



Reach. Recruit. Retain

January 16, 2025



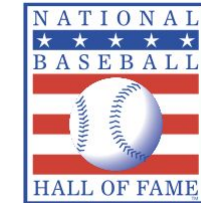


got hispanic marketing?





Our Experience





Today has been about discovery

- Gain a better understanding on the Hispanic opportunity.
- Share high-level intelligence on this target audience segment.
- Discussion – comments, questions, challenges, maybe push-backs.



The 3 Rs

**Reach. Recruit.
Retain.**



The BIG R

RELATIONSHI P

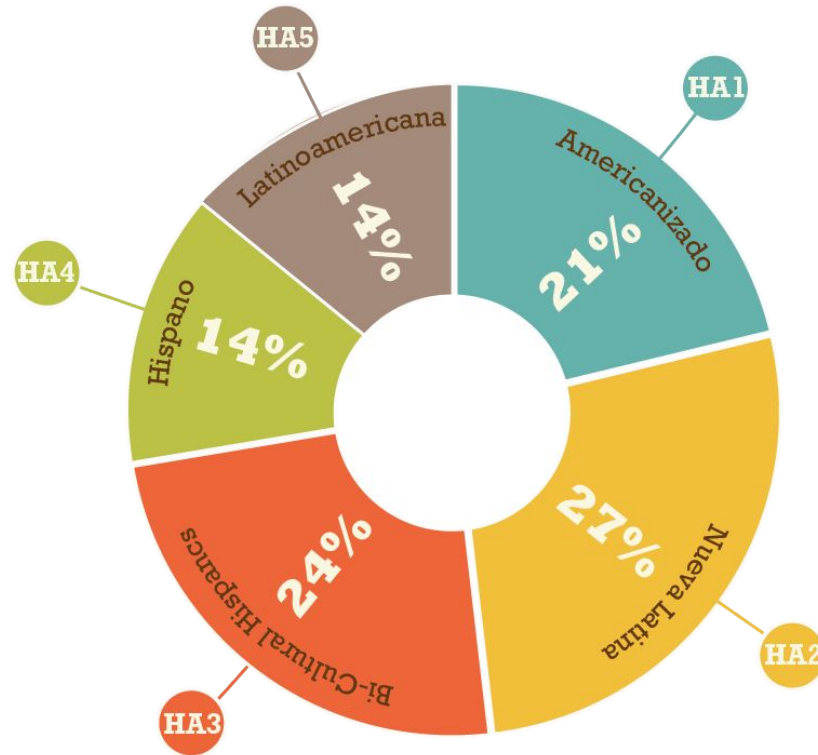


The BIG R

RELATIONSHI P



Hispanicity™ Segments



HA1	HA2	HA3	HA4	HA5
AMERICANIZADO	NUEVA LATINA	BI-CULTURAL	HISPANO	LATINO-AMERICANA
<ul style="list-style-type: none"> • English dominant • U.S. born, 3rd+ generation • Few Hispanic cultural practices. 	<ul style="list-style-type: none"> • English preferred (some Spanish) • U.S. born, 2nd generation. • Some Hispanic cultural practices. 	<ul style="list-style-type: none"> • Bilingual • Immigrant as child or young adult • Many Hispanic cultural practices. 	<ul style="list-style-type: none"> • Spanish preferred • Immigrant as adult • In U.S., 10+ years • Pre-dominant Hispanic cultural practices. 	<ul style="list-style-type: none"> • Spanish dominant. • Recent immigrant as adult. • Primarily Hispanic cultural practices.



What specific questions/topics do you hope will be covered?

