

Latino Student Success

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UNIVERSITY



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Young learners



Test preparation



280,000 students, 38 Tests and 161 locations

Postsecondary and
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Over 70,000 students, 79 campuses and in 19 states plus online.

Professional Services



150,000 clients, over 500,000 courses sold and 600 courses on-line.



DaimlerChrysler Services



COLGATE-PALMOLIVE COMPANY



ExxonMobil



Publix.



TOYOTA



PEPSICO



Pre-Test

1. Difference between Latino & Hispanic terms?
2. Size of the Latino population (U.S./Illinois/Chicago)
3. Average age of a Latino in the U.S?
4. Size of Latino consumer spend in U.S?
5. Is being Latino an ethnicity or a race?
6. What is the Latino birth-to-death ratio?
7. Who is Kathleen Casey?

Latino Success Factors

Foundation Information Needed by Educators

1. Awareness of key Latino demographic statistics
2. Knowledge of Latino terms
3. Deep insight into Latino cultural heritage
4. Understanding of Latino student experience

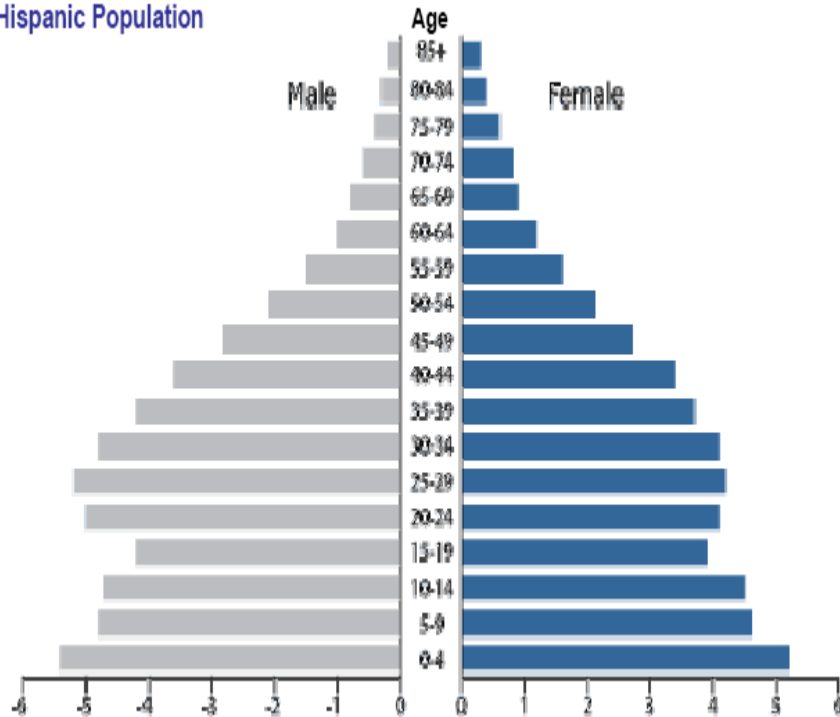
Business Case

- 2 main factors driving corporate interest in the Latino community
 - Catalyst for Economic Growth
 - Next Great Source of Intellectual Capital

