

# Recruiting Latino Students in 2017: Are We in a New Era?

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# Overview

- Change among Hispanic population
  - Population decline
  - Population dispersal across the U.S.
- Cause of population shifts
- Discuss how (if) our campuses are adjusting to these demographic shifts
- Factors to consider to strategically recruit Latino/a students
- Discuss changes you can implement to shift your campus' college demographics

# Demographic Changes

# Quick Facts

- Hispanic population has been one of the fastest growing
  - 1970: Hispanic population grew 592% vs over U.S. population growth of 56%
    - Growth attributed to immigration from Latin America, the most coming from Mexico
  - In 2008, U.S. Census Bureau projected Hispanic population would reach 133 million by 2050
  - By 2012, that projection dropped to 112 million
- Hispanic population dispersal to places with traditionally fewer Latinos began in the 1990s
- Hispanics are the youngest major race group

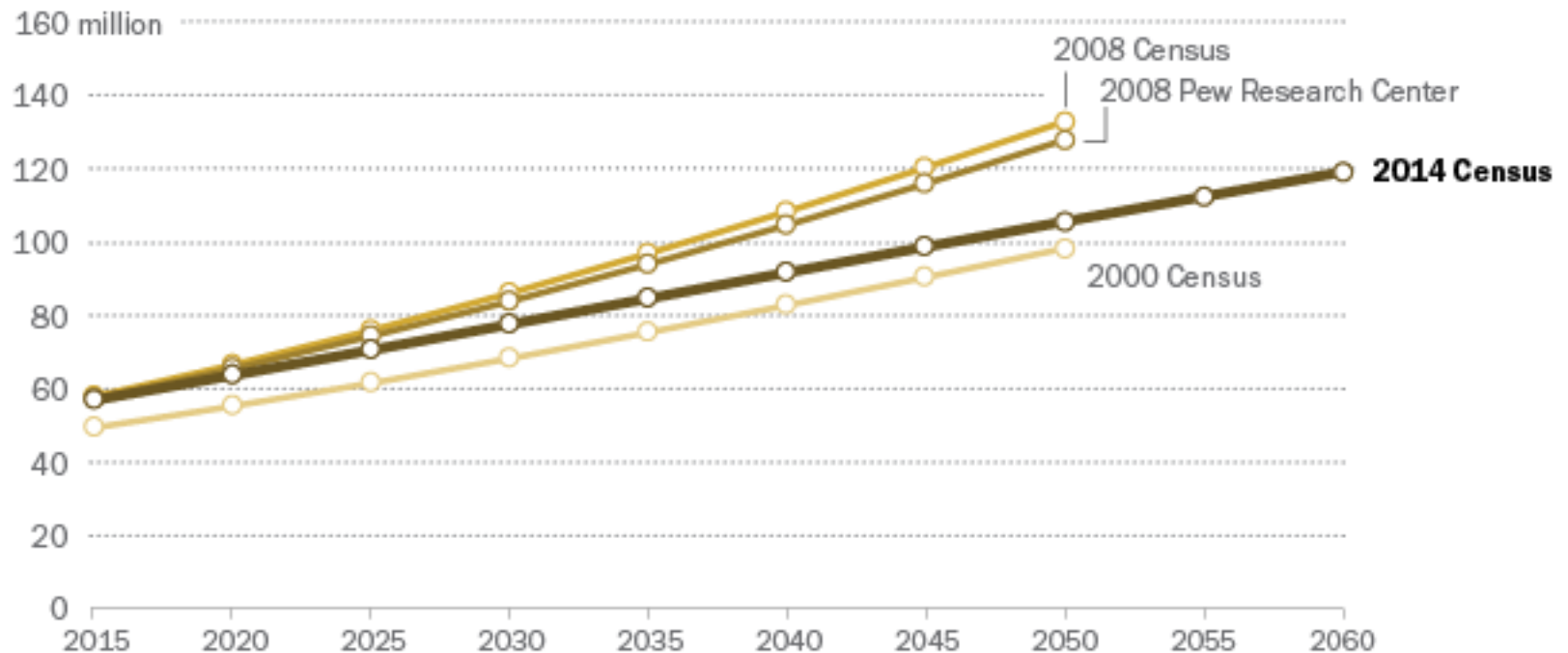
# Quick Facts

- Population currently stands at 57 million
  - 66% are U.S. born
  - Foreign-born:
    - 3 out 10 are U.S. Permanent Residents
    - 4 out of 10 are undocumented
- 78% of immigrants come from Latin America
- In most states, U.S.-born Hispanics outnumber foreign-born Hispanics.
  - Two exceptions:
    - District of Columbia: 53% of Hispanics were foreign born in 2014
    - Maryland: half of Hispanics were foreign born

