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?
  o Campus Summary Information
  o Services and Resources for:
    ▪ Prospective Students
    ▪ Enrolled Students
    ▪ Parents
  o Color coding
    ▪ April 2021 shown in black
    ▪ New resources shown in green
    ▪ Resources in development shown in blue
CU Boulder: Summary

• Centralized effort to further develop Spanish language resources campus wide
  o 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
  o Action plan due December 2022 and will be used to determine roles, responsibilities, and campus next steps

• Spanish-language resources and staffing levels maintenance
  o 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
  o 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
• Multi-lingual Admissions staff and students: Increased to 20 from four in April 2021
  o Admissions Counselors/Staff: Increased to eight staff who speak Spanish on recruitment team from two in April 2021
  o 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
  o Students and parents can change the language of the Chatbot, with a variety of languages to choose from
CU Boulder: Services and Resources for Enrolled Students

• Spanish language presentations and materials
  o Free Application for Federal Student Aid (FAFSA) tip sheet
  o Financial aid presentations, such as:
    ▪ Comprendiendo Su Ayuda Financiera (Financial Aid basics virtual event)
  o Colorado Application for State Financial Aid (CASFA)
    ▪ State application form for ASSET students to apply for state aid
  o 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
  o Financial Aid Office: 3
  o Registrar’s Office: 3
• Communication and Marketing internship (4 students per year)
  o Partnership between Strategic Relations and Communication and Enrollment Management
  o Emphasis on expanding communication and marketing strategies for diverse audiences
  o Created May 2021
CU Boulder: Services and Resources for Parents

• Spanish language presentations and materials
  o Examining the possibility of new materials:
    ▪ Cost Information
    ▪ Payment Options
    ▪ Targeted completion date: Spring 2023
  o 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
UCCS
UCCS: Summary

• Centralized effort to further develop Spanish language resources campus wide:
  o 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
  o Several staff positions now include “Spanish speaking” among preferred qualification
  o 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
  o New VC for DEI tasked with increasing and supporting diversity of students, faculty and staff and coordinating/unifying such strategic efforts
  o New VC for EM was a first-generation, lower-socioeconomic, Hispanic college student and comes to UCCS from a historically Hispanic-serving institution
  o 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
  o Admissions Assistant Director of Campus Tours and School Groups is bilingual
  o One Admissions Counselor is bilingual
  o Spanish is now a preferred qualification on admissions counselor job postings
  o Three campus tour guides available for Spanish speaking tours
  o Director of Pre-Collegiate program is bilingual
  o Orientation appointments available in Spanish upon request
  o 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
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
UCCS: Services and Resources for Parents

• Spanish language presentations and materials
  o Offer Pre-Collegiate – Expand Family Outreach Program in Spanish
  o New parent resources and communications:
    o Translation option on future-student *parent* webpage
    o Spanish translated version of the Viewbook
      • Main campus information publication for new students and parents
    o Spanish translated version of the Admissions Office’s “travel pieces”
      • Information brochure used at high school college fairs
    o Orientation appointments (for students *and* parents) available in Spanish upon request
    o Bilingual admission staff available upon request for all campus visit / information sessions (for both students *and* parents)

• Spanish speaking staff and students
  o Pre-Collegiate Director and several student staff members, including one student staff member who is a certified translator
  o Two admission staff are bilingual
  o Three campus tour guides available for Spanish speaking tours
CU Denver: Summary

• Centralized effort to further develop Spanish language resources campus wide:
  o 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
  o This work is in alignment with Goal 1: To become the nation’s first equity-serving institution
  o 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
  o The campus is engaged in a wide range of activities to develop and maintain Spanish language resources
  o 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)
  o Bilingual Daily Tour: Mondays, Tuesdays, Fridays
  o Admissions Information Sessions
    • On campus: Offered in Spanish on Fridays; Virtual: Sessions available in Spanish via Zoom
  o Student Ambassador Created Content on YouTube: Student Life and Q&A & Tour
  o Official YouVisit Virtual Tour available in Spanish
  o Enrollment Marketing Created Content: Acceptance Letter Email; Yield Email to Family; and Information Presentation
  o International Admissions offers bilingual brochures
  o Financial Aid & Financial Wellness Information Sessions in Spanish
  o Application question to collect data about languages spoken at home
    • Data used to send parent/guardian/family email communications in Spanish
  o Spanish Financial Literacy documents provided through partnership with Educational Credit Management Corporation (ECMC)
CU Denver: Services and Resources for Prospective Students (Cont.)

• Spanish language presentations and materials (Cont.)
  o Lynx Summer Academy postcard
  o First-Year Experience brochure
  o Viewbook
  o Review current multicultural marketing and communication practices
  o Spanish translation of website as part of major website redesign
  o Spanish-exclusive social media account

• Spanish-speaking staff and students
  o Bilingual Spanish Admissions Staff: 2
  o Bilingual Spanish Student Ambassadors: 2 (fluctuates each term)
  o Bilingual Spanish Financial Aid Staff: 1
  o Lynx Central: 1
  o Pre-Collegiate Program: 2
  o Two Spanish-speaking members of the University Communications team are positioned to support our enrollment communications efforts
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
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