


Hispanic College Search: How and Why it is Different

Don Munce
President
NRCCUA

Antonio (Toni) Tijerino
President and CEO
Hispanic Heritage
Foundation

Tony Reveles
College Counselor
Bell High School
Bell, California




*Creating
a brighter future
for America's youth,
with integrity...*

NRCCUA[®]

Today's Topics

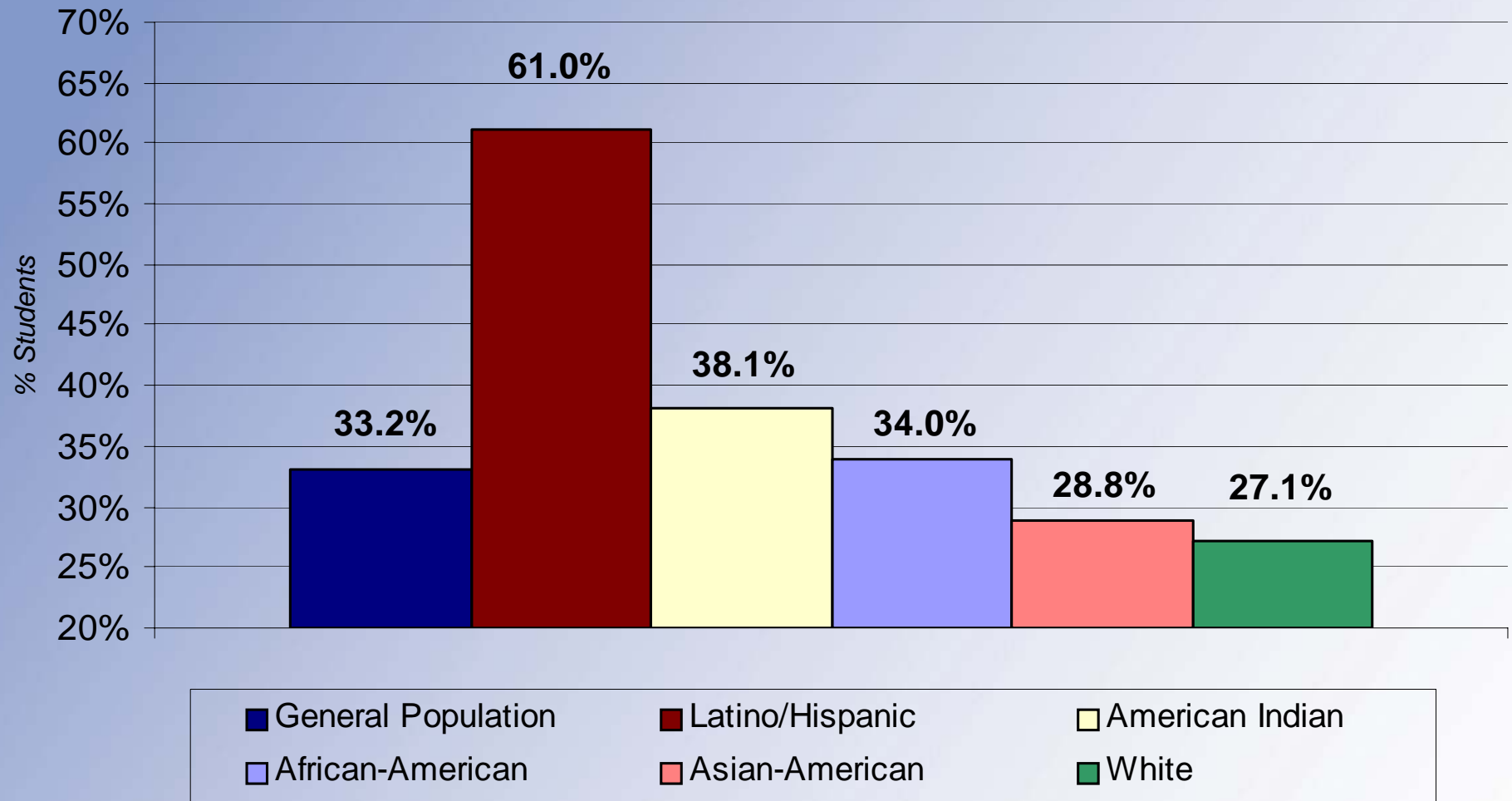
- Methodology and Participation
- Research Objectives
- Research Findings
- Impact of the Findings
- Suggested Strategies



*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]


High School Students who Report First Generation Status Breakdown by Ethnicity



1,077,292 students surveyed 2006-07

Methodology and Participation

- The methodology uses data from two different studies.
 - College Choice Process Phase I
 - College Choice Process Phase II
- Phase II attempts to answer additional questions raised by analysis of Phase I.




*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

College Choice Process Phase I

- Surveys sent out continuously during the year
- Surveys completed almost every day of the year
- All graduating years are included
- Over 61,800 completed surveys as of July 10, 2006
- National distribution
- All ethnic groups, income levels, etc. are included




*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

College Choice Process Phase II

- Surveys sent out continuously since March 1, 2007 and ongoing
- Surveys completed almost every day of the year
- All graduating years are included
- Over 10,807 completed surveys as of August 31, 2007
- National distribution
- All ethnic groups, income levels, etc. are included




*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

Research Objectives

- Identify what Hispanic students are doing as part of their college search process and when it occurs.
- Identify areas where Hispanic students require different strategies to assist them in their search process.