# Hispanic Population Decline

## Hispanic Population Projections Scaled Back

*U.S. Hispanic population, 2015-2060*

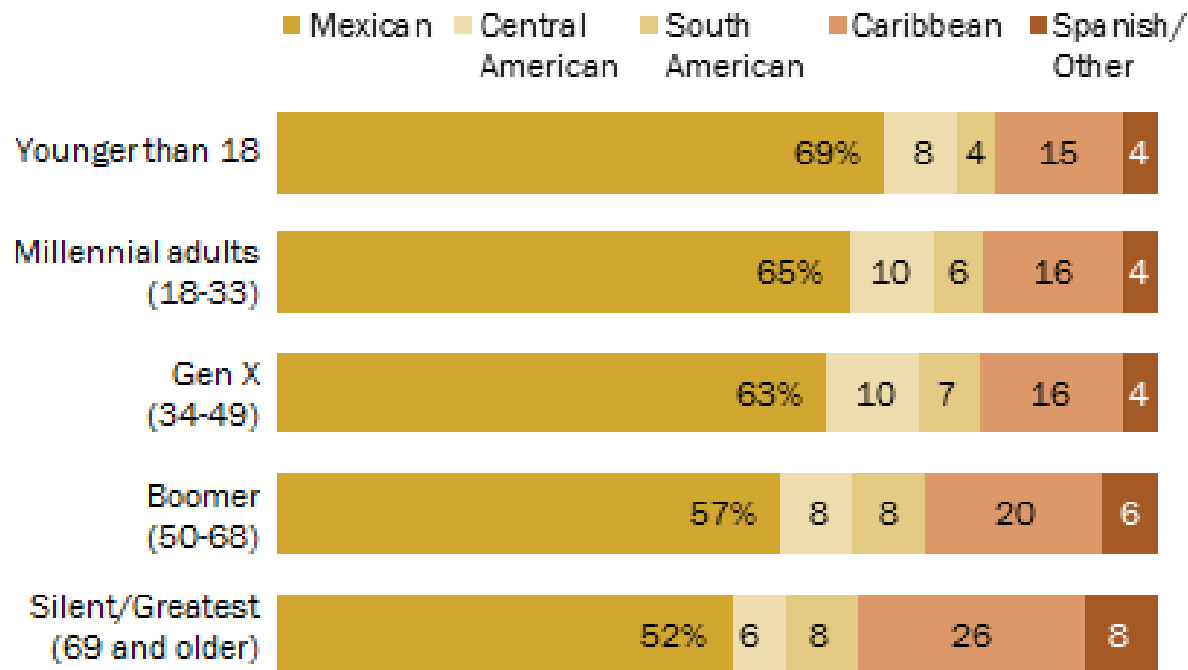


Source: U.S. Census Bureau population projections, 2000, 2008 and 2014; Pew Research Center population projections, 2008.

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# Hispanic Population Decline

## Younger Hispanics are more likely to be Mexican



Note: Figures may not add to 100% due to rounding.

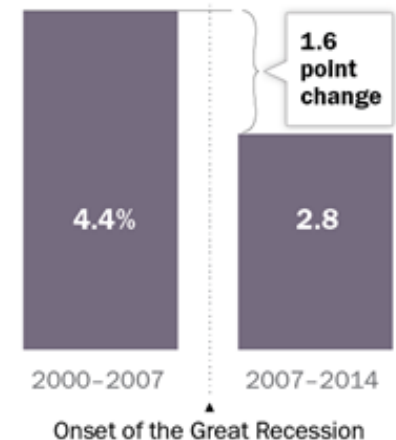
Source: Pew Research Center analysis of 2014 American Community Survey (IPUMS).

"The Nation's Latino Population Is Defined by Its Youth"

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## U.S. Hispanic population growth slows sharply since 2007

Average annual growth rate



Note: The Great Recession began in December 2007 and ended in June 2009.  
 Source: Pew Research Center tabulations of U.S. Census Bureau population estimates. "U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

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# Cause for Population Decline

- Immigration has slowed down since mid-2000s
- Immigration has reversed back to Mexico since 2009
- Hispanic U.S. birth rates have been on a decline since the Great Recession

