

A GUIDE TO

# Recruiting Latinx Learners

*#LatinxLearners*

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**LIPMAN HEARNE.**



# **LIPMAN HEARNE.**

**Branding**

**Enrollment marketing**

**Research**

**Communications  
strategy**

**Creative services and  
digital design**

**Philanthropic marketing**

**Integrated marketing**

**Advertising**

**Media planning and buying**

**Digital and interactive**

**Social media**





**The Hispanic Heartbeat  
of America**



For 60+ years, Univision has been dedicated to **Empowering, Informing and Entertaining** U.S. Hispanics.

**The #1 Media Company  
for U.S. Hispanics**



**#1 destination for national and local Spanish-language news, sports and entertainment** across broadcast and cable television, audio and digital platforms

**A Committed Partner  
to Our Clients**



Univision's team of industry experts is committed to helping clients realize their Hispanic potential.



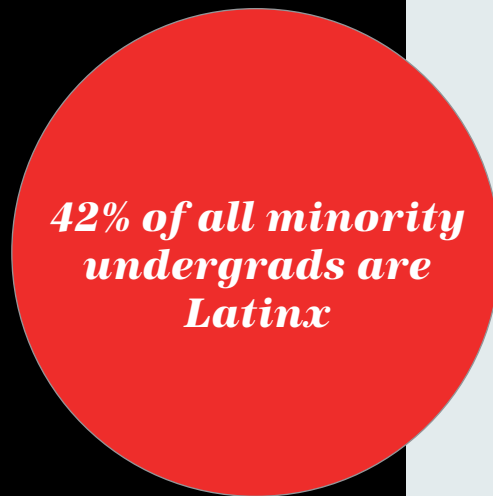
# Agenda

1. **Why we created the Guide to Recruiting Latinx Students**
2. **Our approach**
3. **What we learned about the market**
4. **Making it personal: Personas and how to use them**

# Opportunity and Objectives

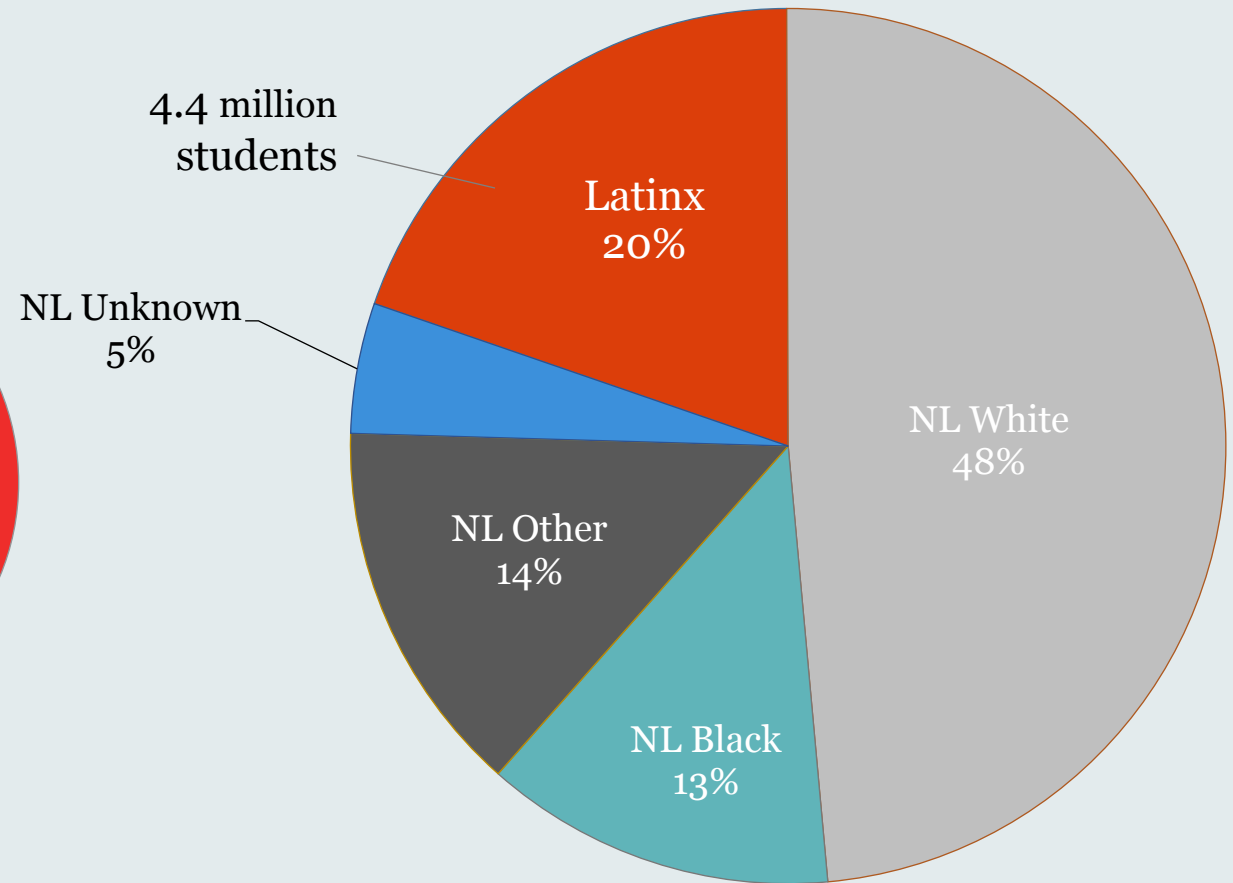
1 in 4 high school  
juniors and seniors are Latinx.  
And no two are the same.

Latinx students  
account for a  
significant share of  
all college students



## 12-MONTH ENROLLMENT AS OF FALL 2019

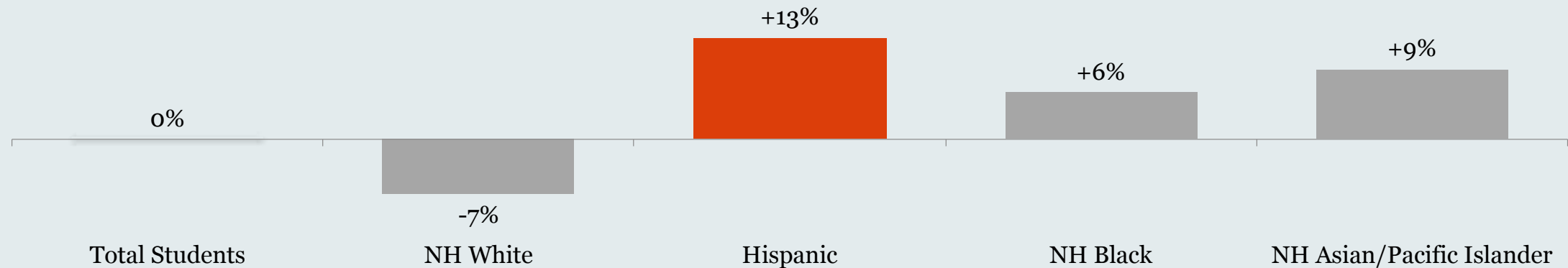
Share of Total 22.4M Undergrads



Source: U.S. Department of Education, National Center for  
Education Statistics, IPEDS, Fall 2019, 12-Month Enrollment  
component (provisional data)

