Recruiting Trip to Valley High Schools

In December of 2006, with funds provided by a grant from the Office of Equity and Access, Texas State student groups “Salsa Del Rio,” “Mariachi Manatial,” and the “Jazz Orchestra,” performed at numerous Valley High Schools. The 5A Schools where we performed included Harlingen South HS, PSJA Memorial HS, and La Joya HS and are comprised mostly of Hispanics students and due to the nature of the groups and the music presented, we were told by band directors and principals that this was Texas State’s “best” recruiting tool. We performed for approximately 1600 students and feel that our performances will help Texas State increase the recruitment and retention rates of Hispanic/Latino students with a special emphasis on achieving HSI designation. The high school students strongly identify with the styles of music we perform, saw many minority students in our ensembles and minority faculty (John Lopez, Freddie Mendoza, Pedro Rodriguez) working with the groups as role models, and sensed that they can anticipate a comfortable environment at Texas State.