

## Hispanic College Enrollment Campaign

**Campaign Sponsor:** The Hispanic Scholarship Fund (HSF)

### **CAMPAIGN OBJECTIVE:**

**Encourage Hispanic parents to play a critical role in sending their children to college by visiting [HSF.net](http://HSF.net) for information on how to prepare, plan, and pay for their children's college education.**

### **BACKGROUND:**

Today, one-fourth of all public school students in the U.S. is Hispanic. Research shows that their high school dropout rate is plummeting, having fallen from 32% in 2000 to 15% in 2012. What's more, 69% of Hispanic high school graduates are now going directly to college – a rate that is higher than that of the general population.

This unprecedented surge in college-bound Hispanic students calls for more information about college and more financial resources to be available than ever before. The Hispanic College Enrollment campaign seeks to address this critical need by connecting Hispanic parents with the necessary resources to help prepare their children for enrollment and to support the academic experience, from freshmen orientation through graduation.

### **CAMPAIGN DESCRIPTION:**

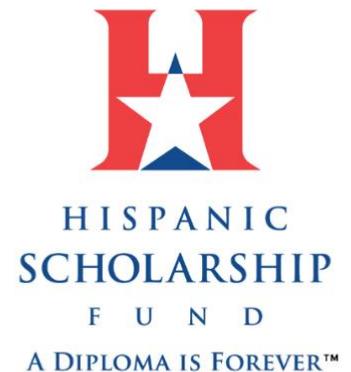
Hispanic parents are encouraged to visit [HSF.net](http://HSF.net) for information on how to help their children prepare, plan, and pay for college. The website offers resources and tips to help them be better informed and more fully prepared to help their children navigate the journey to and through college.

**TARGET AUDIENCE:** Hispanic parents

**LAUNCH TIMING:** September 2014

### **DID YOU KNOW?**

- More than 1 in 4 people in America under the age of 18 are Hispanic.
- Today, Hispanics account for 19% of all college students, ages 18 to 24 – up from 12% in 2008.
- In 2012, 69% of Hispanic high school graduates enrolled directly in college, compared to 67% of white counterparts.
- In a recent survey, 88% of Latinos ages 16 and older agreed that a college degree is necessary to get ahead in life today, compared to 74% of all Americans ages 16 and older who responded to the same question in a separate survey.
- Thirty percent of the U.S. labor force is projected to be Hispanic by 2050.



### **FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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### **TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:**

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