

Colorado's Next Hispanic Serving Institution



Board of Trustees Meeting
December 8, 2023
Campus Commons, Multipurpose Hall



UNC
UNIVERSITY OF NORTHERN COLORADO

Hispanic/Latinx: The People, Place, and Economy

- **63.7 Million**

Population in the United States

- **13**

States with one million or more Hispanic/Latinx residents: Arizona, California, **Colorado**, Florida, Georgia, Illinois, New Jersey, New Mexico, New York, North Carolina, Pennsylvania, Texas, and Washington.

- **Nearly 5 Million**

Hispanic-owned businesses in the United States

- **\$800 Billion**

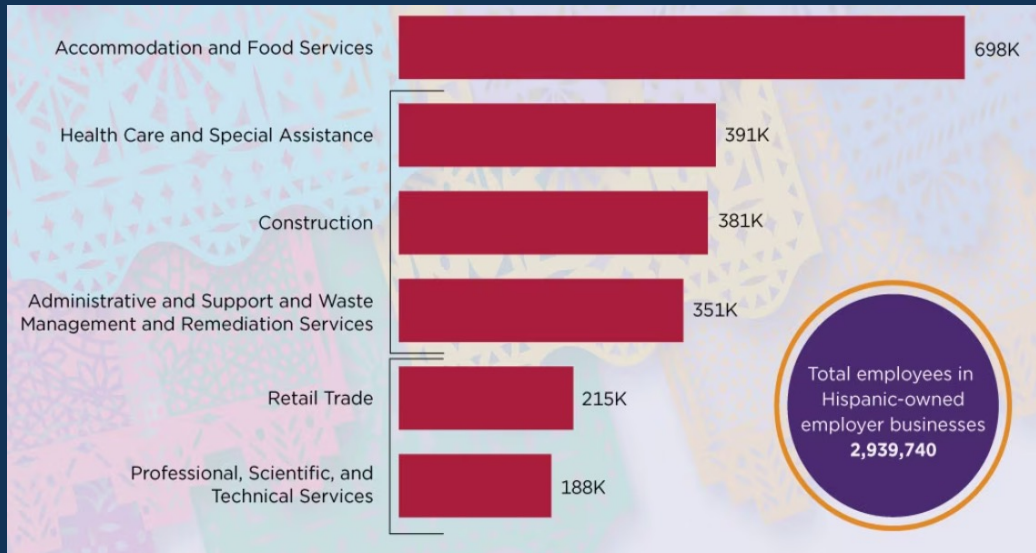
Contribute to the American economy annually



Hispanic/Latinx: The People, Place, and Economy

- **375,000 +**

U.S. businesses Hispanic/Latinx-owned



- **Hispanic or Latinx Percent (by state, county, and city)**

Colorado	Denver	Weld	Greeley
22.5%	29.4%	31%	40.3%

The Why

According to the Colorado Department of Higher Education, Colorado's largest and fastest-growing ethnic group, Hispanic/Latino, has the lowest average educational attainment and the lowest college enrollment rate of any ethnic group in the state.

