

Spanish Language Update

April 1, 2021

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University of Colorado

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CU Boulder

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What is currently provided

Admissions Office

- Recruitment Presentation - Diversity and Inclusion Visit Experience – Spanish Language
- *Be Prepared* Recruitment Flyer – Admissions Timeline(s) and Process – Spanish Language
- *YouVisit* Virtual Campus Tour – Spanish Language
- Admissions Counselors/Staff (1-2) fluent in Spanish each year
- CU Student Ambassadors (1-2) fluent in Spanish each year (tour guides and campus visits)
- Artificial Intelligence Chatbot is available to answer questions 24 hours per day – Spanish Language for Admissions Office, Financial Aid Office, Registrar's Office, Bursars Office

Financial Aid Office

- Free Application for Federal Student Aid (FAFSA) tip sheet – Spanish Language
- Financial Aid Presentations in Spanish Language
- The Colorado Application for State Financial Aid (CASFA), is available in English and Spanish. This is the state application designed for ASSET students to apply for state aid
- 3 financial aid counselors who are fluent in Spanish

Registrar's Office

- 2-3 Employees who are fluent in Spanish
- Student Employees (small number each year) who are fluent in Spanish



Plans for the future

Admissions Office

- Working on strategic plan to add more programming and recruitment materials in Spanish Language

Enrollment Management

- May 2021 – Communication and Marketing internships are expanding communication and marketing strategies for diverse student/parent audiences

Registrar's Office

- Examining the possibilities for parent-facing processes, such as Guest Access, Tuition Classification, and possibly COF

Bursar's Office

- Examining the possibilities for parent-facing materials, such as Cost Information and Payment Options
Accommodate within existing budget?

CU Boulder will be moving forward on its strategic plan, programming, internships program, and new materials within existing budget



Colorado Springs

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What is currently provided

Enrollment Management Unit (Recruitment and Admissions)

- Admissions & Enrollment [website](#) in Spanish
- Monthly Webinars & Info sessions both on the UCCS website and recorded for YouTube. Webinars included [Spanish info sessions](#), Trio, First Gen, and Avid. Recorded webinars available on YouTube with Spanish subtitles available.
- UCCS Admissions staff page notes who speaks Spanish

Orientation

- UCCS provides campus tours in Spanish upon request
- Orientation Presentations – [YouTube subtitles available in Spanish](#)
- Translated orientation presentation handouts (Financial Aid, Student Financial Services, Student Life, Student Health & Wellness)
- Pre-pandemic, student clubs would translate orientation presentations simultaneously through headsets.

Pre-Collegiate

- New director is bilingual

Plans for the future

Enrollment Management Unit (Recruitment and Admissions)

- Investigate: new-student facing portal (Salesforce) functionality for Spanish option
- Spanish speaking peer-to-peer orientation class registration appointments
- Campus tour - Spanish recording and increase parent resources and communications in Spanish
- Best Choices Transfer Guides – Audit under way to examine requirements to make available in Spanish
- Replicate and translate the content of the below Office of Registrar web pages to be available in Spanish
- Additional Spanish content on Admissions website to include: Cost, Admissions Criteria, Financial Aid, Housing, Resources, and UCCS at a Glance - *in progress*.
- Orientation Website to include a translated menu tab with registration, campus resource information, and improved navigation to orientation presentations with Spanish subtitles - *in progress*.
- Orientation student staff to facilitate teambuilding and welcome activities for pre-collegiate students (not all are Spanish speakers) - *in progress*.
- Pre-Collegiate - Program planning to expand Family Outreach Program delivery in Spanish
- Advising Guides – Audit under way to examine requirements to make available in Spanish

Budget Impact

- Duplication of Orientation Guide & Calendar and Viewbook – Estimated \$3,000 for 400 Guides & Calendars (with virtual copy online), translation resources needed and estimated \$10,000 additional printing costs for approximately 4,000 Viewbooks; ***can be addressed within current budget***
- Best Choices/Advising Guides – Online would require annual maintenance; would require additional budget
- FERPA, Tuition Classification and Residency translations and maintenance would require additional budget

CU Denver

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What is currently provided

Admissions & K12 Outreach

- Bilingual Daily Tour offered on Monday / Wednesday / Friday
- Admissions Information Sessions including Spanish each Friday on Campus, Virtual in Spanish via Zoom
- Official [YouVisit Virtual Tour](#) available in Spanish
- Student Ambassador Created Content: [Student Life and Q&A on YouTube](#) & [Tour on YouTube](#)
- International Admissions offers bilingual brochures
- Pre-Collegiate Development Program – Parent Sessions offered in Spanish
- Bilingual Admissions Staff: 2
- Bilingual Student Ambassadors: 4

Financial Aid & Scholarships

- Financial Aid & Financial Wellness Information Sessions
- Bilingual Financial Aid Staff: 3

Student and Family Transitions – (Orientation & First Year Experience)

- New Student Orientation Welcome Sessions for families & guests
- UNIV 1110 – Student Success: One section offered in Spanish
- Bilingual Orientation Staff: 2
- Bilingual Center for Undergraduate Exploration & Advising (CUE&A) Staff: 1

Registrar / Bursar / Lynx Central

- Bilingual Staff: Registrar 2 / Bursar 2 / Lynx Central 1

Plans for the future

Admissions & K12 Outreach

- Spanish-Exclusive Social Media Accounts
- Collecting “languages spoken at home” Data (Currently on Common App, Adding to Slate App and Inquiry Form)
- Additional Spanish content on YouTube to be developed
- Print Collateral for Dual Enrollment, Summer Bridge, and Admissions Information in Spanish

Financial Aid & Scholarships

- Examining development of parent/guardian-facing documents on Tuition, Financial Aid, Scholarships and Payment

All Departments

- Website Translation, Tiered approach to prioritize content & pages (Targeting Fall 2021)
- Priority Content: Admissions, Financial Aid, Orientation, Advising, FERPA

Other Initiatives

- Bilingual Campus Communications Project (Summer and Fall 2021)
- Work led by VC of University Communications to identify which key emails, newsletters, and other communications should be offered in Spanish

Budget Impact

- Some initiatives (Collecting Data & some YouTube content) will be accommodated within existing budget.
- Exploratory work is being conducted to determine budget impacts for other projects; to be completed June 2021