SUCCESS THROUGH COLLABORATION:

College Readiness and Leadership Programming for Latinos

Presented by:
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Paola Marquez
Adrian Gonzalez
Presentation Overview

- Program Introduction
- History of the Latino Leadership Initiative (LLI) and Georgia State University (GSU)
- National, State, and County Latino/a Student Demographic
- LLI Overview
- Student Experiences
- Program Successes
- Future of Program
- Q & A
Georgia State University

• Four-Year Research Institution
• Located in Downtown Atlanta Georgia
• 32,541 Students Enrolled
  • 25,314 Undergraduates
  • 7,227 Graduates
• 2,664 Total Latino Student Enrolled
Office of Latino Student Services and Outreach

Mission:

- Latino Student Services and Outreach (LASSO) is a unit under the area of Student Success at Georgia State University. The primary function of LASSO is to promote an inclusive community that enhances the success of Latino students.
Office Of Latino Student Services and Outreach

Achieves Mission by:

- Support Services
- Mentoring programs
- Leadership Development
- Volunteering Opportunities
- Academic Support Programs
Latino Leadership Initiative

• Established in 2012 between:
  • The Office of Latino Student Services and Outreach
  • Cobb County School District

• Established in 6 Area High Schools

• Addresses College Access and Leadership Development for Latino Students

• Supported Pipeline Scholarship Grant
# Dualistic Approach to Student Development

<table>
<thead>
<tr>
<th>Mentor Development</th>
<th>High School Student College Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Receive leadership training</td>
<td>• Promotes post-secondary college enrollment of Latino student</td>
</tr>
<tr>
<td>• Identify individual leadership styles</td>
<td>• Targets juniors and seniors</td>
</tr>
<tr>
<td>• Facilitation of sessions</td>
<td>• In 2014, active participants of the program have achieved a 65% enrollment rate</td>
</tr>
<tr>
<td>• Serve as student leaders both on and off campus</td>
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</table>
Georgia Demographics

- Georgia has the 10th largest Latino population in the U.S.
- Median Age for Caucasians in GA: 40
- Median Age for Latinos in GA: 25
Georgia Higher Education

• Degree attainment of total GA population: 34%

• Degree attainment of GA Latino population: 18%
Enrollment Rates

• Average college enrollment rate for Latino students nationally is 48%

• LLI students that attend five sessions or more have an enrollment of 65%
# Georgia Institution Enrollment

## ENROLLING: Top 5 Institutions (Hispanic Undergraduates) in Georgia, 2011-12

<table>
<thead>
<tr>
<th>Rank</th>
<th>Institution</th>
<th>Sector</th>
<th>Grand Total</th>
<th>Hispanic Total</th>
<th>% Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Georgia State University</td>
<td>4yr Public</td>
<td>24,096</td>
<td>1,812</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Georgia Perimeter College</td>
<td>2yr Public</td>
<td>26,996</td>
<td>1,782</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>South University Savannah Online</td>
<td>4yr Private-For-Profit</td>
<td>21,241</td>
<td>1,622</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Kennesaw State University</td>
<td>4yr Public</td>
<td>22,333</td>
<td>1,363</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>University of Georgia</td>
<td>4yr Public</td>
<td>26,373</td>
<td>1,126</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Excelencia in Education analysis using Institutional Postsecondary Education Data System (IPEDS), 2011-2012 enrollment and completions data, National Center for Education Statistics (NCES), U.S. Department of Education
2011-12 Fall Enrollment Snapshot
Hispanic Undergraduate Students

- Percentage of Undergraduate Students that are Hispanic
- Number of Hispanic-Serving Institutions (HSIs)
- Number of Emerging HSIs

Total Undergraduate (UG) Student Headcount = 16.57 M
Total Hispanic UG Student Headcount = 2.45 M
Total Hispanic UG Student Percentage = 14.8%
Total HSIs = 356
Total Emerging HSIs = 250

HACU Office of Policy Analysis and Information, 01/2013
Source: 2011-12 IPEDS data, using "Time W eligible, 2-year and 4-year, Public & Private, non-profit institutions."
Cobb County Georgia

- County with 2\textsuperscript{nd} largest Latino population in Georgia

- 2014 Estimates
  - 12.7% Cobb population is Hispanic
  - This constitutes 9.3% of GA’s population

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits
Partner Schools

- **Total # of Students in Cobb County School District:** 112,866
- **Students who Identify as Hispanic or Latino:** 22,909 (20.3 %)

Demographics of individual School that GSU has a mentoring program with:

