SEAL OF EXCELENCIA

Sacramento State's Journey to Earning the Seal of *Excelencia*

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April 2, 2024

Sacramento State acknowledges, with respect, the land our campus is on today was, and continues to be, the homelands of the Indigenous people of this area, the Nisenan, specifically the Nissim-Pawenan, and Miwok. The larger Sacramento area and its rivers serve as a gathering place for many local tribes from the surrounding valley and foothills including the Southern Maidu, Patwin and Wintun.

Sacramento State recognizes these lands and riverways as unceded traditional territories of these Native peoples. We further recognize these California Native nations and respect their sovereignty. By offering this land acknowledgement, we affirm the University's commitment to build relationships and foster a university environment of success to better serve Native nations and communities

Overview

Welcome and Team Introductions

Overview of *Excelencia* in Education and Seal of *Excelencia*
- Framework

Servingness of Sac State
- Data
- Practices
- Goals
- Leadership

Conversation with President Wood

Questions and Comments

Our Sacramento State Team

Dr. Melissa Repa
Director, Career Center & Developing Hispanic Serving Institutions' (Degree with a Purpose) Project Director

Dr. Amber Gonzalez
Professor, Child and Adolescent Development
DHSI Degree with a Purpose, Project Evaluator

Shiva Pillai
Director of Institutional Research, Data and Analytics

Dr. Erik Ramirez
Director, Equity and Affinity Centers (*former*)

What is the Seal of *Excelencia*?

A national certification for institutions that strive to go beyond enrollment to intentionally SERVE Latine students; it is administered by *Excelencia* in Education.

What is the Seal of *Excelencia*?

Sacramento State was awarded the Seal of *Excelencia* in 2020

- institutions must apply for recertification every three (3) years

Our recertification was awarded in 2023

SEAL CERTIFIED INSTITUTIONS

SEAL OF *EXCELENCIA* FRAMEWORK

To support and reinforce institutional capacity to intentionally serve, *Excelencia* developed a framework that integrates essential components of transformation into a comprehensive institutional strategy for serving students." The Seal of *Excelencia* framework has three core components:

1. **Data** among enrollment, retention, transfer in and out, financial support, representation, and degree completion of Latine students
2. Intentional implementation of evidence-based **practices**, programs, and policies
3. Goals to 2026 (for recertification purposes_
4. Demonstrated intentional alignment of **leadership** practices with Latine student success initiatives

