The College-Choice Process
What Latino Parents Need to Know Before, During & After

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April 29, 2016
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Alex Rosero
Teaching Latino Parents About College

Campus visits:
S.U.N.Y. Purchase
Fordham University
Columbia University
Who Are You?

What have you done through your work that engages Latino parents and/or students?

Name
Organization/Location
Agenda

• The Latino Population and Student Demographics
• The College-Choice Process
  o Group Activity 1
• What Latino Parents Need to Know: Before, During & After?
  o Group Activity 2
• Q & A
Latino Population - An Overview

- 55 million = 17% of the U.S. Population
- Immigrants = First-Generation
- Native Born = Second-Generation+
- The largest minority in the U.S.

Source: U.S. Census 2014
Across the United States

*Latinos as Percent of Population, By State, 2011*

Roll over for state information, click for full state profile.

**United States**
- Hispanic Population: 51,927,000
- Among Hispanics Share Foreign Born: 36%
- Among Under 18, Share Hispanic: 24%

Source: Pew Research Center, State and County Databases, 2011
Two-Thirds of Hispanics Live in Just Five States
...but **Five** Other States are Growing Tremendously

Since 2000

- **Alabama**: 186,000 Hispanics, 158% growth
- **South Carolina**: 241,000 Hispanics, 154% growth
- **Tennessee**: 296,000 Hispanics, 154% growth
- **Kentucky**: 132,000 Hispanics, 132% growth
- **South Dakota**: 23,000 Hispanics, 129% growth

Pew Research Hispanic Center tabulations of 2000 Census (5% IPUMS) and 2011 American Community Survey (1% IPUMS)
Latinos From Across the Americas

Calle Ocho Festival in Miami

Source: Pew Research Center tabulations of the 2011 American Community Survey (1% IPUMS)
Foreign-Born in the U.S.

Latinos: largest percent of foreign-born population

Why Should We Care?

• Today’s Latino 2\textsuperscript{nd} Generation has surpassed the record set by the children of European immigrants from early 1900’s.
Why Should We Care – Part II

• Soon Hispanics will represent 1 in 3 American workers.
• Gone are the days of uninterrupted, steady employment.
• Economy has shifted from manufacturing to a “knowledge economy”.
• Future of the U.S. is closely connected to the future of Hispanic communities.

Higher Education: key to upward social & economic mobility.

The U.S. Latino Student Population
Latinos in Elementary & Middle School

- 25% of children 5-14 years of age are Latinos
  - vs. 53% for whites, 14% for African Americans, 5% Asians
- Approximately 60% of Latino students attend schools that are minority-majority

Concentrated in schools with high degrees of poverty

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Latinos in High School

- Represent nearly 1 in 4 of every student
- In 2010, 71% graduated within four years of enrolling in high school
- Drop out rate remains higher than other groups
  - 13% vs. 8% AA and 4% Whites
- SAT takers in 2013 had lower mean scores in all areas than their peers across demo groups.
- Significant increase in college-going rate
  - 54% to 70% over last 10 years
- Progress is being made, **but**.....

Latinos Lag Behind...In Higher Education

• They are less likely than their white counterparts to enroll in a four-year college (56% versus 72%).
• Hispanic students are less likely to attend a selective college.
• They are less likely to be enrolled in college full-time.
• Latinos are less likely to complete a bachelor’s degree.

Latinos Earning Bachelor’s Degree

• **In 2012, 14.5% of Latinos ages 25 and older** had earned a B.A.
  • By contrast, 51% of Asians, 34.5% of whites and 21.2% of blacks had earned a bachelor’s degree.

• **11% of Latinos (age 22-24) earn a bachelors degree**
  • Compared to 22% of white counterparts.

“...two-thirds of all jobs being created require some form of postsecondary education.”

Jamie P. Merisotis
Lumina President and CEO

The College-Choice Process

- What is it?
- When does it occur?
- Why is it important to understand?
The College-Choice Process

- Three stages that span the K – 12 education pipeline.
- A developmental process where students are deciding to pursue college.
- Students must successfully pass key milestones throughout the process.
- Influencers: Students, Peers, Teachers/Administrators, Schools, and Parents.
Students are considering education beyond high school.

