



# THE ROAD TO COLLEGE: IT'S A FAMILY AFFAIR



**Devan Sullivan**, Senior Admission Counselor

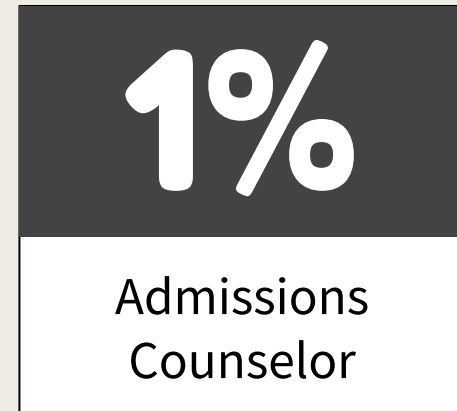
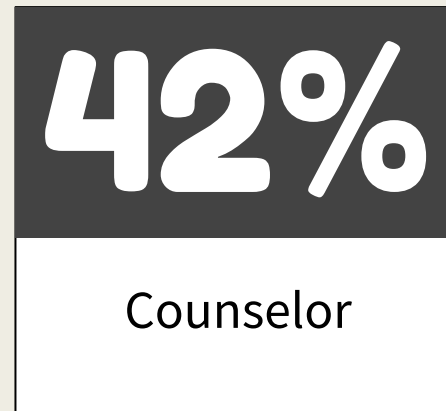
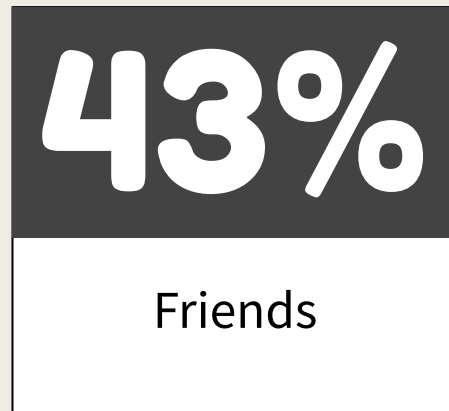
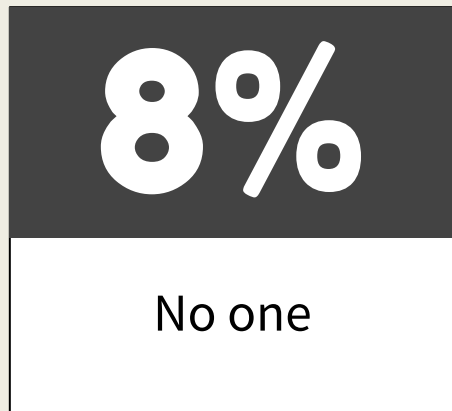
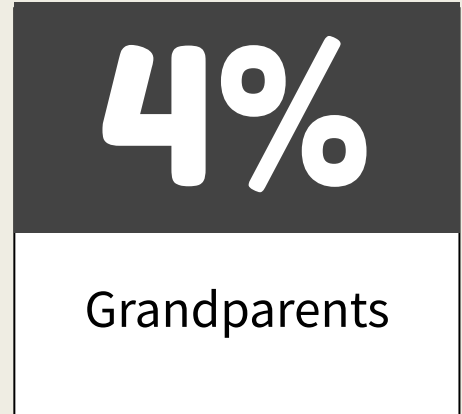
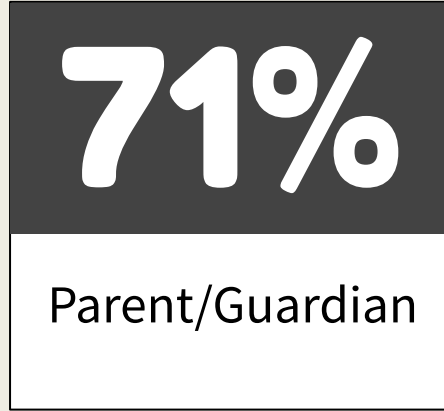
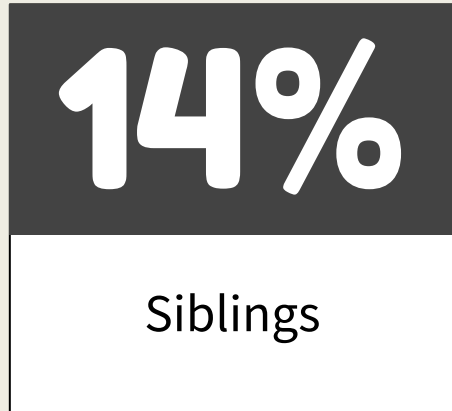
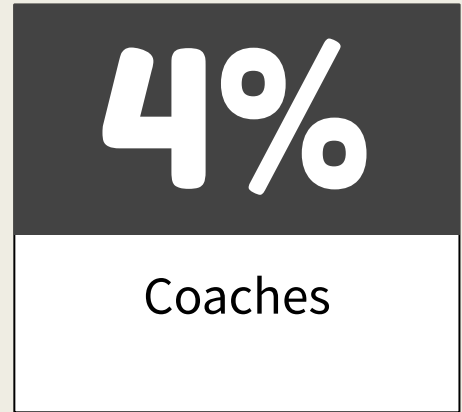
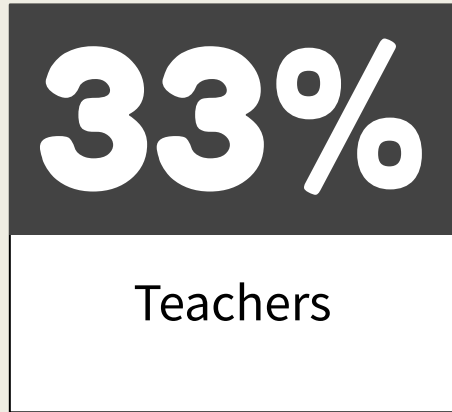
**Devan Harris**, Early Outreach Coordinator