# Latinx enrollment is projected to grow at a faster pace than the total population

## Projected growth in enrollment for all postsecondary degree-granting institutions Fall 2017—Fall 2027



Source: U.S. Department of Education, National Center for Education Statistics, Higher Education General Information Survey (HEGIS), "Fall Enrollment in Colleges and Universities" surveys, 1976 and 1980; Integrated Postsecondary Education Data System (IPEDS), "Fall Enrollment Survey" (IPEDS-EF:90-99); IPEDS Spring 2001 through Spring 2017, Fall Enrollment component; and Enrollment in Degree-Granting Institutions by Race/Ethnicity Projection Model, 1980 through 2027. (This table was prepared May 2018.)



# Latinx parents have high expectations

94%

expect their children to go to college

86%

say it's very important for their children to earn a college degree (vs. 66% for NL White parents)

71%

believe that the education their children are receiving is better than the education they received as a child



Source: "Hispanics in America" Associated Press/Univision Poll.  
Hispanic sample size = 1,521 Hispanics living in the U.S.; Pew Research Center "Hispanic, black parents see college degree as key for children's success" Feb 2016. Based on parents with children under 18

# Research objectives

## **Understanding the Latinx Learner mindset**

- Learn the motivations of Latinx students pursuing a degree
- Understand the emotional aspects of the college search
- Prioritize key cost of entry attributes—i.e., cost, location, and time to completion
- Create personas that bring differences among Latinx prospects to life

# Methodology

# Media Predict Higher Education Profile: October 2020



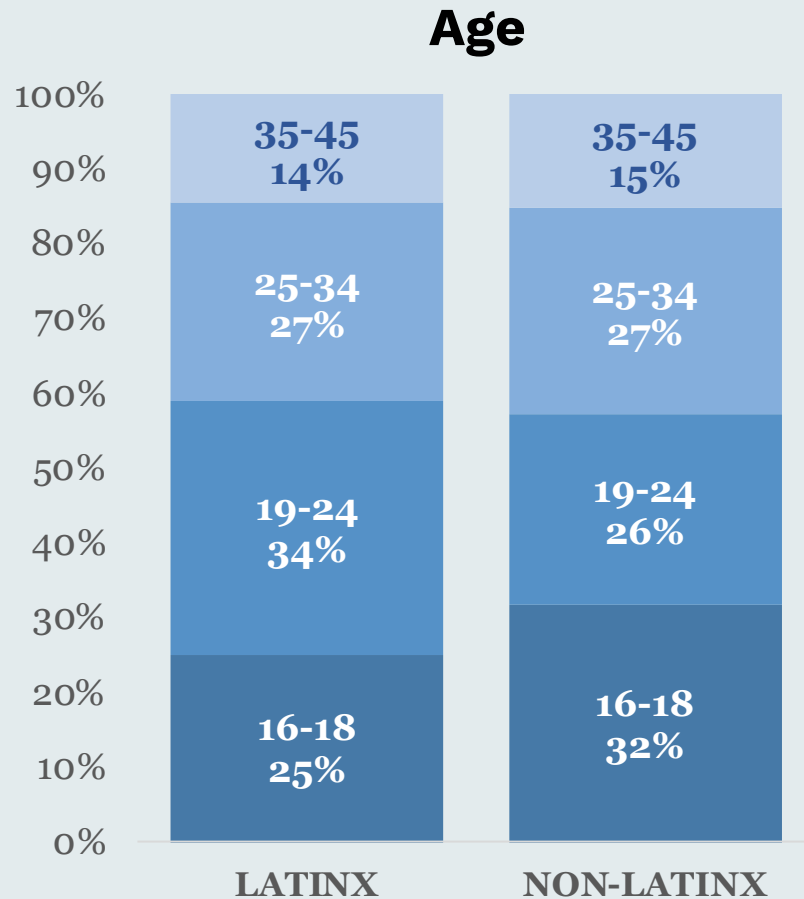
## Online survey:

1,142 U.S. Latinx and Non-Latinx  
16-45 who plan to enroll at an undergraduate  
college or university within the next 2 years

