

SPANISH LANGUAGE RESOURCES UPDATE

REGENT FINANCE COMMITTEE
OCTOBER 28, 2022



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Introduction

- April 2021, first presentation to Regent Finance Committee
- October 2022, second presentation to Regent Finance Committee
- Continue to provide annual updates to Regent Finance Committee in the future

- What is included in this update?
 - Campus Summary Information
 - Services and Resources for:
 - Prospective Students
 - Enrolled Students
 - Parents
 - Color coding
 - April 2021 shown in black
 - **New resources shown in green**
 - **Resources in development shown in blue**



CU BOULDER



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CU Boulder: Summary

- Centralized effort to further develop Spanish language resources campus wide
 - Enrollment offices, including Admissions, Bursar, Financial Aid, and Registrar, work together to:
 - Identify needed resources
 - Meet periodically to discuss needs
 - Create inventory of existing resources
 - Identify areas where Spanish language information can be implemented
- Campus wide Limited English Proficient (LEP) assessment underway
 - Action plan due December 2022 and will be used to determine roles, responsibilities, and campus next steps
- Spanish-language resources and staffing levels maintenance
 - Admissions has several multi-lingual speakers
 - Intentional hiring of multi-lingual speakers over last year resulted in 8 staff members representing 9 languages. The office plans to maintain this effort in the future
 - Other enrollment offices have maintained Spanish language staffing levels for several years to meet demand
 - Admissions has staff responsible for oversight and planning of multicultural recruitment and outreach events, including preparing and reviewing Spanish-language materials



CU Boulder: Services and Resources for Prospective Students

- Spanish language presentations and materials
 - *Diversity and Inclusion Visit Experience* Recruitment Presentation
 - Presentation has been updated
 - New student and parent flyer has been created for distribution at events
 - Next event will be held November 12, 2022
 - *Be Prepared* Recruitment Flyer
 - Includes information about Admissions Timeline(s) and Process
 - *YouVisit* Virtual Campus Tour
 - New Student and Family Programs translated the family letter in Spanish
 - Completed Summer 2022



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

CU Boulder: Services and Resources for Prospective Students (Cont.)

- Multi-lingual Admissions staff and students: **Increased to 20** from four in April 2021
 - Admissions Counselors/Staff: **Increased to eight staff who speak Spanish on recruitment team** from two in April 2021
 - Student Ambassadors (tour guides and campus visits): **Increased to six students who speak Spanish** from two in April 2021 **and another six who are multi-lingual (in languages other than Spanish)**
- Artificial Intelligence Chatbot is available to answer questions in Spanish 24/7
 - Students and parents can change the language of the Chatbot, with a variety of languages to choose from

COLOR KEY

CU Boulder: Services and Resources for Enrolled Students

- Spanish language presentations and materials
 - Free Application for Federal Student Aid (FAFSA) tip sheet
 - Financial aid presentations, such as:
 - **Comprendiendo Su Ayuda Financiera (Financial Aid basics virtual event)**
 - Colorado Application for State Financial Aid (CASFA)
 - State application form for ASSET students to apply for state aid
 - Admissions website
 - Updates postponed due to ADA compliance/accessibility
 - Need website development to allow screen readers to read content in another language
 - Targeted completion date: Fall 2023
- Spanish speaking staff and students
 - Financial Aid Office: 3
 - Registrar's Office: 3
- **Communication and Marketing internship (4 students per year)**
 - Partnership between Strategic Relations and Communication and Enrollment Management
 - Emphasis on expanding communication and marketing strategies for diverse audiences
 - Created May 2021



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

CU Boulder: Services and Resources for Parents

- Spanish language presentations and materials
 - Examining the possibility of new materials:
 - Cost Information
 - Payment Options
 - Targeted completion date: Spring 2023
 - Examining the possibilities for parent-facing processes, such as guest access to the student portal, tuition classification guidelines to determine residency, and details explaining COF
 - Targeted completion date: Spring 2023



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

A scenic mountain valley with a sun flare and lens effects. The sun is low in the sky, creating a bright glow and lens flare effects across the scene. The valley is filled with dense evergreen forests, and the mountainsides are rocky and sparsely vegetated. The sky is blue with scattered white clouds. The overall mood is bright and natural.

