• Muncieness?

• When you compare to, let's say, an I.U. student, who's like "oh yeah Bloomington" I have a ton of friends who go to I.U. who all go to Bloomington. So it seems like they connect more with not just with their school but with their city. Whereas with Ball State, if I don't need to, I don't go anywhere in Muncie.

• You don't mention Muncie, just say Ball State, Ball State proper.

• Yeah, when you say Ball State, you don't mention Muncie, I don't.

• Except that's not really something though...

• I think that that's definitely one thing that I've thought about though, If I knew how much the city my school was in would matter to me, I might have changed my mind. That's where you end up living by the end.

• I think that's kind of an ongoing process for them, that's something they've mentioned well, at least something we've mentioned addressing.

• If Muncie wasn't bankrupt!

• If they had money they could fix those stupid potholes.

• Well it would help if a lot of the city didn't see us as kind of the stepchild of the city.... "Ahh well, we don't really want to talk about you"

• I mean, I know they've gone through some tough times, but still.

• As far as the city, I think it's hard when the city itself, it really just deals with the economy and the history of Midwest cities has gone. It's kinda hard just to blame Muncie, like "ahh! Muncie!" It's more than just Muncie as a city, but as far as what I wish I would have known, I kinda wish I would have known that before, like how lame it is. Because like he said, when someone asks "Where do you go to school?" You could say I.U. or Bloomington and either one would be like, "Ahh, that's cool" or West Lafayette or Purdue. But you say Ball State or Muncie; you would rather say Ball State and not even want to mention Muncie. Like I never even mention it, sometimes I'll just be like, "Do you know where Indianapolis is at? It's like 45 minutes Northeast"

• Laughter.

• Ok, Well, one of the things, I know a few of you guys were at the group last time. It sounds like your admissions processes good overall and were pretty smooth and easy. But if you can imagine being... If you didn't have your status or you weren't legal or if you didn't have the money to come here or if your parents didn't speak English, how that process could have been infinitely harder.
• Or do you know anyone that’s had to deal with that.

• With being illegal?

• Just, that has had any issues going through admissions.

• Well I remember, didn’t you mention your parents sitting in admission orientation, saying, “ok, we understand 98 percent of this, but we don’t really have anyone to talk to.”

• I don’t know, this kind of came to mind as far as applying and as far as being illegal, an illegal Latino student. One of my friends, he’s illegal and it’s really hard for him to go to any university because it has to come out of his money, he’s not able to apply for any scholarships or get any financial aid. And the thing is, I know another friend who is illegal and he’s going to Purdue, and the thing is as far as admissions and financing, I always thought that if you were illegal you were not going to be accepted into a university. But the thing is, you’re still accepted, you just have to pay for everything, so you’re not financially supported. I think one thing they could do, maybe, I don’t know, maybe this is something they don’t support, but no matter what, they still could try to reach out to everybody, as far as even if you’re illegal, I know maybe not a lot, maybe not a lot they’ll probably get one or two students, because who’s going to be able to pay all that money without financial aid, but just being aware that you could still go to school.

• And what about a work, like a work study kind of thing where they’re going to school but they also are working on campus, doing something like that. And I know on the application where it asks you for your social security card, not card, your number, it really scares away a lot of people because people are like, “I know I can’t get past this point” you know? I don’t think you really have to put your social security number on there, I think that’s optional, but I don’t think it says so when it looks on there, it looks like its official, like I n order to get into a university you need to put your social security down. Because either A) people are just going to stop, and be like, “well I can’t go any farther” or B) people are just going to make a number up.

• It seems like it can be going through the experience, like, “I see I have to put a social security number down, I don’t have one, Slam!” Door slams. But if somehow we could communicate that there are options, like there even are some private scholarships out there that…

• See but then how do you tell them that at that point when they are going to fill out that application. Like when they see that all they see is like a blank line, social security number. That’s all they see. There’s not a blurb that says “Hey, If you don’t have one”

• In parenthesis, Please contact this number

• Laughter.

• Or maybe even something like, and I mean, this would be less obvious, you could just say,
“if you have questions about this you can call this number,” or something like that. And then somebody can talk to them. And that won’t be obvious, like its two illegals, but people would be like... there’s not much danger in calling that number.

- If that number went straight to somebody in admissions that could answer a question about how it worked, or something.

- Ok, well the next question is about your parents, which we kind of talked about a little last time. How were your parents involved in your process of coming to school here, if at all? Did they have questions or concerns or special needs, and if so, how were they addressed?

- Well, my parents kind of split up the responsibilities, my mom always took care of me mentally and emotionally and my dad always took care of school. So it was a lot of my dad, I did everything with my like “you’ve got to get this on time, you have to get this out there” blah blah blah... My mom wanted me to stay home, she did not want me to leave, but I made it out here, but my parents were scared with me going to school because they thought I was going to go crazy. Not like crazy but like I was going to be swinging off the chandeliers like, “wee, have a good time.” That’s what they were kind of scared of me doing. And I didn’t do that which was a good thing, but as far as getting admitted, it was dad who mostly dealt with it, not my mom, because my mom didn’t even want me to go there. I had the same problem with my older sister; she didn’t want her to leave either.

- Were your parents... did they both go to college?

- My mom did not because my grandfather did not believe that women should go to school.

- Laughter.

- That’s a different topic.

- Yeah.

- Laughter.

- And then my father, he put himself through college, and he graduated when he was 27 or something. He started when he was 23 and he put himself, he got his masters in Biology, he did it all by himself, his parents had nothing to do with it because they wanted him to do something else, because he was supposed to go on to the military but he got deferred. Not deferred, deferred? Is that the right word, I think? But both of them had different experiences, my mom still wants to go back to school. By the way, I’d like to mention that it’s my Puerto Rican Grandfather who said that she can’t go to school.

- On the record?

- Laughter.
For the record, I can say, he’s not part of my life, so he’s a jerk, he’s just a jerk. The only person from that side that went to school was my aunt and she also put herself through school. Stupid Grandfather.

Laughter.

Mine was completely different, my parents only wanted to know about the money, that’s it. I did the application and took care of everything else, but when they came to orientation, that’s one of the top meetings that they were most interested in going, and I don’t even think they learned anything from it. So mine wasn’t like ****’s where your parents were helping you, I was the first one to go away to school. My two older sisters had gone to school, but not away, but I was in charge. I took charge of the whole application process myself; they just wanted to know how much.

Was that hard, were you confused during it or were you like, “ok, I got this”

Not really, it was pretty self-explanatory, you apply you get in and you go. So it wasn’t confusing at all, it was just my parents were like... I didn’t even bother them because I knew I could do it on my own.

I had a similar experience, I feel like the same because I kind of did everything myself. My mom was curious but, it would have been nice if she would have had somebody to talk to in Spanish, because she doesn’t speak English. And she was really curious and she was asking me all these questions and I just wanted to tell her to talk to somebody else because I didn’t want to tell her. But other than that, my parents weren’t involved at all. My mom prayed every night for me to get in.

Laughter

Mine was kind of on my own too. My dad didn’t know I was going to Ball State until July, he didn’t know I was actually going away to school. My mom was just kind of like, because money was never really an issue, she was like, “well just start getting everything ready to be packed” but that was pretty much it.