*Creating
a brighter future
for America's youth,
with integrity...*

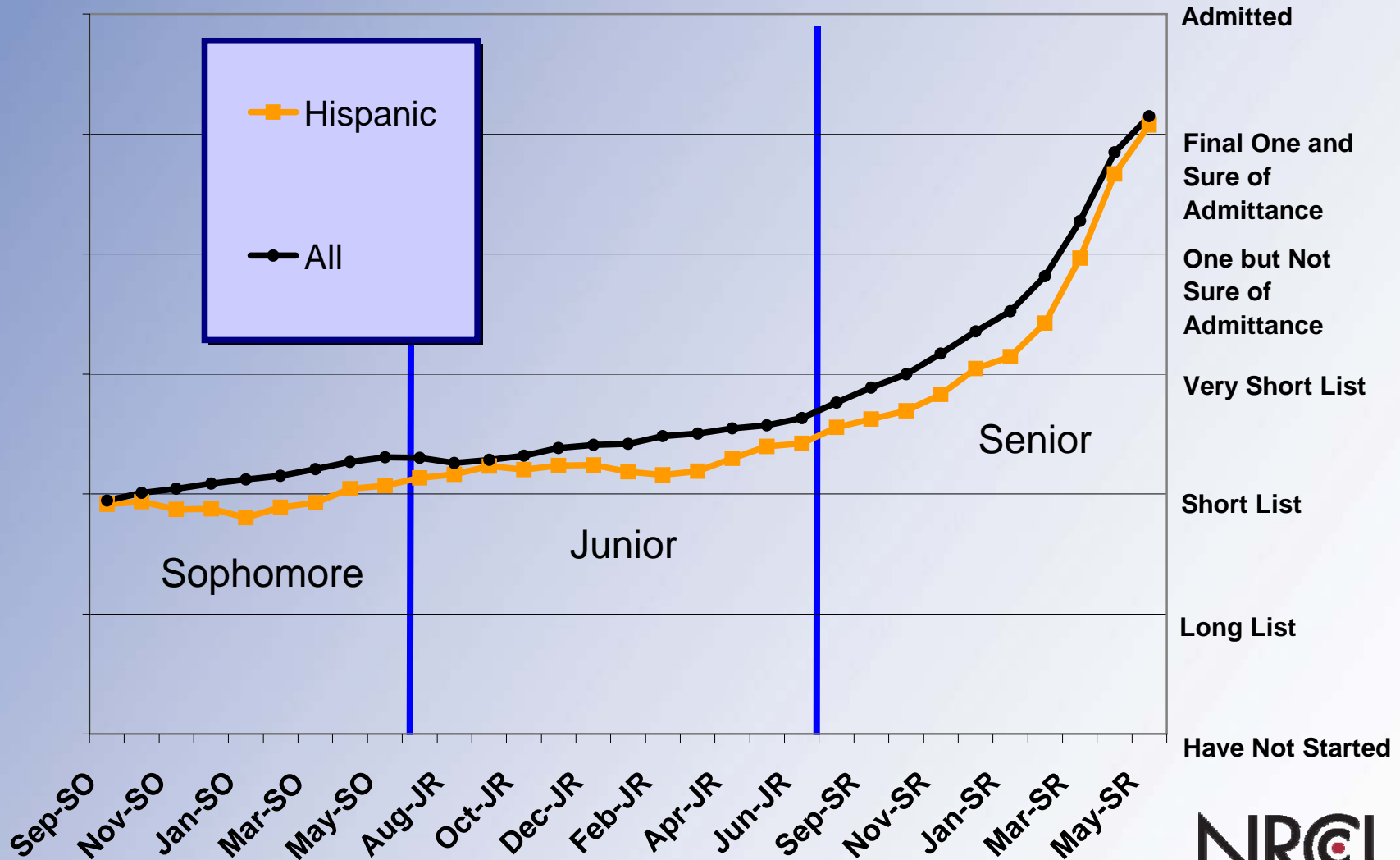
NRCUA[®]

On average, when does a Hispanic student reach each of the following stages and is the process different from other groups?

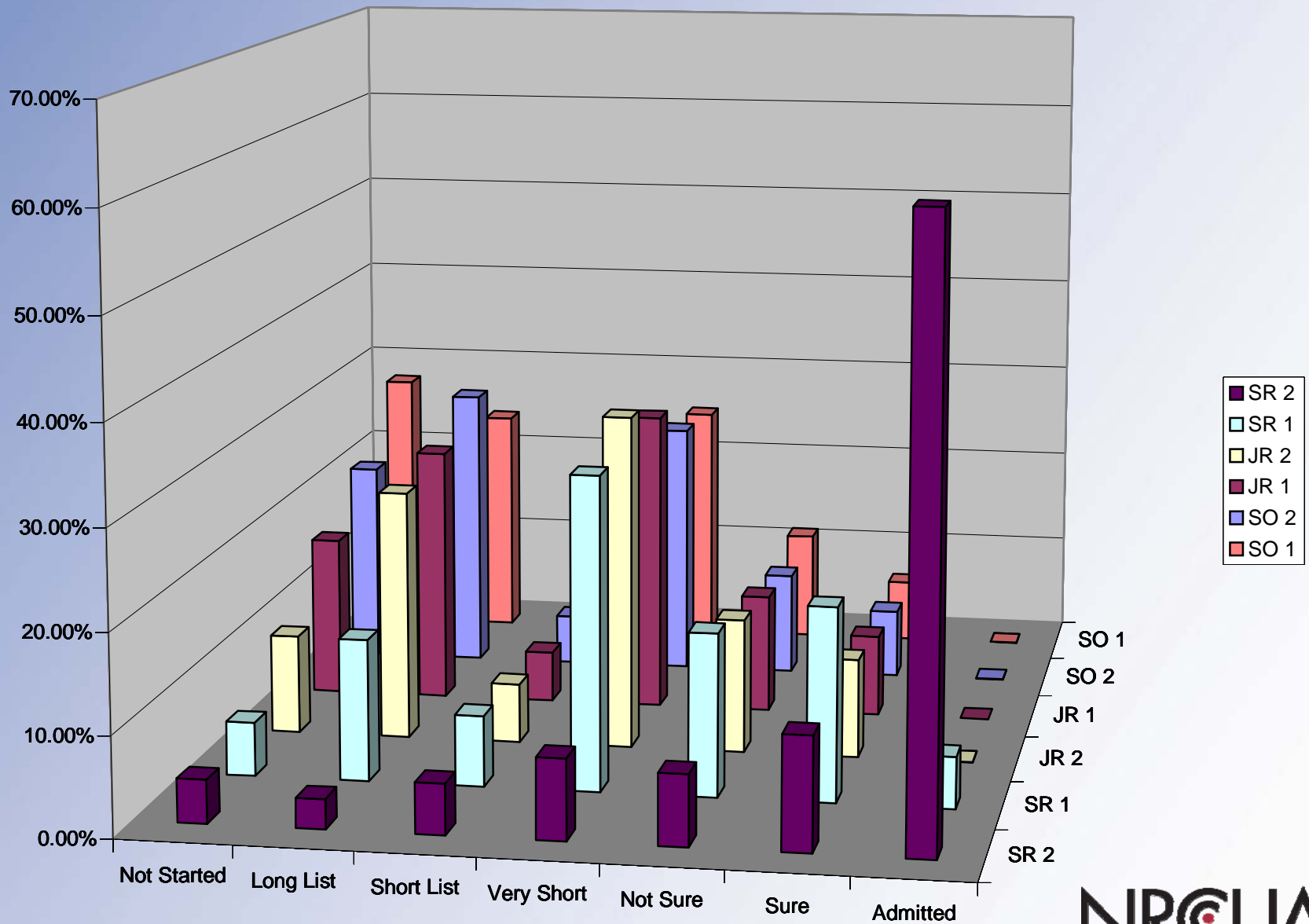
- I know exactly where I want to go and I've already been admitted.
- I know exactly where I want to go and I'm certain I'll be admitted.
- I know exactly where I want to go, but I'm not certain I'll be admitted.
- I have my college selections down to a "very short list" of the final two I am considering.
- I have my college selections down to a "short list" of the final three or four I am considering.
- I have my college selections down to a "long list" of five or more colleges I am considering.
- I haven't begun my college selection process.