In field October 5-13, 2020

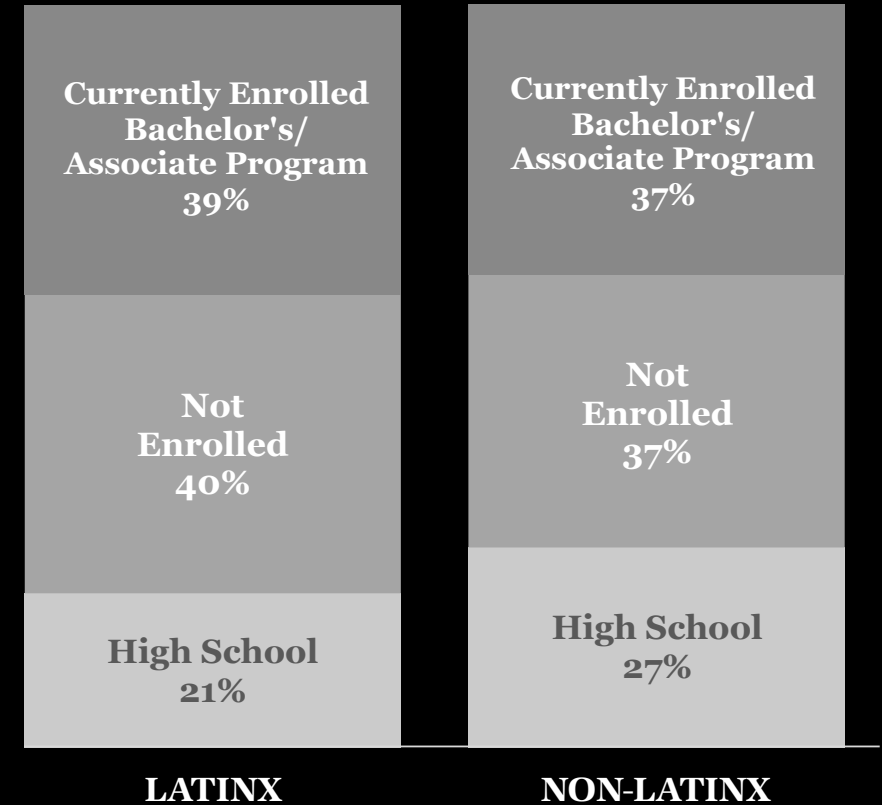
# About the Sample

# Sample demographics



**16-24**  
*59% of Latinx*

# Enrollment status

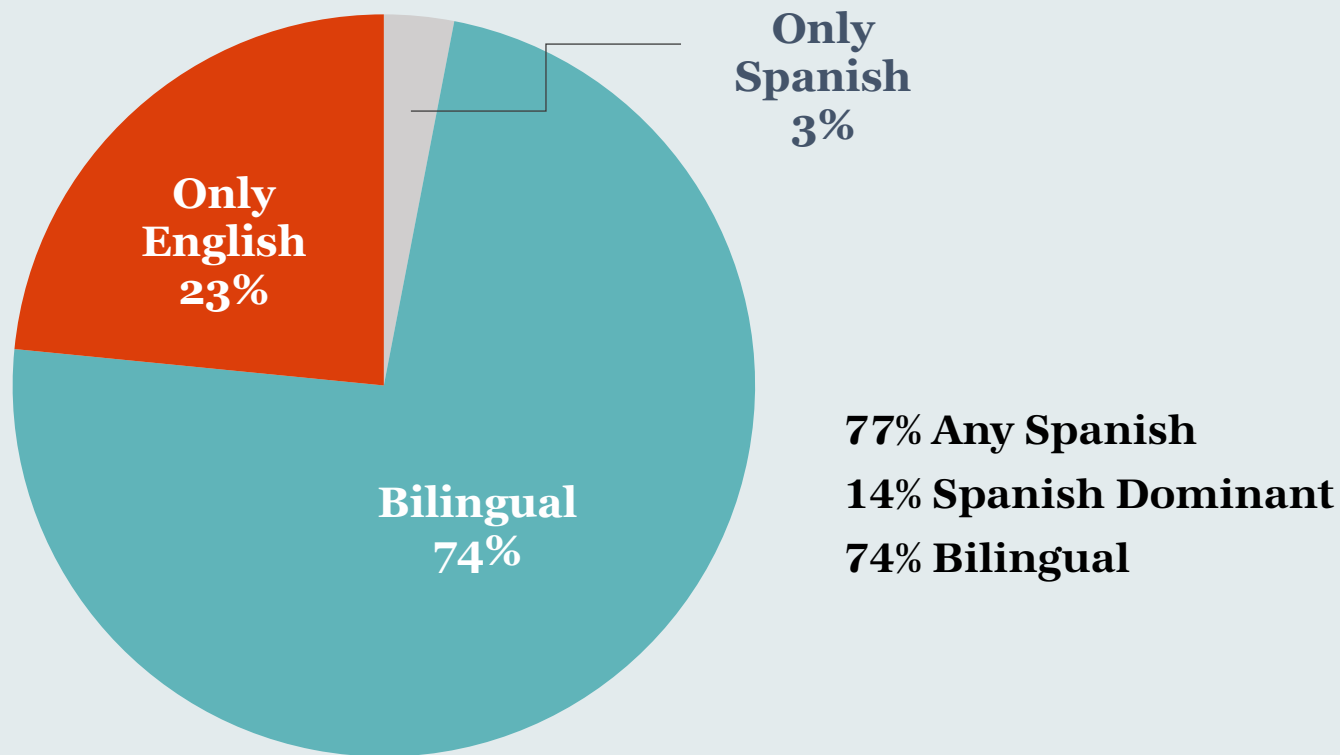


■ 16-18 ■ 19-24 ■ 25-34 ■ 35-45

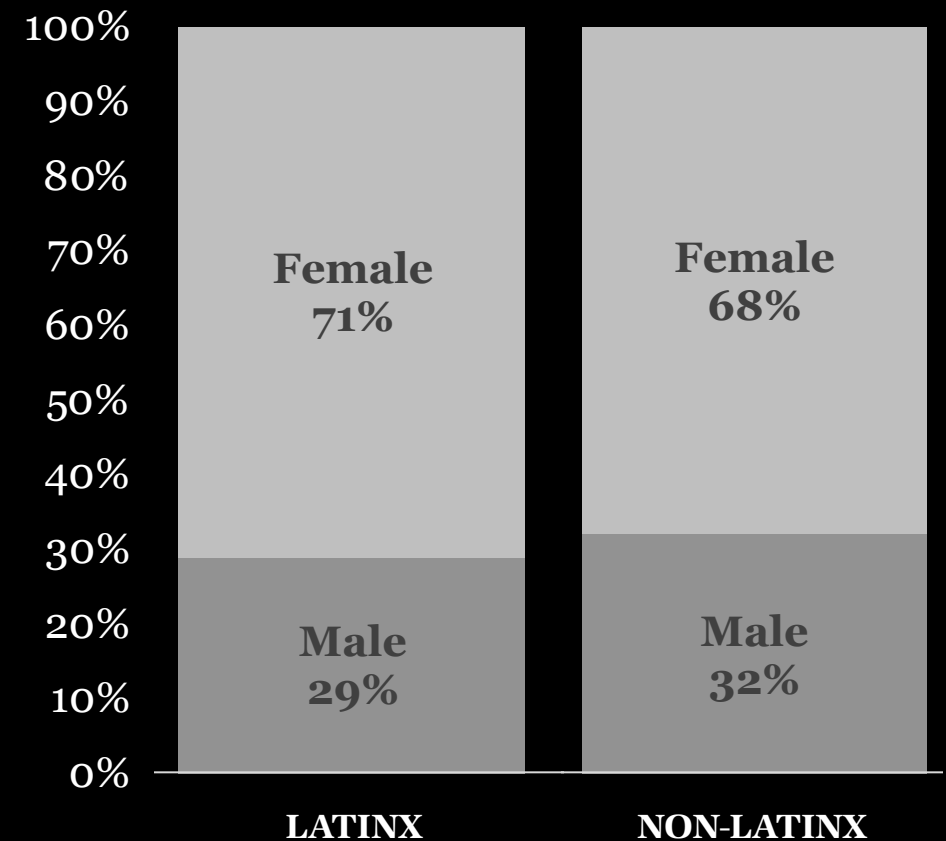
Source: Media Predict Univision & Lipman Hearne Higher Education Profile Study, October 2020

# Sample demographics

## Language usage



## Gender



# Future Enrollment Plans



# Enrollment: degree/program consideration

Latinx students most likely to be considering bachelor's degree in the next two years

