
Seal of Excelencia: Institutional Transformation to Better Serve Latino Students



BUILDING
MOMENTUM
FOR LATINO
STUDENT
SUCCESS

March 10, 2020
AHSIE



Mission: *Excelencia* in Education accelerates Latino student success in higher education—enhancing our workforce, leadership, and economy.

Vision: All Latinos will have an equitable opportunity to earn a quality postsecondary education and close the equity gap in degree attainment.

Theory of change: The nation can close equity gaps in degree attainment for Latinos by:

- Working within institutions to intentionally include Latinos in what works and compel action to SERVE Latinos;
- Creating a supportive community of action-oriented advocates with the common cause of accelerating Latino student success and linking them to the workforce; and,
- Informing decision makers, showing them what can be done, and holding them accountable.

Approach to accelerate SERVING

Institutional Transformation: Colleges and universities committed to transforming themselves continually build their capacity to achieve equitable student outcomes at scale. Institutions engaged in transformation can speak to and demonstrate efforts on the following themes: a student-centered mission; data-informed decision making; a collaborative, empowered environment; commitment to continual improvement, and goals and accountability. (Gates Foundation, 2019)

Key questions

- How do we know that an institution is transforming?
- What are key indicators of institutional progress for transformation?
- What role do leadership, faculty, staff, and students play in the process
- How do we know that an institution is transforming?
- What are key indicators of institutional progress for transformation?
- What role do leadership, faculty, staff, and students play in the process?

What does it mean to SERVE Latino students?

Proposal:

The Seal of *Excelencia* is one approach to spur institutional transformation.

Informed By:

- *Excelencia's* work of 15 years with institutions
- 2019 Seal of *Excelencia* certified institutions
- 2019 Technical Assistance efforts



Seal of *Excelencia*

An independent **certification** for institutions that strive to go beyond enrollment to intentionally **SERVE** Latino students.

- **Framework** that integrates essential components of transformation.
- Comprehensive **institutional strategy** for SERVING students.
- **Technical assistance** for institutions in key areas.
- A **partnership** with institutions to share and learn strategies that align data, practice, and leadership.
- A **community of learners** to accelerate Latino student success.

Seal of *Excelencia* - Reframing **To SERVE**

Data	Practice	Leadership
Intentionally identify & respond to race/ethnic-based inequities	Consistent & transparent use of evidence-based programs & policies	Alignment of data & practice with explicit & public commitment to improving Latino student success
<ol style="list-style-type: none"> 1. Enrolling 2. Retaining 3. Transfer 4. Supporting Financially 5. Modeling 6. Graduating 	<ol style="list-style-type: none"> 1. Enrolling 2. Retaining 3. Transfer 4. Supporting Financially 5. Modeling 6. Graduating 	<ol style="list-style-type: none"> 1. Mission & strategy 2. Data & Practice 3. Human Resources 4. Communication 5. Institutional Culture



2019 Seal of *Excelencia* Finalists

100 invited to apply; 33 applied; 10 decided they weren't ready; 20 finalists; 9 Seal certified institutions

- Arizona State University
- California State University, San Bernardino
- Eastern Connecticut University
- Florida International University
- Grand Valley State University
- San Diego State University
- South Texas College
- University of Central Florida
- University of Illinois at Chicago
- University of South Florida
- University of Texas at Arlington
- University of Texas at El Paso
- University of Texas Rio Grande Valley
- California State University, Monterey Bay
- University of Arizona
- California State University, Channel Islands
- Alamo Colleges
- Austin Community College
- El Paso Community College
- St. Peter's University



**SOUTH TEXAS
COLLEGE**



**GRAND VALLEY
STATE UNIVERSITY**



**THE UNIVERSITY
OF ARIZONA**



Channel Islands
CALIFORNIA STATE UNIVERSITY



FIU





2020 SEAL OF EXCELENCIA

APPLICATION PROCESS





2020 Seal of *Excelencia* Technical Assistance

- **Data Institute – March 19, 2020**, in partnership with AAC&U
- **Institute on High-Impact Practices and Student Success – June 2-5, 2020**, in partnership with AAC&U
- **Leadership Institute: Linking Completion to the Workforce – Sept. 22-23, 2020**, in partnership with UT-Arlington, TX



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#LatinoStudentSuccess

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