For me, my older sister is the one who actually pushed me to go get applications to places and told me about the schools and informed me and my counselors are the ones who helped me fill it out. And besides that, my mom and dad weren’t really worried about me coming to school or asking questions because my older sister went here, so they pretty much knew what was going on.

I’m trying to remember, when you get applications for college, is that through a counselor’s office...

Yeah, you could do it on the internet

I did my [mumbles]
• You can do it through the counseling office

• Depends on how desperate the school is

• *Laughter*

• I can’t remember, it’s been so long...

• Aw, old man...

• *Laughter*

• So, I know a few of you have mentioned, especially the ones that have parents that can’t speak much English, what do you think the university could do to improve the relationship between itself and your parents? What kind of service could it provide?

• Just somebody you could call that you could talk to you Spanish. Just some kind of hotline, you know, just a direct person that speaks Spanish, to answer all of your parents’ questions.

• The biggest problem, is getting parents, and this doesn’t have to go for just Latinos, for example, but most parents want to make sure their kids are safe away from home, ‘cause obviously they’re taken care of them all through high school, and them leaving, that’s a big step. I feel like, for Latinos, it’s even more of a big step because we do have that whole family centered-ness and everybody kind of stays around the area. Going away is kind of against the grain. My mom went to college in Peru, and her college was like a 15-minute walk for her. She stayed...everybody kind of goes to the same place, but you stay in the center...and you don’t really go away. So maybe to try to promote that...what kind of programs, what your son or daughter is going to be doing while they’re here. Just kind of putting the parents’ minds at ease, and just be like “Well, they’re going to be in good hands,” you know? “They have all of these different things they could be doing,” and have that number in Spanish. You don’t even have to say, “Hey, it’s all in Spanish!”, but just... “En español”. Just one little...two words, and you can have somebody that you can connect to in Spanish...I think that would be huge.

• I think it’s just overcoming that Spanish/English barrier. Because one thing about Latinos, why they like to stay together, and I guess this goes with culture...the reason they like to stay together is because they can communicate with each other. So if you kind of just...offer that communication, “Hey, we speak Spanish,” or whatever, I think it’s gonna help everybody out. Because you’re gonna get the parents involved with their students, as far as how they’re doing academically...what’s actually going on in the university. I know my parents...they know I go to college, and they know I’m doing good, but they’re not too... really knowledgeable as far as anything else. There’s just a disconnect.

• And Latinos *love* people who speak Spanish. Seriously, I could be in the most....the weirdest place, and I’ll meet somebody, and be like “Hey,” and strike up a conversation in English. But you just see, when they find out that you know Spanish...their eyes will light up. That’ll just buy them Ball State brownie points. Just period. That they could have
somebody that could speak Spanish to them. It’s a huge connection that people make.

- Not all of us speak Spanish.

- *Laughter*

- Don’t make fun of me

- *Laughter*

- I had the randomest lady in the Atlanta airport on my way over. We were just talking, and she got super excited, when we started talking in Spanish, and she was all interested...

- Yeah I could dream that I could start talking in Spanish and just...[mumbles]

- *Laughter*

- “Oh you don’t speak Spanish?”

- Every other day...

- *Laughter*

- And maybe have, and she just kind of whispered that, but maybe have that Spanish option on the telephone.

- Number 2

- Like, press 2 for Spanish and then you can hear the whole

- For English press 1, for Spanish press 2. Simple as that. Go for it.

- “Para español,” right? That’s all the Spanish [mumbles]

- That’s that person

- That’s the person we need to get, that doesn’t yet exist

- A full time person!

- Well you could just hire somebody to do the voice recording for all of the menus and everything

- That’d be cool if they just had voice menus. That’d be a step up from not having anything. You know, like a recording of anything

- They have those, don’t they?
• And maybe it could even just...

• Laughter

• In English maybe...

• Maybe it could just be like...it doesn’t have to be like “Press 1 for English, and press 2 for Spanish”. Maybe it could be the first thing that comes on, and then the rest of them could be other options. You press the first one and it goes, specifically, to somebody’s office or you get their voicemail and then they’ll call you back, or something

• [Mumbles]

• Laughter

• Ok, we may have touched on this before, but if anybody has anything to add to this question, “As far as your experience coming here during the first few months at Ball State, was leaving home an easy or a difficult thing to do, and what could have made it more comfortable here during those first few months?” And if you guys are all...good with it, we could just...

• I think it was an easy transition, because I was like “Man...I’m ready to get out of home.” It’s just...you get here, and you’re on your own. I guess it was kind of difficult a bit...I know if that I would have gone to IU or Purdue, I would have known more people there. All the people that I do know here, I knew like 2 people the first day I came here. I never did any of the campus visits or anything. I just knew about 2 people. So...that’s more of a social kind of thing. But again, if they kind of had that on the Welcoming Week, “Oh LSU over here,” or something, that would be good.

• I think most students, once they’ve already stepped to that point of where they’ve filled out the applications...they already know that they’re ready to go. So...I don’t know. If they fill out an application to Ball State, that’s basically saying, “Hey, I’m willing to go, away from home, to this university that’s far far away.”

• I think [mumble] away from home.

• I guess these questions are really just trying to get at retention. If people do get here, and then drop out, why? Was there not the social connection thing going on? Was it just their grades? There’s a number of reasons why people would drop out.

• I think it...go ahead

• I’ve heard from a couple of people that it’s their family that they miss. When I came here...all my family lives in the same area...so it’s a five-minute place between each house. So it’s kind of weird, you know, not just walking down the street, not having to get there. But there were just sometimes that...I went home a lot, so it really wasn’t a big deal. But I’ve heard from a couple of people that are thinking about dropping out because they miss
I miss my family all the time. I’m homesick, all the time, but I would never drop out. I call my mom five times a day, no joke, you can check my phone. I talk to her all the time. I get homesick all the time, but I would still stay here. It doesn’t matter. To me, that’s how much I love school...I would stay here, even though I miss my family that much.

Yeah, well some people might be in that situation where maybe they are not loving school. So that’s when they’ll...you know? If you miss your family that much, and you kind of grew up with this mentality that, family’s always close, then it’s easier for you to justify it to yourself, “Well maybe I shouldn’t have left in the first place.” And you kind of rethink everything...it’s gotta be tough. I mean, homesickness...I’ve always been really independent, so leaving my family wasn’t as big of a deal for me. I always knew that...I’ve gone on lots of trips on my own and I can do...I can take care of myself. Having somebody that...I don’t know. I think it’s really tough for some people. And that’s one of the main reasons...and that can actually even affect your grades. ‘Cause you’re starting to feel like, “Oh, well I miss my family,” and then you get into this mindset where you kind of...not necessarily sabotage, but maybe that’s what it is subconsciously...you start getting bad grades, and that’s just another excuse to go home. You know? ...I don’t know.

I think that...when I think about retention, I kind of think about what **** had mentioned last week, as far as making that home away from home. I guess that’s one of the ideas of LSU. But I kind of see it as like...I always compare Ball State to other universities, not for the sole purpose of comparing, but just seeing how that school is doing something better. And I think of IU, and how they have their own Latino home

Several: “La Casa”

La Casa? I guess it’s just that place of having a house where its kind of...dedicated to...if I were to go there, I’d be like, “Man this is like home!” Tortillas in the fridge...