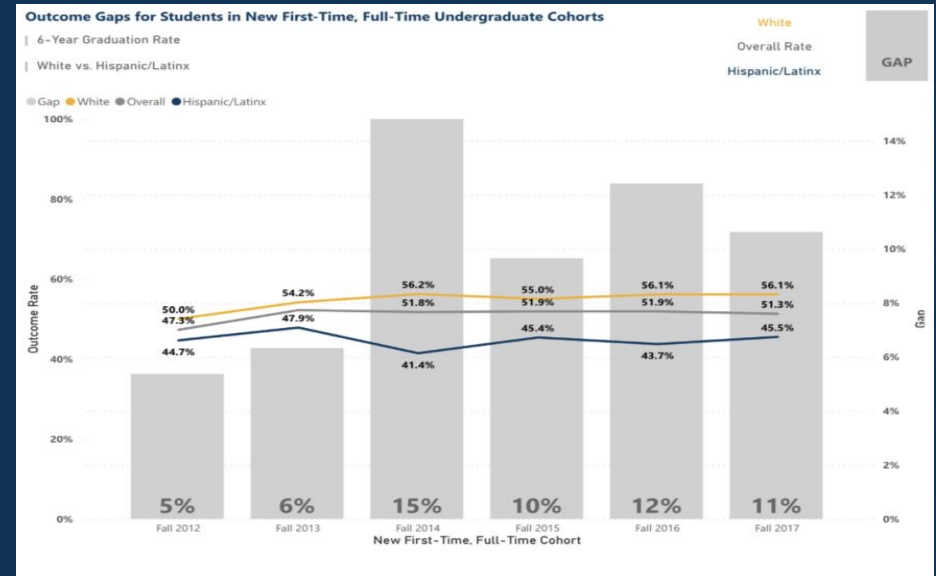
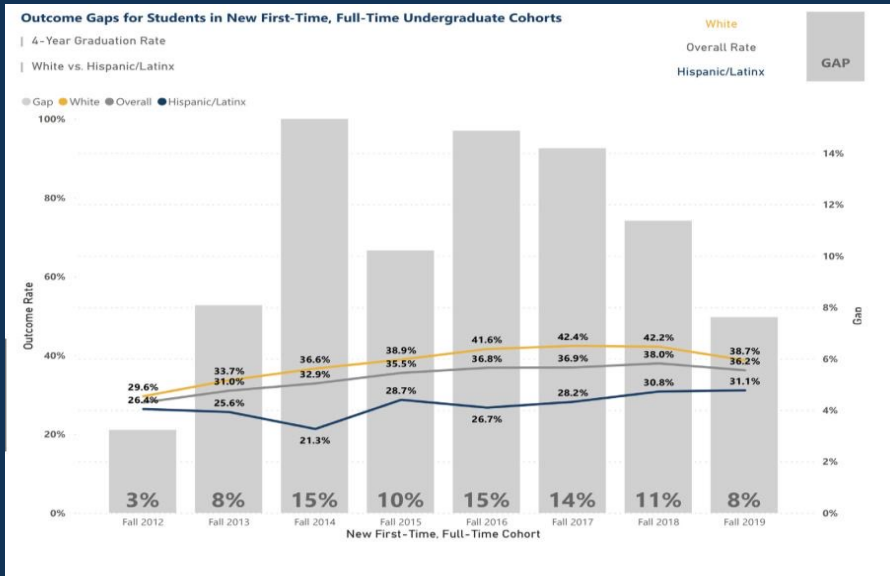
	White, non-Latino	Hispanic/Latinx
National % of adults who hold a college degree	46%	24%
Colorado % of adults who hold a college degree or certificate	64%	29%
UNC Four-year graduation rate for 2019-2023 cohort	39%	31%
UNC Fall 2022 retention rates among first-time, full-time freshman	77%	71%



The Why (continued)

4-Year Graduation Outcome Gap
(8% Gap)

6-Year Graduation Gap
(11% Gap)



Becoming a Hispanic Serving Institution

Culture

- Support student success
- Foster a sense of belonging
- Community Engagement: through outreach programs, events, and partnerships
- Stronger ties with local Hispanic communities
- Cultural Competency Training
- Language Accessibility
- Faculty and Staff Representation
- Student Engagement Programs
- Collaboration with Hispanic-Serving Organizations
- Data Collection and Analysis: to inform ongoing improvements
- Partnerships with HSI networks

Federal Designation

- Admission and matriculation strategies
- Financial Aid and Support Services
- Achieve and maintain, on an annual basis, the federal HSI designation
- Pursue federal and private grant opportunities



Culture First

Surveys, town halls, and community dialogues

Book Clubs

Three mural displays across campus

Chicana/o and Latin X Film Series

Faculty and Staff attendance at HACU and National Association of Chicana and Chicano Studies conferences

Mexican American Studies Annual Conference (MASAC) A collaborative effort between UNC and our school district

Cafecito Events designed to recruit Hispanic and Latinx students and their families

Ongoing communication sent to more than 10,000 internal and external constituents

Hosted Dr. Gina Garcia (Hispanic Serving Institutions in Practice: A Guide to Transforming Institutions of Higher Education)

Hosted Dr. Roberto Montoya (Former chief educational equity officer for the Colorado Department of Higher Education)

Unite workshops (UNC's professional development workshop series:

- HSI 101, 201 and Anti-Blackness

LatinXellence Celebration: Honoring the Hispanic/Latinx identifying graduates and their families



Goals & Objectives

Goal 1:

Increase Latinx Enrollment (retention, persistence, and graduation)

Goal 2:

Enhance Academic Support and Success

Goal 3:

Foster a Culturally Inclusive Campus Environment

Goal 4:

Build Community Engagement and Partnerships

Goal 5:

Create an Institutional Infrastructure

Goal 6:

Create a Culture for Research and Grants



Strategies and Tactics in Process

Develop programmatic initiatives that are coordinated across campus, aligned to the mission and servingness definition, and that reflect the Latinx culture.

