

# MULTILINGUAL FAMILY COMMUNICATION: INVOLVING FAMILY THROUGH TRANSLATION

Libby Daggers, Texas A&M University

Rob White, Williams College



# LEARNING OUTCOMES

## **Participants will be able to...**

- gain an understanding of programs implemented at Texas A&M and Williams College.
- identify necessary resources and partners needed to launch family programming for non-native English speakers.
- discuss implementing similar programs at their institution.
- identify methods of assessing a family program for non-native English speakers.

# IDENTIFYING A NEED

Year	Undergraduates			FTIC			FTIC First Generation		
	Total	Latino/ Hispanic*	%	Total	Latino/ Hispanic*	%	Total	Latino/ Hispanic*	%
<b>2010</b>	39,148	6,219	15.9%	8,176	1,502	18.4%	2,101	779	37.1%
<b>2011</b>	39,867	6,739	16.9%	8,254	1,594	19.3%	2,064	823	39.9%
<b>2012</b>	40,100	7,263	18.1%	8,139	1,808	22.2%	2,313	1,033	44.7%
<b>2013</b>	42,029	8,331	19.8%	9,710	2,355	24.3%	2,555	1,231	48.2%
<b>2014</b>	44,681	9,339	20.9%	10,333	2,490	24.1%	2,575	1,251	48.6%
<b>2015</b>	49,545	10,686	21.6%	9,777	2,470	25.3%	2,588	1,273	49.2%
<b>2016</b>	51,246	11,443	22.3%	9,696	2,335	24%	2,404	1,138	47.3%

\*Hispanic or Latino of any Race

**FTIC:** an undergraduate, degree seeking, student who applied and enrolled in college for the first time regardless of whether the student has acquired college level credit through testing, advanced placement or summer enrollment. This field is used only the first semester of a student's enrollment at TAMU.

**First Generation:** neither parent (or guardian) graduated from a four-year college.

<http://dars.tamu.edu/Data-and-Reports/Student#enrollment>

# IDENTIFYING A NEED

**General Observation:** New Students were translating program content and questions for their Spanish speaking family members.

## Theoretical Background

- Overall Parental Involvement
- “The importance of the family as well as the importance of parent involvement in Latino students’ education has been identified repeatedly as a critical factor contributing to school success in a general way” (Santiago-Rivera, Arredondo, & Gallardo-Cooper, 2002).
- “Latina/ Latino families also serve as a source of support in helping develop college aspirations and in aiding retention in college” (Cuyjet, Howard-Hamilton, and Cooper, 2011).
- “Latina/o students might find it more culturally appropriate to seek support from family or friends rather than college faculty or staff” (Chiang, Hunter, and Yeh, 2004).
- “...Latina/os remain most likely among all of their peers to be first-generation college students” (Saenz, Hurtado, Barrera, Wolf, & Yeung, 2007).

**Purpose:** Meet needs of Spanish speaking family members who currently attend the NSC while welcoming new families who may perceive their limited English skills as a barrier to participation.

# NSC-E OVERVIEW

## •New Student Conferences

- Two day mandatory orientation


## •Online Registration Process (not required)

- Formal family registration launched in 2013

## •Family Check-In

- NODA/NRCFYE Parent Booklet (2011-2013, 2016)
- Aggie Family Calendar in Spanish (2014-2015)
- Spanish Translated Schedules

## •Translated Programs

- Mandatory Student Programs
- Family Specific Programming
- Identified by 



### Recursos en AggieLand

Los estudiantes tienen muchas oportunidades para el éxito académico y Texas A&M University se ha comprometido a ayudar a lograr estas metas. Aquí hay algunos recursos para ayudar con el éxito académico.

**University Writing Center**  
El UWC ayuda a los estudiantes a desarrollar habilidades de escritura y revisar los detalles de trabajos académicos incluyendo la gramática, puntuación, y la redacción.  
writingcenter.tamu.edu  
(979) 458-1455

**Academic Success Center**  
El Academic Success Center es una colaboración entre Academic Affairs y Student Affairs. El enfoque holístico del Centro ayuda a los estudiantes a identificar los obstáculos para el éxito académico y asegura que todos los estudiantes tengan acceso a recursos integrales. Los recursos incluyen: entrenamiento académico, tutoría, talleres académicos, Programas y Recursos de Transición para Estudiantes y Educación para el Desarrollo.  
successcenter.tamu.edu  
(979) 458-4500

### Vida Aggie

"Howdy" es el saludo oficial de Texas A&M University. Es nuestra manera de asegurarse de que nadie se sienta como un extraño. "Howdy" es lo que nos distingue como el campus más amigable del mundo.