Laughter

Poncho on the mirror...maybe on the wall. I don’t know.

What?

Laughter

They have a big mural... It’s just kind of...those little things

I don’t have any ponchos...

Yeah...maybe the tortillas but...

Laughter
• Not so much the ponchos.

• [Mumbles] Laughter

• Just kind of have people yelling all the time... sounds like my home, “Ahhhh!”

• I don’t know... just seeing those little things kinda helps, and it’s like, oh, you know, “I like it here.”

• We need a center though. Without a doubt Ball State needs a Multicultural Center that’s completely decked out. Not just for us because I don’t think that would be... that that’ll ever happen. But just for all of the multicultural organizations and... some place to come and hang out where, you know... that’s more comfortable than like... two couches.

• I agree three hundred trillion percent.

• Laughter

• Sorry

• I just wonder... we obviously need a new Multicultural Center, period. Like a building that we could use for meetings and stuff. But it might also be cool to have... what would it take for Ball State to be a part of buying or renting a couple of the houses that are really close to campus in the neighborhoods, and having those be like... having “La Casa” or whatever

• That’d be great. But I don’t know if they’d do that, because I feel like they would have... they would feel responsibility for somebody to watch over it all the time

• See, that’s the thing where I think it kicks back in. Because yeah, you have somebody watching in, but one of the things... if you have a director, like at ‘La Casa’, they do specific things for Latinos. Once you graduate from IU... the day of graduation, you go up to the ceremony, and after that, they have a graduation ceremony specifically for Latinos. And I know that’s not really gonna help me to stay here. But that’s just another little thing that they could do...

• Laughter

• Maybe if you get that far...

• It’s just those... little events. There might be one your freshman year, maybe one your sophomore year... Its things like that... anything helps.

• I feel unwelcome at the multi... the multicultural center. I go all the time, but there are times where I’m sitting there by myself, just twiddling my thumbs, there’ll be a group of people over there, it’s like they don’t even acknowledge you. It kind of makes me mad a little bit.
• It's because a lot of people, too, are turned off by the multicultural center. So I...I never wander over there. Honestly, I never have a desire to, "Hey...let's go over and see what's going on over at the Multicultural Center," unless there's an activity that LSU or somebody else is putting on that I have to go over there, but even then, it's like, "Oh, it's in the Multicultural Center. It's gonna be crowded."

• Are you turned off by it because of the building?

• That's a part of it. I think its kind of a vicious circle. It's so small and cramped that...I don't think I wanna go up to it, but then, there's never anybody really there that I know that I'm gonna go and just wanna hang out with, and that's probably because it's just to cramped and...you know what I mean? I don't know.

• There are other schools that have it in big buildings, inside something like TC or Letterman Building. I know at IUPUI, theirs is in the basement of one of their buildings. It's a big place. It's not nearly as homey as a house, but it's a lot more space for people to sprawl out and do whatever they want.

• I went into the multi once, and it was kind of...I felt like I was invading someone else's space. I noticed there were some other students that were there, and I needed information there, and it was like, "Why are you here?" I was like, "I'm sorry...don't hate me!"

• I can see that, 'cause I even feel that way, too. I never feel completely comfortable there.

• If I were to go, I don't even know where I'm supposed to be in there, like what's public versus private rooms.

• It's just confusing, and its kind of just like, ok, walk in...and I don't know if there's somebody always at that desk. What do you do? I feel like...ok, if I were to walk in, and nobody was really even in there, in the main room, I would feel uncomfortable to just sit down and start watching TV. 'Cause I would feel, and it probably wouldn't happen, but I would feel like somebody would come in and be like, "Hey what are you doing watching my TV?"

• Laughter

• What do you guys think would be better for us to recommend to them? We just get a new Multicultural Center with maybe distinct areas, like, this room is for LSU only and this, so maybe they can do what they want with these different rooms or should we go toward the different house type thing?

• Ideally, and this is like, I think I said this before, I feel like it could be two levels, and the main level will be all Multicultural Center, it will be like the living room and the kitchen and all that and the top will be like our offices and we will have all of our offices there, where we will work out of. And there will also be the main conference room that every organization on different days can go and have their meeting there, we can have our meeting, BSA can have their meeting, and it will accommodate the whole organization, but everybody kind of
switches in and out of it, so that will be there for whenever they need to have their meeting and downstairs will just be completely relaxed, like just come and hang out. Upstairs is business, downstairs is you know....

• It is kind of like that now; it just needs to be bigger...

• Well, we don’t have any offices in there now, and we have to go out of our way to get there...

• I get what you’re saying, but make it bigger...

• If our offices are there than we have to have foot traffic through there, we have to go to our office, so no matter what, if we like it or not we would have to walk through the bottom level, so no matter what, I think if there was more foot traffic, more people would be prone to stay there, because you never know who you might see and you know somebody might just come over to hang out or drop something off in the office and like come down and watch a TV show or something. You know, but right now, like I have to go out of my way to go to, like there is nothing really that draws me there, but if I knew that there is some people that might be hanging out, that I might want to hang out with....

• Was it any different when the Student Center was still open? Like, where you more inclined to go there then or was it just...

• I think that they should just knock the Student Center down...

• Well, cause, this is off topic, the Student Center should be in the center of campus. That’s the thing; it’s not, so why would you go all the way to the South end of campus to go hang out? Do you know what I mean?

• If it would be just like it started off...

• Yea, it started close to campus, then they started building to the north...

• That’s why; if they do remodel the Multicultural it should be something that people are really going to want to go to, since all your freshmen that live in LaFollette, like all on the north side of campus, you want something that gonna wanna bring them back here, like the south side of campus.

• Plus, you know like last year when they were talking about renovating the Student Center they like did focus groups to see if we wanted to keep the Multicultural Center or if we wanted to move it and everybody opted for keeping it there even though it’s small and nobody goes.

• No they didn’t want it to be part of the Student Center because they felt like it would kind of blur the lines and it wouldn’t be quite as useful to have it....I don’t know...they wanted it to be independent, so they rather that it was its own little shitty house.
• Okay, two more questions guys. Bringing it back, number eight, when you do have difficulties with school work, campus life or stress or whatever do you have somewhere to go for assistance if you have had a problem, if you were like, I feel like I am going to drop out, do you have a place to go and...

• That's the other thing, like and this is going back to the Latino group, like very family centered, that's our support group, so like if we are far away and have a problem, I am apt to call my mom and ask her and if they want you to come back, they're not going to, you know, they are probably going to be like well, just come back here.

• Like if my mom knows that I have a problem, she will just be like, oh just come back...that would be here support.

• Sounds like you...it is almost like you shouldn't call your parents if they’re going to tell you to come home.