NRCUA[®]

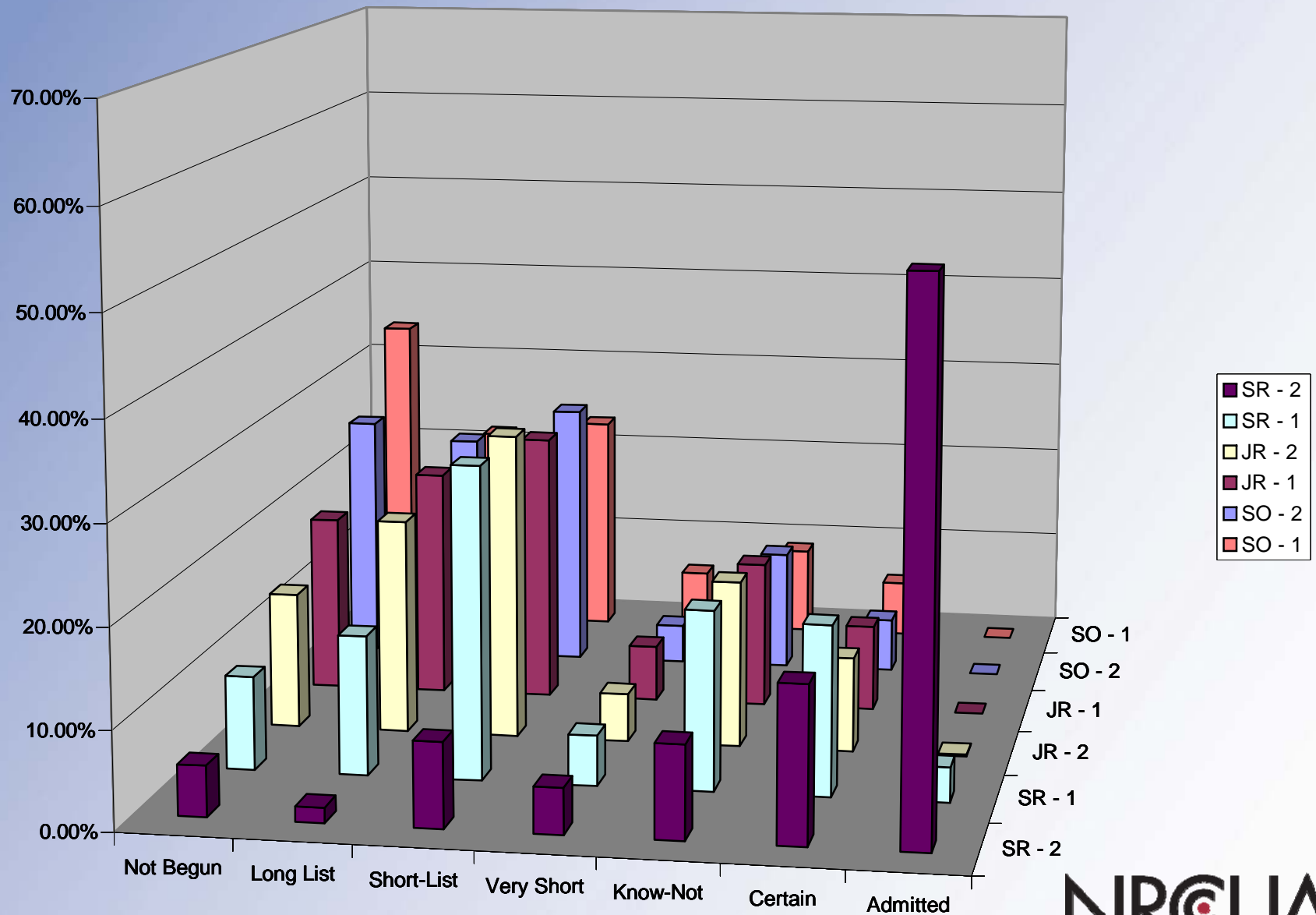
Hispanic College Choice Process



All Students – Self Reported College Search Progress




Hispanic Students – Self Reported College Search Progress



Questions Raised

- Does the list of colleges under consideration change over time or does it only get smaller?
- Is the stability of the choice list for Hispanic students different from the population as a whole?




*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

New Questions in Phase II

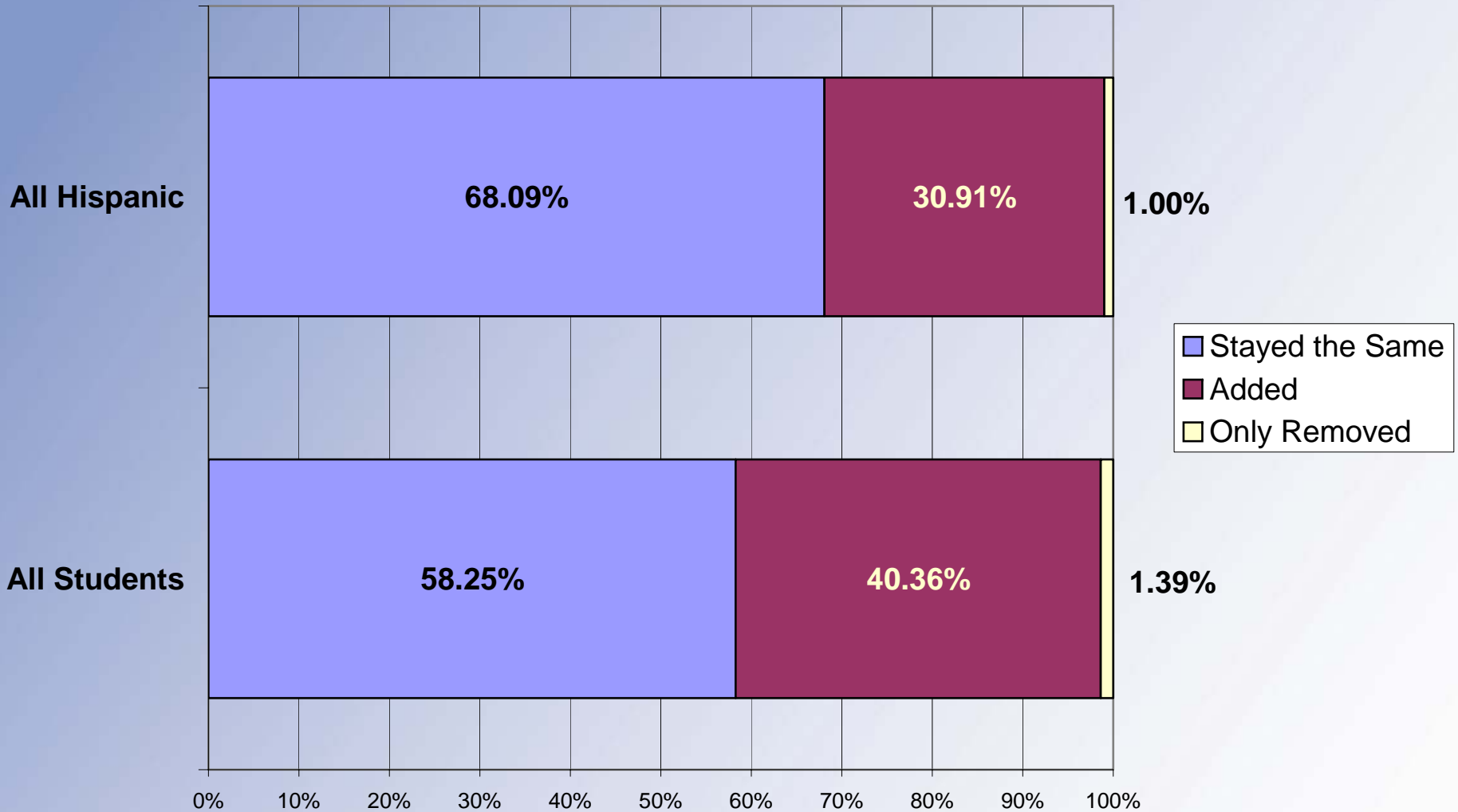
- Is the list of colleges you are considering exactly the same as it was a month ago? Y/N
- What were the circumstances of the change?
 - I removed one or more colleges from the list I am considering because:
 - I added one or more new colleges to the list I am considering because:



