



Spanish Language Resources

Regents Finance Committee Meeting

March 20, 2025

Spanish Language Resources Resolution

- Passed November 2022
- Requests CU Boulder, CU Denver, and UCCS to:
 - Produce and update published resources, in Spanish and within budgetary constraints, related to:
 - Application and admission
 - Financial aid
 - Billing
 - Orientation
 - Housing
 - Course selection and enrollment
- Directs campuses to regularly update the Regent's Finance Committee about:
 - Sustained commitment to make Spanish-language resources available to prospective and first-time students
 - Ongoing costs and areas where potential additional Spanish-language resources may be necessary

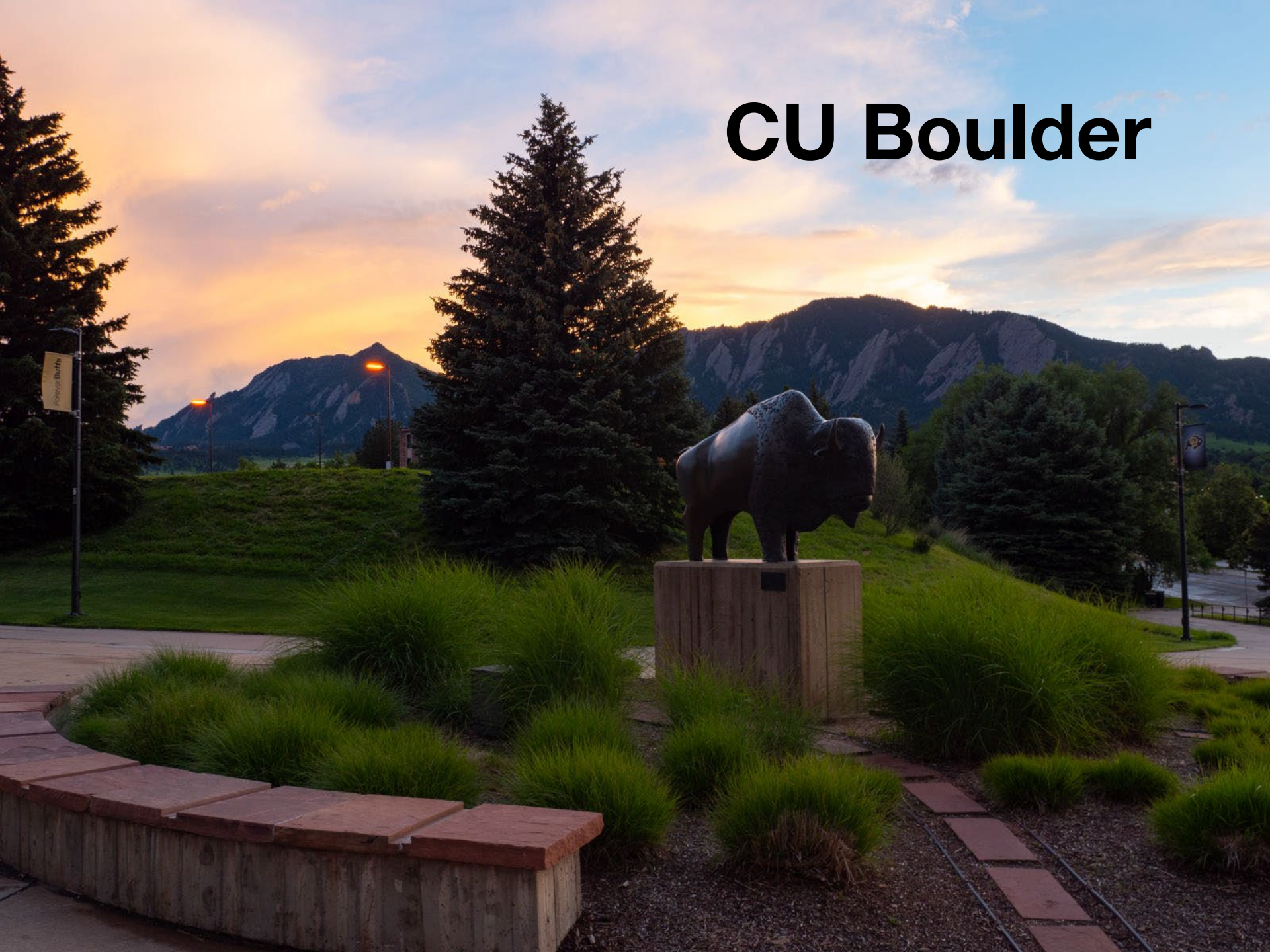


Introduction

- What is included in this presentation?
 - Campus summary information
 - Services and resources for:
 - Prospective students
 - Newly enrolled students
 - Parents
 - Update coding
 - Existing and continuing resources shown in black
 - Resources in development shown in green
 - Changes from last report shown with blue highlighting



CU Boulder



CU Boulder: Summary

- Centralized effort to develop Spanish-language resources campus-wide
- Campus wide Limited English Proficient (LEP) Plan
 - No person shall be subject to discrimination on basis of national origin
 - Does not require all documents to be translated into other languages
 - U.S. Department of Homeland Security determined plan meets legal requirements
- Campus identified following as a critical program, activity, or service area with most potential to interact with LEP persons:
 - University of Colorado Boulder Police Department
 - Office of Institutional Equity and Compliance
 - Student Affairs, including Health and Wellness Services
 - Parking and Transportation
 - Enrollment Management
 - International English Center (Continuing Education)

CU Boulder: Summary (Cont.)