### Estudiante y Familia

Ya se trate del primer semestre de su estudiante en Texas A&M o el último, el estudio es un tema importante en su vida. Muchas veces los estudiantes no saben cómo desarrollar hábitos adecuados para mantener una carrera académica exitosa. El consejo número uno que puede dársele a su estudiante es crear un calendario ahora para el resto del año. Los estudiantes no solo deben saber cuándo las pruebas y los documentos caigan en el semestre, pero también tener un buen sentido del trabajo que hay que hacer cada semana a medida que el semestre avanza. Ayude a su estudiante a invertir en una agenda para desarrollar una línea de tiempo para cada prueba, proyecto o tarea. Esto le ayudará a ser responsables de sus acciones y sentir como un recordatorio diario de lo que necesitan leer o hacer.

# NSC-E OVERVIEW

## •Translation System

- Transmitter (radio frequency)
- Sound booth
- Wireless devices & headphones
- Headset Check Out Procedures

## •NSC Help Desk

## •Immediate Assessment



# IMPLEMENTATION

(AKA THE 1<sup>ST</sup> YEAR...2011)

## **Logistics – how does this actually work?**

- Researching equipment

## **Funding**

- The Association of Former Students (A&M Alumni Association)

## **Student Employee Staffing**

- Intentionally focused on recruitment of current Orientation Leaders
- Check-In, Help Desk, Program Translation

## **Full Time Staff**

- Translated schedule, coordinated staffing schedule, check-out procedures

## **Marketing**

- Aggie Mom's Club, Prospective Student Centers

**Show up, get a schedule, check-out a device!**

Now... here we are!

# BUDGET: FY'16

## Funding:

- The Association of Former Students: \$1000
- Family & Guest Registration Charges: \$7000

## Expenses: ~\$8000

- Equipment Rental: \$1300
- Wages: \$6000
- Publications: \$623
  - 300 Empowering Parents of First-Year College Students: A Guide for Success



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TEXAS A&M UNIVERSITY®

## First-Time/Other Potential Expenses

- Supplies (index cards, filing system, signage)
- Equipment (cart, headphones)
- Uniforms (Polo's & Nametags)
- Training Materials



# STAFFING

- Recruit students who speak the language
- Use targeted marketing and recruitment to identify students
- Conduct Interviews (English and Spanish)

**Each year around five students are selected as the Interpreter Team**

## Training

- Basic intricacies of the New Student Conferences
- Frequently asked questions of family members
- Translation headset check-out process
- Family check-in process
- NSC Presentation Slides & Scripts
- Translation practice



# STAFFING CONT.

- Created Student Employee Position- “Student Coordinator for NSCs en Español”
  - Summer
    - Interpreter schedule
    - Interpreter training
    - Conference Schedule translation
    - Assessment collecting
    - Email reminders to pre-registered
    - Follow up regarding lost headsets
    - Weekly inventory of supplies
  - Year round:
    - Web & publication translations
    - General phone & email follow-up

# MARKETING

- Initial marketing to make families aware of the program.
  - Identified existing groups with access to our intended population including Aggie Mom's Club, Prospective Student Centers, etc.
  - Information about NSCs is also included in New Student Conferences publications and websites.
- Partnership: All NSCs en Español materials state the program is *Proudly sponsored by The Association of Former Students*.

## NEW STUDENT CONFERENCES EN ESPAÑOL

Thanks to the generosity of The Association of Former Students, the Office of New Student & Family Programs offers Spanish translation for family members during the New Student Conference.

Programs designated for Spanish translation will be noted in the NSC schedule and provided via headset. Family members interested in having programs translated will need to visit the Help Desk on Day One of the NSC to receive a headset.

Additionally, a Spanish-speaking staff member will be available at Check-In and the Help Desk for family members to ask questions as needed. These services are provided free of charge, but we do request that families indicate their interest in utilizing this service on their family/guest registration form.

# ASSESSMENT

Por favor complete nuestro breve cuestionario.