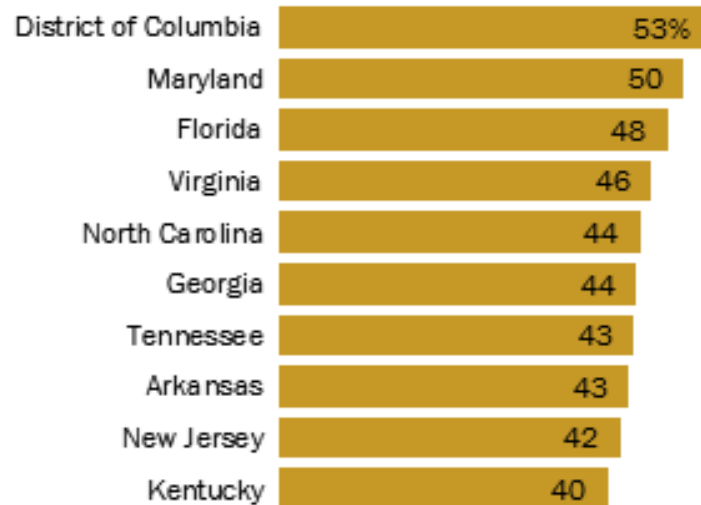


# Hispanic Population Trend

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## States with the highest foreign-born shares among Hispanics are mostly in the South in 2014

*% of Hispanics that are foreign born*



Note: The top 10 states for the share of Latinos that were foreign born in 2014 are shown.

Source: Pew Research Center tabulations of the 2014 American Community Survey (IPUMS).

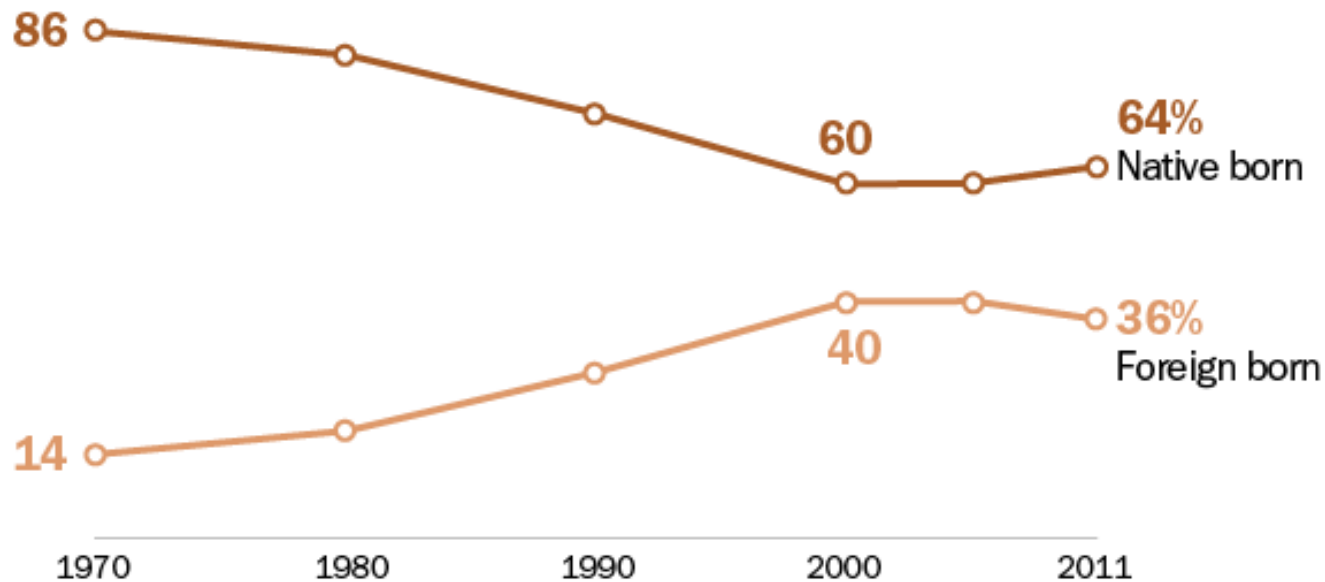
"U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

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# Hispanic Population Trend

*The share of the nation's Hispanics who are U.S. born has been **on the rise** since 2000.*