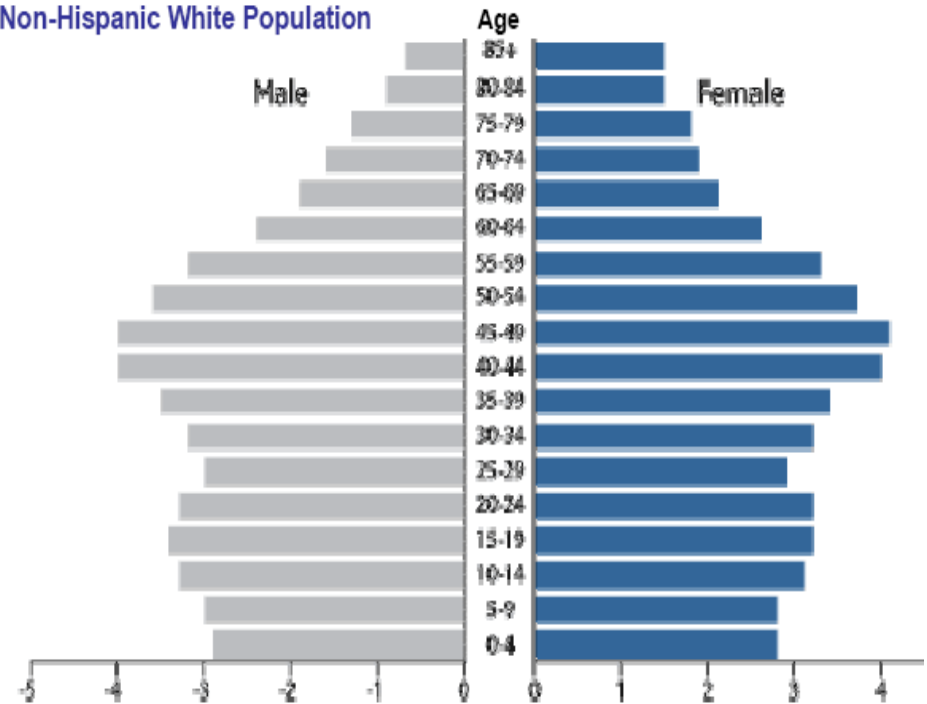
Population Demographics

- 8 births for each death in Hispanics. 1.4 to 1 ratio for non-Hispanic whites.