¿Cuál es su ciudad natal? \_\_\_\_\_

1. ¿Cómo se enteró de nuestro servicio de traducción?
2. ¿Cómo fue la calidad de los audífonos? (Marque con un círculo)  
(Malo) 1 2 3 4 5 6 7 8 9 10 (Bueno)
3. ¿Cómo fue la calidad de las traducciones? (marque con un círculo)  
(Malo) 1 2 3 4 5 6 7 8 9 10 (Bueno)
4. ¿Encontró que estos servicios le ayudaron durante la orientación? (Marque con un círculo)  
(Malo) 1 2 3 4 5 6 7 8 9 10 (Bueno)

Por favor indique durante cuales programas utilizó los auriculares:

- |  |  |
|--|--|
| <input type="checkbox"/> Uniéndose a una Comunidad de Becarios | <input type="checkbox"/> Siendo un Aggie y Yell Practice |
| <input type="checkbox"/> Reunión Académica                     | <input type="checkbox"/> Socios en el Éxito              |
| <input type="checkbox"/> Claves de Asuntos Financieros         | <input type="checkbox"/> Servicios del Campus            |
| <input type="checkbox"/> Family Lunch o Family Dinner          | <input type="checkbox"/> Sesión de Bienvenida            |

Sugestión/ Comentario:



1. Hometown
2. How did you hear about translation service?
3. How was the quality of the device?
4. How was the quality of the translation?
5. Did these services help during orientation?

# ASSESSMENT

- Assessing the program allows us to ensure its effectiveness and make changes quickly, when necessary.
- Summer 2016 Results:
  - ~25 Assessments filled out (compared to 132 in 2014)
  - 245 Devices checked out
  - Majority heard about NSCE at the conference
  - Average helpfulness score: 8.72

*“Excellent alternative for those like me that understand Spanish better.”*

*“I appreciate the effort for trying to help those of us that have limited English understand better, since we should be the ones to make the effort to understand more.”*

# CHANGES, FUTURE DIRECTIONS, LESSONS LEARNED

- Created Student Coordinator Position
- Presenters must provide slides well in advance for translation
- Create Glossary– in order to translate words the same; and determine words not translated (i.e. office names)
- Emailing registrants about how to check-in for the conference
- Translating Dinner Program
  - Clear identification for NSCE – but not marginalizing
- Do not make a translation team of only OLs
- Website Translation: [newaggie.tamu.edu](http://newaggie.tamu.edu) [parents.tamu.edu](http://parents.tamu.edu)
- More year round translation including Family Newsletters, e-mail/phone, etc.

# CHANGES, FUTURE DIRECTIONS, LESSONS LEARNED

## Future:

- Translate full family assessment
- Program Translation: College Meetings
  - Possibly translate handouts from academic colleges
- Spanish Campus Tours

# Williams

Multilingual Family Communications: Early Days



# The Poor Little Rich School's Dilemma...

- \$2.4 billion endowment...
- ...for 2200 undergraduates
- Two centuries of quality education for privileged northeasterners

Striving to educate a more  
representative group of  
students...

# ...and having some luck.

Of current Williams undergraduates:

- 40 percent are U.S. citizens of color
- 15 percent are first-generation
- 50 percent are on financial aid
- 15 percent pay nothing

# 7 Percent International

- 60 percent on aid
- Truly global representation

# COUNTRIES

represented among current students



Afghanistan	Ethiopia	Macau	South Africa
Andorra	Finland	Malaysia	South Sudan
Argentina	France	Mauritius	Spain
Australia	Georgia	Mexico	Sweden
Austria	Germany	Nepal	Switzerland
Bangladesh	Ghana	Netherlands	Syria
Belgium	Guatemala	New Zealand	Taiwan
Bolivia	Haiti	Nicaragua	Tanzania
Bosnia-Herzegovina	Hong Kong	Nigeria	Thailand
Botswana	Hungary	Norway	Tunisia
Brazil	India	Pakistan	Turkey
Bulgaria	Iran	Panama	Uganda
Canada	Ireland	Peru	United Arab Emirates
Chile	Israel	Philippines	United Kingdom
China	Italy	Portugal	Uruguay
Colombia	Jamaica	Romania	Venezuela
Costa Rica	Japan	Russia	Vietnam
Cuba	Jordan	Rwanda	Zimbabwe
Dominican Republic	Kenya	Saint Lucia	
Ecuador	Korea	Saudi Arabia	
Egypt	Latvia	Sierra Leone	
	Lebanon	Singapore	
	Lithuania	Slovakia	

# The Upshot

- Many Williams families, international and domestic, speak many languages other than English.
- And they have many questions about their students' college experience.