- Enrollment Management Marketing and Communications team now centralized and includes two Spanish-fluent communicators
 - Responsible for creating and developing materials in Spanish
 - Salary adjusted to compensate for this skill
 - As the team grows, Spanish-speaking will be preferred qualification
- Spanish-language resources and staffing levels maintained since last report
- Google Translate implemented across all colorado.edu webpages following a planned upgrade. (Completed Dec. 2024)
 - The translate feature enables webpages to be translated into 9 languages:
 - Spanish, Chinese, French, German, Korean, Lao, Nepali, Japanese, and Tibetan

CU Boulder: Services and Resources

Application and Admission

- Spanish language presentations and materials
- Updating admissions website to allow screen readers to read content in another language (anticipated completion Summer 2025)
- Coordinating Spanish-speaking student outreach and communication strategy between Enrollment Management and Admissions teams, determining priorities and opportunities to scale resource materials (anticipated completion Summer 2025)
 - Produced a recruitment brochure in Spanish, intended to provide resources and information to families of prospective students. (Completed Nov. 2024)



CU Boulder: Services and Resources (Cont.)

New Student Orientation

- Translated the family letter to Spanish (completed Summer 2022)
 - Details next steps and ways for families to get involved
 - Shared on New Student & Family Programs website

Financial Aid

- Spanish-language presentations and materials
 - FAFSA tip sheet
 - 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
 - Spanish-language web resource (accessible PDF)

Billing

- Developing Spanish version of 'Money Matters' flyer, which explains costs, billing, payment options, and refunds (anticipated completion Spring 2025)

CU Boulder: Services and Resources (Cont.)

Housing

- Student Affairs uses phone-based translation service with live interpreters

Course Selection and Enrollment

- Webpages state “translation in Spanish is available upon request” for parent-facing processes, tuition residency classification guidelines, and COF details

Communication and Marketing Internship (Completed May 2022)

- Strategic Relations & Communication and Enrollment Management partnership
 - Goal to expand communication and marketing strategies for diverse audiences
- Enrollment Management hired recent graduate who was a part of program
 - Now full-time marketing and communication coordinator supporting Office of Admissions

UCCS



UCCS: Summary

- Centralized effort to develop Spanish-language resources campus-wide
- Emerging Hispanic Serving Institution Designation achieved spring 2024
- Spanish-language resources reviewed and updated annually
 - Spanish-language resources and staffing levels maintained since last report
- VC for Strategic Initiatives tasked with increasing and supporting students, faculty and staff and coordinating/unifying such strategic efforts
- Multicultural Office for Student Access, Inclusiveness, and Community (MOSAIC) office drives support for student populations

UCCS: Services and Resources

Application and Admission: Pre-Collegiate Office

- Bilingual staff includes director, two professional staff, and two student staff
- Advocacy and Training
 - All job descriptions include “Preference for candidates who can speak Spanish or another language that serves program scholars and families”
 - Chancellor’s Leadership Class provides free training in Language Equity and Community Interpretation to produce qualified Community Interpreters
 - 30 high school, college and community participants (2023)
 - Recently purchased interpretation equipment, including 30 headsets
- Materials and Communication
 - Send bilingual monthly newsletters (September to May) and outreach flyers to prospective students and families
 - Communicate with families in preferred language
 - Maintain regular contact with Spanish language media (Univision, Radio Tigre)
 - Pre-collegiate website is translated to Spanish

UCCS: Services and Resources (Cont.)

New Student Orientation

- Spanish speaking orientation appointments available
- Orientation website and Canvas courses include recorded YouTube presentations with auto-generated Spanish subtitles
 - Pre-Orientation Canvas Parent course content translated into Spanish
 - Updating translation of recorded presentations to improve quality (anticipated completion April 2025)

Financial Aid and Student Employment Office

- All financial aid webpages include Google Translate language selection
 - Printed financial aid brochure translated into Spanish

UCCS: Services and Resources (Cont.)

Billing

- All billing webpages include Google Translate language selection
- Hired bilingual staff member in Student Financial Services

Housing

- All housing webpages include Google Translate language selection

Course Selection and Enrollment

- Office of Registrar webpages include Google Translate

CU Denver



CU Denver: Summary

- Spring 2023: Multilingual Strategy Group tasked to develop plan to address needs of Spanish speakers and other multilingual learners and their families
- Summer 2023 – Spring 2024: Purchased, developed and implemented website translation software; started to offer interpretation at key events
- AY 2025: Continue to increase the availability of resources in Spanish and expand into Vietnamese-language resources in service of AANAPISI designation

New CU Denver brand campaign includes Spanish-language assets that are used online and handed out at events



CU Denver: Services and Resources

Application and Admission

- Application question to collect data about languages spoken at home
 - Data used to send parent/guardian/family email communications in Spanish
- Full-time professional staff that can speak Spanish
- In person and online appointments for students and families now available in Spanish
- Expanded availability of translated materials from Spanish to include a Vietnamese Viewbook



The advertisement features the CU Denver logo at the top left. Below it, the text 'TU MOMENTO TU FUTURO' is displayed in a large, bold, sans-serif font. Underneath this, the phrase 'APROVECHA TU MOMENTO' is written in a smaller, teal font with a right-pointing arrow. The central image shows two graduates in black caps and gowns; one is smiling and holding a black folder, while the other is embracing her. At the bottom of the ad, the text 'Viewbook - en español' is centered, and below that is a gold button with the text 'Ver y Descargar' followed by a small square icon with an arrow pointing up and to the right.

CU Denver: Services and Resources (Cont.)

Events

- Expansion of Spanish interpretation for Admitted Students Day
- Spanish presentations and tours routinely offered
- New Bilingual Noche Latina event at Lincoln High School

Student Services

Financial Aid, Billing, and Registrar

- Spanish translation resources and interpretation services for students and families available across a wide variety of offices, with appointments available in person or online