Hispanic Population



Non-Hispanic White Population



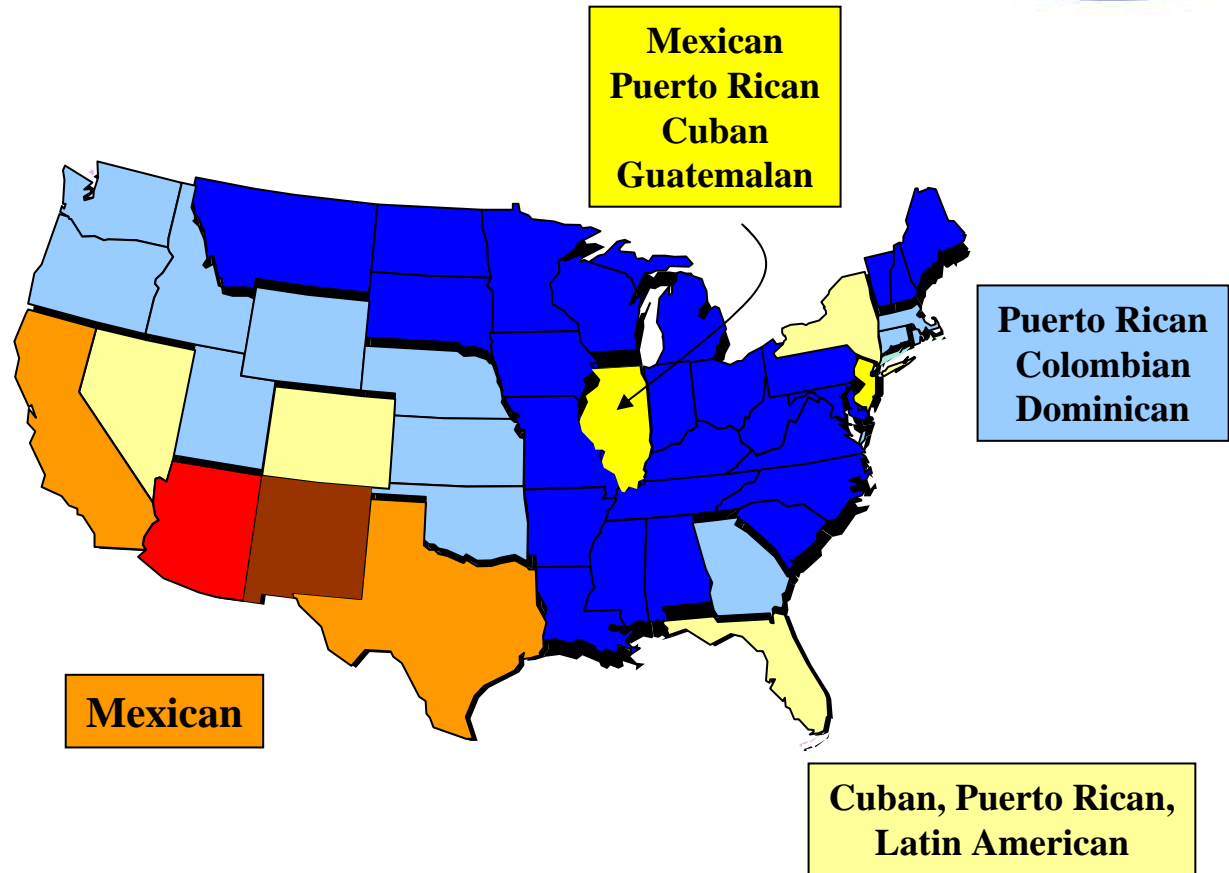
The Latino 15

L1 – Population Size	46.7 million – 15 percent of U.S. population
L2 – Place of Origin	63% Mexican, 10% Puerto Rican, 4 % Cuban
L3 – Average Age	Latinos – 27; Anglos – 45
L4 – Place of Birth	59.8 % born in U.S. – 40.2 % born outside U.S.
L5 – Place of Residence	48.7 % of all U.S. Latinos live in California or Texas
L6 – Birth Rate	Latinos average 3.3 children (Anglos - average 1.9) -- 8 to 1 birth to death ratio
L7 – Generation	14.2 million (1 st gen.) 9.9 million (2 nd gen.) 11.3 million (3 rd gen. +) in 2000
L8 – Language	47% Spanish dominant; 28% bi-lingual; 25% English dominant
L9 – Education	58.4 % has HS diploma; 12.1% has an undergraduate degree
L10 – Industries	16% of Latino population in management or professional jobs
L11 – Annual Earnings	13% of Latinos earn over \$50K per year; 35 % of Anglos earn over \$50K a year
L12 – Entrepreneurship	Latinos becoming entrepreneurs at 3 times the rate of Anglos
L13 – Politics	69 % vote Democrat; Hold about 1 % of elected office positions
L14 – Religion	70 % Catholic; 23 % Protestant or “other Christian”
L15 – Market Size	Estimated at \$869 billion in 2008; expected to reach \$1 trillion by 2010

Our Educational Choices

- 58% of Latinos over age 25 in U.S. have a HS diploma
- 20% of U.S. Latinos hold an associates degree
- 12% of U.S. Latinos hold a bachelors degree
 - Bachelors degrees earned by Latinos jumped 430% in past 7 years
- 4% of U.S. Latinos hold a masters degree
 - Master's degrees rose over 410% in last 7 years
- 2% hold degrees in science, technology, engineering or math
- Less than 1% of U.S. Latinos hold a doctorate degree

Where are the Latinos?



Latinos as % of Total

- = < 5%
- = 5% - 9.9%
- = 10% - 14.9%
- = 15% - 19.9%
- = 20% - 24.9%
- = 25% - 29.9%
- = 30% - 34.9%
- = 35% +

Source: U.S. Census Bureau, 2000

Definitions and Terminology

- **American** - any person from North, South or Central America and the Caribbean; not persons exclusively from the United States.
- **Hispanic** - United States resident that is a descendant of Spain, Mexico, or Spanish Caribbean descent that is born in the United States or has lived in the United States many years. (US citizen, permanent resident, temporary immigrant); terminology can be offensive to many as they believe it is a word the Anglos invented for them (1960).
- **Latino** - any person of Latin American, Spanish, or South American descent; this terminology is currently most acceptable today – more in vogue.
- **Mexican** - American citizen of Mexican descent and heritage who prefers to be identified with his or her dominant Latino heritage; need not be born in Mexico; also, someone born and raised in Mexico.
- **Mexican-American** - American citizen of full or partial Mexican origin or descent; commonly used in Texas and the Southwest; person does not necessarily possess Anglo ancestry.