<table>
<thead>
<tr>
<th>School</th>
<th>Total # Students</th>
<th>HISP/LATINO</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campbell</td>
<td>2686</td>
<td>879</td>
<td>32.7</td>
</tr>
<tr>
<td>Sprayberry</td>
<td>1777</td>
<td>311</td>
<td>17.5</td>
</tr>
<tr>
<td>North Cobb</td>
<td>2873</td>
<td>436</td>
<td>15.2</td>
</tr>
<tr>
<td>Osborne</td>
<td>2002</td>
<td>1164</td>
<td>58.1</td>
</tr>
<tr>
<td>South Cobb</td>
<td>2092</td>
<td>469</td>
<td>22.4</td>
</tr>
<tr>
<td>Pebblebrook</td>
<td>2547</td>
<td>700</td>
<td>27.5</td>
</tr>
<tr>
<td>Wheeler</td>
<td>2224</td>
<td>397</td>
<td>17.9</td>
</tr>
</tbody>
</table>
Mentor Recruitment

• Latino Pipeline Scholars (25-28)

• Future projects for non-scholar mentors
  • Wheeler High School pilot initiative
  • Senior student (1 year minimum mentor experience)

• Senior guidance to incoming mentors

• Leadership development for mentors
Mentee Recruitment

- Dual Recruitment Approach
  - Cobb County Staff Member
    - Different positions
    - Show commitment to Latino student success
    - Direct student interaction
    - 10-20 “college-bound” students
  - Georgia State University Summer Enrichment Program
Summer Enrichment Program

- Week Long Program
- Panther Pride!
- Leadership Development
- Global Citizenship
- Civic Engagement
- The Importance of Diversity
The LLI Experience

- Fun and Engaging
- Personalized
- Discussion Based
- Encouraging Environment
- Continuous Communication
Session Structure

• Activity
• Group Discussion
• Individual Mentor Groups
Program Timeline

- **2 Field Trips**
- **College Admission Process**
- **Personal Development**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program is Open for Registration</td>
<td>June - August</td>
</tr>
<tr>
<td>Carter Center Visit</td>
<td>October 3rd 10-2:30</td>
</tr>
<tr>
<td>Session 1: Meet and Greet &amp; Educación, por qué? (pg. 13)</td>
<td>September/October 30, 1, 2, 2015</td>
</tr>
<tr>
<td>Session 2: College Basics (pg. 17)</td>
<td>October 7, 8, 9, 2015</td>
</tr>
<tr>
<td>Session 3: Getting Into College (pg. 21)</td>
<td>October 21, 22, 23, 2015</td>
</tr>
<tr>
<td>Session 4: SAT/ACT (pg. 25)</td>
<td>November 18, 19, 20, 2015</td>
</tr>
<tr>
<td>Session 5: Financing Education (pg. 29)</td>
<td>December 2, 3, 4, 2015</td>
</tr>
<tr>
<td>WINTER BREAK</td>
<td></td>
</tr>
<tr>
<td>Session 6: Extracurricular Activities &amp; Application check (pg. 35)</td>
<td>January 13,14,15 2016</td>
</tr>
<tr>
<td>Session 7: Professional Development (pg. 39)</td>
<td>January 27, 28, 29 2016</td>
</tr>
<tr>
<td>Session 8: Leadership, the Beginning (pg. 45)</td>
<td>February 24, 25, 26 2016</td>
</tr>
<tr>
<td>Session 9: Career Exploration (pg. 49)</td>
<td>March 2, 3, 4, 2016</td>
</tr>
<tr>
<td>Session 10: Campus Visit</td>
<td>April 22, 2015</td>
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</tbody>
</table>
### Session 2: College Basics