Defining Servingness

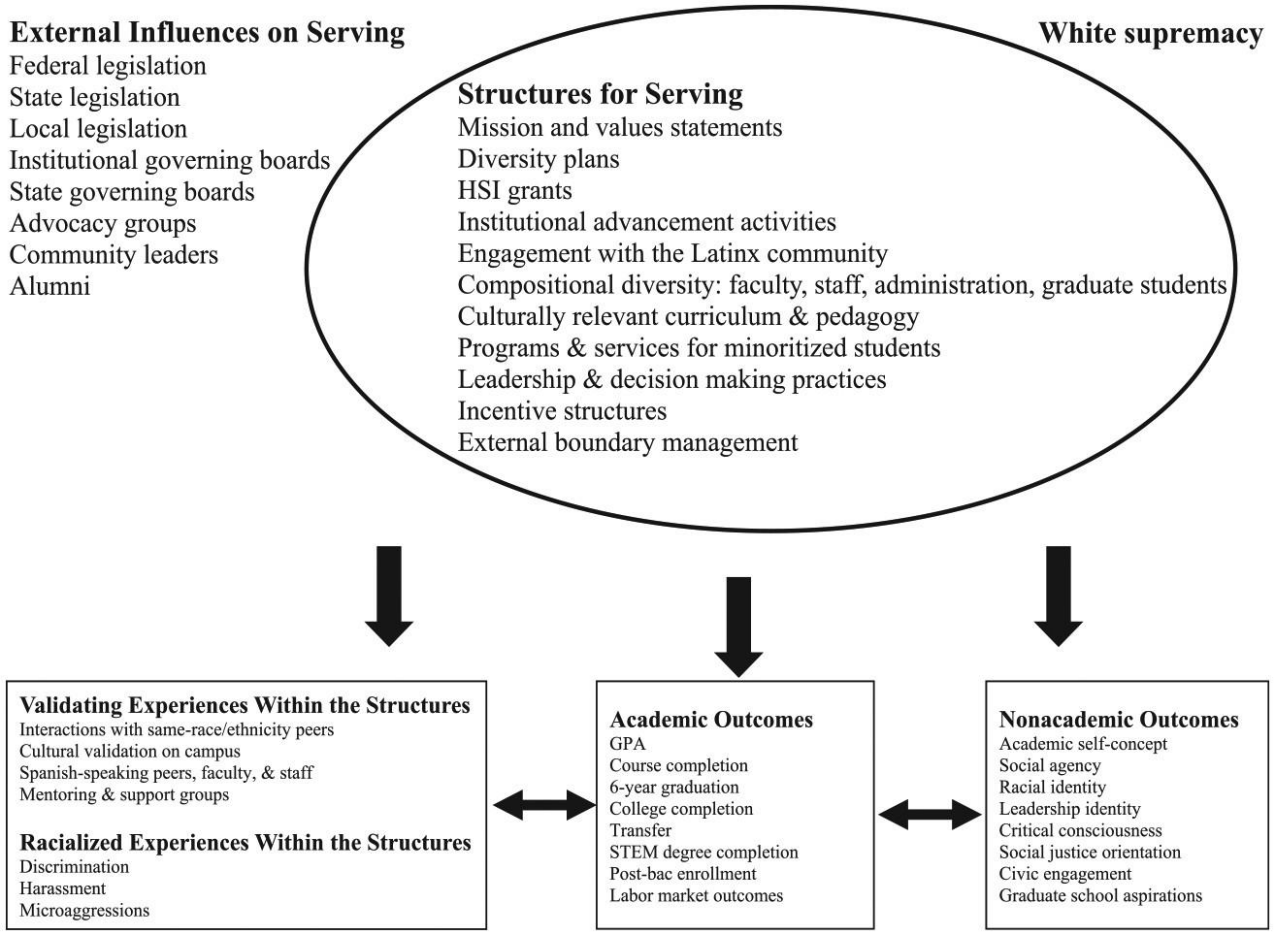
- Servingness is a concept that Garcia, Núñez, and Sansone (2019) argue is a "multidimensional and conceptual way to understand what it means to move from *enrolling* Latine students to *serving* them".

- Servingness is difficult to define, why?
  - HSI designation based solely on an institution reaching a specific enrollment of Latinx undergraduate students with little guidance on serving the needs of the students
  - Diversity within and across HSIs

Multidimensional Conceptual Framework of *Servingness*

- Servingness "manifests in multiple ways and should be conceptualized along multiple dimensions." These dimensions include
  - External Influences
  - Structures for Serving
  - White Supremacy

- These all lead to various outcomes for students, including
  - Academic Outcomes
  - Nonacademic Outcomes
  - Experiences within Structures



Garcia, G.A., Núñez, A.M. & Sansone, V.A. (2019)

Indicators of Student Success

- Traditional Indicators of Servingness:
  - Academic Success
    - Persistence and retention
    - Course completion
    - Degree completion
    - Transfer rates
- Nonacadmic Outcomes
  - Leadership identity
  - Social agency
  - Racial and ethnic identity
  - Self-concept
  - Social justice orientation
  - Graduate school aspirations
  - Critical consciousness
  - Civic engagement

COMPONENT #1: DATA

DATA

Institutions must have accurate data and positive momentum among six key areas:

- **Enrollment** of Latine students;
- **Retention/persistence** of Latine students;
- **Transfer in and out** of Latine students;
- **Financial support** for Latine students;
- **Representation** of Latine in administration, faculty, and staff to further model success; and
- Degree **Completion** of Latine students.

