IMMIGRANTS RISING
TRANSFORMING LIVES THROUGH EDUCATION

EXECUTIVE SUMMARY

Strengthening Your Campus Website For Undocumented Students

Given the increasing reliance on technology and the accessibility of online resources, the internet is often the first place prospective and current undocumented students look for information about colleges or universities. Having a strong online presence can increase recruitment and retention by connecting these students to vital information, services and events.

Whether your institution is just getting started or trying to take its platform to the next level, this guide provides concrete recommendations to build or strengthen your campus' website. It includes an overview of important elements, recommended language and key resources for three critical webpages: Admissions and Records (A&R), Financial Aid (FA) and Undocumented Student Resources (USR). The guide also lists examples from the field to demonstrate how these components can be effectively organized on college and university websites.

Featured below are some of the crucial components from the guide, along with other useful tools and information. Check out the full guide for a complete list of its contents.

Getting Buy-in to Update Your Websites

Updating your campus' website will require the ability to navigate different departmental procedures and institutional policies. It's important to get campus buy-in by successfully engaging key players and understanding the process. Highlighting benefits to your school—including ensuring access for all students and increasing recruitment and retention—is also helpful.

Some important tips to help gain institutional buy-in to strengthen your campus' online presence include:

- collaborating across departments
- identifying decision-makers
- activating allies
- staying committed

Admissions and Records (A&R)

The Admissions and Records website includes information for incoming and prospective students to apply and enroll at your campus. For this reason, the A&R website should include eligibility requirements for AB 540 (in-state tuition), with up-to-date information about SB 68, as well as the steps for submitting an affidavit.

Key Elements

- AB540/SB68
- Student data protection

Recommended Resources

- Up-to-date affidavit (CCC, CSU, UC)
- Submitting the Affidavit
- Campus-specific resources

Additional Elements

- Immigrants Rising's CA In-State Tuition Tool
- Information for students from mixed status families
- Specific page or tab for AB 540/ undocumented students

Financial Aid (FA)

Financial aid opportunities are key to helping current and prospective students meet the costs of higher education. Therefore, it is essential that your FA page includes CA Dream Act and scholarship information for your undocumented students.

Key Elements

- CA Dream Act
- Scholarships that do not require proof of citizenship or legal permanent residency

Recommended Resources

- [FAFSA vs CA Dream Act: Apply to the Correct Financial Aid in CA](#)
- [CA Dream Act and Cal Grant Application Checklists](#)
- [List of Scholarship and Fellowships](#)
- Campus-specific resources

Additional Elements

- Additional tools and events to build a scholarship culture
- Specific tab or page for undocumented students

Undocumented Student Resources (USR)

Whether your campus is still working on creating institutional support or already has established services, it is important to have a dedicated page for undocumented student resources to guide current and prospective students through their higher education journey.

Key Elements

- Available services
- Information and resources on how to pay for college
- Social media (if applicable)
- Community resources and services

Recommended Resources

- [Undocumented Student Budget Worksheet](#)
- [Inspirational Posters](#)
- Campus-specific materials

Additional Elements (when applicable)

- UndocuAlly list
- Legal services information
- Mental health services information
- Entrepreneurship information
- Resources for non-AB 540/SB 68 students

Evaluating Your Campus Website

The guide also includes ways to evaluate campus websites using the [Strengthening Your Website Checklist](#). We recommend all public colleges and universities conduct a review of their online platforms to assess their webpages.

Use this comprehensive checklist to evaluate which key elements, recommended resources and additional items are already included on your campus websites. This will help you determine what steps to take to strengthen online support for undocumented students at your college or university.

Authors

- Nancy Jodaitis, Director of Higher Education, Immigrants Rising
- Madeleine Villanueva, Higher Education Manager, Immigrants Rising