

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 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 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.



**HISPANIC
SCHOLARSHIP
FUND**
A DIPLOMA IS FOREVER™

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

Marcela Bailey
Chief Information and Marketing
Officer
Hispanic Scholarship Fund
1411 W. 190th St., Suite 700
Gardena, CA 90248
Phone: (310)-579-9053
mbailey@hsf.net

Nick Sugai
Campaign Manager
The Advertising Council, Inc.
815 Second Ave, 9th Floor
New York, NY 10017
nsugai@adcouncil.org
Phone: (212) 984-1957
Fax: (212) 922-1676
www.adcouncil.org

TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:

CI-Group
10 Salem Park
Whitehouse, NJ 08888
Phone: (800) 933-PSAS (7727)
Fax: (860) 829-2343
adcouncil@ci-groupusa.com