Definitions and Terminology

- **Chicano** - American citizen of Mexican descent with a heritage typically from the Southwest or West; term carries multiple meanings in the US but generally associated with academics or progressives; not widely accepted or used in the US. In Mexico, term can connote someone of low class or poor morals.
- **Quisqueyano** - Someone of Dominican Republic descent.
- **Cubano** - Persons born in Cuba or U.S. born of Cuban ancestry.
- **Puerto Rican** - Persons born in Puerto Rico or born in the United States and from Puerto Rican ancestry.
- **Nuyorican** - A Puerto Rican living in or from New York.
- **Boricua** - Denotes a Puerto Rican or person of Puerto Rican descent

These terms refer to one's Ethnicity, not Race

Latino Cultural Insights

- **Focus on Family** - Large extended families who strongly support each other.
- **Roman Catholic** - Dominant force throughout the ages on all aspects of Latino culture & traditions; Active participants in their churches.
- **Warm, friendly and hospitable** - Emphasis on human interaction versus financial or economic gains.
- **Lack of Planning** - Very spontaneous and unstructured when compared to the Anglo Saxon ideal.
- **Celebrations** - Weddings, holidays, baptisms, 1st Holy Communions and Quinceñeras.
- **Humble and Understated** - Personal family background from humble origins often underlies the seemingly humble and understated nature of Latinos.

Common University Mistakes

- Assume that you can recruit & retain Latino students in the same manner as non-Latinos.
- Assume that all Latinos are the same and that a homogeneous approach works for the entire community.

Difference in Values?

Latino Values	Anglo Values
Interdependence	Independence
Family First	Me First
Family helps Family	Helping self helps family
Humility	Self-Expression
Work Hard	Work Smart
Sacrifice	Pay Your Dues
Stability	What's New? What's Next?
Respect for Authority	Challenge Authority
Modesty	Toot Your Horn
God Loves the Poor	God Loves the Rich, Too
I Accept Life's Problems	I Solve Life's Problems
Whatever God Wants	The Sky is the Limit
I Hope to Achieve	I Believe I Will Achieve
Give Respect	Earn Respect

Latino Identity

Orientation	Identity Lens
Undifferentiated /Denial	These Latinos tend to deny their cultural and ethnic differences. They tend to see no need to connect with other Latinos and do not generally participate in Latino activities or programs. They believe that “people are people” and that when Latinos don’t perform, it is a result of their own lack of achievement.
White-Identified	These Latinos see themselves as Anglo and are thus different from and superior to people of color. These Latinos are completely assimilated into white culture and are disconnected from other Latinos.
Latino as Other	View themselves as primarily “non-white.” They do not feel Latino, but also do not identify with Anglo values. They consider themselves as simply a minority and are aware that minorities have been discriminated against.
Sub-Group Identified	Think of themselves in their own distinct ethnic or national-origin subgroup (i.e., Puerto Rican, Cuban, Mexican, etc.). View their own subgroup in a more positive light. This group does participate in Latino programs.
Latino-Identified	View Latinos as a whole, constituting a distinct category across all sub-groups. Tend to be advocates for all issues Latino. See Whites as either an ally or a barrier, depending on their behavior.
Latino-Integrated	See their Latino identity as wholly integrated with their other social identities such as gender, class, religion, profession, etc. Latino identity is one of many lenses through which they view the world.