UCCS



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UCCS: Summary

- Centralized effort to further develop Spanish language resources campus wide:
 - Enrollment Management (Admissions, Orientation, Registrar) has a centralized approach through its Senior Executive Director and three department directors, and in collaboration with:
 - Office of the VC for DEI, Student Affairs (specifically Academic Advising and Parent & Family Relations offices)
 - MOSAIC office – operations have expanded and continue to serve as a driver of support for minority populations on campus
- Spanish-language resources and staffing levels maintenance
 - Several staff positions now include “Spanish speaking” among preferred qualification
 - 20 DEI grants awarded to campus departments and staff in spring 2021 for FY 2022-23 through FY 2024 -25 to address:
 1. Recruitment, retention and persistence of faculty, staff and students
 2. Faculty training and education
 3. Cultural and community engagement
 - New VC for DEI tasked with increasing and supporting diversity of students, faculty and staff and coordinating/unifying such strategic efforts
 - New VC for EM was a first-generation, lower-socioeconomic, Hispanic college student and comes to UCCS from a historically Hispanic-serving institution
 - Spanish-language resources are reviewed and updated annually



UCCS: Services and Resources for Prospective Students

- Spanish language presentations and materials
 - All webpages include Google Translate language selection
 - Admissions and Enrollment website
 - Cost and housing information – *in progress with expected completion of December 2022*
 - Orientation website menu tab and registration steps
 - Teambuilding and welcome activities for pre-collegiate students (not all are Spanish speakers), led by student staff members
 - Campus resource information, including improved navigation to Spanish-language resources
 - Campus tours upon request
 - Spanish prospective student appointments with admission, upon request
 - Recorded YouTube webinars with Spanish subtitles: Orientation, Trio, First Gen, and Avid
 - Pre-recorded campus tour
 - Campus Viewbook
 - Student-facing portal (Salesforce)
 - Investigating Spanish functionality option – *in progress*
 - Printed financial aid brochure – *translation in progress with expected completion of December 2022*



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

UCCS: Services and Resources for Prospective Students (Cont.)

- Spanish-speaking staff and students
 - Admissions Assistant Director of Campus Tours and School Groups is bilingual
 - One Admissions Counselor is bilingual
 - Spanish is now a preferred qualification on admissions counselor job postings
 - Three campus tour guides available for Spanish speaking tours
 - Director of Pre-Collegiate program is bilingual
 - Orientation appointments available in Spanish upon request
 - More active recruiting of Spanish-speaking student staff to facilitate additional Spanish-language orientation appointments
 - Additional Spanish-speaking staff allows campus to market Spanish-speaking orientation appointments more robustly



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

UCCS: Services and Resources for Enrolled Students

- Spanish language presentations and materials
 - Office of Registrar web pages – *in progress with expected completion of December 2022*
 - All webpages include Google Translate language selection
- Spanish speaking staff and students
 - Two academic advisors are bilingual
 - Two MOSAIC staff are bilingual
 - Spanish is now a preferred qualification on academic advising job postings
 - Spanish is now a preferred qualification on MOSAIC staff job postings



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

UCCS: Services and Resources for Parents

- Spanish language presentations and materials
 - Offer Pre-Collegiate – Expand Family Outreach Program in Spanish
 - New parent resources and communications:
 - Translation option on future-student **parent** webpage
 - Spanish translated version of the Viewbook
 - Main campus information publication for new students and parents
 - Spanish translated version of the Admissions Office’s “travel pieces”
 - Information brochure used at high school college fairs
 - Orientation appointments (for students *and* parents) available in Spanish upon request
 - Bilingual admission staff available upon request for all campus visit / information sessions (for both students *and* parents)
- Spanish speaking staff and students
 - Pre-Collegiate Director and several student staff members, including one student staff member who is a certified translator
 - Two admission staff are bilingual
 - Three campus tour guides available for Spanish speaking tours