• Yea, I mean, it depends, because like honestly, if I was having a really tough time and they were really worried about me, I know my mom would just be like “just stick it out” or something. But, I know some people that that would probably be the case, that they would just tell them “come back” or especially if it’s the first year because that is like the make or break year, because if you make it through your first year there is a pretty good chance that you will make it through, but if you are going to drop out, I feel like within that year is when you are going to make your mind up, whether you do it during that year or if you just kind of drop the ball during your second year, but the first year is the make or break year. I wasn’t involved with LSU whenever I was a freshman, right now I know people that I would feel comfortable calling if I had a problem, but back as a freshman, no, absolutely not, I have no Idea who I would have called from the university, so I would be more apt to call my family back home because that’s who I knew and I didn’t come here knowing anybody, like I didn’t know a soul on campus whenever I got here so, I didn’t really feel comfortable going in a talking to a perfect stranger about my problems, because that is what I did with my family.

• I kind of relied on my friends, but after a while all of my friends were gone, I am the last one, that is why I joined a sorority, they are my backup system and now they’re my family away from home, because otherwise without this I would have left by now.

• I would say that mine is more like LSU, I tend to talk about my problems to Irais, and that is more of my family, and Bernardo is part of that too. The people that I came to school with and I hung out with, it’s not them anymore, it is like all of these people. These are the people that I hang out with now. Mine is more like, if I had a problem I would email it to my mom, but I would talk to someone else first, because she would be like “Oh, what’s happening down there, you are partying too much, you need to stop drinking”, and you’re like “Thanks Mom”. You’re really supportive and that is why I would go to someone else.

• The last questions, do you have anything you want to say to the office of Admissions about what they can do differently to attract Latino students? We have a few minutes, so is there anything you want to say?
I work Admissions and I give tours and stuff and whenever I get Latino students they are like “Where are all the Latinos at?”...They hide. They hide, like they are here they are just hiding, so somehow maybe like put all of the Latinos right smack dab in the middle of campus or something. Cause they will always be like, “where are they?”...I saw one guy one time and I like screamed at him across the way “Get over here, they need to see a Latino person!” They have only seen me, I mean, that is so sad.

It was like *****...

Actually it was someone else...I swear it was someone else.

She was probably like...

Maybe you are like the third person, but literally like Latino people hide, I don’t know why, but they hide during the day time. Where are all you at? I don’t know.

In class, meetings, eating...

I know that we are busy and we all have our own lives, maybe it is the sheer number of Latinos, that they are not around...cause there is not that many of us...

Just up the numbers and we will have more visibility...

Exactly...

And get the Region, it would really up the numbers and back to the whole Multi thing, if you have a place that is like really Latino orientated, like a room and it is really homey and it does attract Latino students to campus as a place to chill and do homework, if you are doing a tour, you can always be like, oh well we will just swing by there and like this is what you are going to have...

We never take them by the Multi, only recently have we been because it is like so far out of the way, and you have to worry about those pot holes again, and it is just out of the way, why am I going to take you out there?

And it’s not that nice...look at our...

It is an empty house... Multicultural Center...

And it is empty...

That did just happen, I swear it did...hey kids get some bagels...they have a big box of bagels...sorry...

So we could even say that the more you get to come, the more will follow...

Yea, basically, yea...
• So if you just, you know, ease up a little....

• They need to get more Latinos, but not make it seem like you’re doing it on purpose...

• I’ll call, I’ll Twitter you guys and be like hey...stand here

• No, but seriously, a lot more people would feel more comfortable if they saw the diversity when they came on those campus tours and the only way to do that is to up the numbers because only the people that are living in the dorms are the ones that you are probably going to see because I live off campus and so if I am not walking directly to my class or to the Student Center for something LSU, then that is it, then I go back home. I really don’t, today I went to Woodworth for the third time ever. I don’t really hang out on campus. There’s not really a reason to for me. If we had a Multicultural Center that was good, then I would definitely hang out there more, especially to study...

• Maybe just a room to start out with...maybe not a whole house...

• I just really like the idea of, you were saying, of just bringing them by the room, and if there are people hanging out in there then they can see it...

• I would text you guys...go to the room right now...

• We have Latino students coming on the tour...to the room...to the room...

• We’ll have different spots where we specifically tell people to go...go by Frog Baby...go...go...

• Get your ponchos...get your ponchos...

• I think that if we target specific regions in Indiana to...if you get areas like Goshen, because I think that they have a good Latino population...and Indianapolis and the Region...and you hit them up with so much advertising...

• Like 30 second commercials...and brochures

• Like a campaign...a diversity campaign...actively going and looking for...diversity...

• And one of the reasons that I think that it would be successful is that Latinos are so together, if you find out that one of your friends is going to Ball State, and let’s say that he is a senior and your just a junior...whenever you are a senior it will be like at least I will know somebody there. I think it will cause a chain effect, like well I know him and I know him because he knows him and it’s just going to be easier. That is just an idea; it probably doesn’t work like that in the real world but...

• And definitely focus on...

• Well, I think that if it is a close friend...you would follow him maybe...
• Definitely, really focus on those areas with the Latinos, like the Region, that’s where you will get a lot of them, and most of LSU...I feel pretty confident that at least 90% of LSU is from the Region, like our whole organization..The 219...

• Okay, we will definitely tell, that is one of the ideas that we had from an older group, the last, maybe the first group...maybe setting up an office there...like they have Purdue offices and stuff like that...

• Or satellites...I know IU and PNC, or whatever their names are, are up there and run Northwest Indiana, I don’t here like, cause Ball State doesn’t have that many schools...like little branches...

• We don’t have any...

• We have one in Indy...

• One in Indy...I mean come on...IU has what, one in Indy, one up there, and Purdue has like 3...like hello, no wonder you are not getting anybody...

• Like all through high school I didn’t hear anything about Ball State, the only way you knew about it was if, like my TCOMM teacher told me about it, or the architecture kids, unless you know what specifically you want to go for, you didn’t hear anything about it.

• And if the recruiters come, Ball State just doesn’t send them out to where I am from, so maybe they could go to those schools in those types of regions...

• It would be well worth their money...

• Latinos got money...

• Umm, no they’re broke...

• I’m from the region and I didn’t know anything about Ball State, I mean it is not something that is exclusive to a population.

• I got mail from no one, they didn’t want me...

• I don’t think that Ball State was at our college fair, but they were at my girlfriend’s college fair and she goes to Illinois, like she lives in Illinois, so it is kind of hard to say I was in Indiana and you didn’t...

• That’s weird because that is in-state tuition too. That they would go to Illinois...

• But you are here now, we tricked you...

• Well, thanks guys, we will be adding what we collected tonight to what we had before...
Diversity Committee Presentation

I. Why we did what we did (Goals/Purpose)

- To work for social justice. We recognize that the environments students grow up in and the opportunities they are offered are not equal. For many Latino students, their parents did not go to college, so they have no one to teach them about the application process or they come from a low-socioeconomic situation that makes it difficult for them to pay for college.

- Our research was aimed at discovering 1) What students of all races think about the state of diversity on Ball State's campus 2) What cultural barriers make it more difficult for Latinos to continue on in higher education and 3) What ideas students have for increasing Latino student recruitment and retention.

- Overall, we wanted to gather this information from Latino Ball State students that might enable the Ball State Office of Admissions and all staff to create new strategies for increasing the enrollment and retention of Latino students in order to meet the goal of 15% minority enrollment by 2012 set out in the Ball State University Strategic Plan.

