



Student Recruitment

Reaching our 8th grade Familias
Class of 2025

Session(s) for Counselors & Teachers

- December 14, 2020
- January 20, 2021
- January 27, 2021



Agenda

- Overview of Student Recruitment Guidelines
- View NEW statewide Student Application & Consent Form
- Get advice on how to get this work done from staff that experienced success in 2020-21 recruitment

*Thank you to our colleagues that helped us revamp our
Student Recruitment Materials!*



Maribel Dominguez, Counselor
Marshall Fundamental High School



Danni Le, Counselor
Pittsburg High School



Steve Gonzales, Counselor
Western High School



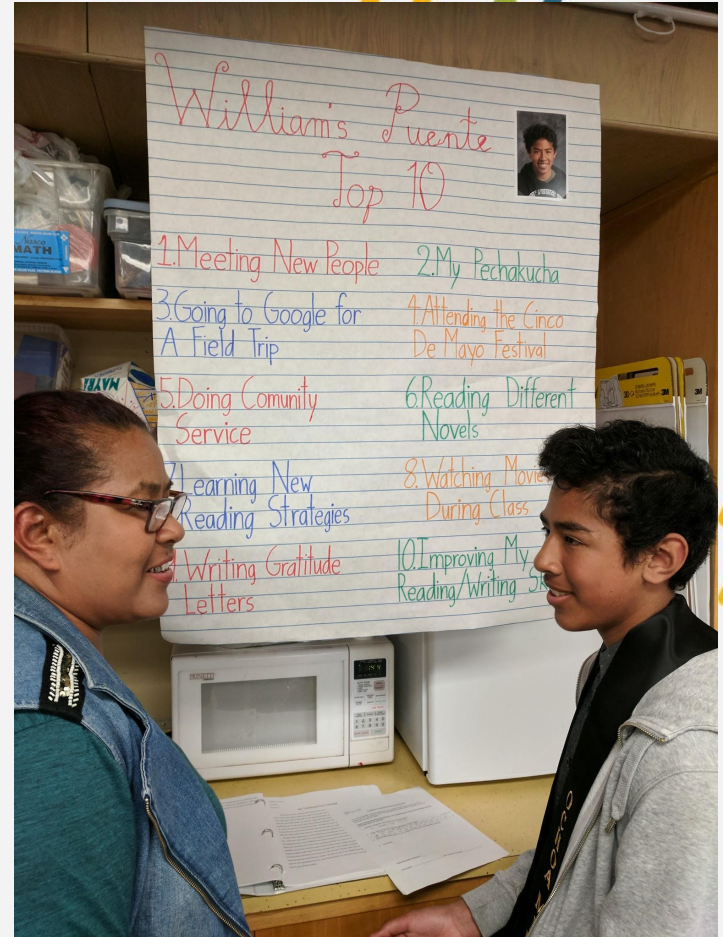
Danielle Sovine, Counselor
Riverside Polytechnic High School



Creating a heterogeneous community...

Requires balancing student characteristics across ranges of:

- levels of academic performance
- degrees of motivation
- understanding access to & benefits of higher education
- parental support
- gender balance; cohort reflects community ethnic demographics



[Full Student
Recruitment
Guidelines \(HERE\)](#)



Student Category Guidelines

Breakout Activity

Puente Student Categories

*Not shared with parent/students

1. High Achievement / High Motivation
2. High Achievement / Low Motivation
3. Low Achievement / High Motivation
4. Low Achievement / Low Motivation

Instructions for your breakout session (5mins).

- Select a reporter who will share out highlights of your conversation with the larger group
- Using the category guidelines (on left), think back to when you were a high school student. What kind of student were you? And what characteristics would you have brought to a Puente class?

Statewide Office Recruitment Updates

2021-22AY

- New Statewide Application *in PDF Fillable & Printable*
- New Parent Consent Form *in PDF Fillable & Printable*
- Temporary elimination of letter of recommendation required
- Essential to continue to host parent & student interview session
- Essential to host winter/spring recruitment events such as:
 - 8th grade Virtual Class Presentations
 - Puente noted on class scheduling efforts alongside fellow programs such as AVID, IB, Pathways etc.
 - Digital flyer distribution on website/open house events
 - Attend articulation meetings with ELA/Social Studies Dept to share program information

Student & Parent Interviews

- Essential to obtain parent consent
- Both parent & student begin to understand the program mission and expectations
- Opportunity to see what is not on a report card or writing sample
- Builds a positive relationship with supporting the whole family on the college journey!



Student & Parent Interviews

Key Elements for Recruitment

- Essential to obtain parent consent
- Both parent & student begin to understand the program mission and expectations
- Opportunity to see what is not on a report card or writing sample
- Builds a positive relationship with supporting the whole family on the college journey!
- Bring in alumni, seniors & colleagues to support this work

What needs attention for Virtual Interviews:

- Understand the tech available to your 8th grader. What are they using at school (Google meet/Zoom; Phone)
- Connect with 8th grade school administration, teachers (ELA/Soc.Studies) & counselors to share program mission



Counselors share how this work gets done!

- ❑ What did your teacher & counselor team do to organize the recruitment effort?
- ❑ Virtually what platform & strategies worked for your interviews last year?
- ❑ What does your team do to have a balanced cohort (gender, student diversity, academic potential, etc.)?
- ❑ How did you handle late registration (students that inquiry late/summer)?



Ochoa Middle School - Mt. Eden HS Info Session
Nov. 2020





Resources for Student Recruitment

Puente Counselor/Teacher access


www.puenteeducators.org

Click on “Counselor Resources” then “Resources” link to view the following:

Application

-  Available in PDF fillable & downloadable print version
-  Available in Spanish, English and Vietnamese

Student Informational Flyer (English only)

-  Notify anna.bach@berkeley.edu if you wish to have your flyer tailored with counselor/website info

Student/Parent Interview Questions (Spanish/English)

Q&A

Thank you to the following panelists

Panelists:

Diego Gaviño, Hayward HS

Steve Gonzales, Western HS

Danni Le, Pittsburg HS

Monica Garcia, Woodland HS

Maricruz Meza, James Logan HS

Questions? Reach out to

ade.melgoza@berkeley.edu



*Puentistas from Hayward HS & James Logan HS
Picture take PreCOVID*

