Arizona’s Economic Imperative:
The Impact of Latino Student Success

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The Path

The American Dream
Hispanic Americans are more likely than others to identify education as path to achieving the American Dream. Still, only 15 percent of Hispanics have graduated from college and their incomes remain far below average.

Q: When you think about the American Dream, it is something which has…?

- meaning to you personally: 61%
- meaning to others but not to you: 22%
- no real meaning to anyone: 15%
Higher Education and Social Mobility

Adult Income for Individuals Raised in Families in Lowest Income Quintile

- **Without College Degree**
  - Top Quintile: 5%
  - Fourth Quintile: 45%
  - Third Quintile: 16%
  - Second Quintile: 16%
  - Bottom Quintile: 16%

- **With College Degree**
  - Top Quintile: 19%
  - Fourth Quintile: 40%
  - Third Quintile: 20%
  - Second Quintile: 10%
  - Bottom Quintile: 10%

Economists put the rate of return of a degree in 2012 at 15%, far above the return on stocks and bonds.
Rising Earnings Disparity Between Young Adults With and Without a College Degree

Median annual earnings among full-time workers ages 25 to 32, in 2012 dollars.

Recovery from the Great Recession has not occurred for workers without a college degree.
What about Arizona?
Undergraduate Enrollment as Percent of Population Aged 18-24 Years

Source: ASU Analysis of American Community Survey 3-Year Estimates, Table S1501 and 14002
Undergraduate College Enrollment as Percent of 18-24 Year Old Population, 2011-13

Source: ASU Analysis of 2011-2013 American Community Survey 3-Year Estimates, Tables C14002 and S0101
College Participation for Low-Income Students - 2013

38% college participation rate for low-income students in US

29% college participation rate for low-income students in AZ

"College Participation Rates for Students from Lower Income Families by State"
Bachelor’s Degree Attainment for Population Aged 25-34 Years

Source: ASU Analysis of American Community Survey 3-Year Estimates, Table S1501
Per Capita GDP Relative to US Average, 1997-2014

Washington
Texas
Colorado
Utah
Arizona

Source: ASU Analysis of Bureau of Economic Analysis Regional Dataset
Education and Economic Growth in OECD Countries

OECD, PISA 2012; World Bank. GDP reflects 2013
Relationship between Change in Educational Attainment and Economic Development in US States, 2000-2010

Change in Percent of 25 Year or Older Having Attained a Bachelors Degree or Higher, 2000-10

US Census Bureau, US Bureau of Economic Analysis
State Investment

Education Appropriation Per Student Per $1,000 of Per Capita Personal Income, Arizona State Government Fund
An estimated 68% of all jobs in Arizona will require post-secondary education by 2020.
55,000 jobs open up every year requiring training beyond high school.

Arizona sends 32,000 high school graduates to college, and 25% of those are not prepared for college-level work.
A New Economy Requires a New Kind of University
ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.
ASU Goals

Demonstrate leadership in academic excellence and accessibility

Enhance our local impact and social embeddedness

Establish ASU as a global center for interdisciplinary research, discovery and development by 2020

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Master Learner

- General Education
  - Breadth of knowledge

- Critical Thinking

- Courses in Major
  - Deep subject area expertise

- Electives
39% are first-generation college students
ASU Preparatory Academy Demographics

nearly 2,000 total students

1,137* at Phoenix

839 at Polytechnic

* 76% of Phoenix students qualify for free and reduced lunch
ASU Preparatory Academy
Phoenix Performance

improved achievement levels across all grades

23% in Reading
3.7% overall average growth in state

24% in Math
3.6% overall average growth in state
ASU Preparatory Academy Graduation Rates

**ASU Prep Rates**

- 98% 4-year HS graduation rate
- 92% admitted to a 2 or 4-year college or university
  - 76% admitted to 4-year degree granting universities

**Arizona / National Rates**

- 75% average 4-year HS graduation rate in state
- 66% national college going rate entering a 2 or 4-year college or university within 12 months of graduating high school
  - 53.5% in Arizona