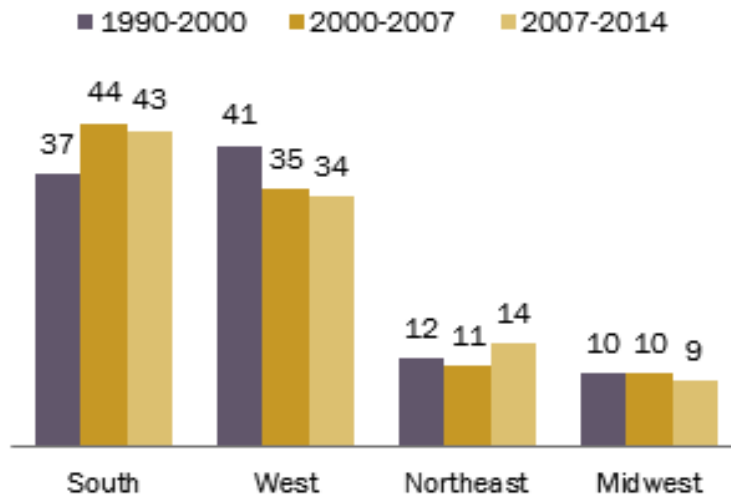


Pew Research Hispanic Center tabulations of 1970-2000 Census (5% IPUMS) and 2005 and 2011 American Community Survey (1% IPUMS)

# Hispanic Population Dispersal

## From 2007 to 2014, the Northeast region accounted for a larger share of Latino population growth than in prior periods

% of Hispanic population growth that occurred in counties located in the ...



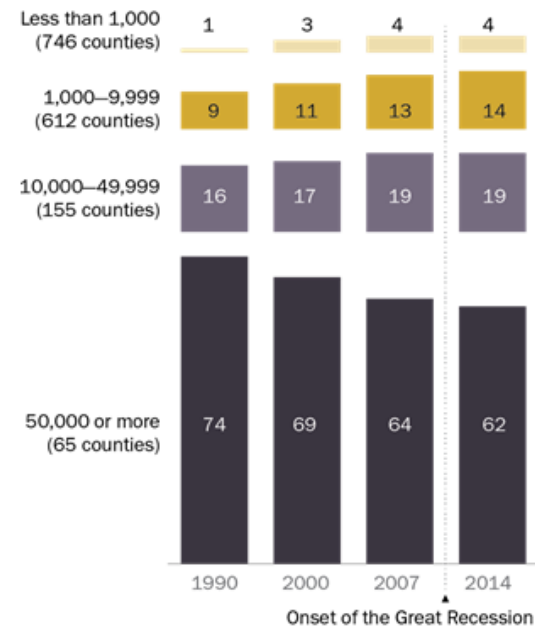
Note: Based on 1,579 counties with at least 1,000 Hispanics in 2014. Source: Pew Research Center tabulations of the U.S. Census Bureau population estimates and the 1990 decennial census (SF-1).

"U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

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## Since 1990, the Latino population has dispersed to counties with historically fewer Hispanics

% of Latinos residing in counties where Latino population was \_\_\_\_\_ in 1990



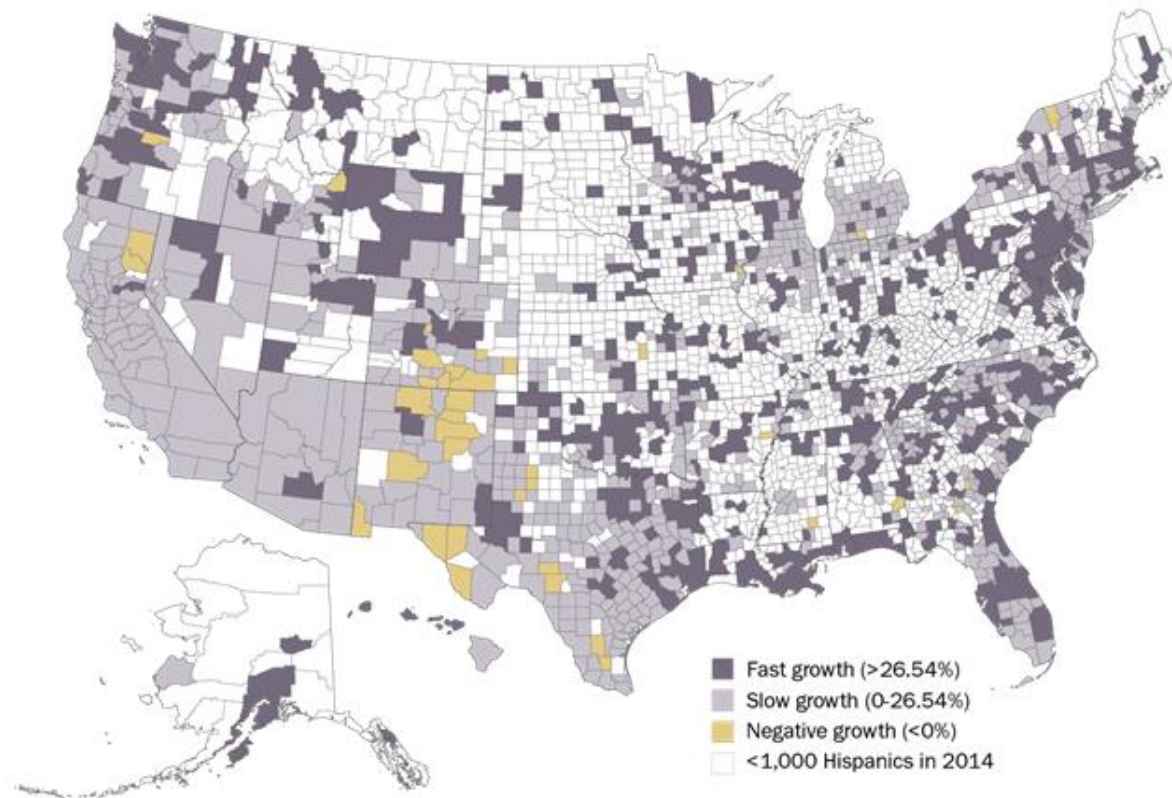
Note: Based on 1,578 counties with at least 1,000 Latinos in 2014 and that existed in each year studied. Totals for each year may not add to 100% due to rounding. The Great Recession began in December 2007 and ended in June 2009.