- **College Category Game**
- **Universities, Community Colleges, and Technical Schools**
- **Public vs. Private**
- **What’s your dream school?**
- **Research what college is best for you**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Location</th>
<th>Population</th>
<th>Tuition</th>
<th>Scholarships</th>
<th>App. Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia Institute of Technology</td>
<td>Atlanta, GA</td>
<td>14,558</td>
<td>$10,650</td>
<td>Goizueta G.Wayne Clough GT Program</td>
<td>January 10, 404-894-2000</td>
</tr>
<tr>
<td>Georgia State University</td>
<td>Atlanta, GA</td>
<td>24,865</td>
<td>$9,928</td>
<td>Goizueta, Coca-Cola, Hawks, and more</td>
<td>November 15, 404-413-2000</td>
</tr>
<tr>
<td>Kennesaw State University</td>
<td>Kennesaw, GA</td>
<td>10,058</td>
<td>$6,807</td>
<td>Goizueta</td>
<td>November 3, 470-578-6000</td>
</tr>
<tr>
<td>Savannah College of Arts and Design</td>
<td>Savannah, GA</td>
<td>9,332</td>
<td>$33,795</td>
<td>Marry &amp; Paul Poetter France Larkin McCommon</td>
<td>January 10, 912-525-5100</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>Athens, GA</td>
<td>26,882</td>
<td>$11,622</td>
<td>Goizueta Minority scholarship</td>
<td>January 15, 706-542-3000</td>
</tr>
<tr>
<td>University of North Georgia</td>
<td>Dahlonega, GA</td>
<td>14,510</td>
<td>$6,816</td>
<td>Latino Legacy</td>
<td>November 1, 706-864-1400</td>
</tr>
<tr>
<td>Berry College</td>
<td>Rome, GA</td>
<td>2,141</td>
<td>$30,330</td>
<td>Goizueta</td>
<td>February 1, 706-232-5374</td>
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<tr>
<td>Emory University</td>
<td>Atlanta, GA</td>
<td>14,513</td>
<td>$44,400</td>
<td>Goizueta</td>
<td>January 1, 404-727-6123</td>
</tr>
<tr>
<td>Oglethorpe University</td>
<td>Atlanta, GA</td>
<td>1,050</td>
<td>$29,900</td>
<td>Goizueta</td>
<td>Rolling 404-261-1441</td>
</tr>
<tr>
<td>Young Harris College</td>
<td>Young Harris, GA</td>
<td>1,120</td>
<td>$24,500</td>
<td>Goizueta</td>
<td>Rolling 706-379-3111</td>
</tr>
<tr>
<td>Chattahoochee Technical College</td>
<td>Marietta, GA</td>
<td>17,000</td>
<td>$2,670</td>
<td>Community Scholarships</td>
<td>December 770528-4484</td>
</tr>
<tr>
<td>Georgia Gwinnett College</td>
<td>Lawrenceville, GA</td>
<td>11,000</td>
<td>$1,774</td>
<td>Community Scholarships</td>
<td>December 770-528-4484</td>
</tr>
<tr>
<td>Georgia Perimeter College</td>
<td>Decatur, GA</td>
<td>21,371</td>
<td>$1,330</td>
<td>Community Scholarships</td>
<td>November 678-891-2300</td>
</tr>
</tbody>
</table>
Session 4: SAT/ACT

- SAT/ACT Jeopardy

- What areas are your strongest? Which need improvement?

- Test Styles

- Test Dates/Deadlines

- Waivers

- Mentor Experiences

<table>
<thead>
<tr>
<th>SAT</th>
<th>vs.</th>
<th>ACT</th>
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<tbody>
<tr>
<td>SAT is broken up into more sections. The content area (Critical Reading, Math, and Writing) are broken up into ten sections, with the required essay at the beginning. You do a little math, a little writing, a little critical reading, a little more math, etc.</td>
<td>Questions tent to be more straightforward. Act questions are often easier to understand on a first read. On the SAT, you may need to spend time figuring out what you’re being asked before you can start solving the problem.</td>
<td></td>
</tr>
<tr>
<td>SAT is mostly reading comprehension and math. No science is tested.</td>
<td>Science section, while the SAT does not. You do not need to know much about science. It is meant to test your reading and reasoning skills, based upon a given set of fact.</td>
<td></td>
</tr>
<tr>
<td>SAT tests algebra and geometry subjects are tested, in comparison to science and trigonometry.</td>
<td>Test more advanced math concepts. Requires you to know a little trigonometry. That said, the ACT Math section is not necessarily harder, since many students find the questions to be more straightforward than those on the SAT.</td>
<td></td>
</tr>
<tr>
<td>SAT College admissions officers care about how you did on each section of the SAT.</td>
<td>The ACT is more of a “big picture” exam. So if you are weak in one content area but strong in others, you could still end up with a very good ACT score.</td>
<td></td>
</tr>
</tbody>
</table>
Session 5: Financing Education

• Budget Your Week

• How Are You Financing Your Education?

• Scholarships for Latinos

• National Scholarships

• HOPE, Zell Miller, Pell Grant, Loans

• FAFSA

• Hispanic Scholarship Fund
Student Experiences

- “Learning more about financial and career information was very helpful, especially as a Junior, since that is when I think students start to think about going to college.” – Valeria

- “I would recommend the program. It was very fun. The information that was given was like no other. My mentor was always there for me.” – Valeria

- “Because of the LLI program, my mentors told me ahead of time when to take the SATs and the ACTs.” – Ashley

- “My parents did not know what to do, so I called my mentors and they helped me through the application process.” – Ashley
Program Impact

• In Fall 2014 program attained a 65% college enrollment rate

• Received a Bright Spot from the White House Initiative on Educational Excellence for Hispanics

• Expanded program to include a 7th high school with non-scholar mentors
The Future of LLI

• Expansion of program to include other K-12 school districts within the metro-Atlanta Area

• Expand program to include the newly consolidated Georgia Perimeter College

• Middle-school feeder pipeline program
References

U.S. Census Bureau, 2009-11 American Community Survey. www.census.gov/acs


U.S. Census Bureau, 2007-11 American Community Survey. www.census.gov/acs

See more at: http://www.edexcelencia.org/research/college-completion/ga#sthash.FPpxN2A8.dpuf
Q & A
Contact Information

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