**Laura Hermann**, GEAR UP Ambassador

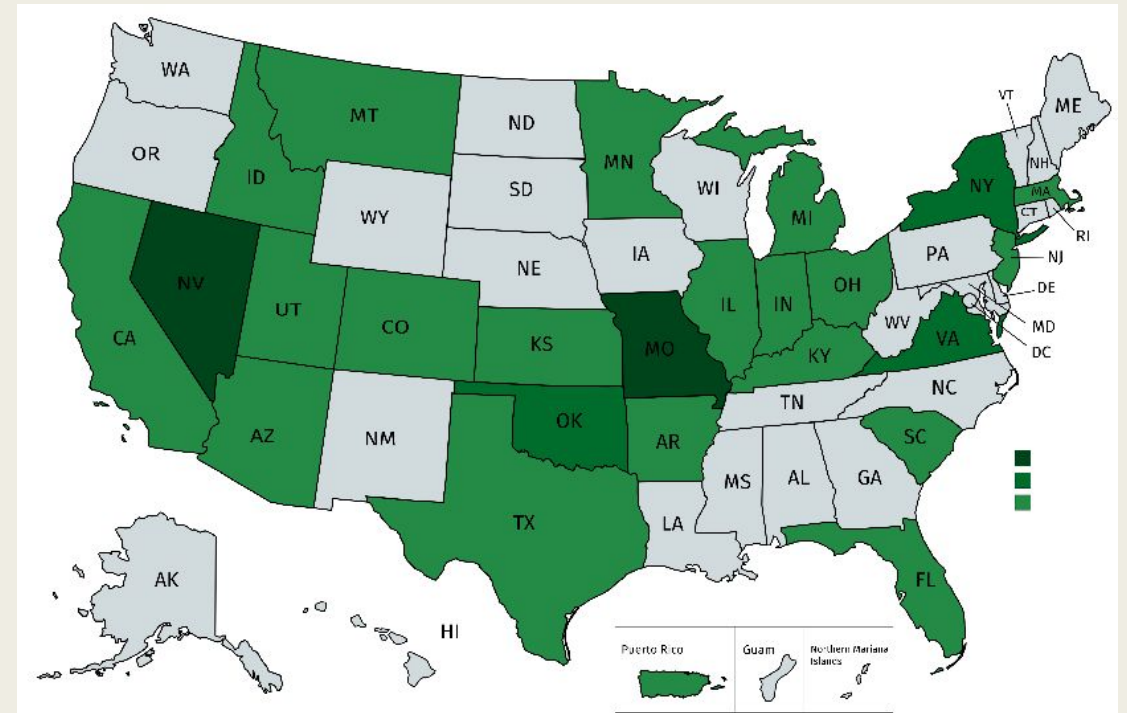
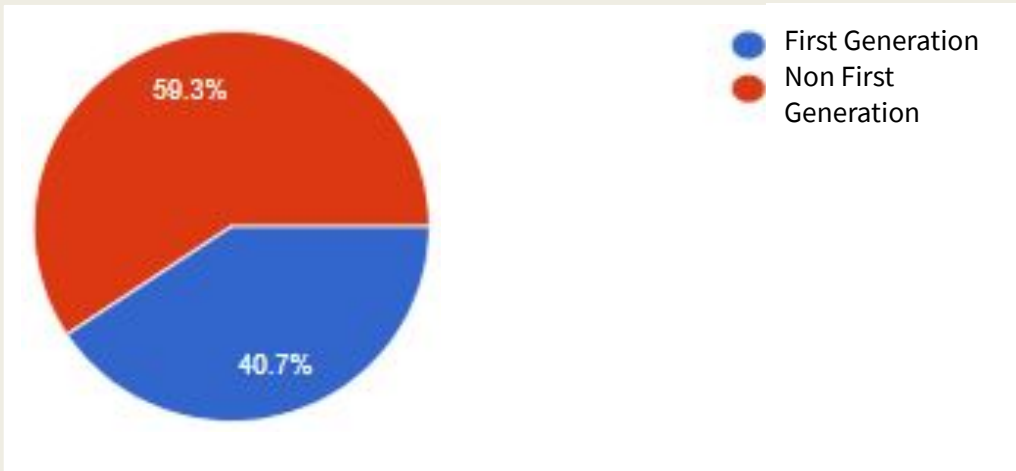
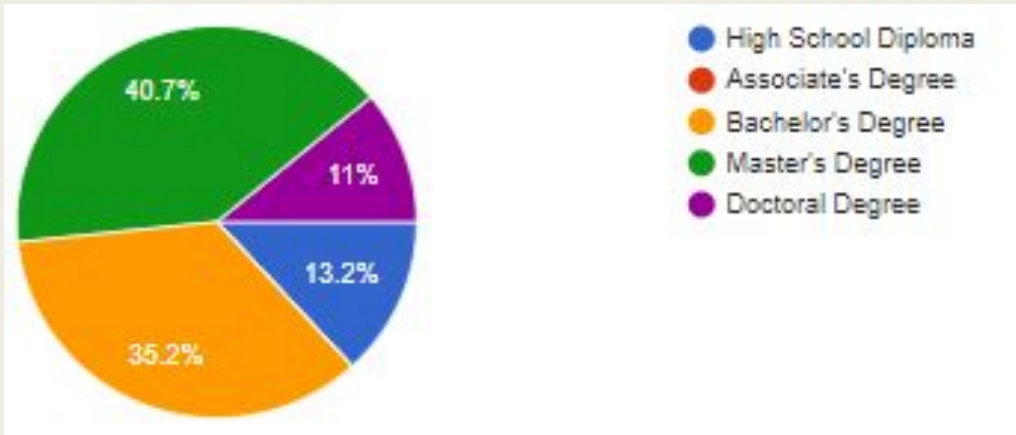
# Agenda