Source: Pew Research Center tabulations of U.S. Census Bureau population estimates and the 1990 decennial census (SF-1). "U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

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# Hispanic Population Dispersal

**Fast-growing Latino counties for 2007 to 2014 largely located in Southern states**



Note: Fast-growing Hispanic counties include counties where the Hispanic growth rate from 2007 to 2014 was greater than the median growth rate in this period for counties with at least 1,000 Hispanics in 2014 (approximately 27%).

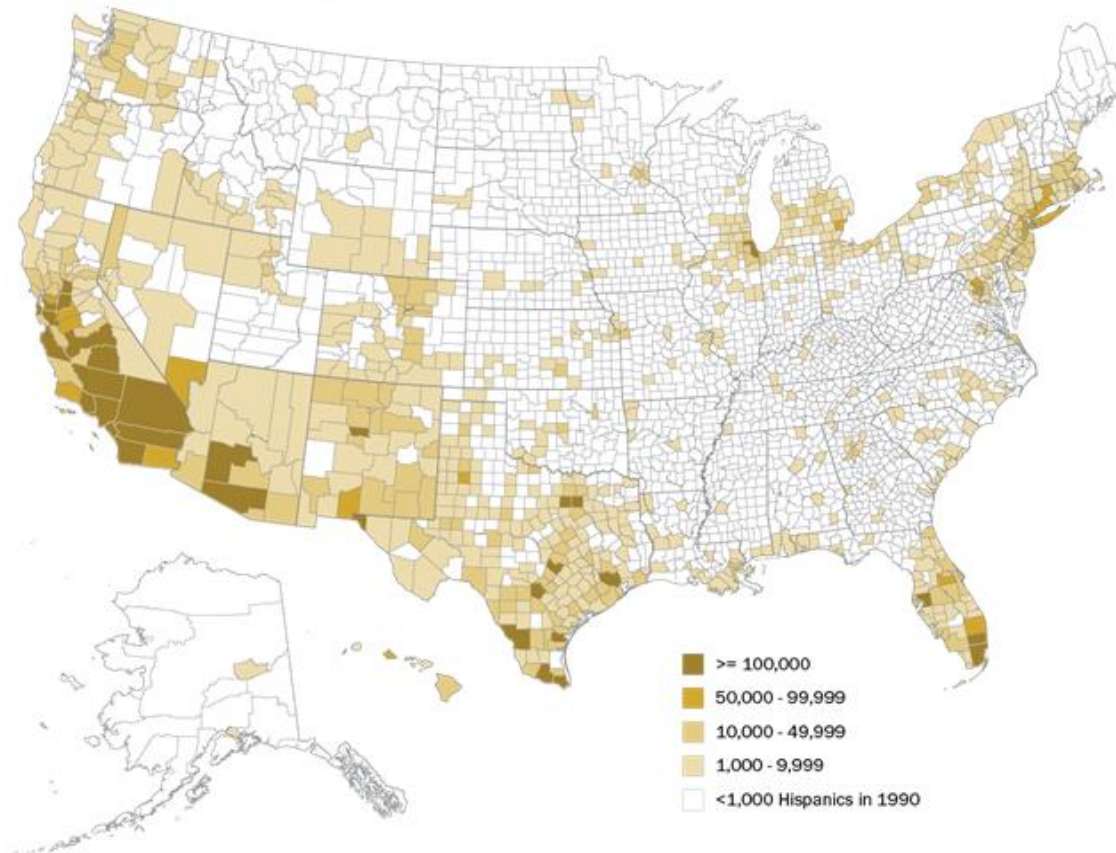
Source: Pew Research Center tabulations of U.S. Census Bureau population estimates.

