1. Diversity Grant Cover Page

Title: Translation of Outreach Materials from English to Spanish to Better Serve Parents of Prospective EWU Students.

Grant Category: Student Recruitment and Retention

Project Lead: Craig Fischer, Assistant Director for High School Relations, Office of Admissions, EWU

Contact Information: 359-2450; cfischer@ewu.edu

Submitted By Craig Fischer, October 30, 2007
Translation of Outreach Materials from English to Spanish to Better Serve Parents of Prospective EWU Students.

2. Project Summary

Effective outreach to prospective students must include outreach to parents. Parents are the primary influence on students’ decisions when choosing a school, and they are the primary support that students have to stay in and finish college. Parents often have different questions than students, and the whole family needs to have their needs met in order to make a college decision.

To meet Eastern Washington University’s diversity and overall growth goals, it is essential that we reach parents through effective admissions and programmatic materials. This proposal would translate our primary Admissions pieces and those of special interest to parents (financial aid and scholarships, housing, safety, scholarships, etc.) into Spanish. We have an extremely active and effective communication plan from Admissions, but we do not currently have the ability to provide the breadth of materials that Spanish-speaking parents need to help their students choose Eastern.

This project would take existing Admissions pieces such as our Fair Piece, Transfer Fair Piece, Admissions Fair Card, Financial Aid and Scholarship Fair Card, Housing Fair Card, and Honors Fair Card and translate them into Spanish. There are many areas that we and our Integrated Recruitment Team recruit in throughout Washington State and in other states where Spanish-language materials would greatly increase our effectiveness in speaking with families about their choices for college.

These materials would also put us ahead of many other colleges and in a good position for the future given the continued demographic expansion of Latino and Chicano students seeking higher education in Washington State. Eastern Washington University is a university of choice for Latino students because of our excellent support programs like the Chicano Education Department and the C.A.M.P. Program, our continued commitment to diversity, and the leadership and vision of our President, Dr. Arevalo. This project would allow us to better serve the students and parents we wish to see choose EWU to continue their education.
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3. Detailed Proposal

Statement of the Issue/Problem:
The problem that this Proposal addresses is that many parents and students for whom English is a second language see EWU as a university of choice, yet we do not have the proper materials to communicate our services, programs, and policies to parents. This is especially crucial to the students that we serve. First, we are a regional university, and the demographics served by this project continue to grow in Washington State. So, this project would help families who have students who know about and are excited about EWU. Typically, students read and understand our English materials. However, parents are left to get their questions answered by their student, and we know from our experience working with English-speaking families that students and parents have very different questions. And when a family is looking at their options for college, the parents need to have all of the pertinent information at their fingertips.

The second reason that this is a critical gap in our communication with families is that Eastern Washington University is a university where over half of our students are the first generation in their families to go to college. So, the families we work with—and this is confirmed again and again with English-speaking families—do not have a college background to reference. So, parents have a lot of questions and concerns about college. In the case of English-speaking parents, we can provide a lot of materials that answer their questions and direct them to more resources. In the case of parents who are not fluent in English, we are very limited. This project would begin to address this problem. We would start with the most critical pieces for parents, and look to future funding opportunities to expand our outreach efforts in Spanish.

Project Objectives:
The main objective of this project is to translate our most critical Admissions Information Pieces into Spanish. We would prioritize the pieces by need and breadth of reach (the most general and oft-asked-for pieces first) and then translate the others in order of priority.

Project Impact:
Immediately, the impact will be felt in many ways. The first is that anything that helps our Integrated Recruitment Team reach out to parents is beneficial. So, all of our recruiters will be able to serve a broader population. Secondly, many parents will be able to better understand all that Eastern Washington University has to offer their students. Once this is seen and understood, I project that we will see a steady increase in enrollment among this population of students.

This project will also impact the Admissions Office and Eastern Washington University more broadly by highlighting the need for materials—and communication of

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all kinds—in many languages. The success of this project may expand the University’s
efforts in many ways, such as web content, print advertisements, T.V. spots, etc. in other
languages.

Project Design:
The design will be that the Admissions Information Pieces will be chosen and
prioritized by myself, the coordinator of High School outreach for Admissions. Then, we
will hire a translator to translate our materials into Spanish. As soon as a piece is
translated, we will print it and disseminate it to The Integrated Recruitment (IR) Team.
The IR Team is everyone who does outreach—Admissions and programs like Chicano
Education, Achievers, Honors, Dental Hygiene, etc.

Explanation of Roles and Expertise:
Craig Fischer: Assistant Director of High School Relations. I coordinate all High
School outreach for Eastern Washington University. I work in collaboration with the
seven Admissions Advisors I supervise and the Integrated Recruitment Team to meet or
exceed the enrollment goals set forth by the President. I will prioritize the outreach
materials for translation.
Translator(s): To be hired with this grant on a project basis. The translator may
or may not be affiliated with Eastern Washington University. He/She will be fluent in
written English and Spanish and have experience with translation. This person will
translate the assigned pieces and ensure that the Spanish materials are clear and
informative.

