

Becoming a Hispanic Serving Institution (HSI)

High Impact Strategy	Gaining the designation of a Hispanic Serving Institution (HSI) provides opportunities for UWP through the Developing Hispanic-Serving Institutions Program to obtain additional resources to “expand educational opportunities for, and improve attainment of, Hispanic students.” (Dept. of Ed website) Additionally, attaining HSI status increases our engagement with our regional communities, thus increasing enrollment and retention.	
Rationale	Parkside is currently at the “Emerging HSI” level (14.7%) having seen a 20+% increase in Hispanic student enrollment over the past 5-6 years. The HSI designation requires 25% Latino/Hispanic enrollment.	
Desired Result	Increase focus on outreach and recruitment functions aimed at Hispanic youth and their families. Provide on-going support to Hispanic students once they have matriculated to UWP. Hire an Outreach/Support Specialist to be housed in the Office of Multicultural Student Affairs who will facilitate a Hispanic Outreach Team with responsibility for coordinating/marketing events (Yo Soy Parkside, Descubre Parkside), engaging alumni, supporting campus cultural programs and retention initiatives, and engaging/supporting Hispanic students. The Outreach/Support Specialist will coordinate with Admissions and CSSPS for outreach initiatives and with OMSA for student engagement and support initiatives.	
Work Team	Damian Evans – Assistant Dean of Students Peggy James – Dean, CSSPS Troy Moldenhauer – Director of Admissions & Recruitment	
Potential Costs	Outreach/Support Specialist – salary + fringe {BASE BUDGET}	\$48,000 - \$63,000
	Outreach Events (Descubre Parkside / Yo Soy Parkside) {ANNUAL}	\$10,000
	Bilingual Marketing Materials {ANNUAL}	\$5,000
	TOTAL ANNUAL PROJECT COSTS	\$63,500 - \$78,000
Deliverables & Timeline	Develop Position Description	Dec 2017
	Yo Soy Parkside Event	Jan 2018
	Post & Search Process for Outreach/Support Position	Jan – March 2018
	Descubre Parkside Event	March 2018
	Identify Hispanic Outreach Team	April 2018
Measures of Success	<ul style="list-style-type: none"> Increased # of Hispanic Outreach connections (events/participants) Increased % of Hispanic enrollment Increased engagement/retention/success of Hispanic students 	