"U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

# Population Shifts Across the U.S.

## Hispanic population, 1990

*The number of Latinos residing in counties with at least 1,000 Latinos*



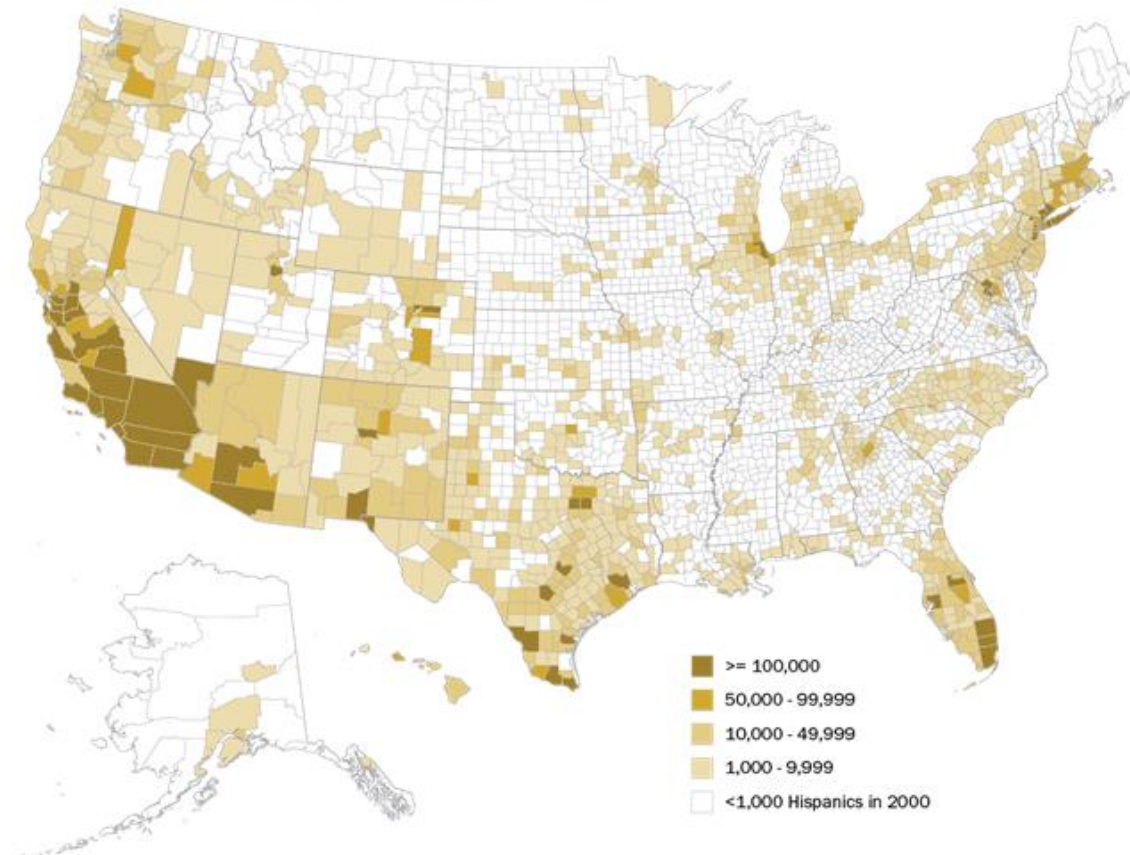
Source: Pew Research Center tabulations of 1990 decennial census (SF-1).  
"U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"



