs available at WNC for Latinos.

• Distribute publicity in English and Spanish for the parents.
Community Outreach

• Present to the freshman and sophomore students enrolled in religious programs

• Inform them about career opportunities available after high school
ACCESS DATA: Yearly Increase of Latinos at WNC

1999 = 6%
2010 = 13%
2011 = 15%
2012 = 16%
2013 = 17%
2014 = 18%

Source: WNC Institutional Research
Implementation of the Cohort

- In 2010, the Latino Cohort Program was established to provide support to first-generation Latinos.

- The objective of the program is to enhance course completion, re-enrollment and degree attainment.
Recruiting from Bridge to Success

• The students are invited to participate in the cohort after they have completed the BTS process

• Available to students who enroll in minimum 12 credits
Parent Information Night

Student responsibilities
• Attendance
• Course work
• Time management

Parent responsibilities
• Support
• Financial
• Emotional
• High expectations

College responsibilities
• Coaching
• Administrative Support
Parent-Student Conferences

Barriers to Degree Completion

• Work
  o Immediate vs. delayed gratification
  o Limited time for homework

• Personality
  o Lack of motivation
  o Lack of confidence

• Focus on the Family
  o Responsibilities
  o Starting a family early
Peer Academic Coach

• **Initial intake interview during the summer**
  - Establish Trust (get to know the student)
  - Create a study schedule
  - Set up weekly meeting
  - Review the “Key to Success” list
    - FAFSA processed
    - Review enrollment
    - Purchase books on time

• **Ongoing support throughout the semester**
  - Individual weekly meetings
    - Adhere to the syllabus
    - Address any concerns with assignments
    - Prepare for exams
  - Promote resources available on campus
  - Tutoring in English and Math
Transition to College Orientation

Highlights:

• Bilingual keynote speaker addresses overcoming the barriers to higher education
• Cohort Coordinator emphasizes the role of the student, the parents and the college
• Successful former cohort students share their experiences with the program
Transition to College Orientation
Team-Building Activities

- Encourage student engagement
- Celebrate academic success as a team
UNR Tour

• The staff from the Diversity Cultural Center welcomes our students to UNR
• Provide exposure to the University to encourage transfer
Baccalaureate Awards Dinner

- Students celebrate their tremendous accomplishment with their parents
- Changing the culture among Latinas
Results: Degree Completion
Retention Data - Fall to Spring:

Percentage Rate:

• 2010 = 100%
• 2011 = 94%
• 2012 = 85%
• 2013 = 86%
• 2014 = 95%

Source: WNC Institutional Research
Course Completion

• New Latino Students Not In the Latino Cohort = 60%

• New Latino Cohort Students = 83%

*Data based on 2010 academic year*
Latino Cohort Data

- **New Latino Students:**
  - Average G.P.A. – 2.45

- **New Latino Cohort Students:**
  - Average G.P.A. – 2.80
Latino Cohort Graduation Rate

- 2010 Latino Cohort = 50%
- 2011 Latino Cohort = 42%

- 2010 WNC Overall = 22%
- 2011 WNC Overall = 22%

Source: WNC Institutional Research
Student Panel

- Frankie Perez – 2010 Latino Cohort
- Maria Diaz – 2012 Latino Cohort