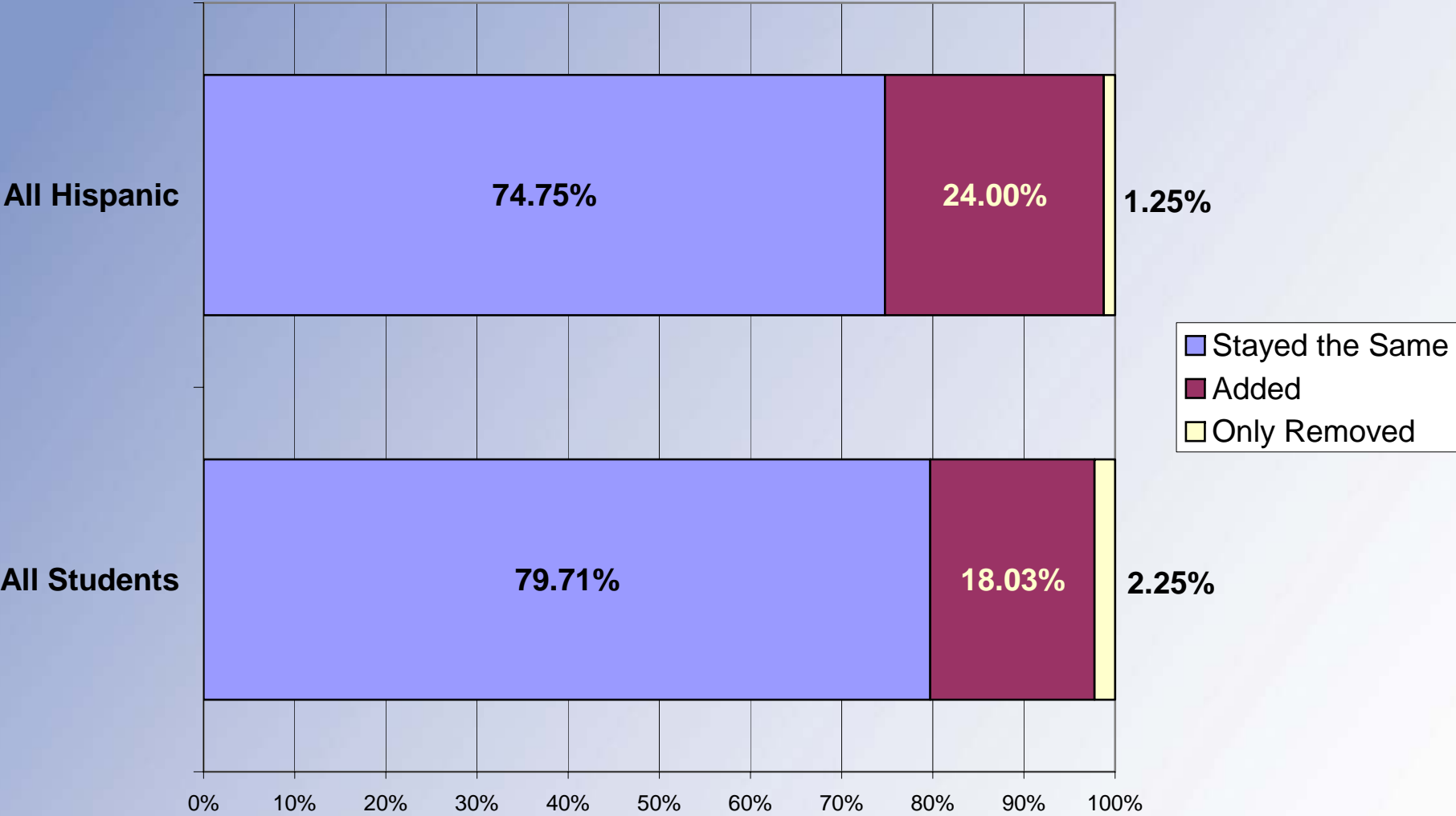
*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

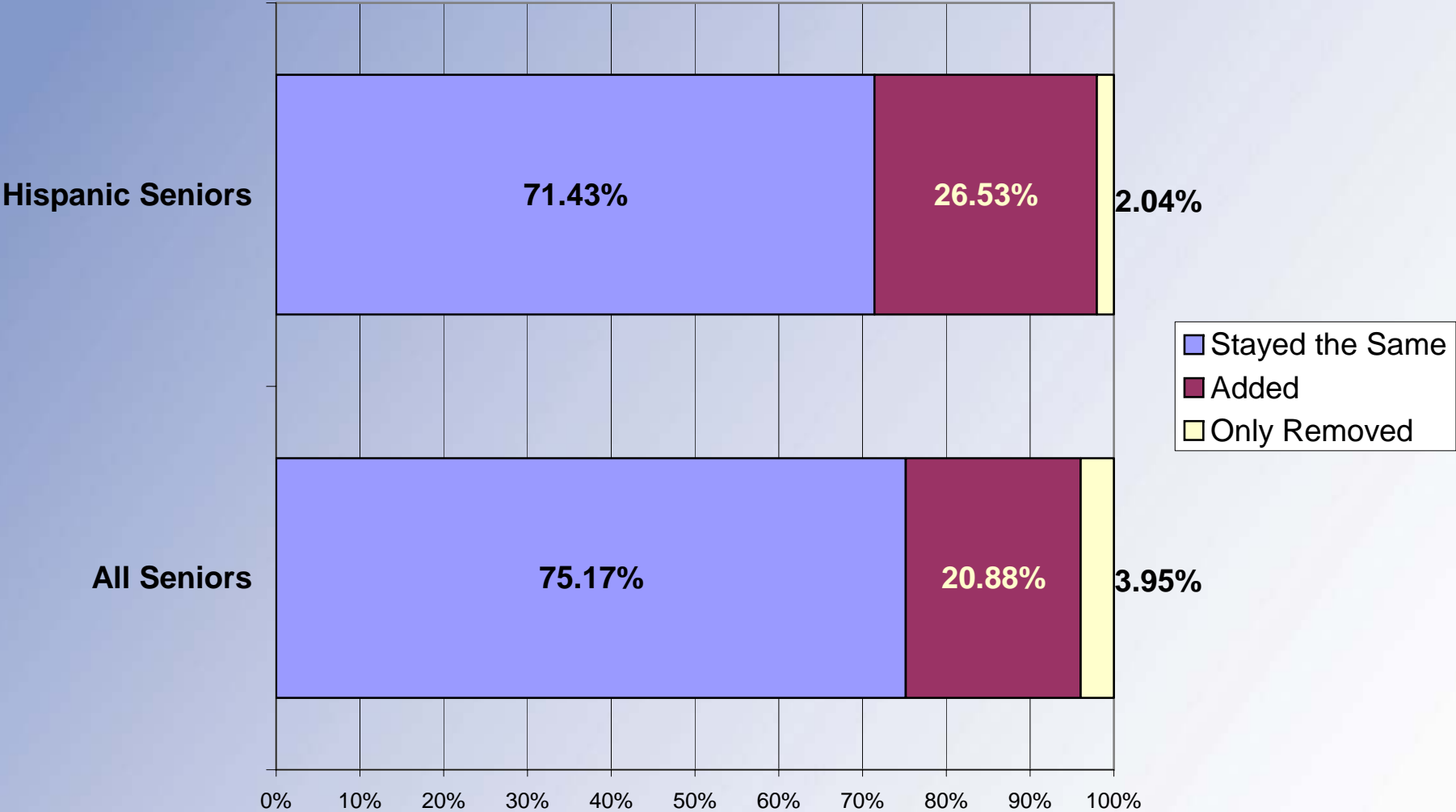
Students Who Have Started the Search Process - Choice Set Stability