II. What we did (Method)

- Held three focus groups here in the library—each were and hour long and consisted of asking a battery of questions each centered upon a main theme.
  1) The state of diversity on Ball State’s campus
  2) The unique challenges for Latino students in pursuit of higher education
  3) Specific ideas for creating culturally sensitive and effective recruitment and retention strategies for Latino students.

- Since we were talking about diversity in general, the first group was open to students of all races. Because the topics of the following two groups were aimed specifically at Latinos, participation in these groups was for only Latino students and individuals who had either lived or worked within the Latino community.

- We had 21 student participants attend. The following results and suggestions are taken directly from the transcripts of the focus group meetings.

III. What is the student opinion of the state of diversity on Ball State’s Campus?

Overall, students are very pleased with the efforts made so far, but recognize that there is still a long way to go!

- One student said, “We’ve come a long way as far as diversity is concerned. I think the way the university is funding organizations such as LSU, BSA, AASA, Spectrum, and even the multicultural center...that alone shows the importance they put on diversity.”

- But there’s always more to do: “I think that there needs to be more effort still. They are doing a good job, it is a good start, but there is still a long race ahead of you.”

- “We are happy where it is right now, but that is with the expectation that the outreach is going to increase.”
To the university: One student suggested that it makes sense business-wise for the university to begin focusing recruitment efforts on the Latino population since it is that largest and fastest growing minority group in the country.

Another student expressed the idea that the more diversity there is on a college campus, the more attractive it will be to other members of minority groups.

"You can’t just force different cultures together... It has to happen naturally..." in other words, we can’t just get numbers, we must offer opportunities for interaction between diverse student groups.

Students seem to recognize the importance of diversity to their educational and professional development: "It [diversity] exposes people to other different kinds of people and it prepares them to be exposed to people in the real world—not just college."

IV. What are the differences between Latino culture and mainstream culture that affect the college experience?

- **No Role-models to Show the Way:**
  1. "They [Latino youth] think that you can just kind of get by with doing the same thing as the rest of your family, I mean they don’t really know how the process works."
  2. "They just need somebody to tell them about the opportunities and tell them what’s out there, what they can take advantage of and that they can go to college."

- **Being Undocumented:**
  1. "High school students are coming through and they already see, they are already seeing all of these doors blocked off for them because they don’t have papers, and they don’t realize that they can actually go to college."
  2. "Even if I can go to college, after I graduate I still won’t be legal so, what’s the point if I can’t get a job even if I can go to college?"

- **Socioeconomic/Citizenship Status and Paying for College:**
  1. "When there is a working class family and they are struggling to maybe just get by, or if they don’t have a lot of extra money then really it is not an option."
  2. If they are legal citizens, it is possible to get federal aid if they know how to go about getting it (e.g. filling out the FAFSA). However, more often than not, they are the first in their family going to college and their parents are not native English speakers. Some don’t even know federal aid is available! "Their parents couldn’t really push them, or be say, 'Look I have been there before, I went to college... this is the process you go through. You should fill out these [financial aid forms] now and you will probably get some help.'"
  3. When undocumented, they cannot get federal aid and in most cases are required to pay out of state tuition=nearly impossible to pay for college.
• **Strong Familial Ties:**
  1. Concerned with Ball State being so far from home, so if they come here, they need to be reassured that a support system is available.
  2. Parents are very involved in the lives of their children, very protective and are more at ease when they know their children will be taken care of so far from home. “There needs to be some person that could be there to answer any questions of anyone, who possibly can’t speak English or maybe, if the parents have questions.”

• **Oral vs. Literal Preference in Communication Media**
  1. “I would recommend using commercials just because you are seeing the campus and saying, ‘I could see myself there.’ As opposed to reading, ‘We have the Latino Student Union,’ you could see the Latino Student Union doing stuff.”

V. What are some student suggestions for improving the recruitment and retention of Latino students on Ball State’s campus?

• **Recruitment Techniques/Admissions Process**
  8. Hire an individual in the office of admissions to specifically deal with the needs Latino community (would be bilingual).
  9. Implement a program for high school students to shadow Ball State students and experience a typical college day during the school year.
  10. Recruit Latino high school students in specific Latino communities by sending bilingual representatives to speak to both students and parents.
  11. Set up Ball State offices in northwest Indiana.
  12. Diversify orientation leaders and train them to know multicultural services.
  13. Offer Campus tours in Spanish (already done at IUPUI).
  14. Establish a policy for reaching out to all students, regardless of citizenship status (e.g., policy for admission of undocumented students).

• **Services for Parents – Addressing language barriers**
  4. Offer to provide a bilingual translator at freshman orientation to field parental questions or sheet in Spanish w/ main points of the discussion.
  5. Offer documents in Spanish (e.g. Introduction/Housing brochures...etc.)
  6. Hold a session for Latino parents at select orientations to improve the Latino familial connection to the university (have a translator present)

• **Advertising/Promotion**
  8. Address the Latino community visual communication (photographs/commercials) in addition to text-based resources.
  9. Commercial for BSU to play on Spanish television/radio networks (possible student project)
  10. Publicize scholarships marketed solely for Latinos (possibly with the aid of current National Hispanic Scholars on campus)
11. Add statement on all Ball State advertising promoting our Spanish-speaking services

12. Restructure activities fair by:
   - Highlighting different organizations at the activities fair at different times throughout the day
   - Providing a map at the activities fair showing where each booth is located
   - Separating organizations on the concourse according to type (e.g. multicultural organizations, sports clubs, Greek organizations, etc.)

• Retention Programming
  1) Devise a new diversity connections program (like freshmen connections) directed by the multicultural assistants during welcome week
  2) Hold an event along McKinley called “The BSU Block Party” featuring multicultural student groups in which students walk from booth to booth meeting group members, eating ethnic food, and dancing.

• Multicultural Center (MC) – Improve visibility
  1) Build a new MC, centered in campus, which allows for larger groups to meet effectively; unite all student groups into one “Diversity Building” (one central location for MC, Center for International Programs, language department...etc.)
  2) Personalize the name of the MC, perhaps developing it in such a way that it has name recognition, similar to "La Casa" at IU.
  3) Promote the barbecue at MC to freshmen at the beginning of the year
What Are Students Saying About...

The State of Diversity on Ball State’s Campus?

“I think Ball State has actually been a really big supporter of diversity recently. I stepped foot on campus in 2004 and since then, the amount of diverse students that I have seen with different backgrounds has increased so much. Just being able to walk down McKinley and think that you’re the only minority on campus to at least seeing some other minorities...We’ve come a long way as far as diversity is concerned.”

“I think the way the university is funding organizations such as LSU, BSA, AASA, Spectrum, and even the multicultural center...that alone shows the importance they put on diversity.”

“I think that there needs to be more effort still. They are doing a good job. It is a good start, but there is still a long race ahead of you.”

“We are happy where it is right now, but that is with the expectation that the outreach is going to increase.”

“You can’t just force different cultures together...It has to happen naturally...”

In other words, we can’t just get numbers, we must offer opportunities for interaction between diverse student groups.

“As a new student to the campus, I think that the diversity is pretty good, but they should not focus on just bringing people. They should focus on getting to know these people and their backgrounds...Sometimes the people in admissions don’t understand where we are coming from and issues that we are bringing with us.”

