

Myths and Realities about Diversity: How to Effectively Target Students of Color

**Gailda P. Davis,
July 28, 2009**



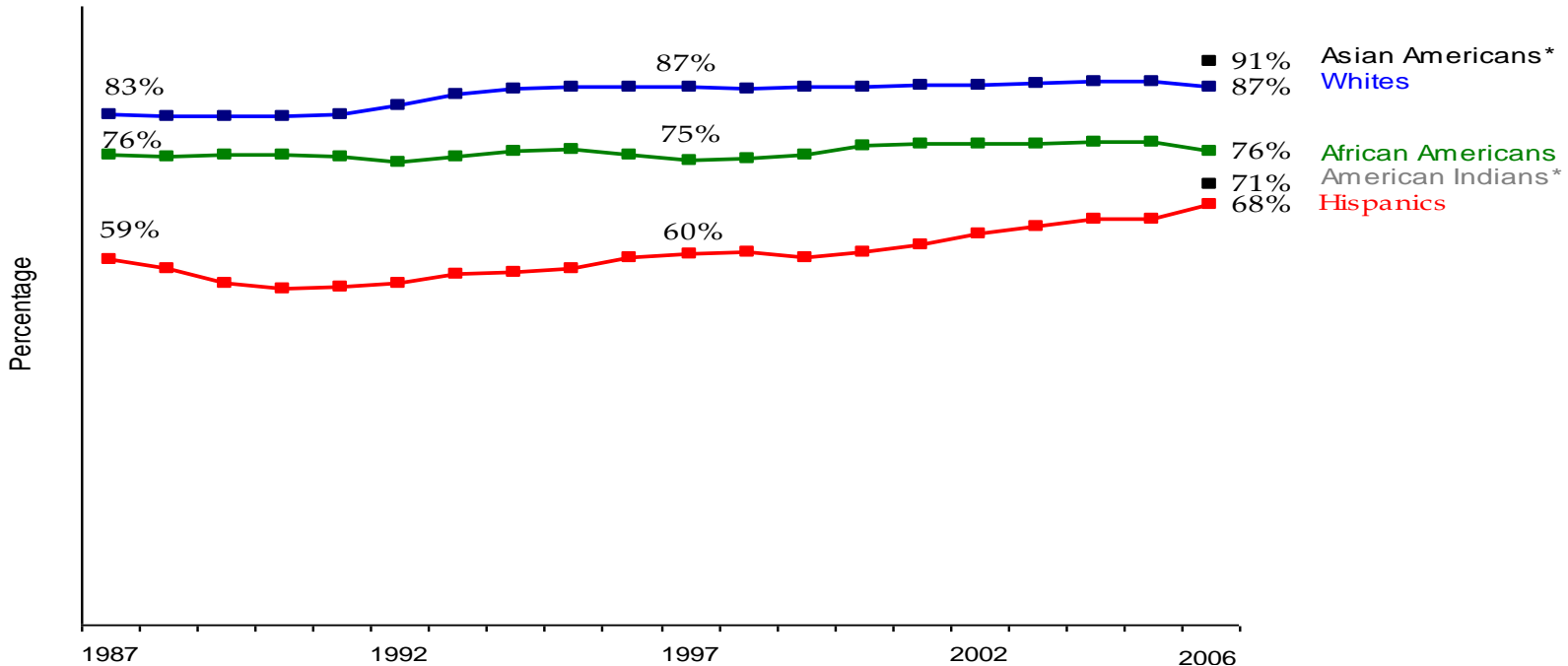


Overview

- Quick facts
 - Barriers to access and success
 - Focused recruitment in college access programs
 - Preparing students of color for college and careers
 - Effective practices and programs
-

Quick Facts

**High School Completion Rates for Traditional College-Aged Population
(Aged 18 to 24), by Race/Ethnicity: 1987 to 2006**



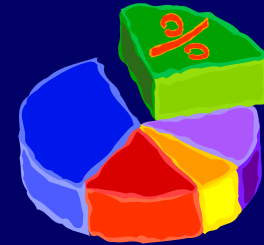
* Due to data unavailability, high school completion rates for Asian Americans and American Indians are shown for 2006 only.

Note: Data include high school equivalency credentials such as the GED® (General Educational Development) credential. To obtain a large enough sample size to make reliable estimates, three-year averages were used for trend analysis, except for 2006 data, which had a much larger sample and account for the single year.

Source: U.S. Census Bureau, Current Population Survey (data for 1986-2005, released online) and American Community Survey 2006 (data for 2006, analysis by author).