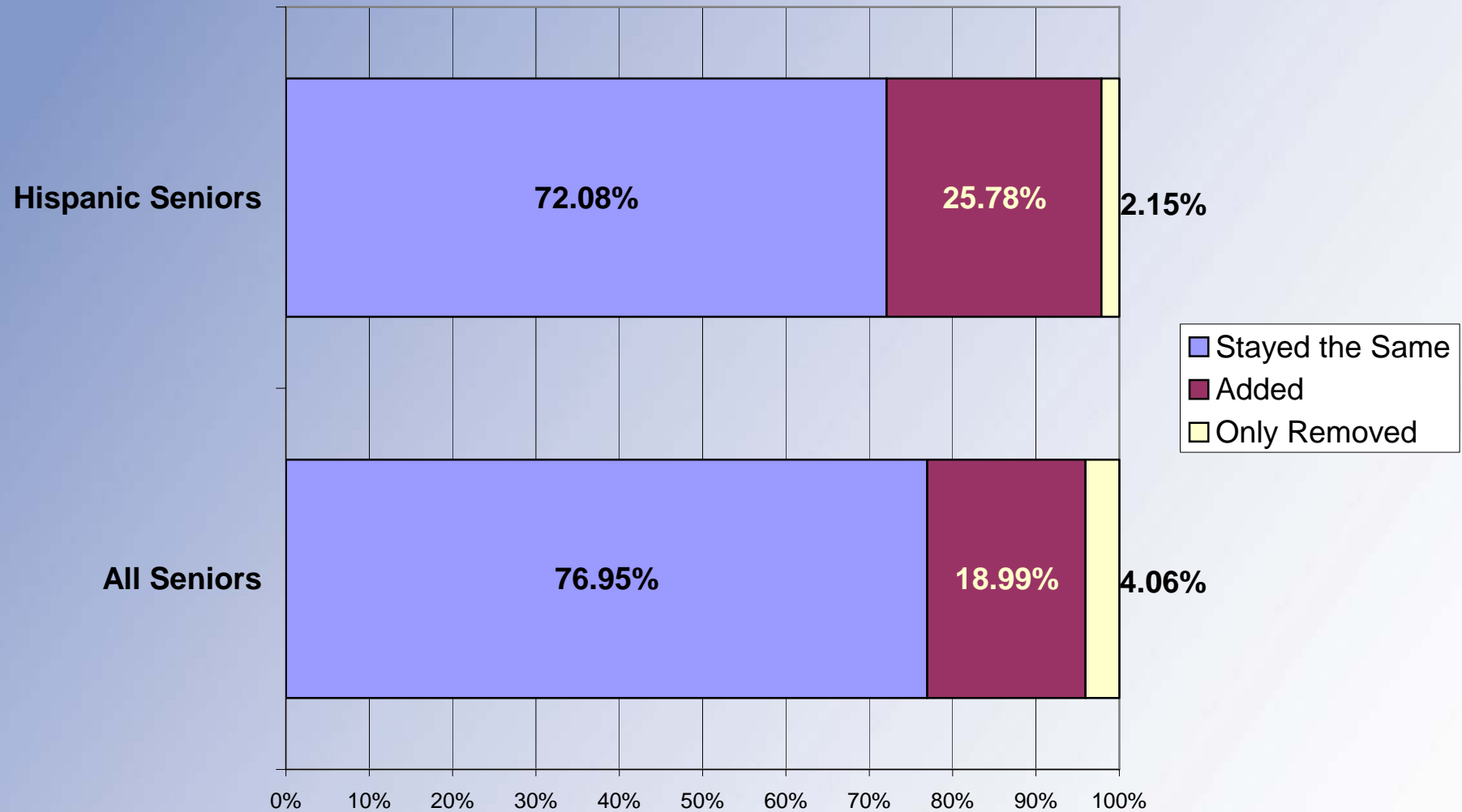
Students Who "Know where I want to go..." as Their Stage in the Search Process - Choice Set Stability



Seniors (2007) Who Have Started the Search Process - Choice Set Stability




Seniors (2007) Who "Know where I want to go..." as Their Stage in the Search Process - Choice Set Stability



Why Do Students Change Their Considered List?

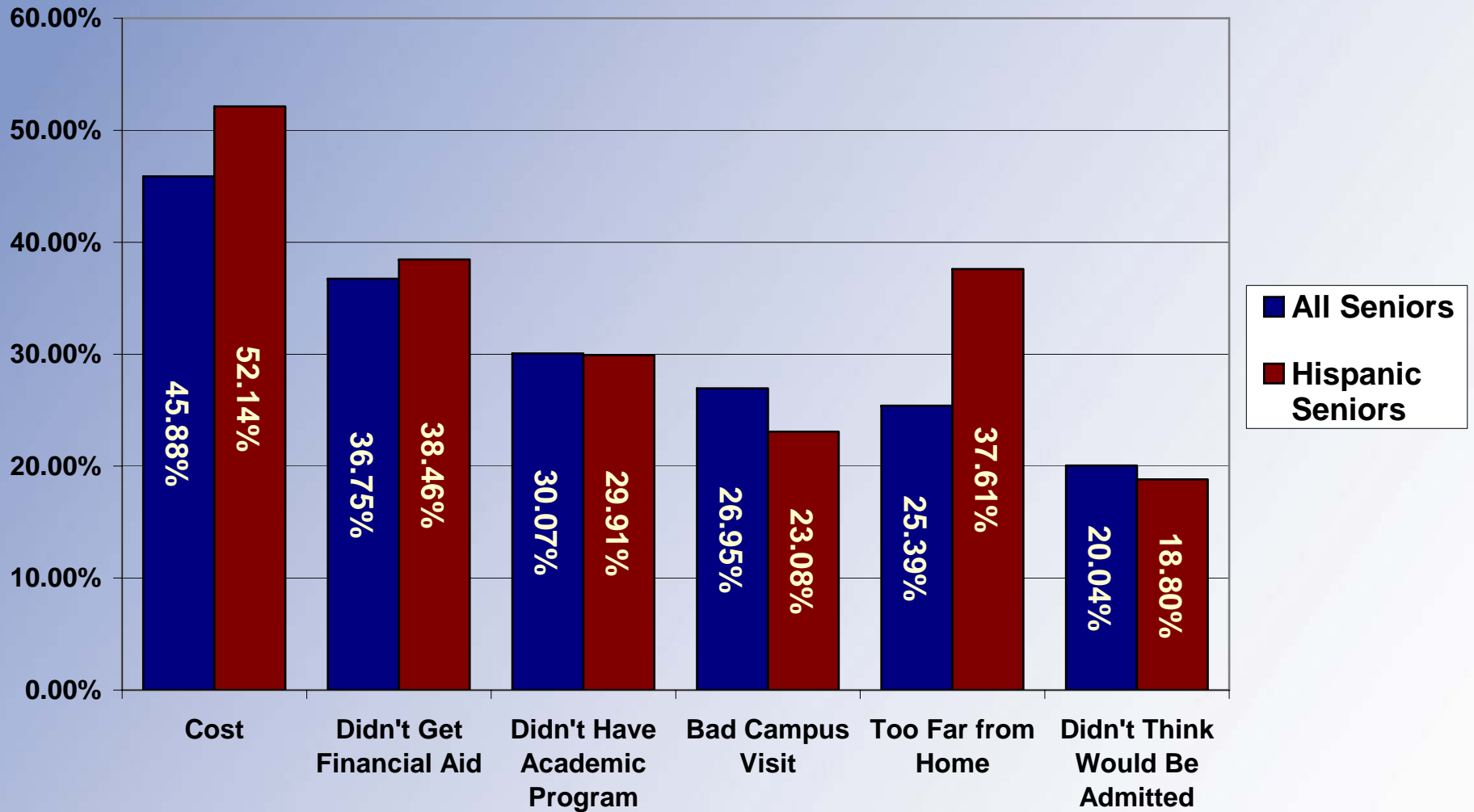
- What factors influence a student to remove a college from their considered list?
- What factors influence a student to add a college to their considered list?