COLOR KEY

Existing Resources (reported in April 2021)
New Resources (April 2021 – September 2022)
Resources in Development



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CU DENVER



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CU Denver: Summary

- Centralized effort to further develop Spanish language resources campus wide:
 - Coordination directly managed by three cabinet officers responsible for Strategic Enrollment and Student Success, DEI, and Communications
- CU Denver's Strategic Plan: *Make Education Work For All 2030* articulates the continued planning and work to develop Spanish-language resources to support recruitment and enrollment
 - This work is in alignment with Goal 1: To become the nation's first equity-serving institution
 - The work will span years 2 and 3. Further activities will likely be a part of future years' roadmaps building on this current effort
- Spanish-language resources and staffing levels maintenance
 - The campus is engaged in a wide range of activities to develop and maintain Spanish language resources
 - Building on its commitment to be an equity-serving institution and make education work for all in alignment with the 2030 Strategic Plan and status as an emerging HSI



CU Denver: Services and Resources for Prospective Students

- Spanish language presentations and materials (reviewed and updated periodically)
 - Bilingual Daily Tour: Mondays, Tuesdays, Fridays
 - Admissions Information Sessions
 - On campus: Offered in Spanish on Fridays; Virtual: Sessions available in Spanish via Zoom
 - Student Ambassador Created Content on YouTube: [Student Life and Q&A](#) & [Tour](#)
 - Official [YouVisit Virtual Tour](#) available in Spanish
 - Enrollment Marketing Created Content: Acceptance Letter Email; Yield Email to Family; and Information Presentation
 - International Admissions offers bilingual brochures
 - Financial Aid & Financial Wellness Information Sessions in Spanish
 - **Application question to collect data about languages spoken at home**
 - **Data used to send parent/guardian/family email communications in Spanish**
 - **Spanish Financial Literacy documents provided through partnership with Educational Credit Management Corporation (ECMC)**



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

CU Denver: Services and Resources for Prospective Students (Cont.)

- Spanish language presentations and materials (Cont.)
 - Lynx Summer Academy postcard
 - First-Year Experience brochure
 - Viewbook
 - Review current multicultural marketing and communication practices
 - Spanish translation of website as part of major website redesign
 - Spanish-exclusive social media account
- Spanish-speaking staff and students
 - Bilingual Spanish Admissions Staff: 2
 - Bilingual Spanish Student Ambassadors: 2 (fluctuates each term)
 - Bilingual Spanish Financial Aid Staff: 1
 - Lynx Central: 1
 - Pre-Collegiate Program: 2
 - Two Spanish-speaking members of the University Communications team are positioned to support our enrollment communications efforts



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

CU Denver: Services and Resources for Enrolled Students

- Spanish language presentations and materials
 - UNIV 1110 – Student Success: One section offered in Spanish
- Spanish speaking staff and students
 - Student Success – (Center for Undergraduate Exploration & Advising, and Transfer Initiatives): 1
 - Registrar: 1
 - Bursar: 2
 - Student and Family Transitions Programs
 - First-Year Experience faculty: 5
 - Lynx Summer Academy graduate assistant: 1
 - Graduate coach in the Peer-Advocate Leader Program: 1
 - Center for Identity Inclusion: 3
 - Bilingual Latinx Student Services Director/Displaced Aurarian Scholarship Navigator
 - Staff coordinate with Admissions and Financial Aid
 - Bilingual DACA Coordinator



COLOR KEY

Existing Resources (reported in April 2021)

New Resources (April 2021 – September 2022)

Resources in Development

CU Denver: Services and Resources for Parents

- Spanish language presentations and materials
 - New Student Orientation Welcome Sessions in Spanish for families & guests
 - Pre-Collegiate Development Program – Parent sessions offered in Spanish