

Hispanic Serving Institution

Best Practices for the Student Recruitment

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Use non-traditional avenues to recruit non-traditional students

- Spanish-speaking and English-speaking television stations can be very effective in sending out messages to the community. Universities have experienced the greatest success from public service announcements.
- **Use nontraditional students as recruiters and mentors.** The non-traditional students were provided assistance and peer mentoring from the traditional students in the educational program.
- **Provide financial, social and academic support.** Funding support and peer assistance were the most important factors for the non-traditional students.
- **Adapt recruitment strategies in recognition of language and cultural attributes of prospective students.** The lack of Spanish proficiency at the universities was the greatest barrier for these non-traditional students (*normalistas* - graduates of *normal* schools in Mexico).
- **Ensure institutional advocacy and persistence for non-traditional student admissions.** Advocacy, building relationships with key stakeholders, and consistent follow-up were the most effective strategies.
- **Create flexibility in financial aid packaging.** Non-traditional students' eligibility for financial support was a critical factor considering all costs: tuition, fees, and books.

Recommendations for recruiting non-traditional students include:

- Build strong relationships with partner school.
- Establish a memorandum of understanding with partner junior college schools of nursing to clarify roles and responsibilities and regularly exchanging information, knowledge, resources, and staff.
- Be inclusive and far-reaching in developing collaborations with other individuals and entities. This strategy develops exposure for the effort and provides insights to others and access for students to potential employment opportunities.
- Ensure that students take courses as a cohort.
- Coordinate with key faculty who are the cohort instructors, sharing information about the group (such as the group's academic preparation). Also, keep lines of communication open throughout each semester.
- Incorporate a faculty or staff person to serve as an active and vocal advocate of the students who consistently meets with key administrators in an effort to find solutions to barriers. The result is greater respect for

the students' academic preparation and a program reputation of being innovative and progressive.

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Josie Danini Cortez, M.A., is the Intercultural Development Research Association design and development coordinator. Albert Cortez, Ph.D., is the director of the IDRA Institute for Policy and Leadership. Comments and questions may be directed to them via e-mail at feedback@idra.org.

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