“I think that diversity is very important on college campuses because somebody might have grown up in an all white town or in an all black town, and that’s all they know. So when you come to a college campus, you need those different viewpoints... to make yourself a more well-rounded person.”

“It [diversity] exposes people to other different kinds of people and it prepares them to be exposed to people in the real world—not just college.”

“I think that it is important for there to be diversity on a college campus because with more diversity, people of those diverse groups will see that it is OK to come to college, and they can do it too.”
Recommendations for Recruitment and Retention of Latino Students
Findings from Focus Group Meetings (February/March 2009)

Recruitment Techniques/Admissions Process
1. Hire an individual in the office of admissions to specifically deal with the needs Latino community (would be bilingual).
2. Implement a program for high school students to shadow Ball State students and experience a typical college day during the school year.
3. Recruit Latino high school students in specific Latino communities by sending bilingual representatives to speak to both students and parents.
4. Set up Ball State offices in northwest Indiana.
5. Diversify orientation leaders and train them to be knowledgeable about the multicultural services we offer.
6. Offer Campus tours in Spanish (already done at IUPUI).
7. Establish a policy for reaching out to all students, regardless of citizenship status (e.g., policy for admission of undocumented students).

Services for Parents – Addressing language barriers
1. Offer to provide a bilingual translator at freshman orientation to field parental questions or sheet in Spanish w/ main points of the discussion.
2. Offer documents in Spanish (e.g. Introduction/Housing brochures...etc.).
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Advertising/Promotion
13. Address the Latino community using visual communication (photographs/commercials) in addition to text-based resources.
14. Commercial for BSU to play on Spanish television/radio networks (possible student project).
15. Market Ball State as a community-oriented institution aimed at developing well rounded individuals who value not only education, but also community
16. Publicize scholarships marketed solely for Latinos (possibly with the aid of current National Hispanic Scholars on campus).
17. Add statement on all Ball State advertising promoting our Spanish-speaking services.
18. Restructure activities fair by:
   • Providing a map at the activities fair showing where each booth is located.
   • Separating organizations on the concourse according to type (e.g. multicultural organizations, sports clubs, Greek organizations, etc.).
   • Highlighting different organizations at the activities fair at different times though out the day.

Retention Programming
1. Devise a new diversity connections program (like freshmen connections) directed by the multicultural assistants during welcome week that is mandatory for freshmen to attend.
2. Hold an event along McKinley called "The BSU Block Party" featuring a booth for each multicultural student organization so students can meet established group members while experiencing culture (e.g. eating ethnic food, dancing, etc.).
Multicultural Center (MC) – Improve visibility

1. Build a new MC, centered in campus, which allows for larger groups to meet effectively; unite all student groups into one “Diversity Building” (one central location for MC, Center for International Programs, language department...etc.).

2. Personalize the name of the MC, perhaps developing it in such a way that it has name recognition, similar to "La Casa" at IU.

3. Promote the MC's barbecue to freshman at the beginning of the year to introduce them to the MC and all the other multicultural services Ball State offers.
Increasing Diversity on Ball State's Campus:

A Focus on the Latino Student Body

Focus Group One:
What are students saying about DIVERSITY on Ball State's Campus?

- Is the presence of diversity important on a college campus?
- How do you see Ball State supporting or not supporting diversity?
- How big a factor was diversity in choosing to come to Ball State?
Focus Group Two: The Latino College Experience

- Why do you think more Latinos don’t go to college?
- How are Latino parents involved in the college process?
- What could Ball State do to improve its relationship with the Latino community?

Why do you think more Latinos don’t go to college?

- “My parents never went. why should I?”
- “I have to work to pay the bills!”
- “College is way too expensive.”
- “I’m illegal. I can’t go to college!”
- “Scholarship. WhAt?”
- “I don’t want to go so far from home.”
- “My parents don’t want me to go!”
Focus Group Three: New Programs for Recruiting and Retaining Latino Students

- Shadow a BSU Student for a Day
  *Go to classes, meet friends, get connected

- New Diversity Connections Program
  *Go to an organization and write about it

- The BSU Block Party
  *Meet people, eat food, & dance!

And More...

- New Multicultural Center
- Campus Tours and BSU Documents in Spanish!
- Latino Parent Get-Together at Orientation (with bilingual translator)
- BSU Offices in Northwest Indiana
- TV Commercial for BSU in Spanish
[Increasing Diversity on Ball State's Campus]

A FOCUS ON THE LATINO STUDENT BODY

Honors Colloquium 390A/Spanish 498
Dr. Chin-Sook Pak
Spring 2009

[Presentation Prepared by]
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Teah Aldred
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Fay Gammon
Daniel Lakes
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Brent Lyle
Brian Main
Sarah McColley
Lauren Moss
Allison Meyers
Nathan Roach
Contents:

[State of Diversity]
Student voices on diversity at Ball State

[Testimonials]
Working with local families

[Campus Visits]
Ball State compared to other major universities in Indiana

[Focus Groups]
Students speak about the state of diversity and make recommendations to better support Latino student body

[Current Efforts in Progress]
Document translations, National Hispanic Scholars

[Project Stepping Stone]
Bringing future Latino students to campus

[Final Recommendations]
Enhancing accessibility of our campus
"I think Ball State has actually been a really big supporter of diversity recently. I stepped foot on campus in 2004 and since then, the amount of diverse students that I have seen with different backgrounds has increased so much. Just being able to walk down McKinley and think that you’re the only minority on campus to at least seeing some other minorities... We’ve come a long way as far as diversity is concerned."

"I think that there needs to be more effort still. They are doing a good job. It is a good start, but there is still a long race ahead of you."

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"You can’t just force different cultures together... It has to happen naturally..." In other words, we can’t just get numbers, we must offer opportunities for interaction between diverse student groups."
As a new student to the campus, I think that the diversity is pretty good, but they should not focus on just bringing people. They should focus on getting to know these people and their backgrounds...Sometimes the people in admissions don’t understand where we are coming from and issues that we are bringing with us.

"I think that diversity is very important on college campuses because somebody might have grown up in an all white town or in an all black town, and that’s all they know. So when you come to a college campus, you need those different viewpoints...to make yourself a more well-rounded person."

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"I think that it is important for there to be diversity on a college campus because with more diversity, people of those diverse groups will see that it is OK to come to college, and they can do it too."
Mother and Prospective College Student

Student: Hannah Kay
Goals: Improve English skills, steps to become a lawyer, college application process, apply to Ball State, exposure to college life
How accomplished: Summer class and developed practice essays, met with political science professor, phone calls and meetings with staff members. Translated transcripts from Spanish to English, reviewed materials to apply to Ball State, overnight visit in dorm room, sit in on class, campus tour, meet other international students.
What I learned: Improved Spanish-speaking and problem-solving skills, developed understanding and compassion for the Latino community. Discovered the college application process is complicated for non-traditional students [who they should speak with]. Need to find financial support.

Junior High School Student

Student: Lauren Moss
Goals: Improve math and English skills
How accomplished: Tutored with schoolwork, talked in Spanish about Mexico, helped solve problems with school
Challenges: Made progress with the idea that she is capable of excelling and eventually graduating. However, there is a lack of role models and high expectation at home.