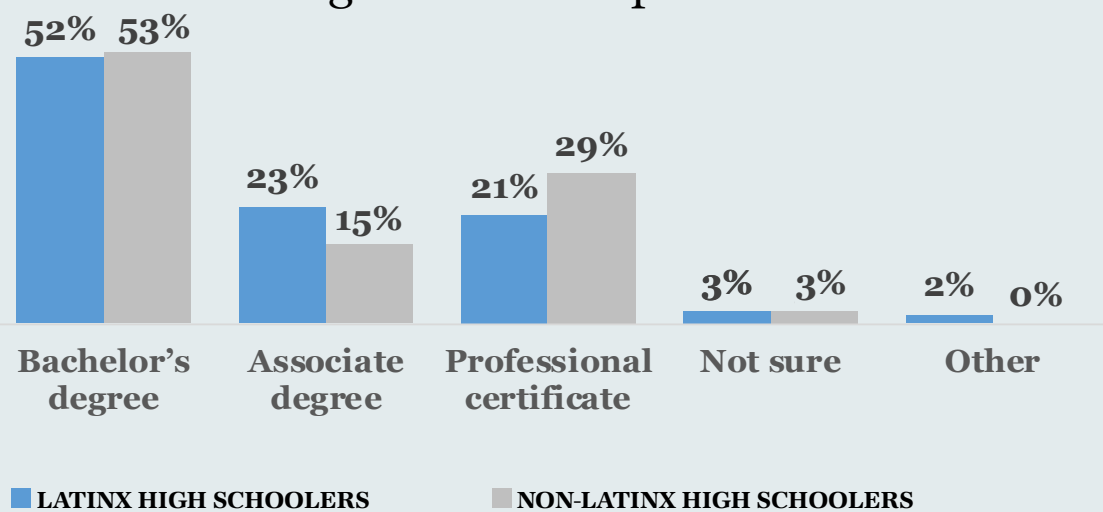
Degree considerations

All respondents



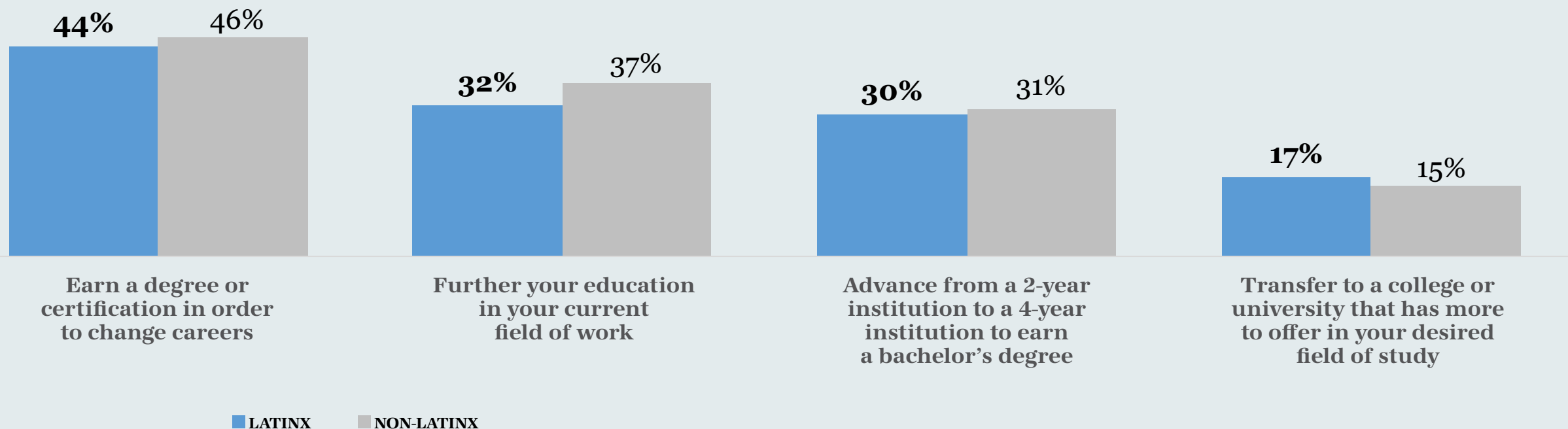
Degree considerations

High school respondents



Source: Media Predict Univision & Lipman Hearne Higher Education Profile Study, October 2020  
Q: In the next two years, which of the following are you working toward or intend to work toward?

# Reasons for enrolling among those not in high school



Source: Media Predict Univision & Lipman Hearne Higher Education Profile Study, October 2020  
Q: From the options listed below, which best describe your reasons for enrolling in a college or university in the next two years? Select all that apply. (Among respondents who are not in high school)

# Beliefs About Higher Ed

# Beliefs about higher ed

## All respondents

74% I want to go to the **most affordable** college or university that admits me (NL: 66%)

72% I will learn most of what prepares me for a **career through on-the-job training** (NL: 71%)

69% Participating in a **career-related internship or co-op** in college is essential for a successful career (NL: 62%)



## High school respondents

71% I want to go to the **most affordable** college or university that admits me (NL: 66%)

70% I will learn most of what prepares me for a **career through my academic experience** (NL: 55%)

69% I will learn most of what prepares me for a **career through on-the-job training** (NL: 70%)

# What Latinx students want from higher ed

**Most important**

1

*Be confident  
and prepared  
for life*

2

*Having a degree  
will help me advance  
in my current job/  
career path*

3

*Be mature, happy,  
and focused*

**Least important**

Show I can complete  
a difficult project

Have a certificate or degree  
from a prestigious college  
or university

Be admitted to a  
strong graduate or  
professional school



Media Predict Univision and Lipman Hearne Higher Education Profile Study, October 2020;  
Q: Please rate how strongly you agree or disagree with each of the following statements about colleges and universities