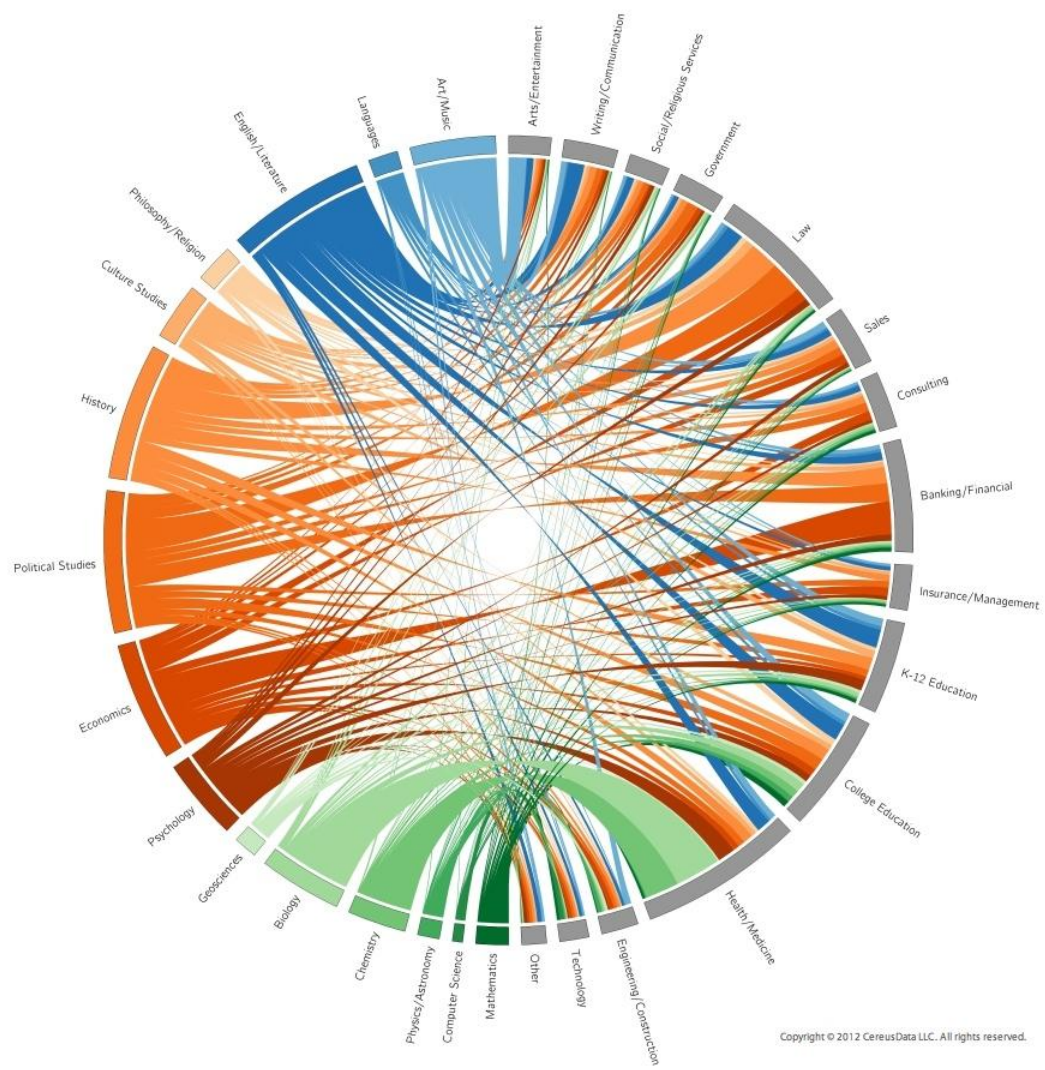
# Familiar Ones

- What happens if my student gets sick?
- How will we manage college expenses?
- Why can't I see my student's grades? Or course schedule? Or disciplinary record?



# And Ones Particular to a Place Like Williams

- What *is* a liberal arts college?
- My daughter, who was valedictorian of her high school class, says she wants to dump pre-med and major in art history??



How safe is your campus in  
the woods? With those  
bears that really *are* in  
those woods???

# When we answer such questions in English only...

- We inadvertently confuse, and occasionally panic, non-English speaking families.
- And we add to their students' burden.

# Emerging Solutions

# Multilingual Welcome Links from Family Homepage

Which lead to brief,  
reassuring overviews

# ...and invitations to email questions.

- Students stand by to answer questions forwarded through me to them.
- I help them answer those questions.
- Families are told not to name their students in emails ('cause FERPA).



# In five languages...for now

- Spanish
- Arabic
- Korean
- Vietnamese
- Chinese

# Early Web Page Returns

- Spanish - 172 Visits
- Korean - 165 Visits
- Chinese - 148 Visits
- Vietnamese - 92 Visits
- Arabic - 71

*Average time on page = 2 minutes*

And so far...  
no emailed questions



# “Marketing” Tips from Students

- Change multilingual prompt links.
- Bite the bullet and run full-court FAQs in all languages (then ask families for suggestions on additional FAQs).
- Ask students to direct their parents to these.