Quick Facts

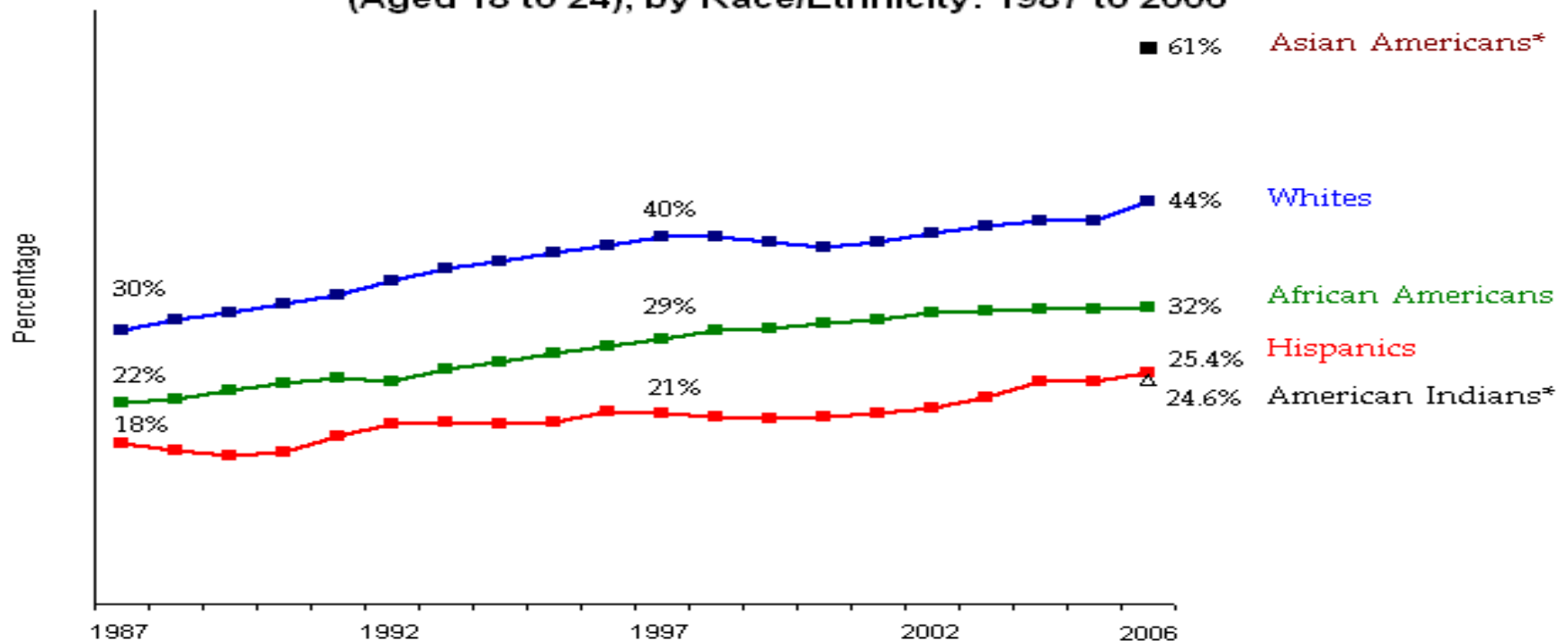


- Percentage of students who leave HS with reading skills and a course record that qualifies them for a 4-year college
 - 51% of Whites
 - 41% of African Americans
 - 38% of Hispanics

Greene, J. P., & Winters, M. A. (2005, February). *Public high school graduation and college-readiness rates: 1991-2002*. Center for Civic Innovation at the Manhattan Institute.

Quick Facts

College Enrollment Rates for Traditional College-Aged Population
(Aged 18 to 24), by Race/Ethnicity: 1987 to 2006