- Overview of research
- College-going services
- College search process
- First generation activity
- Attitudes toward family engagement
- Types of support students wish they would have received
- Strategies and suggestions to engage families earlier in the college going process

# Why Are We Here?



# Research Participants: Students



**71%**  
attended a public  
institution

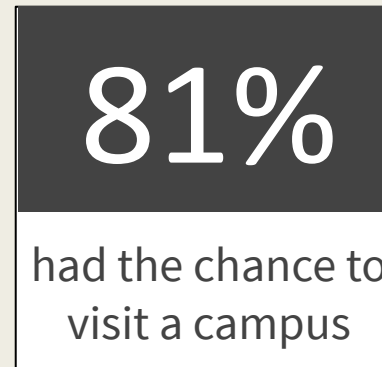
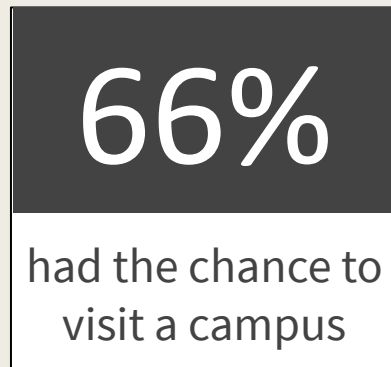
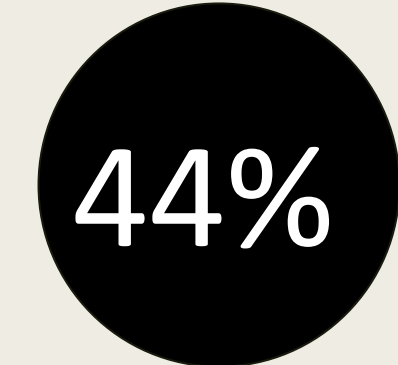
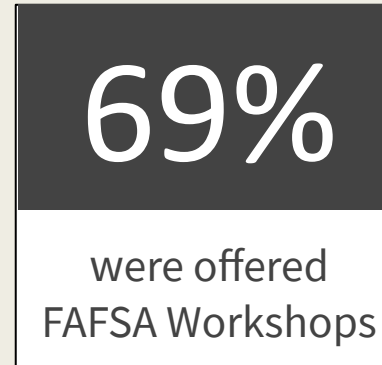
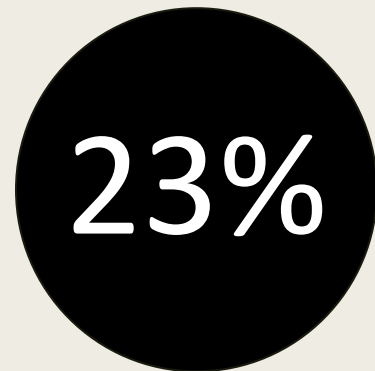
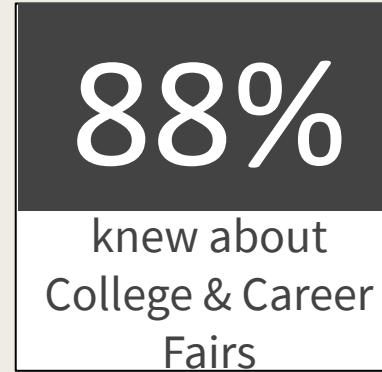
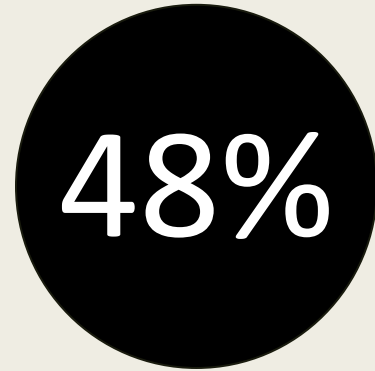
**5**  
countries  
represented