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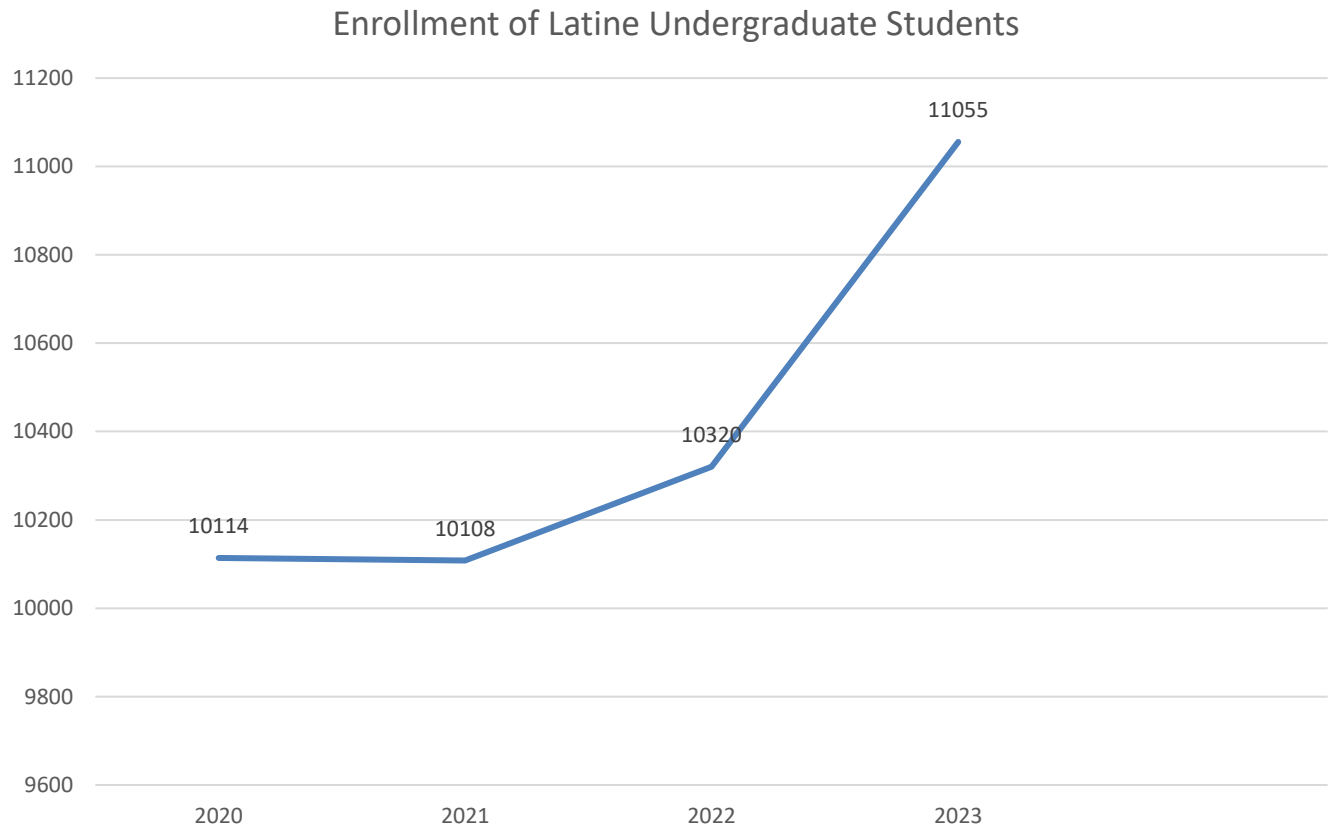
Enrollment