Identify particular campus units for culturally responsive professional development to increase and maintain the number of Latinx students, faculty, and staff at UNC. Examples include admissions, financial aid, academic affairs leadership and others.

Engage UNC Advisor Network, faculty, Student Affairs staff, and students in continuing professional development programs, including HSI UNITE sessions, anti-racist and anti-Black discrimination training, and community-wide readings/discussions.

Launch an HSI Webinar Series that features the research and scholarship of faculty and staff (on campus and nationally) whose work centers around Latina/o/x/e, Black, Indigenous, Undocumented, and other historically marginalized students and communities.

Develop the infrastructure necessary to manage a Hispanic Serving Institution designation, including leadership, organization, reporting, staffing, and budget management processes.

Gather current qualitative and quantitative data and construct a set of metrics and objectives as we prepare to apply for the Federal Hispanic Serving Institution designation.

Investigate competitive HSI grant funding options with colleagues in the UNC Office of Research and Sponsored Programs, as well as university faculty and staff. Utilize these efforts to clarify capacity-building requirements when applying for highly competitive funding when HSI designation is realized.

Creating a strategy to effectively track the research grant pipeline and develop a research agenda aimed at helping faculty recognize and capitalize on opportunities for a Hispanic Serving Institution (HSI)

Work with and develop an aggressive admissions recruitment plan to increase the number of Latinx students to sustain our positive trajectory of Latinx students. Specific attention in areas with high Latinx populations will be prioritized.

Pilot a faculty clustering/cohort hiring program to attract more HSI-ready and equity-minded individuals from historically marginalized groups and increase diversity and a sense of belonging at UNC.

Form a campus-wide HSI Steering Committee to carry on the preliminary work of the introductory working group which was established in Phase 1 and concluded in Phase 2.

Conduct a comprehensive Mapping and Analysis project studying the distribution of college students across different academic majors, broken down by ethnic or racial groups, to understand patterns, disparities, and preferences in major selection based on ethnicity.

Build stronger community partnerships and collaborations in Denver and across Northern Colorado to bolster our outreach efforts, allowing us to create a more inclusive and supportive environment.

Next Steps

Advance our efforts
in embodying
'Servingness' and
assess
recommendations
from sub-
committees

Navigate the
Federal Designation
Process

Servingness

- Culture First
- Outreach programs and special recruitment practices
- Culturally inclusive and supportive UNC
- Continued work on financial assistance and philanthropic opportunities
- Curriculum evolution to reflect diverse perspectives and cultures
- Partnerships and collaborations with Hispanic and Latinx communities
- Recruiting and retaining diverse faculty and staff
- Addressing and removing barriers that disproportionately affect Hispanic Latinx students

Continue our work
toward Serving-ness



Federal Designation

In order to be eligible for the HSI designation:

1. An institution's total undergraduate, full-time-equivalent (FTE) enrollment must be at least **25%** Hispanic.
2. At least **50%** of students must receive federal need-based aid.
3. Core expenses per FTE must be **lower** than the average institutional peer group.

Data Used:

- Institutional data two years prior to application/reapplication date
- Calendar year data
e.g., If UNC were to apply for the HSI designation in February 2024, the relevant data would be calendar years (2021) and (2022)

Process:

- Invitation to apply opens in February/March
- If we are determined to meet threshold criteria and invited, UNC completes application, which includes providing additional enrollment and financial data.
- A determination will be made about whether UNC achieves the designation.
 - If we do not meet all criteria, we have an opportunity to move to a waiver process.
- Once we receive the designation, we will reapply on an annual basis.

Navigate the
Federal Designation
Process



Key Highlights

1. UNC is pursuing *both* culture *and* the designation (however, the designation is not the destination)
2. Strengthen community partnerships in Denver and Northern Colorado to enhance outreach, fostering a more inclusive and career-ready environment for students.
3. Develop infrastructure for Hispanic Serving Institution designation, focusing on leadership, organization, reporting, staffing, and budget management.
4. Implement an internal communications campaign to promote active and an actionable understanding of 'Servingness In Action.'
5. Provide faculty development opportunities integrating 'Servingness' in pedagogy, research, and service.



QUESTIONS ?