# Population Shifts Across the U.S.

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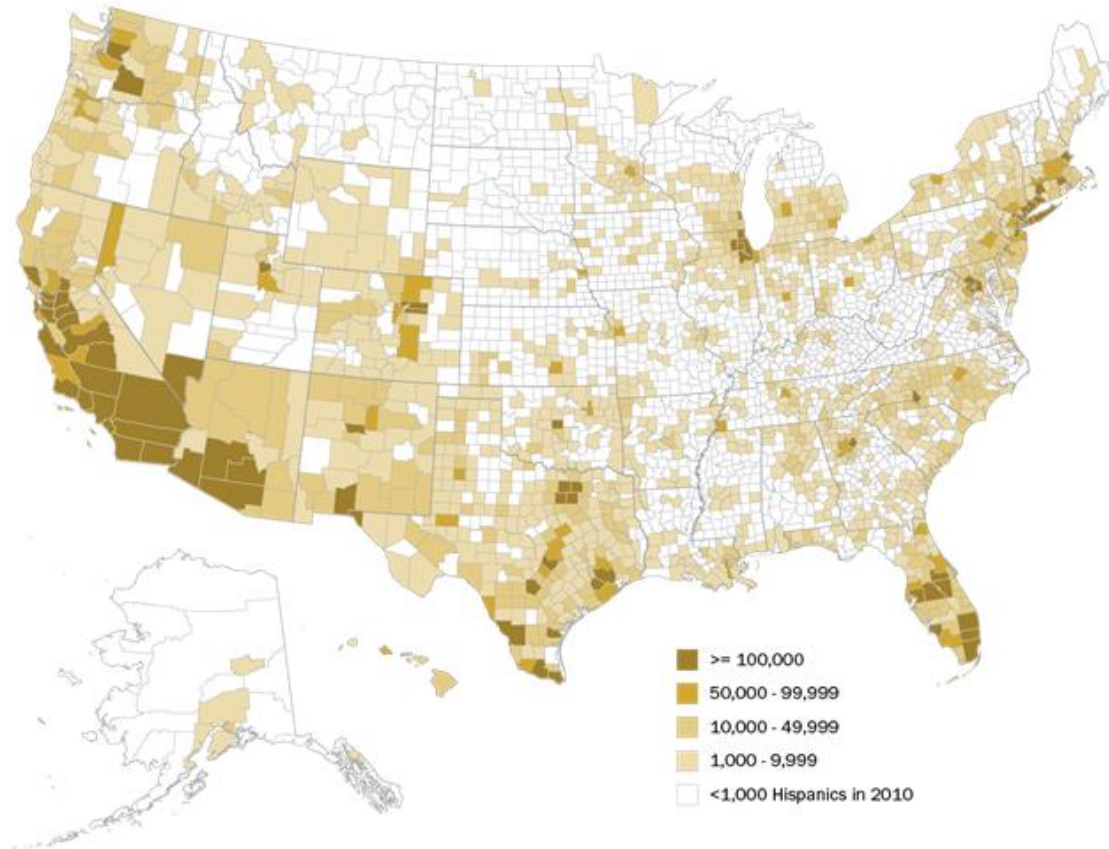


Source: Pew Research Center tabulations of U.S. Census Bureau population estimates.  
"U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

# Population Shifts Across the U.S.

## Hispanic population, 2010

*The number of Latinos residing in counties with at least 1,000 Latinos*



Source: Pew Research Center tabulations of the 2010 decennial census P.L. 94-171 summary files.  
"U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

# Hispanic Population Dispersal

## South Dakota has the fastest-growing state Latino population since 2000

	2014 Latino population	2000 Latino population	% change 2000-2014
South Dakota	29,000	10,000	190
Tennessee	322,000	117,000	176
South Carolina	258,000	95,000	172
Alabama	190,000	72,000	164
Kentucky	145,000	57,000	154
Arkansas	205,000	85,000	141
North Dakota	18,000	7,000	141
Maryland	556,000	231,000	141
North Carolina	890,000	377,000	136
Virginia	732,000	333,000	120

Note: Top 10 states for Latino population growth from 2000 to 2014 shown.

Source: Pew Research Center tabulations of the 2000 decennial census and the 2014 American Community Survey (IPUMS).

"U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

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## Between 2007 and 2014, the Latino population in North Dakota has grown faster than in other states

	2014 Latino population	2007 Latino population	% change 2007-2014
North Dakota	18,000	9,000	97
Kentucky	145,000	87,000	66
Louisiana	222,000	135,000	64
Delaware	83,000	51,000	64
Maryland	556,000	347,000	60
Vermont	10,000	6,000	58
Alabama	190,000	122,000	57
Wyoming	57,000	37,000	56
Mississippi	80,000	52,000	53
South Carolina	258,000	168,000	53

Note: Top 10 states for Latino population growth from 2007 to 2014 shown.

Source: Pew Research Center tabulations of the 2007 and 2014 American Community Surveys (IPUMS).