# Latinx student feelings about enrolling in college



**ANXIOUS**

**53%**

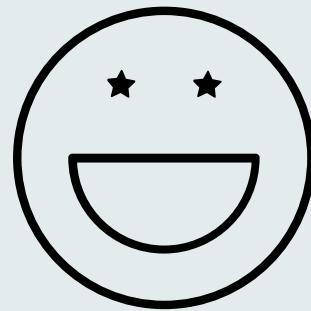
NL: 54%



**HOPEFUL**

**53%**

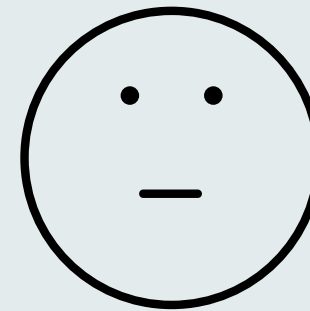
NL: 56%



**EXCITED**

**52%**

NL: 49%



**STRESSED**

**42%**

NL: 46%



**CONFIDENT**

**35%**

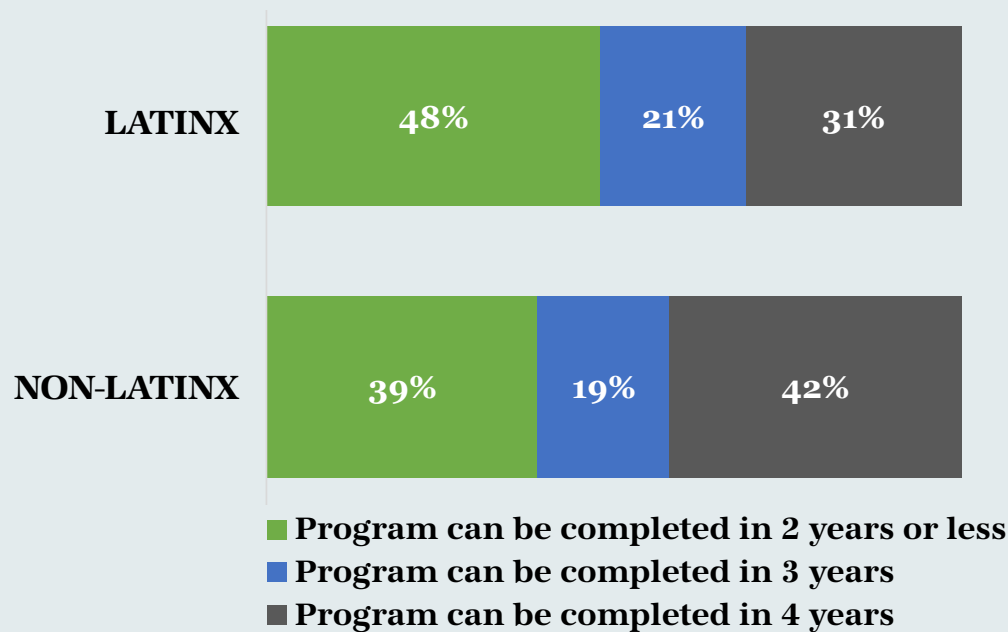
NL: 32%

# Factors Driving Consideration

# Importance of time to degree

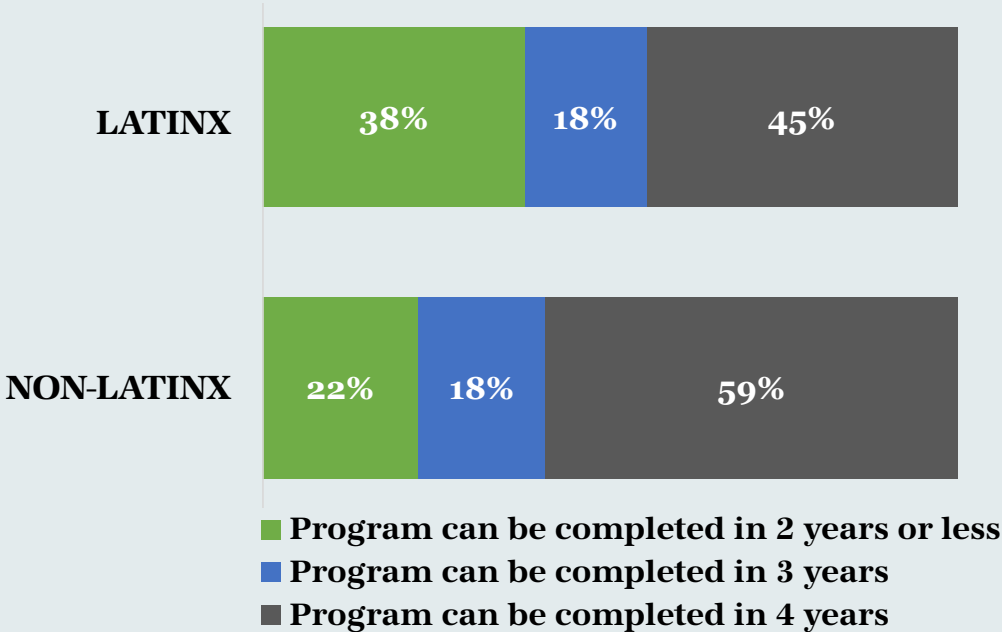
## Time to Degree Consideration

All respondents



## Time to Degree Consideration

High school respondents



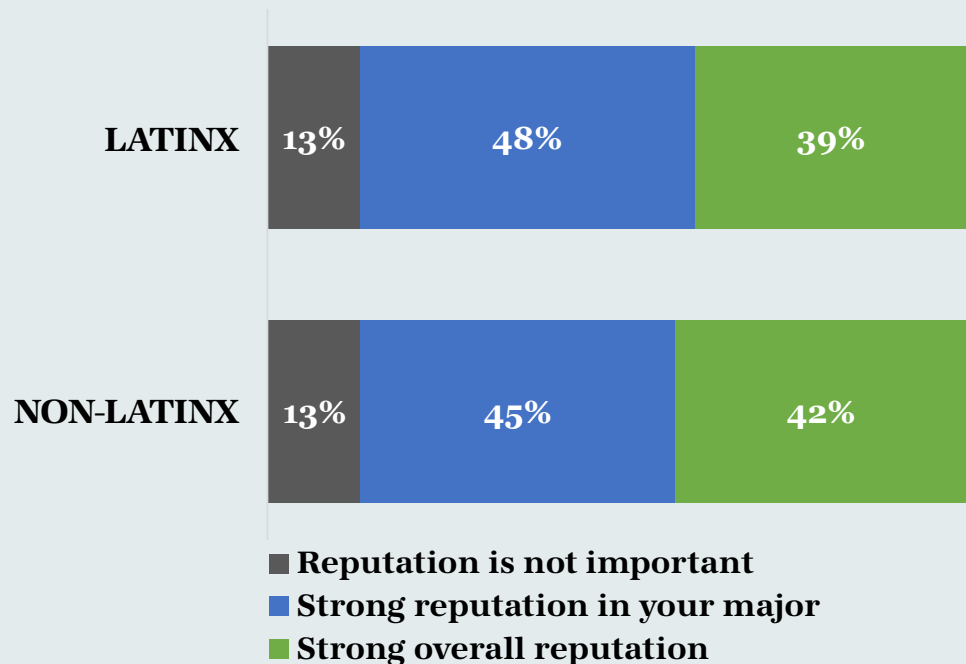
Source: Media Predict Univision & Lipman Hearne Higher Education Profile Study, October 2020  
Q: When considering undergraduate programs, which would you consider?