In 2023, Sac State enrolled 37% Latine undergraduate students



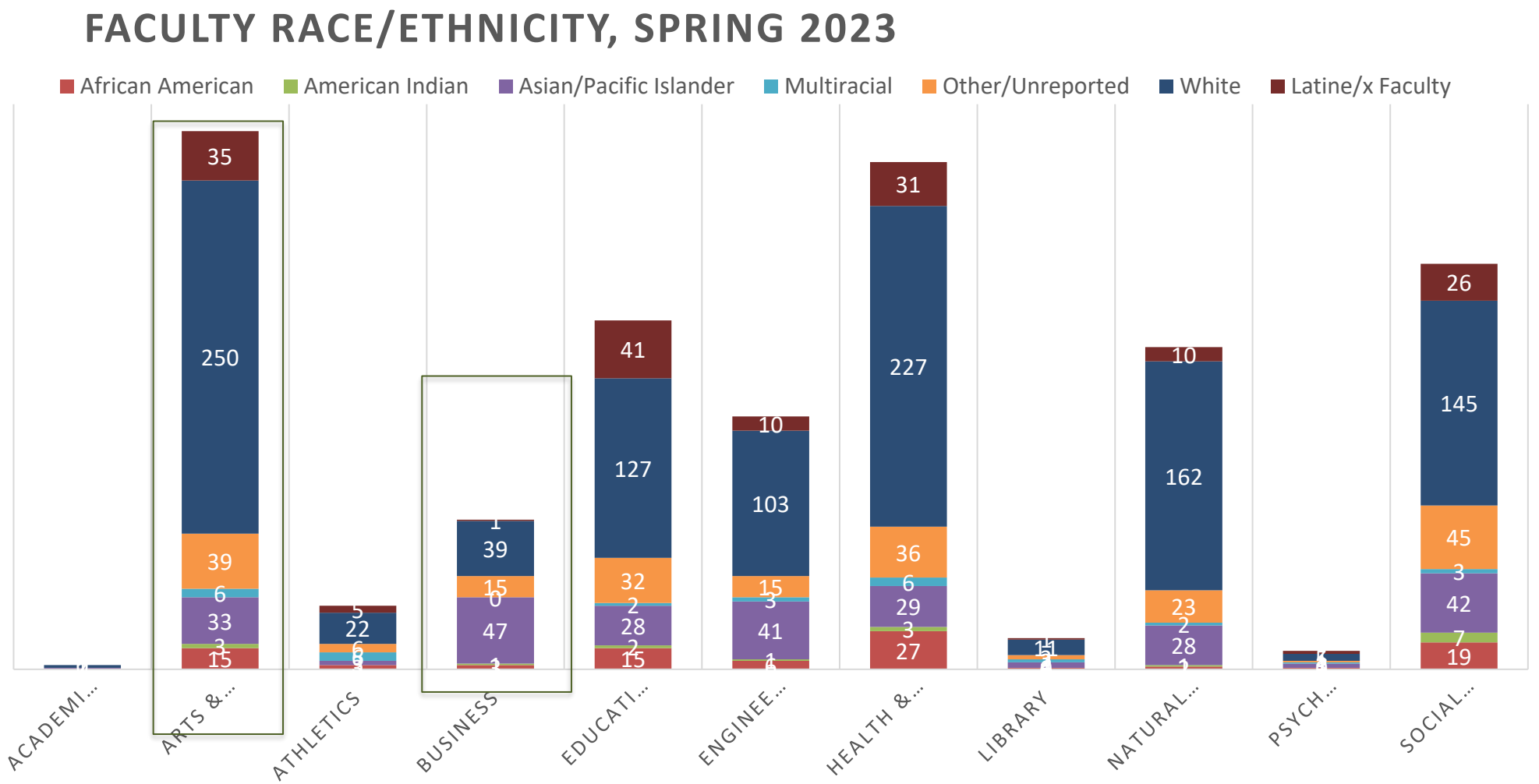
Latine Undergraduate Transfer In

- Full-time transfer in slightly increased from 34% in 2019-2020 to 36% in 2022-2023
- Part-time transfer slightly increased from 32% in 2019-2020 to 33% in 2022-2023

Degree Completion

Year	Latine Undergraduate Degrees Awarded
2020-2021	2,078
2021-2022	2,088
2022-2023	2, 361

Representation of Latine Faculty



COMPONENT #2: PRACTICES

CURRENT STRATEGIES AND PRACTICES

We focused on three areas where Sac State is intentionally serving Latine students.

- **Enrollment**
- **Retention/persistence**
- **Financial support**

We outlined three strategies/practices for each area and provided data to demonstrate effectiveness.

ENROLLMENT

INSTITUTIONAL STRATEGIES	EVIDENCE OF EFFECTIVENESS
• Hornet Launch	• Unit load completed + general enrollment
• Early outreach through Feria De Educación & CAMP	• # of attendees; # of students reached + # of info sessions held
• Outreach to undocumented high school students in the region (DRC)	• # of students served; survey findings from parent workshop

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Sac State Hornet Launch

The Hornet Launch Program pre-enrolls first-time, first-year students in their first year. The structured schedules created for students provide meaningful, productive classes to ensure all new freshmen students are on track to graduate in four years.

