



Puente Recruitment Essentials

Background

The Puente Project

- **Mission:** to increase the number of students who enroll in four-year colleges and universities, earn college degrees and return to the community as mentors and leaders to future generations. The program is interdisciplinary in approach, with writing, counseling and mentoring components.

Miramar's Puente Project

- *Potential* launch in Fall 2026
- English C1000 and Personal Growth



Acknowledging today's political climate

"We can't guarantee safety in our Puente classrooms but we can cultivate a sense of safety and hope that when we are recruiting prospective students that they will feel that warmth and sense of belonging and familia vibe, that they may or may not have felt anywhere else. For many students, they've never had that in a school meeting—they might feel we're coming on too strong but what's important is to show them that college is for them."

Nohemy Chavez, statewide coordinator, Puente Project



Tentative Recruitment Timeline

Assuming a Fall 2026 launch, the following steps are recommended by the statewide Puente Project.

Recruitment Basics	Course Scheduling	Recruitment Campaign	Recruitment Campaign	Puente Retreat	Launch!
Early Spring 2026	Early Spring 2026	Throughout the spring 2026 semester	Throughout the spring 2026 semester	August 2026	August 2026
<p>Create a Puente webpage.</p> <p>Create a Puente flyer with a QR code to an interest form.</p> <p>Prioritize accessibility.</p>	<p>Work with departments to determine the days/times of English C1001 and Personal Growth for Fall 2026.</p> <p>Use a 2 day meeting pattern and the same classroom.</p>	<p>Collaborate with counselors.</p> <p>Visit area feeder schools.</p> <p>Present at area high schools and encourage interest form submissions.</p>	<p>Collaborate with Promise , Outreach and the Transfer Center.</p> <p>Institutional Effectiveness research team assists with identifying eligible students.</p>	<p>Include motivational/aspirational, networking, campus resources, and leadership components.</p>	<p>Culturally responsive cohort-based Puentista courses begin.</p> <p>Plan Noche de la Familia.</p> <p>Begin to plan Spring 2027 courses,</p> <p>Begin to plan spring events.</p>



Interesting facts

- Important to follow eligibility criteria: open to all ethnic backgrounds; part or full-time; returning; vocational; transfer curious.
- Use an "interest" form, not an "application."
- 9/10 Puentistas do not know what it means to "transfer."
- If the student has already taken a counseling or English course as part of dual enrollment, they are not eligible.
- If the student took AP English and passed, they are not eligible.
- Required events: Noche de la familia, mentoring events in class, transfer motivational conference, and end of year celebration. Build upon what already exists at our college.

Questions & Feedback

- When will the college be submitting the formal application?
- If we do not launch in fall 2026, it it possible to offer a truncated spring 2027 experience?
 - What are other considerations for our planning?
 - Other questions or feedback





Resources

- [The Puente Project Community College Programs](#)
- [Los Angeles Trade Technical College Puente Webpage](#)