



THE ROAD TO COLLEGE: IT'S A FAMILY AFFAIR



Devan Sullivan, Senior Admission Counselor

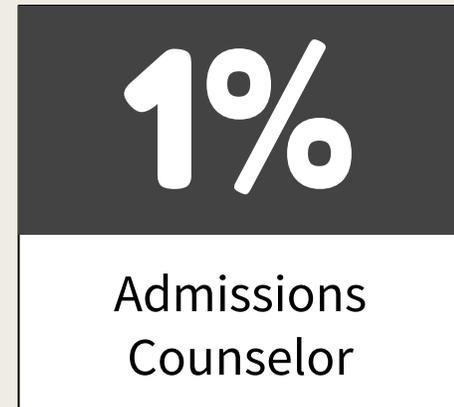
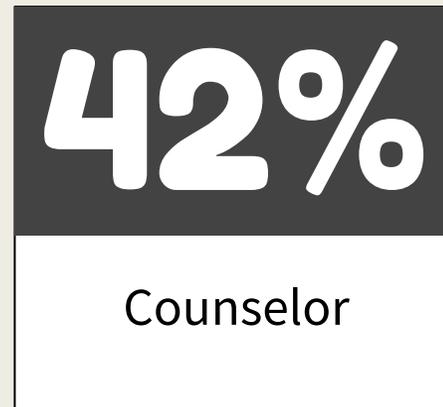
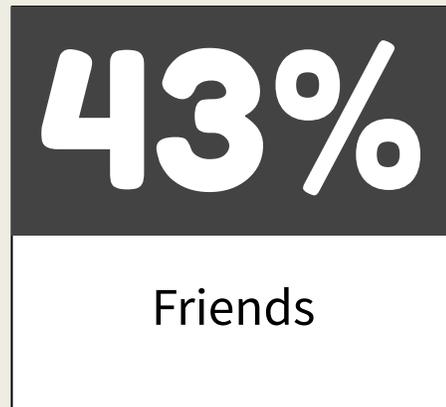
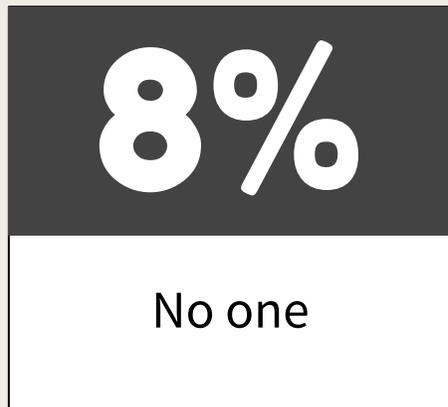
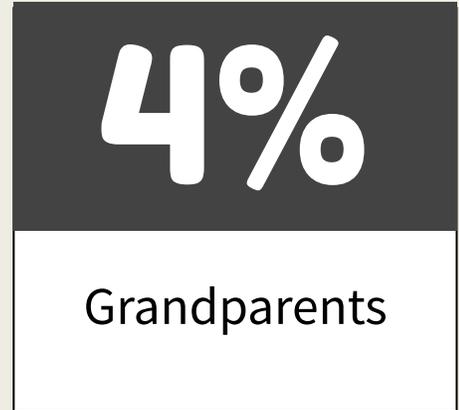
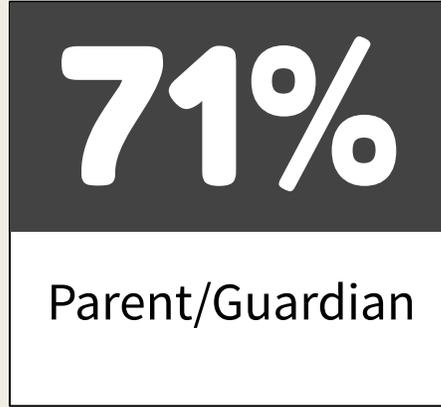
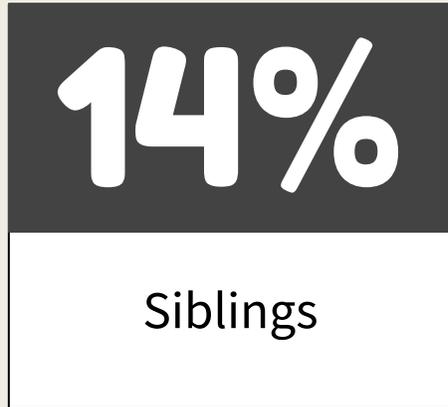
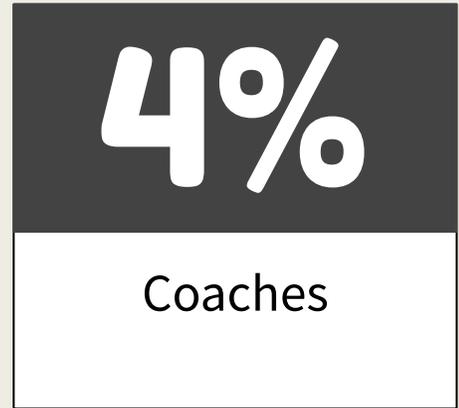
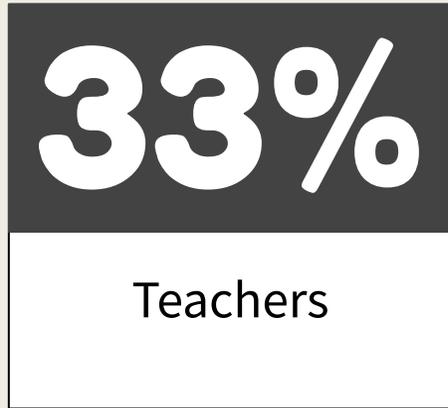
Devan Harris, Early Outreach Coordinator