# APPLICATION & IMPLEMENTATION

Are their barriers at your institution preventing knowledge from being gained?

- Is it a certain language?
- Non-Native English Speakers?
- What does your student data tell you?

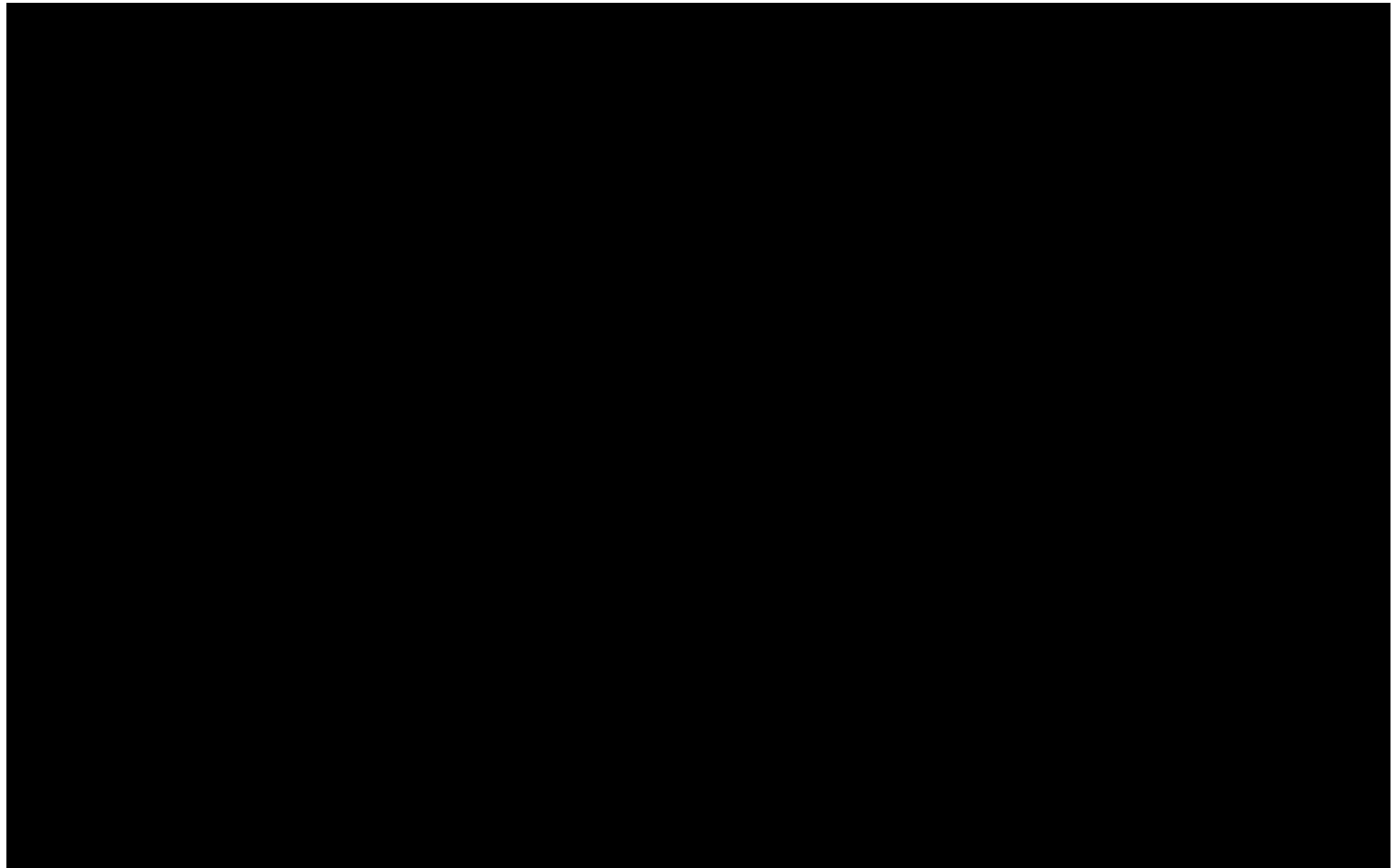
Who are your campus partners?

- University Center & Theatre Complexes
- Academic Departments (Hispanic Studies @ A&M)
- Alumni Association

What might need to be outsourced?

- Equipment – headsets

SHARING HER STORY...





Libby Daggers

[libbyd@tamu.edu](mailto:libbyd@tamu.edu)

<http://newaggie.tamu.edu/es/nsce-resources/>

Rob White

[rwhite@williams.edu](mailto:rwhite@williams.edu)

Williams