Ferdman & Gallegos (2007) – Identity orientations of Latinos in the US: Implications for Leaders & Organizations. The Hispanic Journal of Hispanic Research

Common Latino Student Experience



- Lack of college orientation
- Must deal with sense of Latino identity at school.
- Often feel a sense of isolation.
- Have to work against perception of the “token” Latino student (affirmative action)
- Pressure to assimilate
- Going part-time; Avoiding debt

Lay of the Land

- 1987 – 2007 (Illinois)
 - White, non-Hispanic college student enrollment grew by 6 percent
 - Latino student enrollment soared by 372 percent.
- Latino Student Breakdown
 - Percent in 2 year college 38%
 - Percent in 4 year college 47%
 - Percent in Graduate School 15%
- 25% of Latino college students are enrolled part-time compared to only 15% percent of their white peers

Community Colleges - 2007



<u>Community College</u>	<u>Hispanic Enrollment</u>	<u>Percent of Total Campus Enrollment</u>
CCC - Richard J. Daley College	6,903	68.3 %
CCC - Harry S Truman College	6,006	49.1
CCC - Wilbur Wright College	5,503	49.8
Triton College	4,342	27.6
Morton College	3,872	76.7
College of DuPage	3,683	14.1
College of Lake County	3,599	23.1
Elgin Community College	2,983	29.6
Waubonsee Community College	2,677	30.3
William Rainey Harper College	2,336	15.5

Source: Illinois Board of Higher Education

Private Universities - 2007



<u>Institution</u>	<u>Hispanic Enrollment</u>	<u>Percent of Total Campus Enrollment</u>
DePaul University	2,356	10.2 %
DeVry University-Illinois	1,730	10.7
Loyola University of Chicago	1,180	7.8
Robert Morris College	1,083	23.0
St. Augustine College	1,083	83.4
Columbia College Chicago	1,021	8.9
Northwestern University	813	4.4
University of Chicago	708	5.0
National-Louis University	601	8.2
Roosevelt University	585	8.1

Source: Illinois Board of Higher Education

Public Universities - 2007

<u>Institution</u>	<u>Hispanic Enrollment</u>	<u>Percent of Total Campus Enrollment</u>
U of I - Chicago	3,097	12.6 %
Northeastern Illinois University	3,037	25.2
U of I - Urbana/Champaign	2,513	5.9
Northern Illinois University	1,673	6.6
Illinois State University	689	3.4
S I U - Carbondale	653	3.1
Chicago State University	518	7.4
Western Illinois University	508	3.7
Governors State University	326	6.1
Eastern Illinois University	284	2.3
S I U - Edwardsville	220	1.6
U of I - Springfield	96	2.0

Source: Illinois Board of Higher Education

Latino Faculty - Illinois

- Overall, about 3% of Illinois faculty are Latino
 - 1.5% of community college faculty are Latino
 - 2.3% of private not-for-profit faculty are Latino
 - 3.1% of public 4 year faculty are Latino
 - 4.5% of private for-profit faculty are Latino

