



Dr. Leticia P López
AHSIE Conference 2020
HSI Institute

SAN DIEGO
MESA COLLEGE

HSI Institute, AHSIE Virtual Conference

- **Topic:**

Transforming structures for serving via **Branding & Leadership**

- **Outcome:**

List at least one way you'll act as a Latinx-centered change agent within your institution:



1- / 6- / 12-month mark



Guided Pathways

Using “Branding” and “Leadership” to serve our Latinx students at each step of the pathway



San Diego Mesa College Fact Sheet 2019

1. Founded in 1964
 2. Mission: Leading College of Equity & Excellence
 3. 35,357 (2018/19 Enrollment)
-

4. 37% Latinx enrollment
 5. \$46 cost per unit CA resident
-

6. Top four most awarded degrees:
Business Administration, Psychology,
Communication Studies, Biology
-





HSI/Title III



HSI/Title V

**SAN DIEGO
MESA COLLEGE**
Proyecto Éxito

HSI/Title III STEM Conexiones

- STEM Counseling
- STEM Core Program
- STEM Community Scholars Program
- STEM Center
- STEM Tutoring
- STEM Peer Mentoring
- Innovation Research Lab

HSI/Title V Proyecto Éxito

- Mathletics
- English Language Acquisition Redesign
- Professional Learning (Course Redesign)
- CRUISE & Peer Navigator Programs
- AVANZA Student Engagement Center
- Classroom Tutoring Program
- Campus Conexiones

SAN DIEGO MESA COLLEGE

is a proud

Hispanic Serving Institution

¡Nosotros preparamos a nuestros
estudiantes para un futuro exitoso!

www.sdmesa.edu/HSI



¡Bienvenidos al Festival de Cine Latino!



Branding – “Presencia”

Communication

Marketing

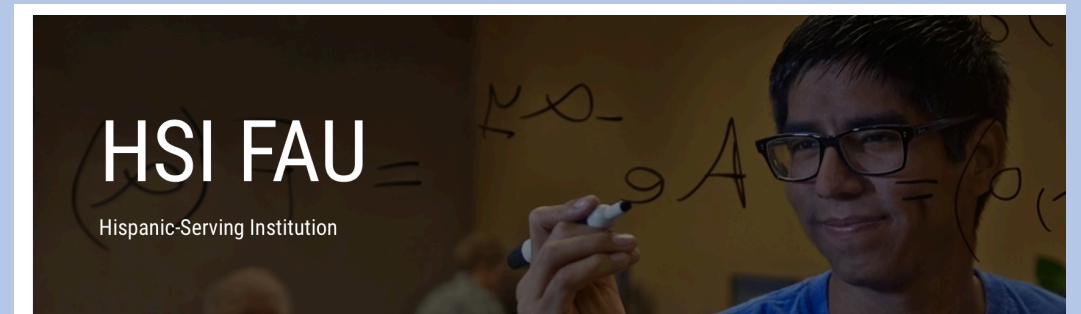
Branding – Communicating Your HSI Mission

Malcom-Piqueux, L. E., & Bensimon, E. M. (2015). *Design principles for equity and excellence at Hispanic-Serving Institutions*. American Association of Hispanics in Higher Education, Educational Testing Service, and University of Texas at San Antonio: San Antonio, TX.




Sample: HSI identity embedded in the college's mission:

We are a comprehensive, regional Hispanic-serving university with an educational outlook based on values of equity, excellence, and inclusiveness. More college-educated Latinos and Latinas are imperative for the economic and social well-being of California. Nevertheless, we have a long way to go in order to achieve a Latino/a college-educated population that is proportional to their representation in California. As a Hispanic-Serving university, we hold ourselves accountable for increasing the number of college-educated Latinos and Latinas.



Branding – Marketing Your HSI Vision



The screenshot shows the San Diego Mesa College website. The header includes the college name, a search bar, and a 'GIVE TO MESA' button. A navigation menu lists categories like ABOUT, ACADEMICS, FINANCIAL AID, ATHLETICS, CAMPUS LIFE, STUDENT SERVICES, and COLLEGE SERVICES. The breadcrumb trail reads: Home > About Mesa > Hispanic Serving Institution > HSI Programs. The main content area features a banner image of people in colorful traditional attire, with the text 'HSI PROGRAMS' and a link 'en español'. Below the banner, the heading 'HSI STUDENT PROGRAMS' is followed by a paragraph explaining that the college is a designated HSI and provides funding to support Hispanic students. A link 'Information on the HSI Grants' is provided at the bottom.

• College-Level:

- Website
- Flyers for campus events
- Rack cards / postcards
- Schedule of classes
- Interviews with the media

• Community-Level:

- *Noches de Familia*
- Public Service Announcements:
 - Latino Film Festival
 - Biocom's Festival of Science
 - iHeart Media
 - HACU Conference

SAN DIEGO MESA COLLEGE
A HISPANIC SERVING INSTITUTION

SAN DIEGO
MESA COLLEGE
LOFT

never stop learning

Leadership – “*Práctica*”

Hiring

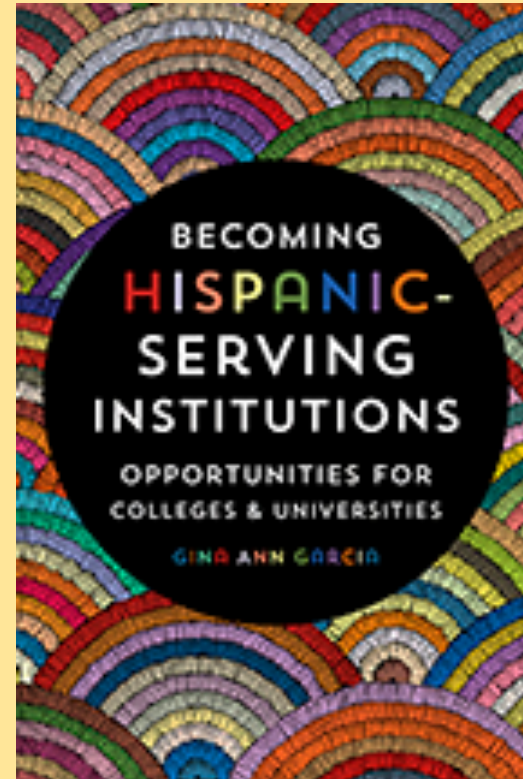
Professional Learning

Leadership – Hiring & Latinx “Servingness”

- Hiring Practices
 - Increase# of admins, faculty, staff of color
- Latinx “Servingness”
 - [Latinx Alliance](#)
 - [HSI Conference](#)
 - [Hispanic Heritage Month](#)
 - [Campus Conexiones](#)
 - [AVANZA Student Center](#)

-Bordas, J. (2012) Salsa, Soul, and Spirit. Leadership for a Multicultural Age. San Francisco: Berrett-Koehler Publishers.

-Garcia, G. (2019). Becoming Hispanic Serving Institutions. Opportunities for Colleges and Universities. John Hopkins UP.



Leadership – Professional Learning Opportunities

- Culturally Relevant Learning

Yosso, T. (2005). Whose culture has capital? A critical race theory discussion of community cultural wealth. *Race, Ethnicity and Education* 8(1), 69-91.



GRACIAS



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