Numerous studies support this emphasis on campus students and to the welcoming environment in which Mission, creating a diverse community is extremely important and beneficial to the campus academic and social environment.

**Question**
What are the programs currently in place and/or being developed at the University of Illinois at Urbana-Champaign to recruit and attract Latino students from the state of Illinois? What are the main determinants of Illinois Latino/Latina students choosing to attend the University of Illinois at Urbana-Champaign?

**Introduction**
For this study, we examined recruitment practices and programs of the Office of Admission, as well as first-year, in-state Latino students’ perspectives on recruitment at the University of Illinois at Urbana-Champaign. Our aim was to obtain a comprehensive view of the efforts to recruit Latino students.

**Purpose & Rationale**
As U.S. Census data shows, the Latino population in America is steadily increasing. The state of Illinois is at the front of this trend, with one of the highest concentrations of Latinos among the 50 states.

According to the University of Illinois Diversity Mission, creating a diverse community is extremely important and beneficial to the campus academic and social environment.

“[Diversity] is integral to the education we offer our students and to the welcoming environment in which we work and live. Our goal is to make sure that the face of our university reflects the face of America.”
(Robert A. Easter, Interim Chancellor, Provost)

Numerous studies support this emphasis on campus diversity (Gurin et al., 2002; Chang et al., 2006).

**Method**
In-person interview with University of Illinois at Urbana-Champaign Assistant Director of Admissions (Chicago-Area); audio-recorded and transcribed
- Recruiting Statistics
- Recruiting programs aimed at Latino/a students
- Challenges or strategies to recruit Latino/a students, versus other ethnic groups
- Upcoming programs

Online surveys of University of Illinois at Urbana-Champaign first-year Latino/a students
(33 completed surveys)
- Recruiting programs that they have knowledge of or that they have attended
- Reasoning for choosing the University of Illinois at Urbana-Champaign

Research of publicized recruiting programs aimed at underrepresented students, including Latinos/as

**Results**
Student Survey Results

Did you have direct communication with a member of the admission staff during your college selection process?
- Yes: 24%
- No: 76%

Did you participate in any unique University of Illinois recruitment activities that were geared toward Latino/Latina students?

Did you attend any University of Illinois recruitment or admission programs?

What were your reasons for choosing the University of Illinois?

**Discussion**
Numerous studies emphasize the importance of a diverse post-secondary education, and the University of Illinois at Urbana-Champaign shares this mission. As the demographics of Illinois continue to follow the U.S. trend of minority groups increasing, especially the Latino population, recruiting these students successfully will become even more important. Latino students are underrepresented in higher education, and as this population grows, it is imperative that the U.S. promote educational attainment within this demographic. The U of I has programs in place to recruit Latinos and are integrating new efforts to attract underrepresented students to the U of I; however, there seems to be a lack in student-knowledge of these programs.