- United States
- United Kingdom
- Canada
- Mexico
- Puerto Rico

# What Are We Already Doing?

Student

Parent



# What Mattered Most: Students

91

Total Number  
of Students

- Location **78%**
- Cost/Affordability **65%**
- Majors Offered **60%**

*"Research schools  
outside of Nevada."*

*"LOOK MORE AT THE  
IMPACT OF THE COST."*

*"Much more "major"  
intensive search."*

# What Mattered Most: Parent/Guardian

16

Total Number of  
Parents/Guardians

- Location **94%**
- Majors Offered **81%**
- Cost/Affordability **69%**

*“More guidance from high school.”*

*“THAT COUNSELORS WEREN'T SO  
STUCK ON 'IT IS REALLY  
COMPETITIVE AND TOUGH TO BE  
ADMITTED' TO EVERY SINGLE  
CAMPUS.”*

# First Generation Activity



- Split up into small groups of 4-5 people
- Open the packet in front of you
- Sort each quote into the following groups: “First Gen Student” or “Non First Gen Student”



# *In high school, I wish I had...*

*“More involvement with the process since I was the first to attend in our family. At that time, FAFSA was elaborate and overwhelming to fill out, so having the school host (mandatory) classes for the students and parents would’ve been helpful.”*

**“ENCOURAGEMENT EVEN IF  
THERE WAS FINANCIAL DOUBT.”**

*“Counselors that would have reached out to my parents and shared information with them regarding FAFSA and how to go about looking for the right schools for me.”*

*“More direction and education about college in general. I was a freshman in college and could not conceptualize the difference between a Master’s/PhD/BA vs BS. I wish I would have known more about the different majors and paths I could have taken.”*

# First Generation Students

**37**

Number of First  
Gen Students



⑨ High School Diploma

⑨ Bachelor's Degree

16 Master's Degree

③ Doctoral Degree



**67.8%**

Graduated with a  
Bachelor's degree in  
four years

# Attitudes Toward Family Engagement

**When asked about their families influence on their college search:**

**59%**

First gen students believe their families had little to no influence on the college search process

**vs.**

**24%**

Non-first gen students believe their families had little to no influence on the college search process

**When asked who played a role in their college search process:**

**54%**

First gen students did not rank their parents/guardians

**vs.**

**19%**

Non-first gen students did not rank their parents/guardians

**73%**

First gen students ranked school officials

**vs.**

**50%**

Non-first gen students ranked school officials

# Major Takeaways

- Communication with parents needs to happen much earlier- freshman and sophomore year of high school.
- Create “College Nights” for freshman and sophomore families throughout the school years covering topics ranging from tuition, financial aid, scholarships, FAFSA, the difference between community college and four year institutions, etc.
- Offer all sessions in both English and Spanish, especially if you know this would benefit your student/family population.
- Create a college-going culture/environment at your school (e.g. hallways, bulletin boards, college fairs, career days, classroom visits, etc.).
- Change how we talk about the ACT to parents and students- it DOES matter!
- Change the way we talk about the cost of college.
- Implement a **required** College/Career class throughout CCSD.

# Questions, Comments, Concerns...

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The logo for the University of Nevada, Las Vegas (UNLV), featuring the letters "UNLV" in a large, bold, serif font.