# Importance of reputation

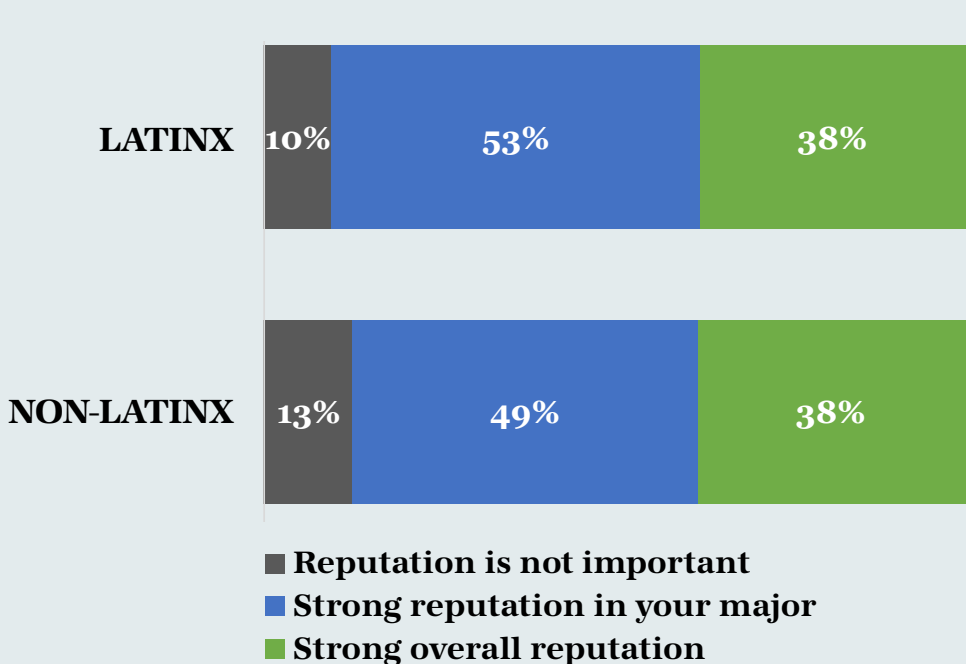
## Reputation Consideration

All respondents



## Reputation Consideration

High school respondents

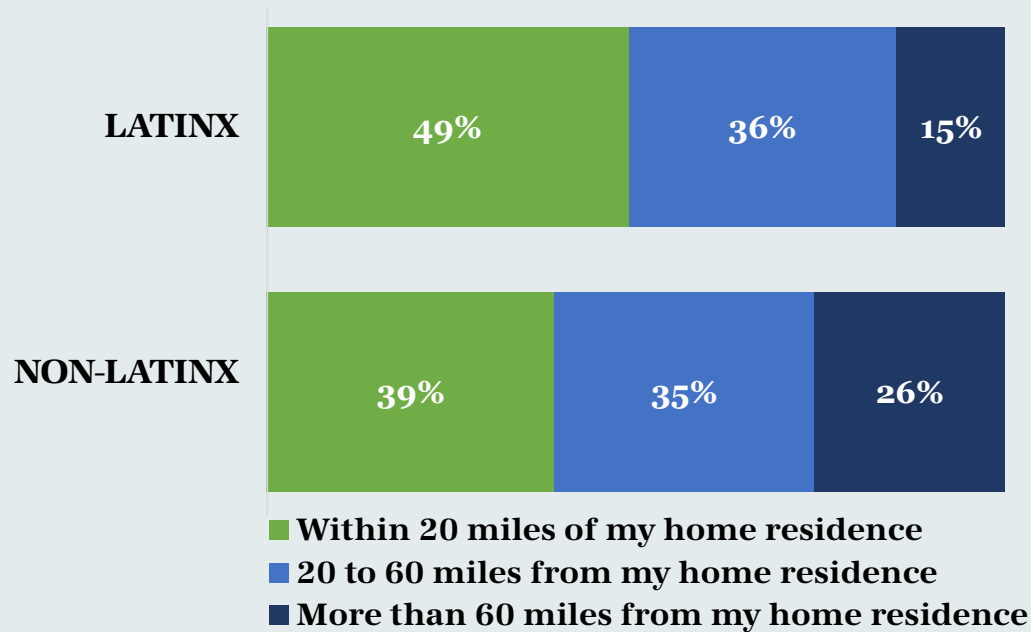


Source: Media Predict Univision & Lipman Hearne Higher Education Profile Study, October 2020  
Q: When considering undergraduate programs, which would you consider?

