

Newsroom

January 18, 2012

Georgia Southern University

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Newsroom

Georgia Southern University

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Georgia Southern University Receives \$913,000 Grant from The Goizueta Foundation Grant to Establish and Support Hispanic/Latino Student Recruitment and Retention

JANUARY 18, 2012

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Georgia Southern University has received a \$913,752 grant to establish and support a comprehensive Hispanic/Latino student recruitment and retention initiative. The University's relationship with The Goizueta Foundation dates back more than a decade with the Foundation donating more than \$2.7 million to the University.

The new grant includes \$500,000 to provide need-based tuition assistance during a period of seven years for Hispanic/Latino students whose families currently reside in the United States. In addition, the grant provides \$317,752 to cover salary and benefits for a new assistant director for Hispanic and Latino Services for four years. Lastly, the grant provides \$96,000 during a period of four years to support bilingual marketing materials, travel and events for Hispanic/Latino student recruitment and retention.

"On behalf of the executive committee and the staff of The Goizueta Foundation, I extend our appreciation for Georgia Southern University's vision, direction and programs," said Olga C. de Goizueta, chairman of the executive committee of The Goizueta Foundation. "Through this partnership, we look forward to continued dialogue on the successes that Georgia Southern University encounters as it begins this new initiative."

Georgia Southern University President Brooks Keel, Ph.D. said that the grant comes at an ideal time as the institution continues to attract a more diverse student body from 49 U.S. States and from more than 100 countries around the world. "Georgia Southern University is fortunate to have a very diverse student body. We believe that this adds to the education and experience that our students receive during their four years at Georgia Southern."

Georgia's Latino population has increased significantly in recent years by nearly doubling, according to the 2010 U.S. Census. Keel says that one of the biggest challenges has been in providing the necessary financial resources to ensure these students have access to higher education. "This grant enables Georgia Southern to provide outstanding Hispanic/Latino students with much-needed access to higher education. Ultimately, the education that these students receive will have a long-term benefit on our state and their communities."

The purpose of The Goizueta Foundation is to assist organizations that empower individuals and families through educational opportunities to improve the quality of their lives. The Atlanta, Ga.-based foundation was established by the late Roberto C. Goizueta, CEO and chairman of the board of directors of The Coca-Cola Company in 1992. Today, it provides financial assistance to educational and charitable institutions supporting educational programs that promote sustainable change with long-term impact in the community.

"We sincerely appreciate The Goizueta Foundation's confidence in Georgia Southern," said Keel. "Georgia Southern is uniquely positioned to become a leader in providing opportunities for Latino students to pursue their college degree and we are excited to be awarded this grant."

Georgia Southern University, a Carnegie Doctoral/Research University founded in 1906, offers 117 degree programs serving more than 20,000 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. In 2011, the University was named the fourth most popular university in the country by *U.S. News & World Report* and is a top choice of Georgia's HOPE scholars. Georgia Southern is recognized for its student-centered approach to education. Visit: www.georgiasouthern.edu.

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"O Christmas Tree, O Christmas Tree..." 🎄🎵#TBT to circa 1964, when a tree in front of the Williams Center was decorated for the holidays.



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