**What is it?**

Parental influence is the #1 factor in each stage.

**Influencers**

1. Students feel that **academic and personal success is possible**.
2. Parents, peers & key stakeholders **demonstrate a positive attitude toward college** – college payoff.

1. **SAT scores** and **HHI** are tied to the **geographical range & quality of the institution**.
2. **SES & Parental Educational Attainment impact the efficiency of searches**.

1. **Students’ perceptions** of quality **drive** first & second **choice**.
2. **Financial aid is key**.
3. **Students & parents interact with schools** until an enrollment decision is made.

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What is it?

Students are considering education beyond high school.

Parental Influence
Send signals (direct and indirect) about direction setting. Creating positive college expectations.

Parental Encouragement
Includes attitudes, consistency and assistance with “fit”.

Parental Support
Consists of college visits, assistance with applications, and review of information.

A Model of Parental Influence Across the College-Choice Process

Group Activity 1

1. Five items that Latino Parents need to know during the College-Choice Process.

2. What and Why?
Latino Parent “College Knowledge”
Latino Parent “College Knowledge” Research

• Study focus:

1. **Extent of knowledge** about college among Latino parents

2. **Sources/channels** that Latino Parents use to gain “college knowledge”

• Over 1,000 Latino parents in NY, Chicago & Los Angeles
  • Telephone Survey
  • In-depth interviews

• 96% expected children to attend college
Latino Parent
“College Knowledge”
Mini-Test

APPENDIX A

PARENT COLLEGE KNOWLEDGE MINI-TEST

(Correct answers are indicated by an X)

1. From what you know, are advanced placement classes often counted toward college credits?
   - Yes X
   - No __
   - Don’t Know __

2. From what you know, do a community college usually offer the same bachelor’s degree that a university offers?
   - Yes __
   - No X
   - Don’t Know __

3. From what you know, do college prep courses include a two-year foreign language course other than English?
   - Yes X
   - No __
   - Don’t Know __

4. From what you know, in what grade should your child start college prep courses?
   - 9th grade X
   - 10th grade __
   - 11th grade __
   - 12th grade __
   - Don’t Know __

5. From what you know, which of the following tests is intended to give colleges a measure of your child’s knowledge in specific subjects? Is it the Scholastic Aptitude Test II (or SAT-II), or the Graduate Record Exam (or GRE)?
   - The Scholastic Aptitude Test II X
   - Graduate Record Exam __
   - Don’t Know __

6. To the best of your knowledge, which of the following is a non-citizen, permanent resident eligible to receive federal student financial aid?
   - Yes X
   - No __
   - Don’t Know __

7. To the best of your knowledge, are the resident tuition and fees about the same for a four-year state college as they are for a two-year community college?
   - Yes X
   - No __
   - Don’t Know __
Latino Parent “College Knowledge” Findings

- Over 65% of participants answered over half of the survey questions incorrectly. Failed.
- 1 in 5 parents missed seven or all of the questions.
- Language barriers constituted a very negative factor in college knowledge acquisition.

Source: Tornatzky, Cutler, Lee: College Knowledge: What Latino parents Need to Know and Why They Don't Know It., 2002.
Latino Parent “College Knowledge” Findings

Parents who passed mini-test AND low SES

Sources

• Effective use of counselors, teachers and college representatives for information was associated with higher degree of college-relevant knowledge.

Channels

• Parent teacher conferences, printed materials, informal conversations and the internet.

Source: Tornatzky, Cutler, Lee: College Knowledge: What Latino parents Need to Know and Why They Don't Know It. "; 2002.
It’s Not All Bad News!

Small and growing Latino middle class: “know and behave” similar to white counterparts.