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# New Challenges to Consider

- Half of U.S. Hispanics fear deportation of someone they know
- 4 out of 10 Hispanics are concerned about their place in America
  - Those without U.S. Citizenship or do not hold a green card are more likely to express concern
- In February 2017, the U.S. Department of Homeland Security “issued new immigration enforcement policies that widen the pool of unauthorized immigrants prioritized for deportation”

# Top Priority Issues

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## Among Latinos, U.S. born and immigrants agree that education, economy and terrorism should be top priorities for Trump and Congress in 2017

*% rating each a top priority for Trump and Congress in 2017*

	<b>U.S. born</b>		<b>Foreign born</b>
77	Improving the educational system	69	Improving the educational system
71	Strengthening the nation's economy	68	Defending the country from future terrorist attacks
70	Defending the country from future terrorist attacks	62	Strengthening the nation's economy
57	Reducing health care costs	52	Dealing with the issue of immigration
39	Dealing with the issue of immigration	51	Reducing health care costs

Source: Survey of Hispanic adults conducted Dec. 7, 2016-Jan. 15, 2017.  
"Latinos and the New Trump Administration"

# Educational Attainment

Table 17

STATISTICAL PORTRAIT OF HISPANICS IN THE UNITED STATES, 2014

## Educational Attainment, by Race and Ethnicity: 2014

Universe: 2014 resident population ages 25 and older

	Less than 9th grade	9th to 12th grade	High school graduate	Two-year degree/Some college	Bachelor's degree or more	Total
Hispanic	6,333,358	4,280,729	8,317,490	7,333,545	4,432,492	30,697,614
U.S. born	1,007,263	1,634,314	4,062,154	4,685,147	2,637,856	14,026,734
Foreign born	5,326,095	2,646,415	4,255,336	2,648,398	1,794,636	16,670,880
White alone, not Hispanic	3,475,086	7,847,854	39,996,898	42,968,965	47,756,710	142,045,513
Black alone, not Hispanic	1,050,579	2,760,468	7,800,435	8,158,524	4,867,343	24,637,349
Asian alone, not Hispanic	942,434	626,482	1,760,281	2,228,508	5,953,222	11,510,927
Other, not Hispanic	208,163	408,374	1,320,162	1,684,184	1,293,513	4,914,396
<b>Total</b>	<b>12,009,620</b>	<b>15,923,907</b>	<b>59,195,266</b>	<b>62,373,726</b>	<b>64,303,280</b>	<b>213,805,799</b>

### PERCENT DISTRIBUTION

Hispanic	20.6	13.9	27.1	23.9	14.4	100.0
U.S. born	7.2	11.7	29.0	33.4	18.8	100.0
Foreign born	31.9	15.9	25.5	15.9	10.8	100.0
White alone, not Hispanic	2.4	5.5	28.2	30.3	33.6	100.0
Black alone, not Hispanic	4.3	11.2	31.7	33.1	19.8	100.0
Asian alone, not Hispanic	8.2	5.4	15.3	19.4	51.7	100.0
Other, not Hispanic	4.2	8.3	26.9	34.3	26.3	100.0
<b>All</b>	<b>5.6</b>	<b>7.4</b>	<b>27.7</b>	<b>29.2</b>	<b>30.1</b>	<b>100.0</b>

**Note:** "High school graduate" includes persons who have attained a high school diploma or its equivalent, such as a General Educational Development (GED) certificate. "Other, not Hispanic" includes persons reporting single races not listed separately and persons reporting more than one race.

Source: Pew Research Center tabulations of 2014 American Community Survey (1% IPUMS)

How is your institution recruiting Latino/a students and supporting them once on campus?

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## Questions to Consider

- If traveling is not an option, how is your institution connecting and engaging with Latino/a students?
- The students who are engaging with your campus, virtually or on-campus, are they learning about the resources available to them?
- Do current students connect with prospective students?

# Motivation for First-Generation Latino Males

- Family encouragement
  - Emotional, mental, psychological, and financial support received by any member of the immediate or extended family
- Personal and intellectual growth
  - Improving their intellectual capacity, desire to learn and/or study, developing themselves as a whole person, increasing emotional development, and proving themselves that they could reach personal goals
- A better life
  - Support or inspiration received from anyone outside of the family who helped through the process of applying and getting into college (included teachers, counselors, advisors, coaches and outreach programs)
- Guiding support
  - Better employment and economic status than their parents, improving their family's quality of life, and changing their family's educational cycle to restructure norms

# Ideas for Implementation

- Make information easily accessible and visible on your website
  - Fly-out programs
  - Contact information
  - Admissions officers who speak another language
  - Resources available on campus
  - Special programs or opportunities
- Analyze your prospect student data
  - Where are your Hispanic students?
  - Develop targeted communication
    - Create profiles of your current students

# Ideas for Implementation

- Review steps that could be barriers for students
  - Official test scores or transcripts
- Meet with faculty and staff to learn of resources available (or opportunities to create new ones) and report back to your staff
- Be cautious of bias
- Looking for students to prove their race



# Questions?

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