Mother with Four Children

Student: Allison Meyers
Goals: Improve English speaking ability
How accomplished: Read children’s books outloud to practice speaking, pronunciation, and comprehension
What I learned: The parents want their children to be successful in school but are not always able to help with schoolwork because of the language barrier. They do not know how to motivate their older children to go to college.

Mother with Two Children

Student: Brad Bohall
Goals: Work on English speaking skills and share college experience so that she can better guide her two sons.
How accomplished: Weekly meetings on Ball State’s campus and visits to her home.
What I learned: The parents want their sons to go to college but the process seems complicated.
**Campus Visits**

[Visited the four major universities in Indiana to compare their methods of increasing diversity on campus.]

Visited IU and Purdue unofficially on weekends and went to the Multicultural and Latino Centers and Visitor Centers and later contacted the Admissions Office directly.

Visited Ball State and IUPUI with campus tours to see how the typical Latino/Hispanic student would feel.

All Numbers from Purdue and IU from Admissions Office, online information, and Visitor Centers. IU information also from La Casa. All numbers from IUPUI provided by campus tour, Student Life office, and International Student Office. All numbers from Ball State provided by online information, campus tour, and general knowledge.

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<th>Ball State University</th>
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<th>Indiana University-Purdue University Indianapolis</th>
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<td>% of Latino Undergraduate Students</td>
<td>1.73% (2007-2008)</td>
<td>3.0% [current]</td>
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<td>Is there a Latino Center on Campus?</td>
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<td>Participate in Outreach Program for Latino High School Students?</td>
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<td>Can Campus Tours be Translated into Spanish?</td>
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Focus Groups

[Focus Group 1]
Assessing the Current State of Diversity On Ball State's Campus

Is the presence of diversity important on a campus?
How big of a factor was diversity in your decision to attend Ball State?
How do you see Ball State supporting or not supporting diversity?

[Focus Group 2]
Identifying the Cultural Difference between Latino and Majority Culture that Make it More Challenging to Enroll and Remain in College

Why and how would BSU and institutions of higher education benefit from having a greater Latino presence on campus?
What accounts for the under-representation of Latino students in higher education?
How do Latino parents influence the college process?
What could universities do to improve the relationship between the institution and the Latino community?

[Focus Group 3]
Generating Specific Ideas for Creating Culturally Sensitive and Effective Recruitment and Retention Strategies for Latino Students

Do you remember applying and being admitted to BSU? How was the process? Were there difficulties? Did the staff address the issues, and how so?
Were you aware of the scholarships Ball State offers specifically to minority students? If yes, how did you find out about them?
How were your parents involved in your admission process? Did they have concerns/questions? How were they addressed?
If you could invent one new service that Ball State would have for Latino Students, what would it be?
[Recruitment Techniques]

Admissions Process

- Hire a bilingual individual in admissions office to deal with the Latino community.
- Implement a program for high school students to shadow Ball State students to experience a typical college day.
- Recruit Latino high school students in specific Latino communities with bilingual representatives to speak to both students and parents.
- Start offices in northwest Indiana.
- Diversify orientation leaders and train them to be knowledgeable about the multicultural services.
- Offer campus tours in Spanish (already done at IUPUI).
- Establish a policy for reaching out to all students, regardless of citizenship.

[Services for Parents]

Addressing Language Barriers

- Provide a bilingual translator for freshman orientation to field parental questions or a sheet with pertinent information.
- Offer documents in Spanish [i.e. introduction/housing brochures].
- Hold a session for Latino parents at select orientations to improve the Latino familial connection to the university with a translator.

[Retention Programming]

- Devise a new mandatory diversity connections program, similar to freshman connections directed by the multicultural assistants during welcome week.
- Hold an event along McKinley called the "BSU Block Party" featuring a booth for each multicultural student organization so students meet established group members and experience culture.
Recommendations

[Advertising & Promotion]

- Address the Latino community with visual communication [photographs/videos] in addition to text-based resources
- Commercial for BSU to play on Spanish television/radio networks [possible student project]
- Market Ball State as a community-oriented institution aimed at developing well-rounded students who value education and community
- Publicize scholarships marketed solely for Latinos [possibly with the aid of current National Hispanic Scholars]
- Add statement on all Ball State advertising promoting our Spanish-speaking services.
- Restructure activities fair by:
  - Providing a map at the activities fair showing where each booth is located
  - Separate organizations on concourse according to type [multicultural, sports, Greek]
  - Highlighting different organizations at activities fair at different times of day

[Multicultural Center-MC]

Improve Visibility

- Build a new MC, centered in campus, which allows for larger groups to meet effectively, united all students into one “Diversity Building”
- Personalize the name of MC, perhaps developing it in such a way that it has name recognition, similar to La Casa at IU
- Promote the MC's barbeque to freshman at the beginning of the year to introduce them to the MC and all the other multicultural services Ball State offers.
Latinos are a population of people not served or represented by Ball State publication and marketing.

We took a campus tour, and saw the need to better reach Spanish-speaking students and parents.

Parents are targeted because the brochures provide the background information for why they would want to send their children to Ball State University.

Ball State Factbook
Residence Halls FAQs
Scholarship & Financial Aid
Two Letters for National Hispanic Scholars (In and Out of state) - especially for parents because most still know and speak Spanish

National Hispanic Scholars

29 potential students to contact

4 confirmed for Ball State enrollment after phone calls

Creating a network among current National Hispanic Scholar students on campus

Making phone calls to students around the country who have been awarded a full-ride National Hispanic Scholarship to Ball State but have not confirmed attendance for Fall 2010.
Project Stepping Stone

Founded by Steven Ramos.

High school students of Hispanic descent participate in the summer program to learn about the opportunities, challenges, and benefits of attending college [as said on the website].

Students visit different universities throughout the state to learn about the college process, career and leadership, resumé writing, etiquette, obtaining scholarships, and other important life lessons.

2009 Event at Ball State
June 9th-June 11th

Ball State Highlights

- Resumé Writing Workshop
- Entrepreneurship Program
- Student Panel on College Life/Processes
- Educational/Interactive Skits about College Life
- Etiquette Dinner
- Scholarship Information Session

Over 90% of the students who have participated in PSS have attended college.

The first college class will graduate in 2009.

120 students are estimated to participate in this summer's event.

Our Part:
Wrote and edited skits with Steve Ramos' input
Recruited Student Volunteers for the Student Panel
Helped organize schedule during meetings
Decided about panel discussion topics
Will be participating this summer!
[Make BSU more accessible to Spanish-speaking population]

Hire and maintain a bilingual admissions officer who handles communication with students, parents, and community organizations [La Plaza], undocumented student applications, trains tour guides, etc.

Provide promotional video, documents and website in Spanish

Create Latino Ambassador program that utilizes Latino student leaders on campus

[Better utilize existing resources to recruit and retain Latino student body]

Current National Hispanic Scholar students
CIP promotional video materials in Spanish
Latino Student Union
Hispanic sorority
Latino and Latin American Studies Committee
Hispanic faculty
Faculty who teach immersive seminars
Multicultural Center
Students/faculty who actively participate in diversity-related programs on campus, etc.

