



## Hispanic Recruitment and Engagement Office

Our main goal is to educate current and prospective students about post-secondary educational opportunities and assist them with these processes at Barton

Bringing them to Barton and retaining them until they earn a degree or certificate is vital. The Hispanic population is growing at an accelerated rate and we need services to serve this population. There is a great need for support and knowledge of post secondary education in the Hispanic population, for prospective students and their families, this program will help fill this void.



## Services

- Application and enrollment assistance
- Financial aid completion
- Scholarship information and assistance
- Referrals to other programs on campus
- Community service opportunities
- Transfer visits
- Cultural events/trips
- Career exploration and advisement

## Positive Outcomes

- 92 total prospects identified this year
- 59 of those are prospective students for 19-20 school year and were recruited (seniors & non traditional)
  - out of these 59 students, 23 are already enrolled at BCC and expecting more to enroll for fall
  - 4 of the 59 students will be non-traditional students
  - I have spoken or met with 37 of these students' parents
  - parents and students have been very thankful for this program thus far that helps them understand and navigate post secondary education processes

## Positive Outcomes

- Implications for international student population
  - office has become a hub for international students as well
  - décor reflecting various parts of the world and cultures has been incorporated into the office
  - advice, assistance, support and engagement provided for the students who have connected with HERO
- Outreach to areas with growing Hispanic populations
  - for the first time Macksville students attended senior day
  - 3 Macksville seniors enrolled here at Barton for the fall.



## Future

- continue to expand outreach to places with high Hispanic populations
- website option for a Spanish link connecting directly to HERO
  - not necessarily for students but for parents of these students who often do not comprehend English very well
- planning Spanish media promotions
- addition of program support
  - student employment hours allocated for this this academic year
  - HERO Academic Coordinator/Program Support position in the future

Questions?