UC Davis Aspirations: Hispanic Serving Institution (HSI) Designation

HSI Forum Series

Fall 2014

Dr. Timo Rico
Director, Recruitment and Outreach
Undergraduate Admissions
What is HSI Designation?

- Accredited U.S. colleges or universities with at least 25% Hispanic full-time undergraduate student enrollment.

- HSI designation allows institutions to receive federal grants to support instruction, curriculum and improved graduation rates. (Approximately $117M for Title V programs in 2010.)

<table>
<thead>
<tr>
<th>Pre-Designation</th>
<th>Designation</th>
<th>Grant Process</th>
<th>Federal Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2014–Spring 2019</td>
<td>Target Quarter Fall 2019</td>
<td>Winter 2020</td>
<td>Spring 2020</td>
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</table>
With an increasing demand for college graduates, HSI designation at UC Davis will stimulate California’s economy and expedite the success of the state's fastest growing minority group.

Approximately 268 HSI in the U.S. and Puerto Rico serve more than 1 million Hispanic students.

California has one of the largest and fastest growing Hispanic populations in the country, making up approximately 39% of the state population.
Rankings

7th among best colleges for socially conscious students

Top 10 among public research universities

1 of 20 most affordable colleges in America

1st in the world for agriculture and forestry

TOP 10 U.S. institutions granting degrees to students of color

Top 50 among the world’s research universities

UC Davis
Title V: Developing Hispanic Serving Institution (DHSI, Title V, Part A)

Funding of approximately $600,000 per year, for up to five years, can be used to:

- Enhance and expand campus’ capacity to serve Hispanic and low-income students
- Improve and strengthen academic quality, student retention and institutional and fiscal stability
- Support faculty development; enhance academic programs and curriculum; provide scientific or laboratory equipment; renovate instructional facilities; promote joint use of facilities; bolster academic tutoring, counseling programs and student support services.
Campus Benefits of HSI Funding

- Supports faculty development in pedagogical teaching
- Improves retention and graduation of freshmen and transfer students
- Enriches curriculum
Community Benefits of HSI Funding

- Enhances access
- Engages diverse populations
- Promotes future leadership
Three Steps Toward HSI Designation

• Educational Campaign and Community Awareness: Engage diverse constituents in campus and community forums on the meaning of HSI designation.

• Explore and develop strategies for outreach, recruitment and retention in alignment with the campus’ 2020 Initiative for enrollment growth.

• Achieve HSI designation status by fall 2018 and establish an internal process for HSI-related grant proposals.
## Dates to Remember

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>October 9</td>
<td>HSI Aspiration</td>
</tr>
<tr>
<td>November 13</td>
<td>Federal and State Legislation</td>
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<tr>
<td>January 15</td>
<td>Early Development and Outreach</td>
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<td>March 12</td>
<td>Recruitment and Retention</td>
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<td>April 9</td>
<td>Evaluation and Assessment</td>
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<td>May TBD</td>
<td>TBD</td>
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### Fall 2013 Undergraduate Enrollment

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>#</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>African American/Black</td>
<td>863</td>
<td>3%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>255</td>
<td>1%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>10,654</td>
<td>40%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>4,670</td>
<td>18%</td>
</tr>
<tr>
<td>White</td>
<td>8,219</td>
<td>31%</td>
</tr>
<tr>
<td>Race/Ethnicity Unknown</td>
<td>558</td>
<td>2%</td>
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</table>
The Chicano/Latino population saw the largest increase in admission yield, from a 26% yield in fall 2013 to a 31% yield in fall 2014.
Outreach and Recruitment

• Planning **campus forums** to establish a dialogue on HSI designation and what it means for UC Davis.

• Hosted the first **HSI Summit** with educational leaders from **Northern California community colleges** in fall 2013.

• Implemented a **Spanish-language marketing campaign** geared toward students in the Central Valley—the video received over 300,000 hits on YouTube this spring.

• **Expanded outreach** to the **Central Valley, Inland Empire** and **Imperial Valley**.

• Piloted **Experience UC Davis**, a campus visit program for admitted, high-achieving, underserved freshmen and their parents.

• Building partnerships with rural communities, the **Puente program** and the Mexican Consulate’s **Steps to College**.
UC Davis HSI Aspiration

Website launch in October
studentaffairs.ucdavis.edu/hsi
hsi.ucdavis.edu

Phone Broadcasts?
ReadyTalk, 866-740-1260
Access Code, 7523711

Questions?
uadirector@ucdavis.edu
Any Questions or Comments?