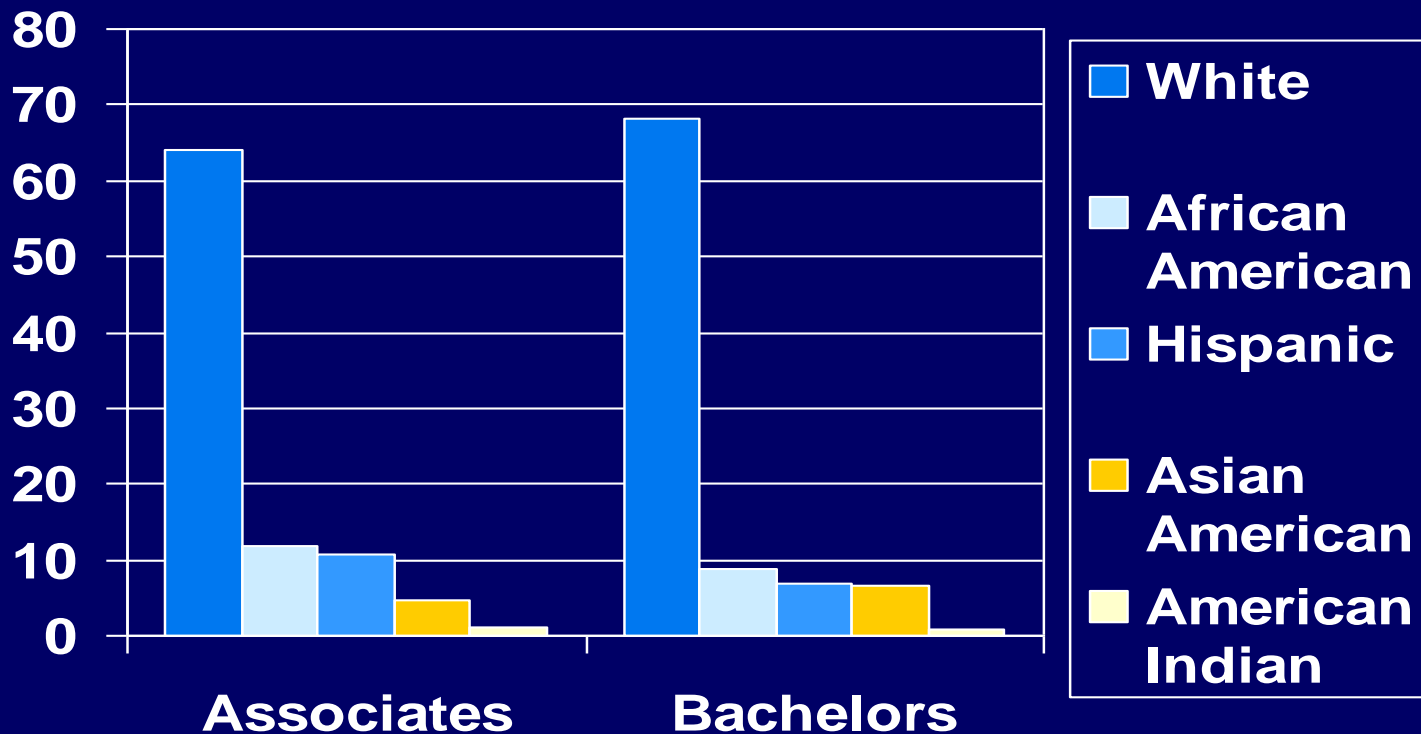
* Due to data unavailability, enrollment rates for Asian Americans and American Indians are shown for 2006 only.

Note: To obtain a large enough sample size to make reliable estimates, three-year averages were used for trend analysis, except for 2006 data, which had a much larger sample and account for the single year.

Source: U.S. Census Bureau, Current Population Survey (data for 1986-2005, released online) and American Community Survey 2006 (data for 2006, analysis by author).

Quick Facts

Degrees Conferred by Ethnicity (2005)





Barriers to Access and Success





Barriers to Access and Success

- **Myth 1: Everyone knows how to get into college**
 - Reality: Students of color often lack information
 - Reality: Many make decisions based on misinformation

 - **Myth 2: Everyone knows how to get financial aid**
 - Reality: Students of color are not as likely to understand the financial aid process as their White peers
 - Reality: Students of color are not as likely to discuss how college will be paid for with their parents

 - **Myth 3: “I’m not college material”**
 - Reality: Many students of color attend high schools where many graduates do NOT attend college afterwards
 - Reality: Many students of color face additional constraints that make them believe they are not capable of succeeding in college
-



Barriers to Access...

- **Myth 4: College is every students' first choice after high school**
 - Reality: Students have competing options
 - Military
 - Work

 - **Myth 5: High school prepares all students for college – they just have to try hard**
 - Reality: Students of color are less likely to leave high school with college-readiness skills and college course preparation
 - Reality: Teacher expectations are low for many students of color

 - **Myth 6: Every student knows *somebody* who is in or has attended college**
 - Reality: Many students of color are first-generation college students
 - Reality: Guidance counselor support is not readily available to all students
-



Barriers to Access...

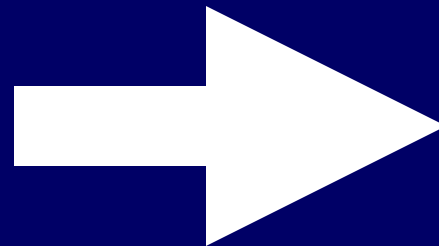
- **Myth 7: Information on college access is readily available to everyone who wants it**
 - Reality: Many students of color get bits of information from peers
 - Reality: Students of color often lack guidance in making college-related choices

 - **Myth 8: College aspirations lead to college participation every time**
 - Reality: Aspirations for students of color at 9th grade change by 12th grade without proper guidance, support, and information

 - **Myth 9: Going to college sounds fun and exciting to everyone**
 - Reality: It is frightening to many students and families to take out loans
 - Reality: Not every student is excited about leaving home
-



Effective Practices & Recruitment Strategies





Elements of Effective College Access Programs

- ❑ **Early** access to college planning information
 - ❑ Mentoring and guidance
 - Personalized attention
 - Adult role models
 - ❑ Financial aid awareness
 - Financial support component
 - ❑ Family involvement
 - Parent/guardian education programs
 - ❑ Academic support
 - ❑ College exposure
 - ❑ Peer support
 - ❑ Staff support for intervention and school support
-



Recruitment of Students of Color to College Access Programs

- Catch the window of opportunity
 - Focus on the family
 - Tap into the community
 - Schools
 - Community centers and social groups
 - Parks and recreation
 - Churches, synagogues, temples, etc.
 - Connect with 2-year and 4-year colleges for support
-



Questions?