Source: Tornatzky, Cutler, Lee: College Knowledge: What Latino parents Need to Know and Why They Don't Know It.®, 2002.
Latino Parent “College Knowledge” – At Work
Enhancing Latino Parent College Knowledge

College-Choice Process

<table>
<thead>
<tr>
<th>PREDISPOSITION</th>
<th>SEARCH</th>
<th>CHOICE</th>
</tr>
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<tbody>
<tr>
<td>K, Middle School</td>
<td>Sophomore &amp; Junior Yr</td>
<td>Senior Yr</td>
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1. Students are considering education beyond high school.
2. Students gather information about different colleges.
3. Students decide to apply to a "choice set" of schools.

- Socio-Economic Status
- Academic Ability
- Attitudes of Parents & Peers: Creating College Expectations
- Geographical range and quality of institution
- Efficiency of information gathering
- Rely on high school counselors

Research Findings

WHAT LATINO PARENTS NEED TO KNOW AND WHY THEY DON'T KNOW IT

A Report by The Thomas Zwaan Policy Institute

Luis O. Tornesky, Ph.D.
Richard Cudler, Ph.D.
Jinghua Lee, Ph.D.
Limited number of years of student and parent decisions, behaviors and values toward college preparation.

Who, What, Where, When, How???
## Enhancing Latino Parent College Knowledge

<table>
<thead>
<tr>
<th>College Choice Process</th>
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<th>SEARCH Sophomore &amp; Junior Year</th>
<th>CHOICE Senior Year</th>
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<tr>
<td>Establish ongoing, direct involvement in the education of children (inside &amp; outside school).</td>
<td>Encourage &amp; motivate pre-college coursework.</td>
<td>Understand the components of a typical application packet: academic record, college admissions test, essay, letters of recommendation, student activities &amp; employment, etc.</td>
</tr>
<tr>
<td>Learn about the U.S. education system, P-12, in general and the grading system.</td>
<td>Listen to visits to going on inside &amp; outside the classroom – areas of high/life, academics, talent, social involvements.</td>
<td>Engage in organized, step-by-step planning and applying to child’s choice set of schools. - Deadlines!</td>
</tr>
<tr>
<td>Model &amp; encourage positive work habits &amp; home pronunciation, respect, responsibility, interest in school.</td>
<td>Learn about types of financial aid and eligibility requirements.</td>
<td>Encourage &amp; guide student to a deeper exploration of all options. Offer emotional support, warmer &amp; encouragement during the admission process.</td>
</tr>
<tr>
<td>Demonstrate enthusiasm for learning – informal &amp; formal ways.</td>
<td>Assess individual academic &amp; personal connections to collaborate with teacher &amp; counselors with search options.</td>
<td>Seek assistance &amp; support from guidance offices for more information about choice set.</td>
</tr>
<tr>
<td>Monitor reading to instructional level (K - 2nd). Ensure 3rd-8th grade reading AND math scores are in-line with respective grade. What are these scores??</td>
<td>Learn about the college application process &amp; the criteria for admission.</td>
<td>Participate in college visits.</td>
</tr>
<tr>
<td>Appreciate &amp; affirm good effort.</td>
<td>Understand how junior year grades influence the college application.</td>
<td>Visit college campuses.</td>
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Group Activity 2 & Problem-Solving

Who, What, Where, When, How?
The College-Choice Process
What Latino Parents Need to Know Before, During & After

Reflections & Q & A
Thank You!

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LinkedIn

The College-Choice Process
What Latino Parents Need to Know Before, During & After
Welcome to SISÉ
Teaching Latino Parents About College.
Delivering the American Dream, One Diploma At A Time.

Experience SISÉ for FREE

The Road to College, Simplified.
SISÉ simplifies the U.S. education system and serves as an information hub for Latino parents interested in preparing their child(ren) for college. SISÉ teaches Latino parents about college through:

1. Short and Interactive Learning Modules
   (Videos, Podcasts & PowerPoint Presentations)
   and

2. A Personalized Road Map to College
   (For each child in the family)

Get inspired and start your family’s journey toward college, TODAY!

Latinos Trail In Earning U.S. College Degrees
90.7% of Latino middle and high school students
Academic Literature


- National Association for College Admission Counseling, (NACAC), *Step By Step: College Awareness and Planning for Families, Counselors and Communities*, 2012.

The College-Choice Process

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