ASU Prep Students (Polytechnic and Phoenix) Admitted to Arizona State University

- 72% overall admitted into ASU
- 42% admitted to Barrett, The Honors College
ASU Preparatory Academy
Polytechnic Performance

“ASU Prep Polytechnic High School is one of the top 3 performing schools in Phoenix.”


outpaces the state on average across all grades by

20% in Reading | 28% in Math
A New Tool: me3

Asks simple questions about student interests

Pairs those interests with possible career options and college majors

Identifies what high school classes are needed to be accepted and when to apply to college

Gives insights about life after college
Access ASU

Access ASU
building the pipeline of Arizona youth to ASU
Access ASU Partner Schools Population

Hispanic: 64%
White: 20%
African American: 9%
American Indian / Alaskan Native: 3%
Asian / Native Hawaiian and Pacific Islander: 3%
Multiracial, non-Hispanic: 1%

K-12 Enrollment—AZ Dept. of Education, Research and Evaluation Section; October 1 Enrollment 2013
Access ASU Partner Schools Population

70,000
students grades 9-12

69%
low-income students

81%
non-white majority students

K-12 Enrollment—AZ Dept. of Education, Research and Evaluation Section; October 1 Enrollment 2013
Access ASU Initiatives: **Schools**

- **Recharge Conference**: 400 students participate annually.
- **Future Sun Devil Experience**: 3,403 students participated in FY13.
- **Campus Visits**: 18,300 students participated.
- **AVID Conference**: 600 students participate annually.
Access ASU Initiatives: Students

- **SUMMER PROGRAMS**: 3,000 student participants
- **SPARKS**: 12,000+ student contacts in 2013 - 2014
- **ASU EARN TO LEARN**: 8:1 MATCH earn up to $4,000 for ASU
- **BARRETT SUMMER SCHOLARS**: 50% of students receive a need-based scholarship
- **COLLEGIATE SCHOLARS PROGRAM**
Access ASU Initiatives: Families

- **Hispanic Mother Daughter Program**: 1,800 participants since 2006
- **American Dream Academy**: 30,000 parents have graduated since 2006
- **Future Sun Devil Families**: 700+ since 2013
College Readiness
High School Seniors

GPA
Partner Districts 3.24
ASU AZ Resident 3.30

TEST SCORES
Partner Districts 1,095
ASU AZ Resident 1,119
Financial Support to Partner District Students

$16,456,575

Institutional awards offered to freshmen, Fall 2014

73% of enrolled students receive New American University Scholar Awards

94% receive Institutional Awards
Partner School Students

85% persistence rate at ASU for first-time freshmen

84% for all ASU FTF

65% six-year graduation rate

63% for full ASU population
TRIO Student Support Services
Upward Bound
Veterans Upward Bound
ASU Pathway Programs

Transfer to ASU!
If becoming an ASU student is your goal, start your transfer plan here!
Community College

Many see community colleges as the bridge for earning a bachelor’s degree:

Maricopa Community Colleges
Fall 2014 Enrollment = 128,212 (58,049 FTSE)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Whites</td>
<td>48%</td>
</tr>
<tr>
<td>Latinos</td>
<td>26%</td>
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Community College

In 2012-13, about 8,700 students with 12 or more MCC credits earned a bachelor’s degree from an Arizona public university.
Latino Entrepreneurship

Despite being Arizona’s fastest growing cultural group, it is under-producing Latino entrepreneurs.

Latinos comprise 30% of Arizona population, but only 13% of Arizona business owners.

There are more than 95,000 “disconnected youth” – not working or in school – in metro Phoenix alone (5th in the nation).

Economic growth and prosperity for the Latino community and all of Arizona requires a change in these numbers.
Entrepreneurship Outreach Network
ASU Startup School
Teaching Innovation Fellows
“Poder” Program (in development)
Impact of Ignoring the Latino Education Gap

- Inability for Arizona to economically compete
- Stagnating average incomes statewide
- Diminished purchasing power
- Sluggish consumer demand
- Flat per-capita tax revenues
- More poverty
- More unemployment
- More Arizonans without health insurance
- Greater demand for government services
How do we work together to achieve the outcomes Arizona needs?