Hornet Launch: Evidence of Effectiveness

- Maintained fall enrollment with a slight increase of our Latine students
  - Fall 2020 (34%)
  - Fall 2021 (34%)
  - Fall 2022 (35%)

- Average unit load was 14.53 in fall 2021 and 14.63 in fall 2022 for Latine students
  - For *all* students, average unit load was 14.56 in fall 2021 and 14.56 in fall 2022

Feria De Educación

- Educational fair, introduces Spanish-speaking high school students and families to information/resources needed to attend college
- Offers sessions for parents/caregivers, interactive workshops, bilingual exhibitors, and a DREAMER clinic to connect students and their families who are undocumented to campus and community-based resources
- Provide information on a variety of career paths and alternatives in a diverse range of fields

- **Evidence of Effectiveness**
  - Serves approximately 3,400 Latine students and their families
  - Secured $35,000 from the CSU Chancellor's office to continue the program in 2023-2024

RETENTION/PERSISTENCE

INSTITUTIONAL STRATEGIES	EVIDENCE OF EFFECTIVENESS
• Peer Academic Resource Center (PARC)	• # of students served; satisfaction with services; student academic performance
• Serna Center & Dreamer Resource Center	• # of students served through direct services & programming; unit completion for Dreamer Experience Seminar enrollees
• Social Support Groups	• # of participants; student satisfaction

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Serna Center: Social Support Programs

- Serna Center's Café y Conversación focuses on central issues for Latine communities aimed at supporting students cultural identity development and nurturing a sense of *familia* within the campus community
- Sessions are co-led by students, featured speakers, and the Serna Center Coordinator.

- **Evidence of Effectiveness**
  - Served 218 students, all of whom identified ass Latine
  - A total of 643 students attended of the three social support groups
    - 74% identified as Latine

FINANCIAL SUPPORT

INSTITUTIONAL STRATEGIES	EVIDENCE OF EFFECTIVENESS
• CARES, Seth Nelsen Emergency Grant, Dreamer Emergency Grant	• # of students served; # of students awarded + total funds awarded
• Provost Graduation Initiative Grant	• # of students who received the grant
• Financial Literacy/Education (Feria De Educación; New Student Orientation Parent Sessions)	• # of workshop participants

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Provost Graduation Initiative Grant

- Aimed at improving graduation goals
- Program offers eligible students taking summer courses an immediate grant of up to $1,000

- **Evidence of Effectiveness**
  - In 2022, 2,159 students received the Provost Graduation Initiative Grant (totaling $1.3 million)
  - In 2022, approximately 631 (29%) of students were Latine

COMPONENT #3: GOALS

GOALS TO 2026

We identified three (3) focus areas/goals for *intentionally* serving Latine students and accelerating their success through 2026.

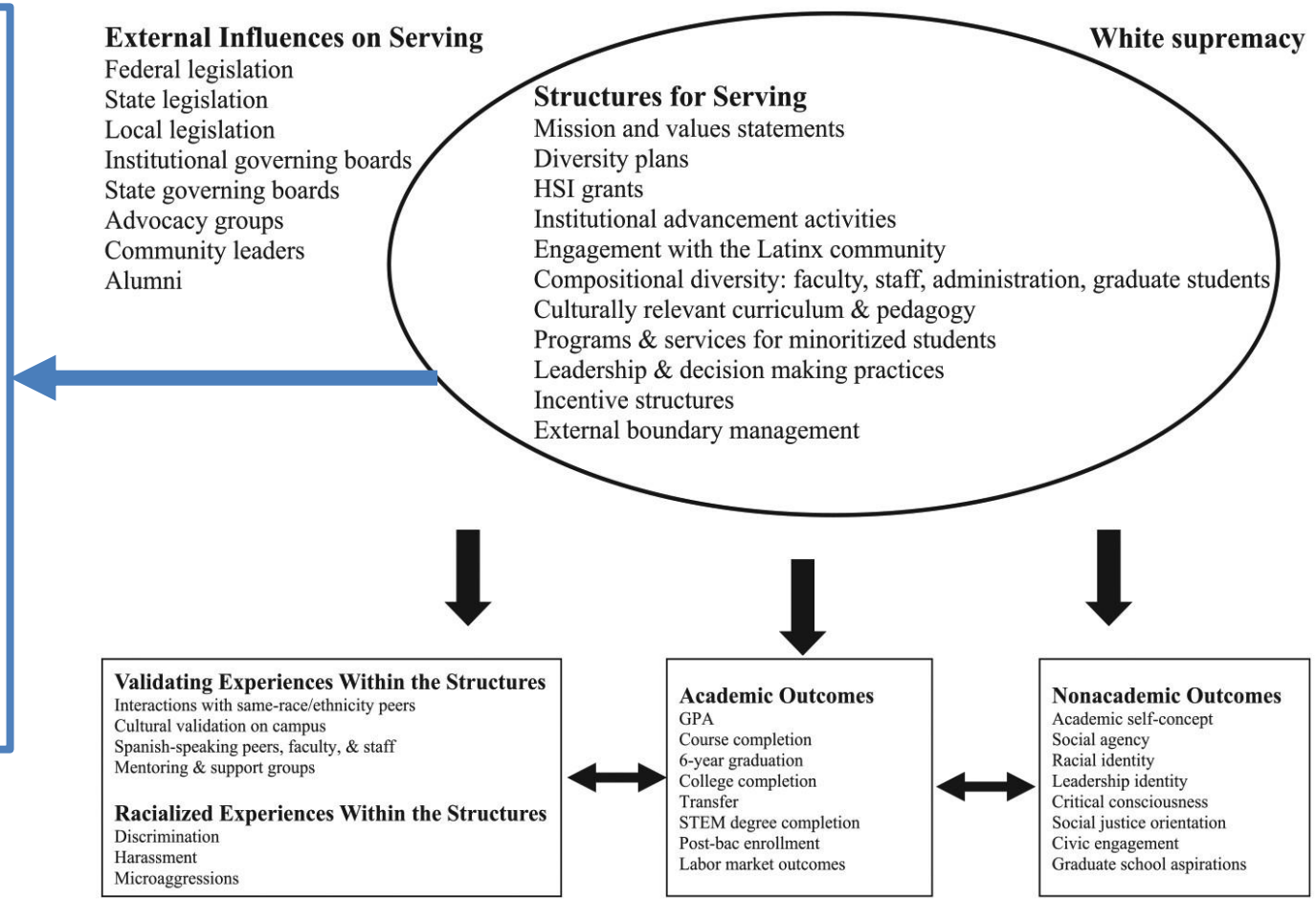
- **Communications & Branding**
- **Faculty & Curriculum Development**
- **Workforce & Post-Completion**