Latino Student Success Trends

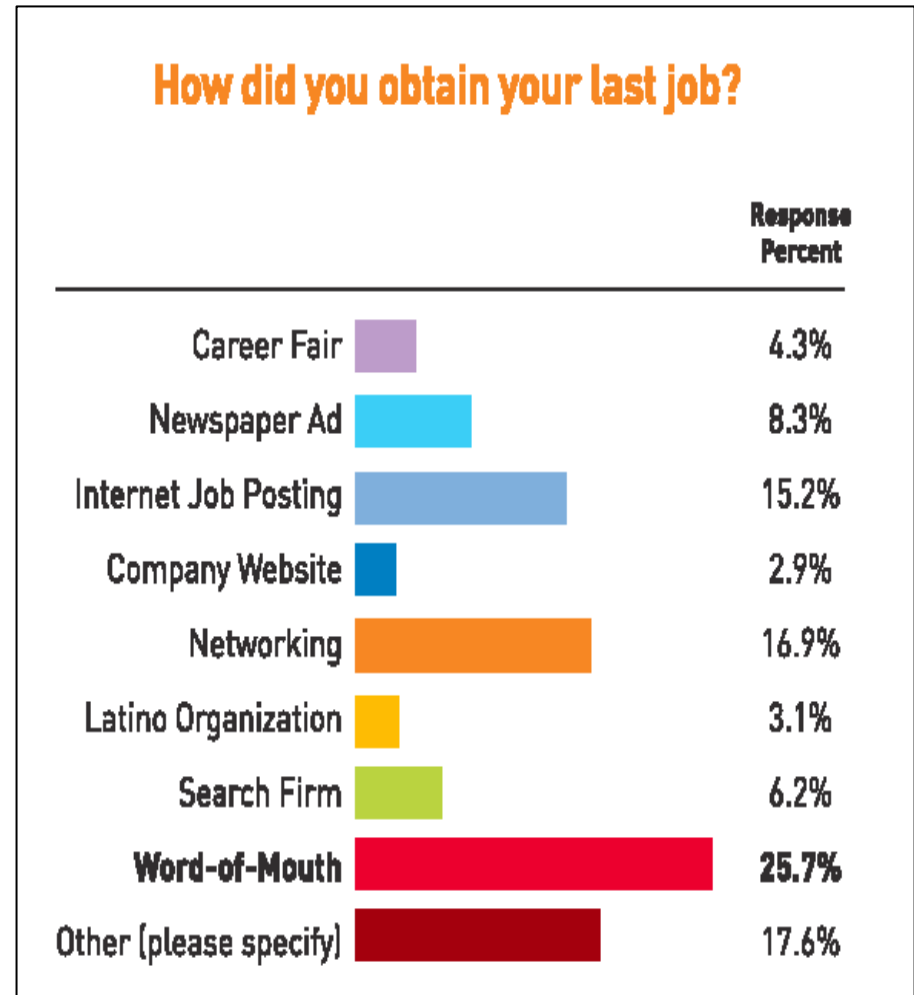
- Multicultural Student Services
- Latino Student Associations
- Latino sororities and fraternities
- Latino Spanish radio/TV live campus broadcasts
- Latino culture artwork and posters
- Brochures in Spanish
- Murals
- Financial Aid workshops for parents and students
- High School Partnerships
- Latino Student cohorts
- Latino enrollment advisors/academic advisors

Latino Student Insights

- High schools focus on the importance of enrolling in college and run a motivational-driven campaign, but do little to prepare the students for the rigors of academia.
- Recruiting and supporting Hispanic faculty and staff projected familiarity and comfort in the Hispanic student body.
- Successful institutions underline the importance of an institutional culture that makes Hispanic students feel at home in the college environment and that expects and supports their academic success

Recruiting Insights

- Traditional recruiting methods don't typically reach Latino candidates
 - They don't believe such methods will work for them
 - Limited access and exposure to traditional recruiting methods
 - Lack of understanding how these methods work
- Need to take a long-term approach that focuses on word-of-mouth referrals



N=1450

Recruiting Recommendations

- Leverage Latino associates for recruiting.
 - **CDW:** Indicates that this is their “Most Successful” method for recruiting Latinos. Leverage Latino employee networks.
 - Encourage company associates to participate in referral program
- Connect with Latino leaders in your communities
 - **Caterpillar:** Invited 15 top Latino professionals to tour and networking event with senior executives. Resulted in 4 senior level hires.
 - Company leaders should reach out to local Latino community leaders. Invite them in to learn more about your company.

Recruiting Recommendations

- Tailor Recruiting Message
 - **Walgreen's**: Segmented Spanish language radio ads based on Latino listener profile.
 - Consider customizing Latino recruiting strategy per audience.
- Feature High Ranking Latinos on Website
 - **FedEx**: Recruiting brochure highlights 20 top Latino professionals at the company. Well received by Latino candidates.
 - Company should feature senior level Latinos in recruiting messages.

Recruiting Recommendations

- Convey a sense of family when recruiting
 - **General Mills:** Invite Latino candidates to interview in groups. Spend the weekend in Minnesota. Visit with other Latino associates, have dinner at homes of executives.
 - Have Latino candidates meet with existing company Latino associates during interviews
- Get involved in the Latino community
 - **Hewitt Associates:** Career Center in local High School – 70% Latino student body
 - Support high schools near company locations w/ large Latino student populations

Recruiting Recommendations

- Partnerships with academic institutions
 - **3M Company:** Created Sales Degree Program at DePaul University.
 - Company should consider partnering with local universities or community colleges with high Latino student populations.
- Partner with Marketing or Community Affairs
 - **Cargill:** Sponsors 40 under 40 Latino awards.
 - Company could partner with local Latino organizations to recognize leaders in the Latino community. Leverage for recruiting.