# Importance of location

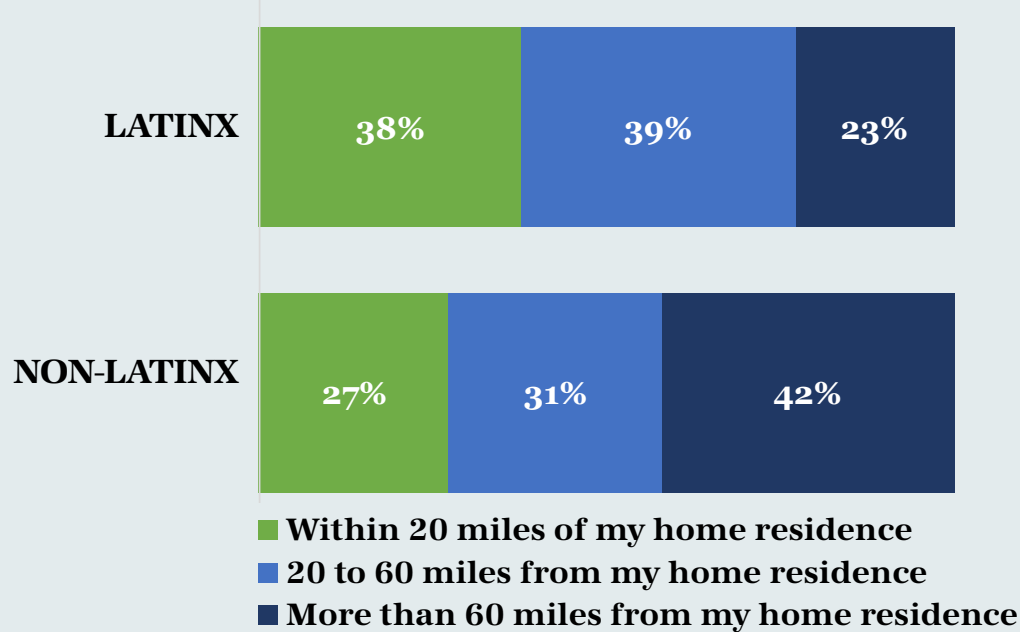
## Physical Location Consideration

All respondents



## Physical Location Consideration

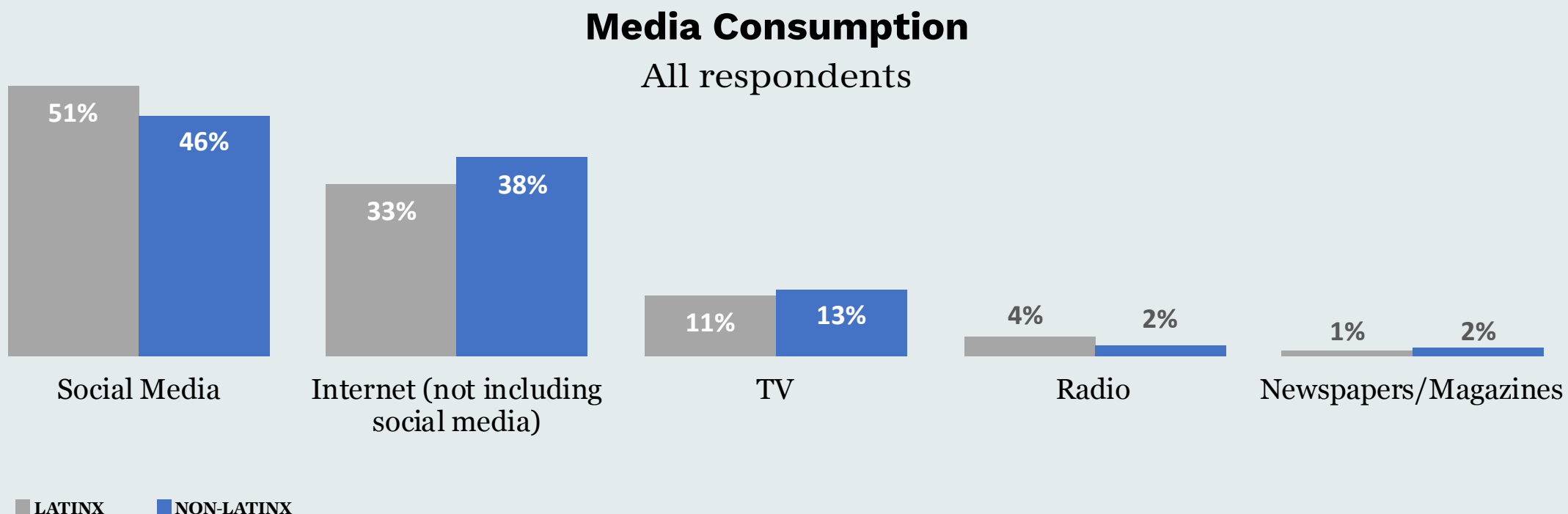
High school respondents



Source: Media Predict Univision & Lipman Hearne Higher Education Profile Study, October 2020  
Q: When considering undergraduate programs, which would you consider?

# Reaching the Latinx Student

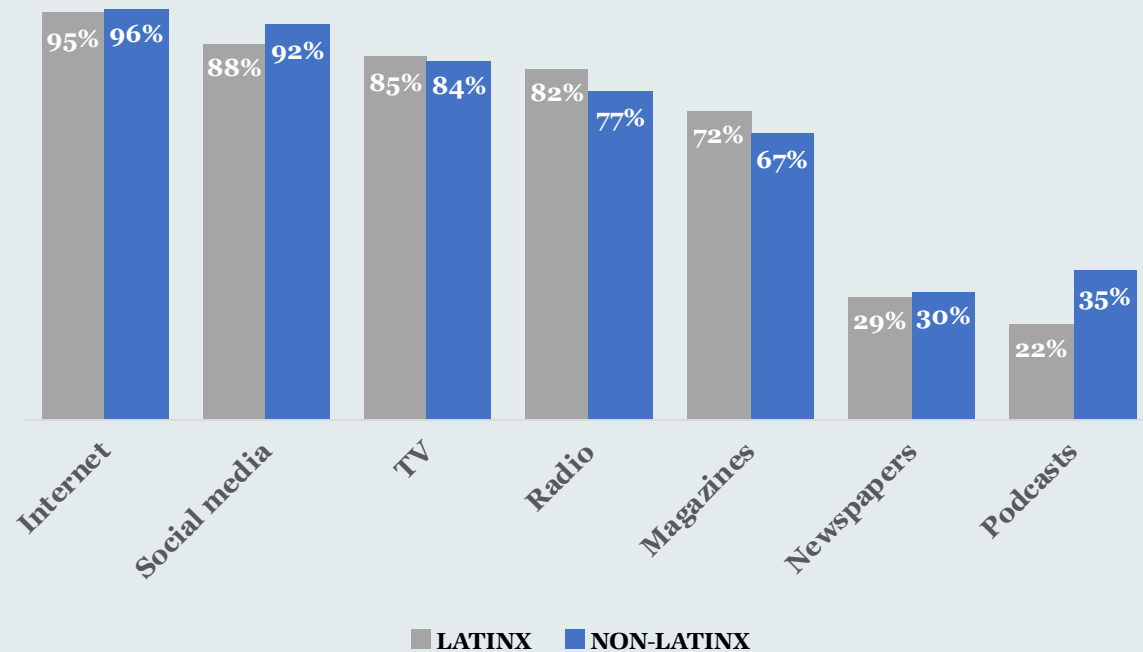
# Media consumption among survey sample



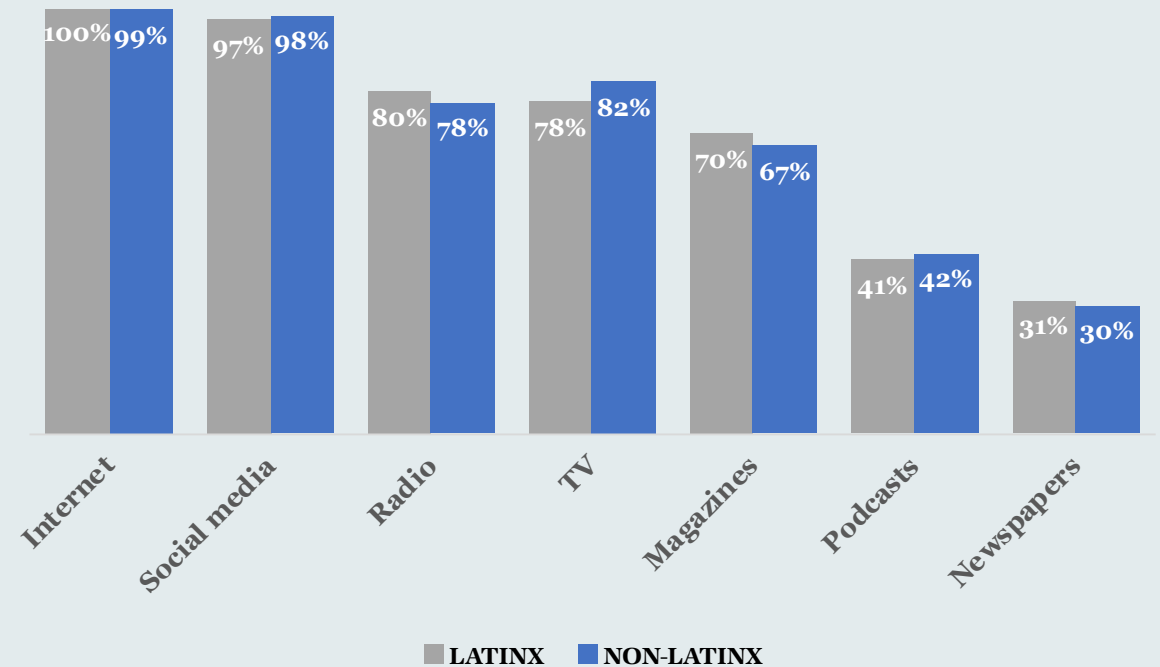
Source: Media Predict Univision & Lipman Hearne Higher Education Profile Study, October 2020  
Q: Which of the following media do you spend the most time with on a weekly basis?

