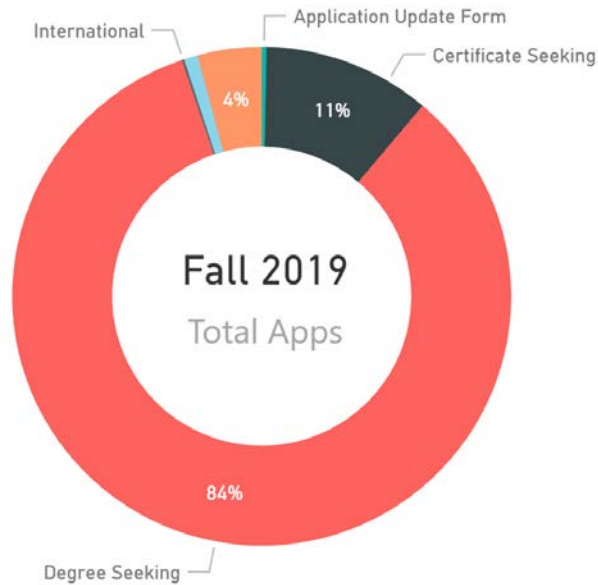
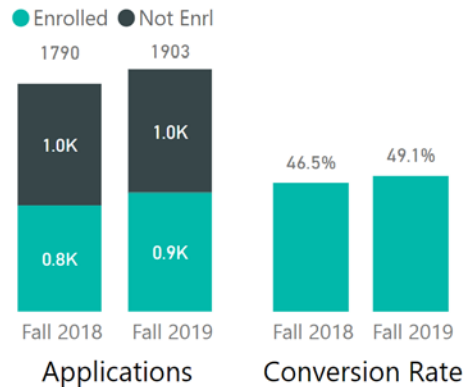




Latinx Initiatives- PASO

Harper College
January 2020

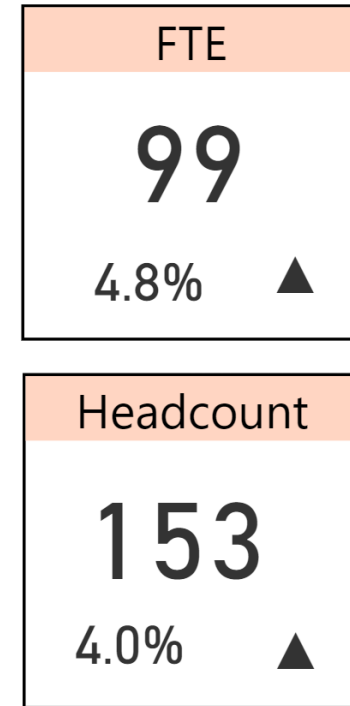
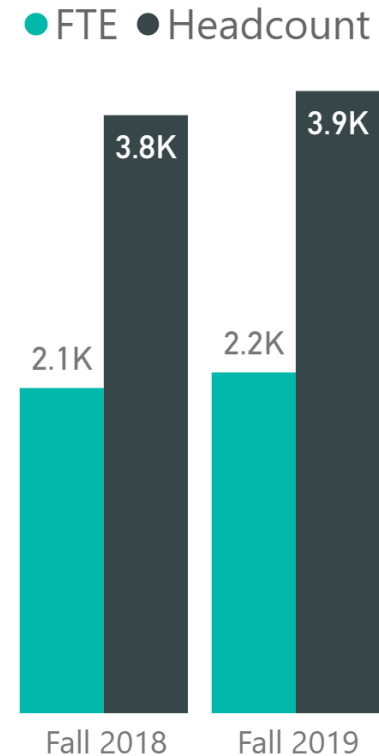
Latinx New to Harper



Total Applications	+112 (+6.3%)
Converted Apps	+101 (+12.1%)
Conversion Rate	+2.6%

As of 09/2019. Only includes new, credential seeking students.

Latinx Overall- All Markets



As of 09/2019. Includes all credential seeking students, new and returning.

FY 2019



Creation of two English developmental education pilots-Fall 2019



PASO launched Summer 2019



Four faculty development events have been completed



Increase of financial aid dollars to Latinx students



Two grants have been submitted



Increased capacity of Spanish speakers through CE



Various events and articles promoting Latinx Initiatives

FY 2020



Developmental
Education Pilots



Spanish Translation



Spanish Language
Acquisition



Latinx Terminology



PASO Family
Programming

PASO Mission



Ayudando a nuestras familias de Harper con el siguiente paso

PASO strengthens communication and provides answers to college questions for the families and supporters of our Latinx students. Together, we form a welcoming community to engage and support students through the college experience.

Connecting with Influencers

- Application Update – 2019
 - 1102 Influencer contacts captured
 - 311 Latinx Influencers
- Supplemental Survey:
 - Primary language
 - Preferred communication method
 - What would you like to learn about?



We asked...They Answered



1. Financial Aid/Scholarship
2. Career Support
3. Campus Resources
4. Educational System
5. The Difference Between High School and College

PASO Events and Activities

- PASO Welcome Event
- Coffee with our Academic Advisors
- Bilingual Financial Aid and Scholarship Day
- Fall Open House Session
- Holiday Greeting Card

- Spring Welcome
- Current Latinx Student and Advisor Forum
- Bilingual Financial Aid and Scholarship Nights
- Spring Open House Session
- Mother's Day Event
- Reflejos Partnership - Newsletter



Family Survey Results

97% Strongly Agree or Agree that:
...the content presented at PASO events was useful to them.

AND

...they feel confident in their next steps regarding higher education for themselves or their family.



Questions/Preguntas?

TEAM LEADS:

Robert Parzy – Admissions Outreach

Megan Dallianis – Center for New Students

Juanita Bassler – Admissions Outreach

Alejandro Mendoza – Center for New Students

Amelia Ortiz-Young – One Million Degrees

Jazmin Lupercio – One Stop