Recruiting Recommendations

- Hire INROADS Interns
 - **United Technologies:** Has 217 Inroads interns currently. Provide multi-year internships. Inroads provides critical business training & education.
 - 90 percent of Inroads interns accept offers for full-time employment.
- MiGente.com (Latino version of MySpace)
 - **Kaplan:** List job postings on MiGente to reach 3 million Latinos on the site.
 - Company should consider having a presence on MiGente to reach Latino job seekers.

Recruiting Recommendations

- Partner with Latino associations
 - **Abbott:** Partners with Hispanic Alliance for Career Enhancement (HACE) to host company open house events.
 - Company should host a recruiting open house and partner with Latino organizations to help drive attendance.
- Train Managers on Latino diversity
 - **Microsoft, Campbell's, GE, Darden, Toyota, Colgate-Palmolive, Travelers, etc.**
 - Company recruiters should share this presentation with hiring managers and supervisors.

Employee Networks



Hispanic Forum

GE
Hispanic Forum

WHO WE ARE
GETTING INVOLVED
NEWS
INITIATIVES FRAMEWORK
CAREER TOOLS
CONTACT US

Go Big! Hispanic Forum

Going Big in building a career path and developing Hispanics.

Going Big in tapping the tremendous potential of the Hispanic Population.

Going Big in Helping GE Achieve its Diversity Goals.

[Find Out More](#)



Who We Are



- Mission Statement
- Message from National Champion
- Executive Team
- Business Champions
- Chapter Directory
- History

Initiatives Framework



- Attract
- Develop / Retain
- Community Service
- Communications

News



- A Focus on Mentoring
- Introducing our New Logo

Latino Associate Development



- Latino Leadership Institute (UCLA)
- Hispana Leadership Institute
- Hispanic Executive Summit (NSHMBA)
- Hispanic Corporate Director Program (Harvard)
- Latino Executive Leadership Institute (Arizona State Univ.)

Case Study



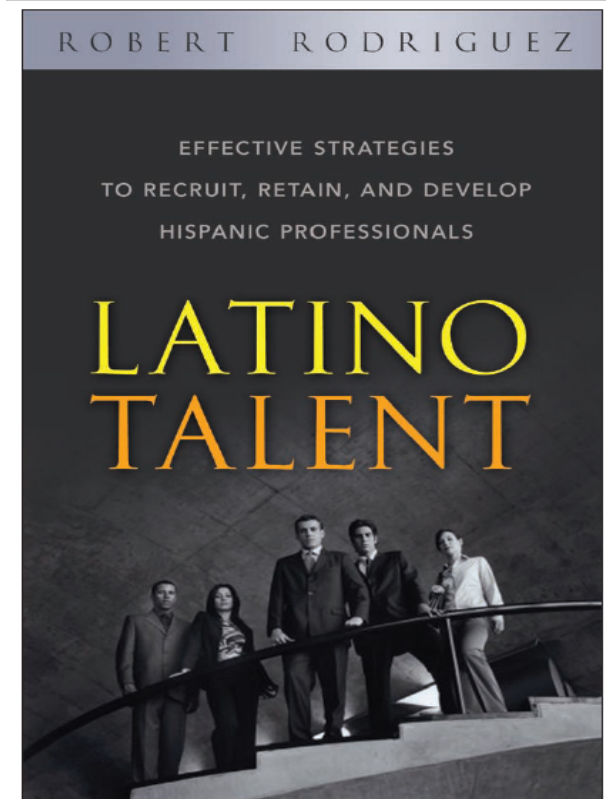
Topics Addressed

- Corporate Culture
- How to deal with racial slights
- Unwritten rules
- Sense of identity
- Speaking with an authentic voice
- How to manage and nurture your network of relationships
- How to handle performance review discussions
- What is power – how to obtain it – how to wield it
- Political Capital
- Personal Branding

Questions

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