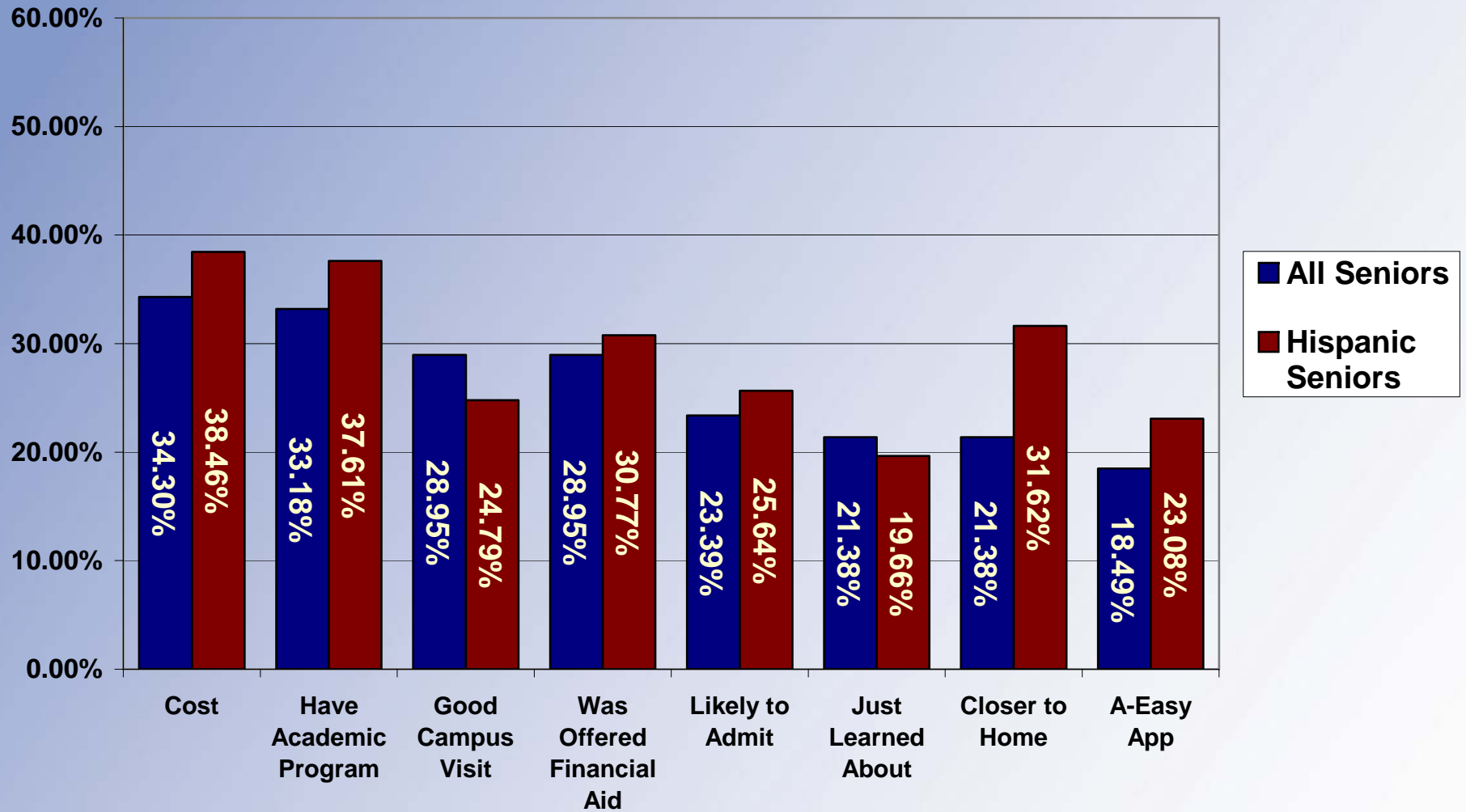
*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]


Seniors (2007) Who "Know where I want to go..." Reasons for Removing a College from Considered List



Seniors (2007) Who "Know where I want to go..." Reasons for Adding a College to Considered List



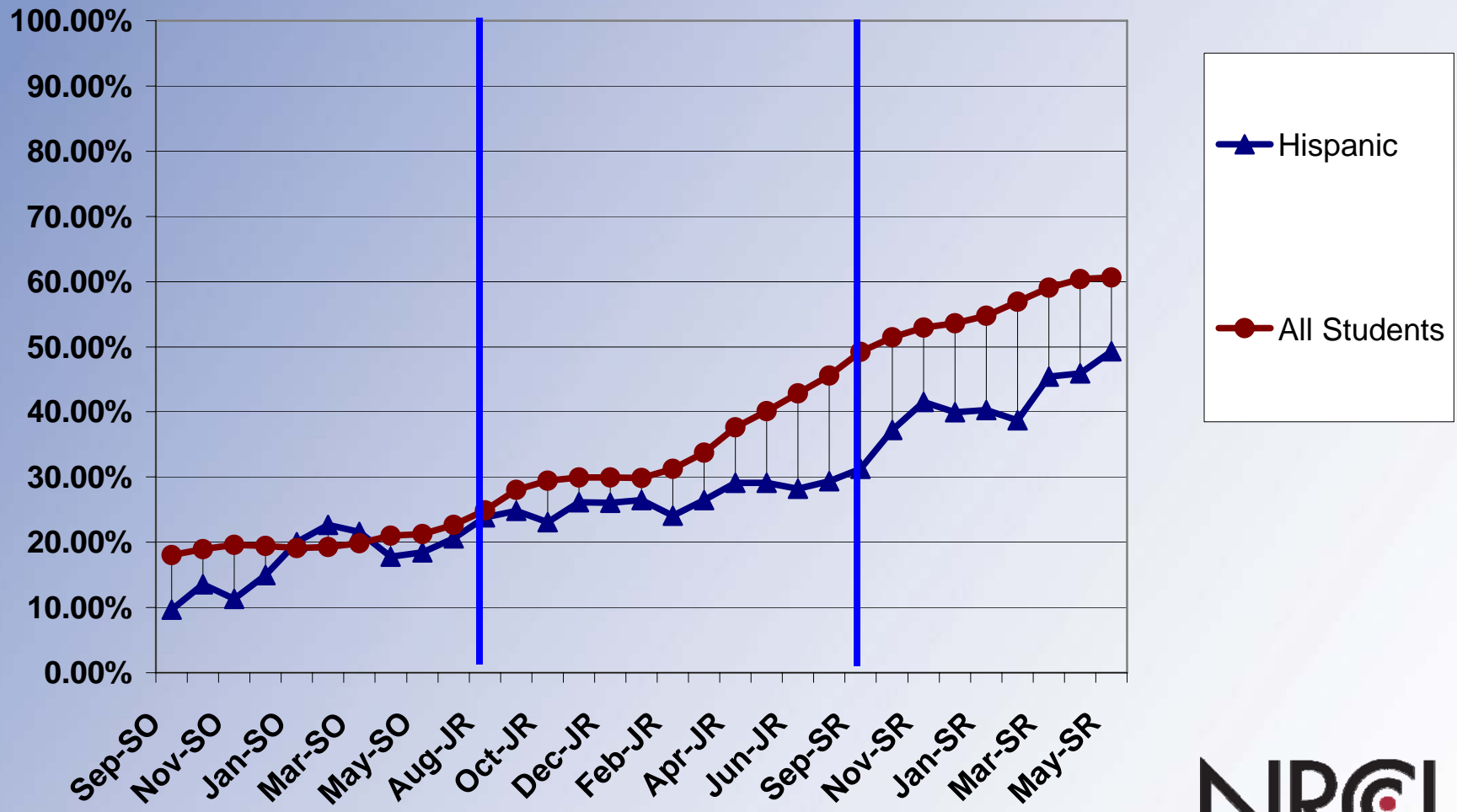
Where Do Hispanic Students Go for Information?



