Abstract

# *Purpose*

The Hispanic population is the fastest growing minority in the United States. Therefore, it is imperative to educate the Hispanic student to ensure that they are prepared to go into the military as officers, education institutions, and workforce of America and contribute to our society. The emphasis on recruiting the Hispanic student began approximately in the early 1990’s. Consequently, it continues to be in the forefront of many challenges universities in America face today. The hypothesis will represent the highest probability to the cause on how to recruit the Hispanic students. University Recruiting – What Motivates the Hispanic Student to Select a Higher Education Institute? Consequently, considerable empirical research is significantly crucial.

*Procedures*

The procedures consist of identifying the population and select a method convenient sampling of Hispanic students from Texas State University. The data vital to the research procedures is age, gender, educational level, living quarters, immigrant parents vs. non-immigrant parents and proximity to hometown. Based on these ideas and through the understanding of relationships between the different variables, the data is collected with a web-based Survey Monkey instrument. The assessment questionnaire contains fifteen questions and the Likert scale. In order to identify the most important aspect of selecting the University the Hispanic student will attend. The Statistical Package Social Science computer program is idyllic for data inclusive analysis.

*Significance*

The significance of the research is profoundly important to the Universities who recruit and strive to retain the Hispanic student. By retaining the Hispanic student, the university saves resources. More notably, the Hispanic student will achieve success and set the example for future Hispanic generations. In addition, the impact on the economy and the state of Texas which has a high Hispanic population is enormous. Since the Hispanic, students are less represented in Texas Universities and across the country. Through accomplishment of this exigent feat, the universities will help achieve the goal of President Barack Obama, which is to restore America as a leading country in educated and help with the National Policy of education Hispanic students in the United States.