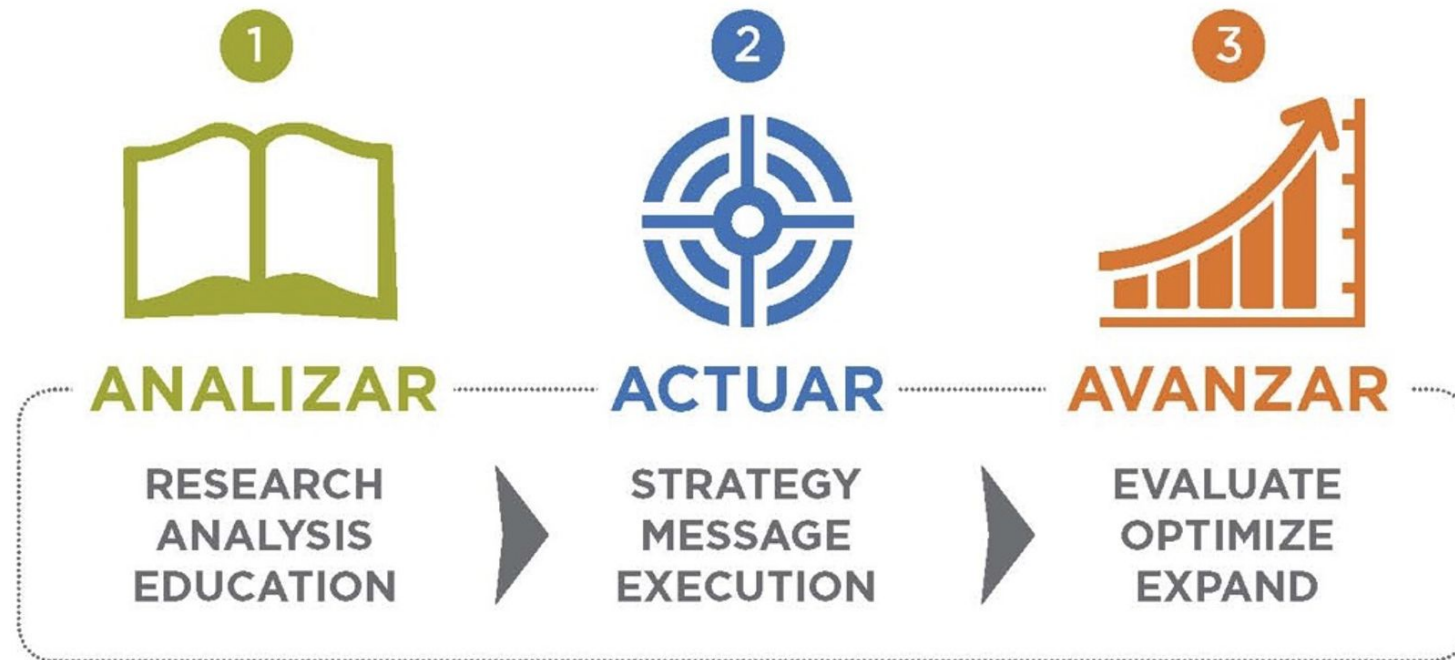
- Recruiting Latino families.
- Latino Recruitment Inclusion
- How to support Latino families and encourage their cultural backgrounds to not let them feel left out.
- How do we communicate with the parents with a language barrier that could come up?
- How can we support the families with mental health opportunities for counseling.
- How do we support migrant families separated from their loved ones and are experiencing fear and trust due to immigration status.
- How to get Latino families engaged?
- Enrollment tips (increasing enrollment and making them feel more comfortable)
- How to best approach new families to visit, tour, and enroll at St. John.
- New ideas on how to continue to improve our culture to make sure Latino and Hispanic families feel welcomed in our school and parish.
- How can we effectively engage and support Hispanic families to ensure them that their children will have access to faith-based education.
- Learn strategies to work with our Latino community.
- Not sure. I don't know yet.
- I want to hear recommendations and strategies presented to reach out to the Latino community so that more Hispanic families can benefit from Catholic education.
- Enrollment and family engagement strategies related to high schools that primarily serve Latino families.
- Learning culture or learning "culture".
- Relationship building for our community.
- Welcoming more Latinos and their obligation to school tuition.
- How do we welcome and retain Latino families.
- Beyond retention and enrollment of Latino families, it would be great to learn about how to make sure Latino families and culture are incorporated in social media posts.
- How to make all feel welcome.
- How to manage the transition from Catholic grade school to Catholic high school (majority are going to public high school).
- I would love to set a few enrollment goals and make plans for engaging our parents.
- Best practices for building relationships and marketing Catholic schools to Latino families. Key value propositions unique to their needs including financial.
- Marketing for Spanish [sic] culture. How to use social media trends to showcase events going on in the school. How to make space for Spanish speaking families while not making English speaking families feel left out.
- We struggle with not having scholarships/financial aid that supports our Latino population to come in and stay in.
- What is currently being done in the Archdiocese to serve this population? How can we better connect to the schools with a majority of students in this population?

Where do you start?

1.

PRAY

Using the **A H O R A** approach
INDEX



What is the Archdiocese's Hispanic Initiative Strategic Plan?



4) Catholic Education and Hispanics Students

One indicator of a mature Hispanic Ministry is by having the parochial school student body represent the demographic of the parish, by race, ethnicity, and by socio-economic status. The Catholic school should strive to have a student body that reflects its parish community.

“Of the approximately 14.5 million school-age Catholic children today, about eight million (55%) are Hispanic. But barely 4% of school-age Hispanic Catholic children are enrolled in Catholic schools” (Hosffman Ospino, [America Magazine](#), 10 Ways Hispanics are Redefining Catholicism in the 21st Century, Oct. 30, 2017).

Challenges:

Many Hispanic immigrant families in our parishes do not have a history of attending Catholic schools due to the high cost of tuition and a faulty understanding that Catholic schools are to be considered pre-seminaries or novitiates for religious life. Scholarships need to be made available to help families feel confident to choose a Catholic education for their children. Marketing must be targeted to the Spanish-speaking community in the HM parishes to share the good news and opportunities for their children in the primary and secondary Catholic schools of the archdiocese. School communication and staff infrastructure must be developed, as in the parishes, to best serve the Hispanic community.



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