...which is in line with the Latinx prospective and current higher ed student population

**Media Consumption**  
Prospective Students 18-44



**Media Consumption**  
Current Students 18-44



Source: GfK MRI Spring 2020, Among A18-44 who are very or somewhat likely to start or return to school in the next 12 months and among A18-44 currently attending college or university

# Meet the Personas



# A word about personas

## **How to use personas**

- Personalize communications by understanding audience segment nuances
- Set channel selection
- Tailor messages to channels and funnel stage

## **The risks of personas**

- Should be used directionally
- Could lead to reinforcing stereotypes

# Shared aspects across all personas

## **Emotional aspirations are important**

- Confidence, happiness, and feeling prepared for life
- Self-discovery
- Making a difference in the world

## **Career-related outcomes are central**

## **Specific skill development is a priority**

- Creative problem-solving
- Leadership
- Communication skills

## **Reputation and the higher ed experience are highly valued**

## **Total cost/affordability is more important than other basic attributes**







Independent  
**Isabella**

# About this persona

- **17-year-old junior enrolled in a New York City public magnet school**
- **Involved in social and academic activities**
- **Thinking of “fast track” for college, but values the academic experience**
- **Father has a bachelor’s degree**
- **Speaks mostly English at home**
- **Heavy user of social media, especially YouTube and Instagram**
- **Buys products to organize her life and likes a set routine**
- **Highly values friends and having fun**



# Independent Isabella

## **Marketing implications**

### **Speak to students' academic drive and high expectations**

- Demonstrate evidence of rigorous academics and compelling outcomes in each area of study
- Illustrate the balance of academics and extra-curricular activities

### **Make students feel recruited**

- Connect with the student's interests and aspirations, not just the parents'
- Personal interaction with faculty may be meaningful

### **Show the holistic benefits of living on campus**

### **While affordability is important, messaging should address value**

### **Emphasize service work opportunities, particularly those related to areas of study**

### **Include both teachers and counselors as influencers**



A young man with short, light-colored hair and black-rimmed glasses is focused on his work. He is wearing white earbuds and a blue Adidas jacket over a grey patterned shirt. He is sitting at a desk, and his hands are visible near a laptop. The background is slightly blurred, showing a whiteboard and another person in a green shirt.

# Networked **Enrique**

# About this persona

- **20-year-old living outside of Orlando, Florida**
- **Wants a path to bachelor's that works in his life**
- **Looking for markers of quality to inform his enrollment decision**
- **First in his family to attend college**
- **May feel more connected to his ethnic heritage than his parents do**
- **Speaks English and Spanish when at home and with family**
- **Heavy digital user, including social media**



# Networked Enrique

## Marketing implications

**Reflect confidence and enthusiasm back to this audience**

**Demonstrate “the best of both worlds”**

- Promote flexible, supportive programs
- Explain how students can benefit from more traditional aspects of college

**Include rankings, accolades, and third-party validations that signal quality and prestige**

**Emphasize social networks and opportunities to collaborate on projects**

**Proactively communicate about procedures and support services**

- Share information about transfer policies
- Promote support from admissions staff, academic advisors, faculty mentors, and others across the campus community





# Undecided **Isaac**

# About this persona

- **Mexican-American senior in high school.**
- **Lives outside of Los Angeles with parents and siblings**
- **Uncertain about his educational path or who to talk to for guidance**
- **Plays music and would like to continue doing so in college**
- **Looking for stability and strong outcomes**
- **Speaks Spanish occasionally at home, but family mostly communicates in English**
- **Uses social and digital media most, followed by TV and radio**





# Undecided Isaac

## **Marketing implications**

**Highlight how your institution will support the transition to higher ed**

- Outline the entire journey, from admissions to academic advising to career counseling

**Frontload messaging around cost/affordability**

- Supplement with longer-term value messaging

**Emphasize how a degree can improve career trajectories**

- Show careers that are both stable and in high demand
- Demonstrate how a degree contributes to higher long-term earning potential

**Foreground admissions counseling services and communicate proactively throughout the process**

**Show how students can combine extracurricular activities, clubs, and organizations with their studies**



# About this persona

- **25-year-old from New Jersey suburb outside of New York**
- **Didn't follow the traditional path, but values the full college experience**
- **Affordability is extremely important, and is looking for scholarships to cover most of the costs**
- **Speaks mostly English in the home**
- **Younger sister recently completed a bachelor's**
- **Heavy digital user (more so than non-Latinx counterparts), and likes to be connected at all times**
- **Cherishes her family's cultural traditions**



# Eager Emilia

## Marketing implications

**Demonstrate how college can help students find their own path**

**Give a glimpse into the adult student experience**

- Provide specific details about how adult students can balance school with other responsibilities

**Show examples of courses that can be customized to help them reach their goals**

**Present the benefits and ROI of a college education**

- Highlight experiential education opportunities

- Stress how a college education will help them hit the ground running in their careers

**Showcase the strength of the alumni network for students who are “ready to believe”**

- Emphasize the potential for career opportunities, mentorship, and other valuable connection





Gainfully  
Employed  
**Gloria**

# About this persona

- **31-year-old Mexican-American, living in Houston, Texas, recently divorced with two young children**
- **Not entirely convinced that college is necessary to reach her goals**
- **Active volunteer at her church and her children's school**
- **English is the only language spoken in Gloria's home**
- **Willing to take charge to get things done**
- **Uses YouTube, Facebook, and Instagram**



# Gainfully Employed Gloria

## Marketing implications

**Consider a content marketing approach to demonstrate the value of a bachelor's degree in the long run**

**Clarify process and emphasize results in communications**

- Sustain communications over a long period of time
- Convey specific details on various enrollment options and employment outcomes

**Highlight how your institution will support the transition back into higher ed**

- Describe navigating admissions, academic advising, career counseling, etc.

**Demonstrate that returning to higher ed is achievable**

- Show examples of students who are balancing work, family, and school
- Provide specific details about flexible scheduling or other course options

# Questions?

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**#LatinxLearners**



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**@UniChicago**