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

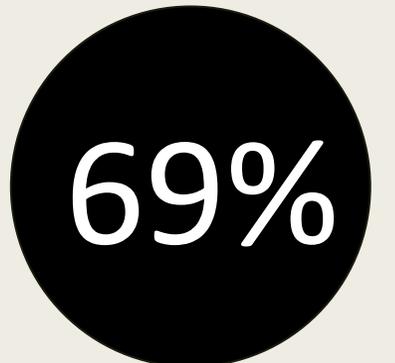
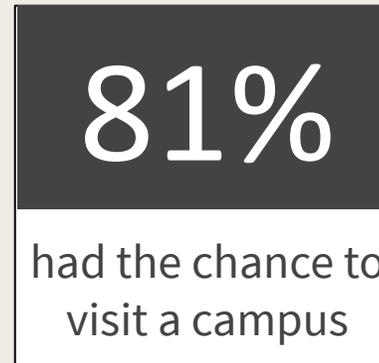
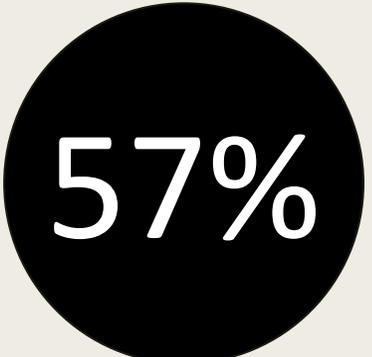
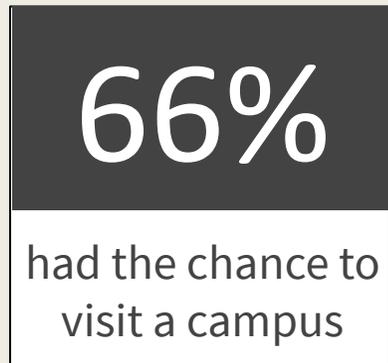
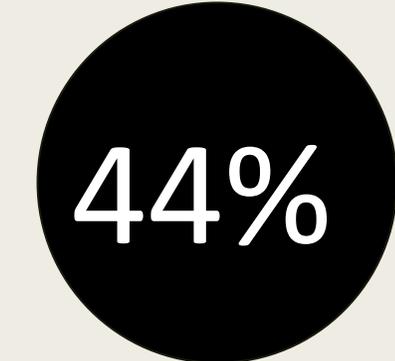
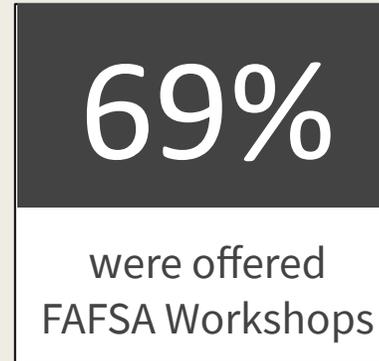
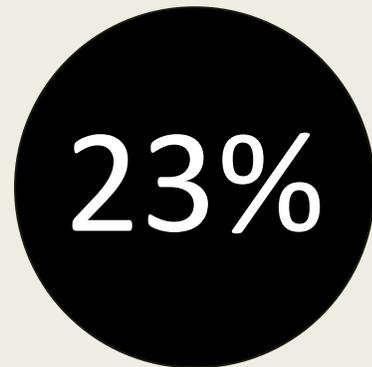
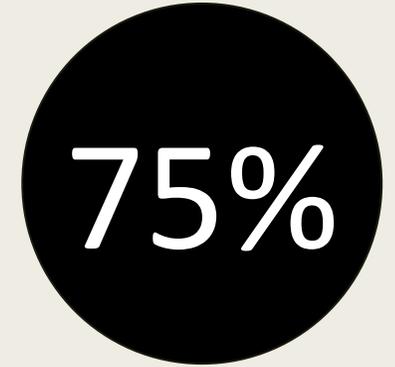
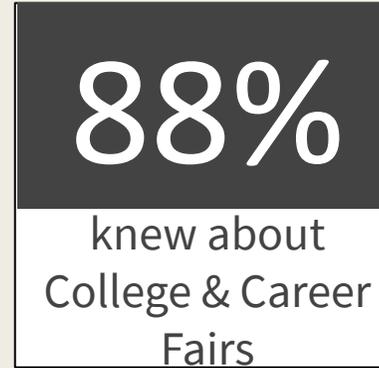
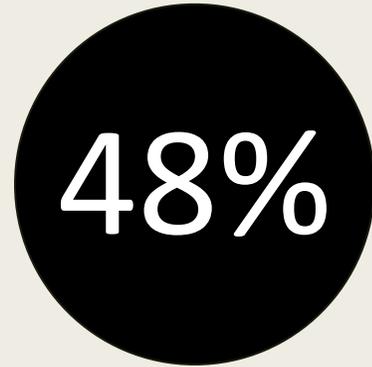
Why Are We Here?



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.