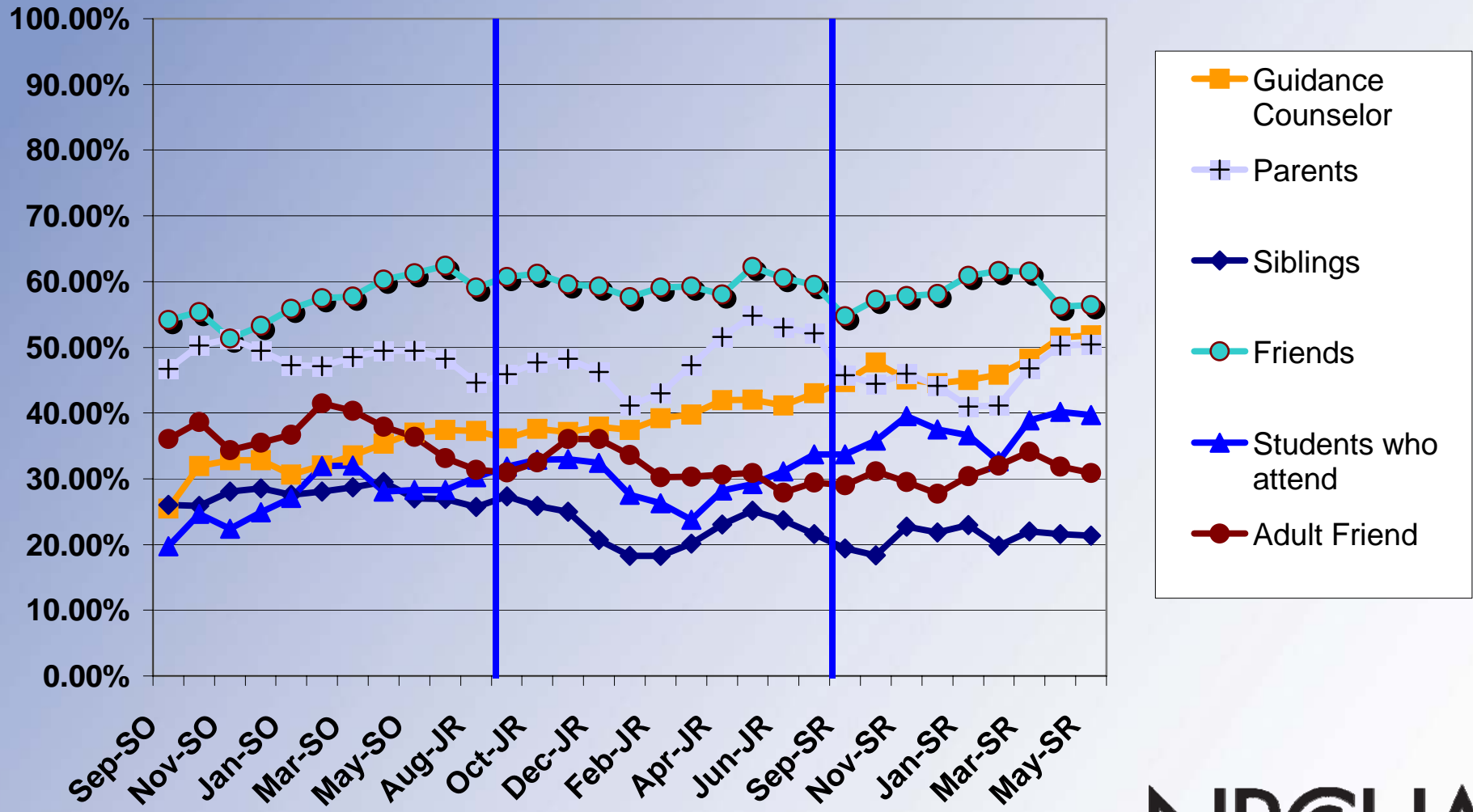
*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

