Chicano/Latino Recruitment

Blas G. Guerrero, Ph.D.
Special Events

- **Steps to College (Mexican Consulate)**
  - February 6, 2015 – Sacramento
  - 3,500 Attendees

- **16th Cesar Chavez Youth Leadership Conference**
  - April 9, 2016 – UC Davis
  - 1,200 Attendees (MS, HS, and CCC)
Special Events

- **Puente High School Motivational Conference**
  - Fall 2015
  - 900 Attendees

- **Puente Community College Motivational Conf.**
  - Fall 2014
  - 1,050 Attendees

- **UC Davis Puente Days**
  - (HS and CCC) Fall 2013- Spring 2016
  - 1,250 Attendees per year/28 Schools
Puente Programs Visiting UC Davis
Regional Applications to UC Davis

Los Angeles County = 4,774
San Francisco Bay Area = 2,631
Riverside/San Bernardino = 1,456
San Diego/Imperial = 1,036
Southern Central Valley = 973
Orange County = 806
Sacramento Area = 660
South Coast = 566
Central Coast = 405
Top High Schools – UCD Admits

- Alliance Ouchi-O’Donovan High School (Los Angeles)
- James Garfield High School (Los Angeles)
- Soledad High School
- San Fernando High School
- Alexander Hamilton High School (Los Angeles)
- Berkeley High School
- Alliance Collins Family High School (Huntington Park)
- Bell Gardens High School
- Everett Alvarez High School (Salinas)
- Social Justice Humanities Academy (San Fernando)
- Bell High School
- Rialto High School
Chicano/Latino Applications to UC DAVIS

- 2011 = 9,347
- 2012 = 10,164
- 2013 = 11,465
- 2014 = 12,400
- 2015 = 13,624
Chicano/Latino Admit to UC DAVIS

- 2011 = 3,869
- 2012 = 3,490
- 2013 = 3,542
- 2014 = 3,975
- 2015 = 3,804
Chicano/Latino Enrolled at UC DAVIS

- 2011 = 846 (18.8%)
- 2012 = 888 (18.1%)
- 2013 = 910 (20.0%)
- 2014 = 1,106 (23.4%)
- 2015 = 1,060 (24.2%)
Chicano/Latino Admit Rate vs. Yield Rate

- 2015 C/L Admit Rate: 27.9%
- 2015 Campus Admit Rate: 35.5%
- 2015 C/L Yield Rate: 30.6%
- 2015 Campus Yield Rate: 24.6%
Strategic Regional Recruitment
New Regions and Intensified Recruitment

- Imperial County
- Ventura County
- San Diego (Border Schools)
- Salinas/Watsonville Area
- Fresno/Bakersfield
- Los Angeles
Strategic Regional Recruitment
Regional Recruitment

COLLEGE OF THE MONTH
Regional Meet and Greets Admits Students and Parents

- Los Angeles
- Imperial County
- San Diego
- Inland Empire
- San Jose
- Oxnard/Ventura
- Berkeley/Oakland
- Bakersfield
- Fresno
- Modesto
- Salinas
Aggie Senior Weekend
UA One Day Fly-Ups

• Aggie Weekend  - April 1-3
• Experience Davis  - April 2
• One Day Fly-Up Program – April 13th
Anti-Melt: College 101 Bilingual Session

• Workshop for Parents and Students
  - Topics:
    • College Life (i.e. dorms, food, roommates)
    • Checking Account
    • Credit Cards
    • Flying Home (SWA)
    • Financial Aid/Loans
    • Working and Studying
    • Academic and Personal Support
Transition from Recruitment to Retention

- Regional Social Gathering/Meal
- New “Familia”
- Campus Support
  - Dr. Cirilo Cortez
  - Other Campus Advocates
  - Student Groups and Offices
Transition from Recruitment to Retention