[Better promote scholarship opportunities for Latinos]

[Launch new community building programs]

BSU block party
Diversity connections program

[Make Multicultural Center more visible]

More central location
Allows for larger groups to meet effectively
Unites all student groups into one building

[Establish a policy for undocumented students]
INCREASING DIVERSITY ON BALL STATE'S CAMPUS:  
A FOCUS ON THE LATINO STUDENT BODY

Class Objectives: Our Goals For the Semester

- Explore diversity of the collegiate student body
- Examine specific needs of Latino community
- Understand cross-cultural issues related to increasing Hispanic population in Indiana
- Develop communal ties through meaningful relationships and service
- Provide specific resources to Ball State and outside community
- Enhance cultural awareness through academic and civic learning
Testimonials: Latino Families in Muncie Community

- Paula Andrea Sanchez
- 20 years old
- Moved to Muncie area from Bogotá, Colombia in July 2008
- Eager to study political science in order to become a lawyer
- Unable to apply to BSU until now as a result of lack of information and helpful resources.

Campus Visits: Comparison of the Four Top Universities in Indiana

- Indiana University Latino Center: La Casa
- Purdue University Latino Cultural Center
- IUPUI Multi-Cultural Center
- Ball State University Multi-Cultural Center
Focus Group One: Assessing the Current State of Diversity

"I think Ball State has actually been a really big supporter of diversity recently. I stepped foot on campus in 2004 and since then, the amount of diverse students that I have seen with different backgrounds has increased so much... We've come a long way as far as diversity is concerned."

"I didn't actually join LSU until after two years of college. I wasn't really aware of it."

"I think that there needs to be more effort still. They are doing a good job. It is a good start, but there is still a long race ahead of you."
Focus Group One: Diversity, in the best interest of BSU and students

"Latinos are now the largest minority in the United States, so it makes sense for the university to be focusing more on getting that new minority. [As the Latino population increases,] to have an already established base and to have been working with students of Latino origin/descent makes sense business-wise for the university."

"It [diversity] exposes people to other different kinds of people, and it prepares them to be exposed to people in the real world, not just college."

Focus Group One: How big a factor was Diversity in Choosing to Attend BSU?

"I only came here for architecture. I didn't really consider the multiculturalism. If it wasn't for architecture, I wouldn't have come."

"I don't know if I'd still be here without a lot of these people [LSU members]. I probably would have transferred way closer to home. I hate living this far."

"Even if diversity wasn't a major factor in their choosing to come here, it would have helped. That would have been a major selling point to everybody if Ball State had been known for its diversity."
Focus Group Two: The Latino College Experience

- No role models to show the way
- Getting parents involved
- Paying for college
- Citizenship status
- Strong familial ties

"They just need somebody to tell them about the opportunities and tell them what's out there, what they can take advantage of and that they can go to college."

Focus Group Three: Culturally Sensitive Recruitment Strategies

1. Lack of Role Models = Lack of Awareness
   - Hire a Bilingual Admissions Officer Devoted to the Needs of the Latino Community
     - Fielding Questions from the Latino Community (Esp. Undocumented Students)
     - Recruiting Latinos from New Areas in Indiana
     - Training Orientation Leaders and Tour Guides to Know our Multicultural Services
     - Translating Admissions Documents into Spanish
     - Launching & Coordinating New Recruitment/Retention Programming
   - Shadow a BSU Student for a Day
     - Go to classes, meet friends, get connected
Focus Group Three: Strategies Continued...

2. The Language Barrier & Getting Parents Involved
   - Latino Parent’s Session at Select Orientations (Translator on Site)
   - Campus Tours & BSU Brochures/videos in Spanish

3. Paying for College & Being Undocumented
   - Better publicized scholarships awarded to Latinos
   - Establish a policy for the Admission of Undocumented

4. Strong Familial Ties & Creating Community Away from Home
   - New Diversity Connections Program
     - Go to an Organization/Event and Write About It
   - The BSU Block Party
     - Meet People, Eat Food, & Dance!
   - Build a New Diversity Building
     - Housing All Multicultural Organizations Under One Roof

Translation Project: Making Brochures Available in Spanish

**FINANCIAL AID AT BALL STATE**
Ball State University awards more than $185 million in financial aid each year to incoming and current students. More than 75 percent of our students receive merit- and/or need-based financial aids.

**AYUDA FINANCIERA EN BALL STATE**
La Universidad de Ball State concede más de $185 millones en ayuda financiera a los estudiantes cada año. Más de 75 % de nuestros estudiantes reciben ayuda financiera basada en sus logros y en su necesidad.

- Translation of the most crucial documents:
  - Residence Halls Most Frequently Asked Questions Brochure
  - Freshmen Scholarships and Financial Aid
  - Ball State Factbook
  - National Hispanic Scholars Letters
National Hispanic Scholars: Creating a Network for Scholars

- Creating a network among current NHS students on campus
- Working with Admissions office to make personal calls to NHS applicants
- Developing a Facebook forum to provide discussion and community opportunities

Project Stepping Stone: Making College a Reality for High School Latinos

- Week-long summer program for 135 Latino high school students (BSU: June 9-11, 2009)
- Shows students the opportunities, challenges, and benefits of attending college—90% success rate!
- Class involvement in PSS planning
  - Development of typical college scenarios
  - Recruit BSU student volunteers for the event
  - Organization of schedule (etiquette dinner, workshops, etc)
Final Recommendations: Recruitment and Retention Strategies

- Make BSU more accessible to Spanish-speaking population
  - Establish a bilingual staff position ("go to person") - communicate with the students, parents, and community organizations; handle undocumented student applications; train tour guides...etc.
  - Provide promotional video, documents and website in Spanish
  - Create Latino Ambassador program that utilizes Latino student leaders on campus for recruitment purposes

Final Recommendations (Continued)

- Better utilize existing resources to recruit and retain Latino students – collaborative projects with:
  - Current National Hispanic Scholar students
  - CIP promotional video materials in Spanish http://fadams.iweb.bsu.edu/bsupromo.html
  - Latino Student Union
  - Hispanic sorority
  - Latino and Latin American Studies
  - Hispanic faculty
  - Faculty who teach immersive seminars
  - Multicultural Center... etc.
Final Recommendations (Continued)

- Better promote scholarship opportunities for Latinos
  - Launch new community building programs
  - BSU block party
- Diversity connections program
- Make Multicultural Center more visible
  - More central location
  - Allow for larger groups to meet effectively
  - Unite all student groups into one building
- Establish a policy for undocumented students

Our Rewards: A Unique Service-Learning Experience

- Studied diversity issues in hopes to make a more inclusive campus through formal focus groups
- Established meaningful relationships with Ball State faculty, staff, students, and members of the community
- Enhanced our Spanish and overall leadership skills
- Became informed on the challenges Latinos face as they pursue higher education
- Developed a stronger sense of connection with our campus and community
- Provided specific resources and recommendations in order to better meet the needs of the Latino community at Ball State
Thank You for Your Time

Left to Right: Daniel Lakes, Nathan Roach, Brian Main, Ricardo Lopez-Fajardo, Brent Lyle, Teah Aldred, Juliana Abercrombie, Phy Gammon, Hannah Kay, Dr. Chi·Sook Pak, Lauren Moss, Allison Meyers, Sarah McColley, and Brad Bolell (not pictured)