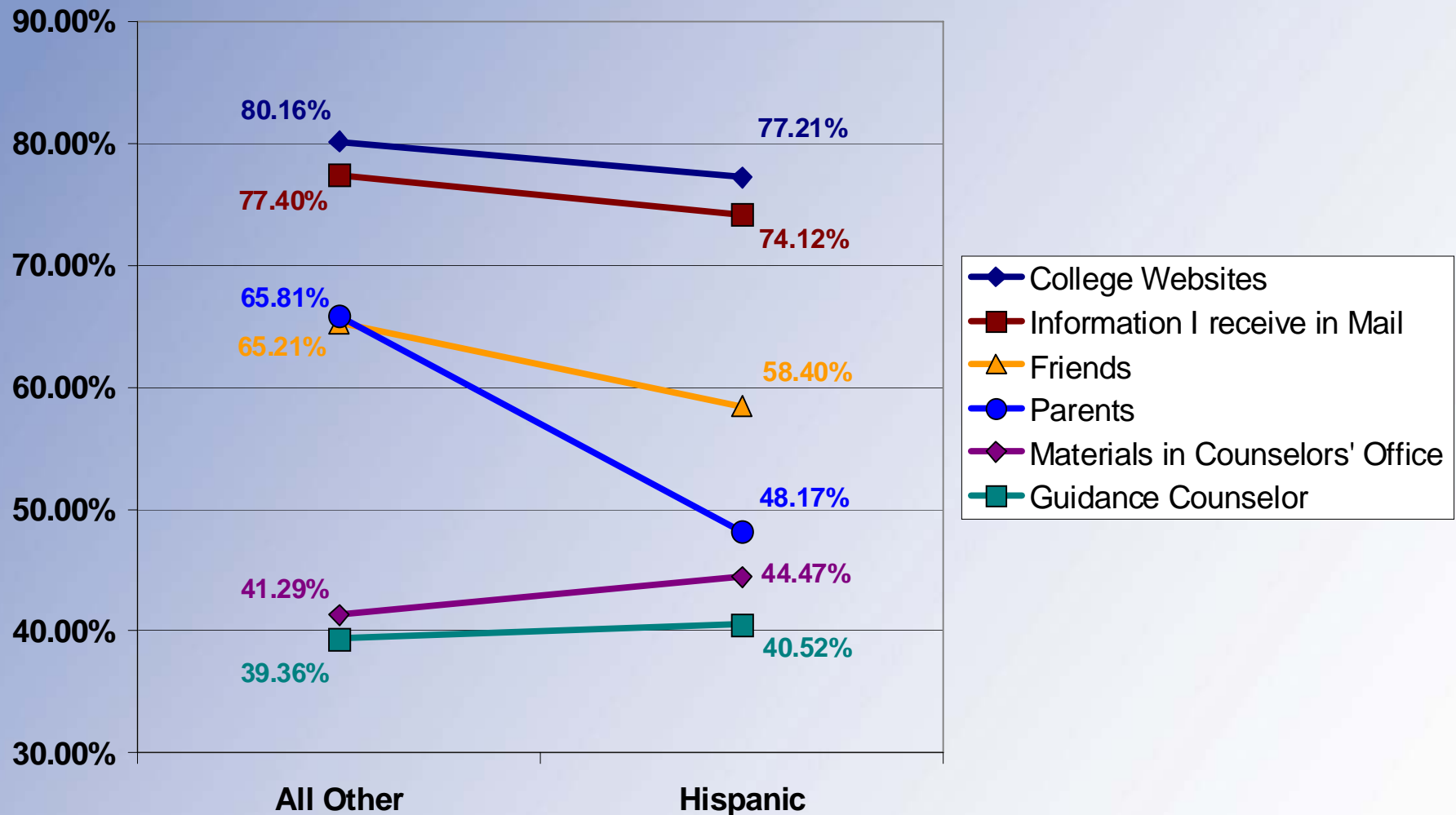
Use of Campus Visits as a Source of College Information Over Time



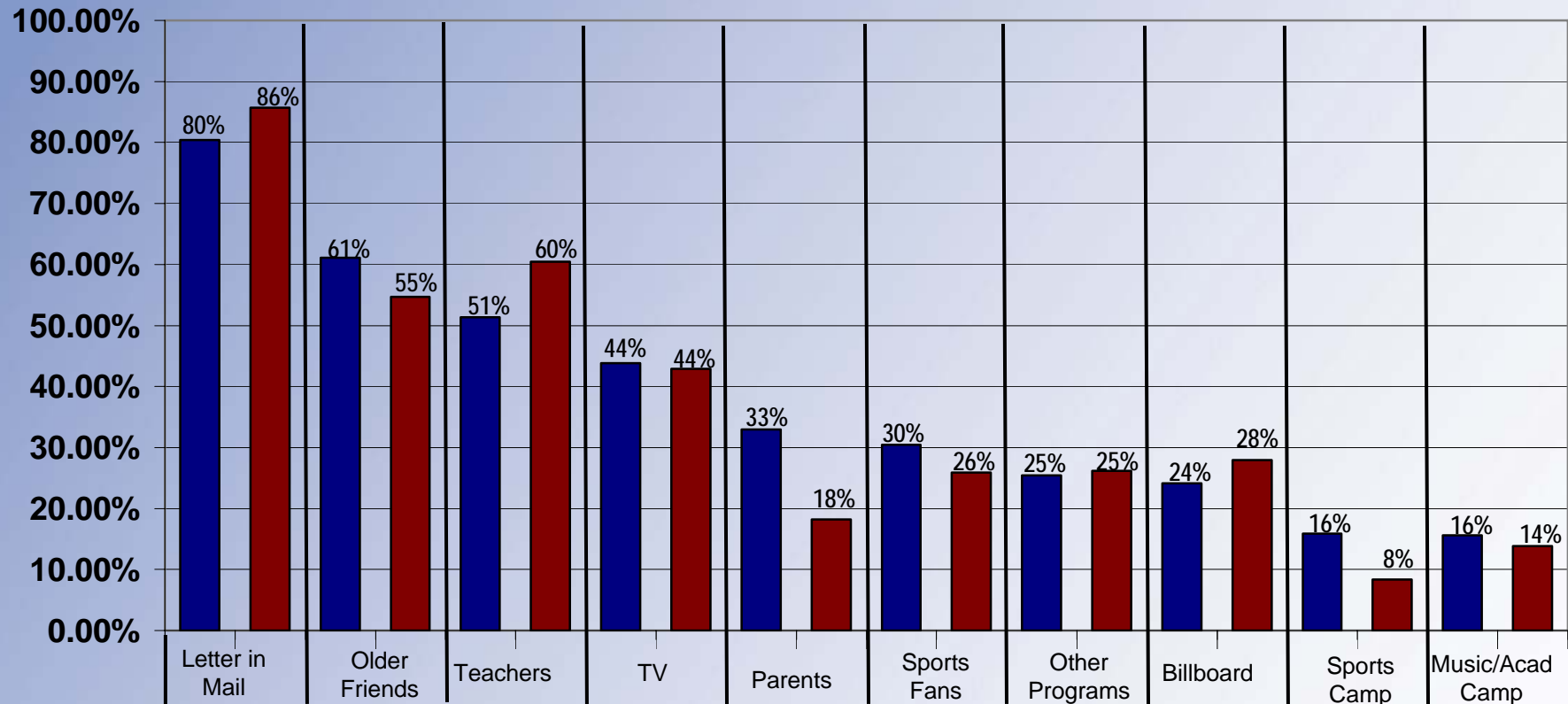
Hispanic Student Use of Personal Relationship Sources of College Information Over Time



Top Six Sources of Information for Hispanic and All Other Students



How I Became Familiar with Various Colleges Prior to Beginning My College Search Process...




■ All Students

■ Hispanic Students

NRCUA

Questions for Colleges to Ask

- Are Hispanic students adequately included in your first search list? Is the list you are using representative of the diversity of the population?
- Are you searching for Hispanic students throughout their high school career?
- Are you recognizing Hispanic Students' desire to be closer to home in creating your search and outreach programs?



*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

Questions for High Schools to Ask




*Creating
a brighter future
for America's youth,
with integrity...*

- What messages and programs help build college confidence, early, for Hispanic Students?
- Are you educating students on the process for communicating with colleges?
- Are you encouraging college visits?
- Are you educating Hispanic students on the availability of financial aid and the work involved in receiving it?
- Are you helping students identify solid academic match institutions?

NRCUA[®]

Remember....

- There are differences in how Hispanic students undertake the college choice process.
- Many do not make a final decision until the last minute.
- Students are still learning about new options during the spring of their Senior year.



*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

Feedback from the Field

Jose Antonio (Toni) Tijerino

President and CEO

Hispanic Heritage Foundation

Tony Reveles

College Counselor

Bell High School

Bell, California


*Creating
a brighter future
for America's youth,
with integrity...*

NRCUA[®]

Questions?

The most important question you have may not be one you have today.

Please contact us whenever you have a question related to today's presentation: Don@NRCCUA.org



*Creating
a brighter future
for America's youth,
with integrity...*

NRCCUA[®]



*Creating
a brighter future
for America's youth,
with integrity...*

Thank you!

NRC@UA[®]