



Hispanic Recruitment and Engagement Office

- Our main Goal is to educate current and prospective students on the importance of post-secondary or higher education and assist them with these processes at Barton.
- Bringing them to Barton and keeping them here 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.



Demographic profile of Hispanics in Kansas (Pew 2014)

Population: 11% or 329,000
66% US-born
17% percent of all K-12 students
89,000 enrolled in K-12
17% of all births

Demographic profile of Hispanics (Census 2010)

1st Congressional District
Population: 16% or 112,079

Demographic profile of Hispanics in Barton Service Area by county (Pew 2014)

Barton: 14% or 3,914
67% change from 2000

Rice: 11% or 665
84% change from 2000

Russel: 3% or 2,083
163% change from 2000

Ellsworth: 6% or 1,115
62% change from 2000

Rush: 3% or 1,758
181% change from 2000

Stafford: 13% or 565
117% change from 2000

Pawnee: 8% or 891
79% change from 2000

Source: 2014 [Pew Research Center](#) and 2010 [Census](#)



Recruiting

- Recruit along with admissions representatives in our service areas with largest Hispanic populations
- Distribute information to service area high schools, churches, and other youth programs
- Represent Barton and HERO at events with high Hispanic attendance
- Promote information about our services on the web and social media



Retention

(HERO) will provide a welcoming space and a “home base” for students to come for any support needed

- Leadership opportunities within Hispanic American Leadership Organization (HALO)
- Cultural visits and events
- Leadership conferences for Hispanic leaders
- Monthly academic progress monitoring
- Advisement support/co-advisement
- Referrals to other programs on campus



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

Questions?