Dissemination Plan:
The translator will be hired on a project basis as soon as funding is available.
He/She will work with Craig Fischer to translate Admissions Information Pieces. One
piece will be focused on until completion. When the first piece is done (the High School
Fair Piece—the most commonly used material in our office), we will immediately send it
to Printing and Creative Services to print. Printing takes approximately two weeks.
When the new Spanish-language piece is printed, we will give copies to all admissions
recruiters and to the Integrated Recruitment Team. Then, we will translate the next
highest priority Admissions Information Piece, print it and disseminate it, etc.

Time Table:
• December 1 or as soon as funding is available: post position for translation
  project. Interview in collaboration with bilingual EWU colleague.

• December 20, 2007: begin projects, starting with Admissions High School Fair
  Piece. Approximately 100 hours of translation.

• March 30th, 2008: This Project finished. Pieces translated include: High School
  Fair Pieces, Transfer Fair Piece, Financing Your Education, Financial Aid Fair
  Card, Housing Fair Card, Apply Now Fair Card. Spanish Information Pieces used
Translation of Outreach Materials from English to Spanish to Better Serve Parents of Prospective EWU Students.

4. Detailed Budget and Rationale

Grant Funding

$5,000: 100 hours of translation (100 hrs x $50.00/hr), written English to written Spanish. This would pay a bilingual translator hired on a project basis to translate Admissions Information Pieces. We would complete as many materials possible with this funding. It may be more than the primary above-mentioned pieces. In that case, we could translate parent letters, WUE materials, etc.

$5,000: Printing of Spanish-Language Materials. This Grant Funding would help the office of Admissions provide materials to all recruiting staff on the Integrated Recruitment Team as this project was not in the initial printing budget.

$10,000 Total Grant Request.

Additional Funding/Resources

All of the time committed to this project by Craig Fischer will be funded by the Office of Admissions.

Additional printing expenses incurred to provide all materials to IR team will be provided by the Office of Admissions.

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5. Project References

Dr. Lynn Briggs, Interim Dean of the College of Arts and Letters, 359-4864, lbriggs@ewu.edu

Shannon Carr, Director of Admissions, 359-6582, shannon.carr@ewu.edu
Translation of Outreach Materials from English to Spanish to Better Serve Parents of Prospective EWU Students.

6. Resume

CRAIG N. FISCHER

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Spokane, Washington 99204     e-mail: cfischer@ewu.edu

EDUCATION
Eastern Washington University
M.A. English: Teaching English as a Second Language 2005

Thesis: An Exploration of World Englishes with Implications and Discussion for the ESL Professional.

Abstract: My thesis explored scholarship related to the pedagogical implications of the spread of English around the world with an emphasis on the need for multiple voices in education.

Seattle University
B.A. English/Creative Writing 1997
graduated Cum Laude

Bellevue Community College—Bellevue, Washington, USA
A.A. general studies, creative writing

RELEVANT WORK EXPERIENCE

Assistant Director of High School Relations, Office of Admissions, Eastern Washington University. 2006 – present. Coordinate outreach and recruitment activities for all prospective students of high school age or younger in Washington State and all other EWU recruiting territories.

Responder, Writers’ Center, Eastern Washington University, 2000-2004, 2005-2006. Facilitate and respond to writers’ writing. Worked with students from all departments of the university at varying levels of proficiency. Discussions often included navigating college, preparing for upcoming classes and students' majors, weighing the negatives and positives of career choices, etc. Facilitated academic research, brainstorming, and writing workshops for university students.

Academic Advisor, Eastern Washington University, 2005-2006. Worked individually with students in my caseload to understand university requirements, create academic plans, decide on majors and careers.


Instructor of English, Occupational Therapy, Eastern Washington University, 2003. Designed and taught a course in professional writing directly addressing the needs of Occupational Therapists. Helped students learn appropriate rhetorical and professional skills for their major.

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Writing Tutor, Writing Center, Seattle University, 1996-1997. Worked with students and colleagues from diverse backgrounds, educational levels, and experiences.

OTHER EDUCATION-RELATED WORK EXPERIENCE


Creator/Instructor, Creative Writing Workshop at Hutton Settlement, 2002. Created activities and lessons to facilitate expressive writing for K-12 students with a variety of learning strengths and challenges.

HONORS AND AWARDS

Teaching Assistantship, Department of English, Eastern Washington University, 1998-2000
Graduate Assistantship, Writers’ Center, Eastern Washington University, 2001-2002
Graduated Cum Laude, Seattle University, 1997

CAMPUS AND COMMUNITY EXPERIENCE

First Responder, Eastern Washington University. 2006 – present.
Board of Directors, Wholeschool, Spokane, WA, 2005-present. Developed bylaws, marketing and promotion, curriculum development for worldwide educational programs for K-12 students and adults.

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