We explained the goal for each area and how we will achieve it.

These goals align with: **Anchor University Initiative**, **Anti-Racism and Inclusive Campus Plan**, **Student Success Initiatives**.

Multidimensional Conceptual Framework of *Servingness*

- Mission and values statements
- Diversity plans
- HSI grants
- Institutional advancement activities
- Engagement with the Latine community
- Compositional diversity of faculty, staff, administration, graduate students
- Programs and services for minoritized students
- Leadership and decision making practices
- Incentive structures
- External boundary management



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COMMUNICATION & BRANDING

GOAL	INSTITUTIONAL STRATEGY
• Communicate more effectively with Latine students (i.e., who we are and the resources/support services available) • Communicate that we *care* • Establish an HSI identity (*what does it mean to Sac State to be a Hispanic-serving institution?*)	• Establish an HSI Collaborative • Marketing collateral (digital & print) • Revamp the HSI website • Incorporate HSI designation into all outreach material (e.g., Admissions & Outreach) • Semester-long campaign to raise awareness of HSI designation and how Sac State goes beyond enrollment to serve (events, campus banners, etc.)

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HSI Collaborative

The HSI *Collaborative* at Sacramento State will work to support Sacramento State in examining current practices and processes aimed at serving Latine students and community. Through this work, the *Collaborative* will work to curate a collective understanding of Sacramento State initiatives aimed to support our Latine student holistic success and to define the metrics by which we can measure our success at serving the Latine student population. The *Collaborative* will work to develop recommendations that are rooted in what it means in both purpose and practice to holistically serve the Latine community at Sacramento State and expand on our initiatives targeted to support Latine undergraduate students' holistic success.

HSI Collaborative

Sac State HSI Related Grant PIs and Team Representative

- Melissa Repa, Career4Equity PI
- Amber Gonzalez, Career4Equity Evaluator
- Lynn Tashiro, TECH4Equity; STEM4Equity, NSF STEM Zone, Project Inspire PI
- Jennifer Lundmark, STEM4Equity, PAL Program Director
- Mary Ann Wong, STEM4Equity, Project Evaluator
- Dale Allender, Comprometid@s Co-PI
- Kelly McDonald, HSI UNIDOS PI
- Tina Torres K-16 Initiatives Director
- Enid González-Orta, PI NIH RISE and SEE Director
- Semarhy Quiñones-Soto, Statewide LSAMP Director and PI

Latine Student Support Program Directors/Coordinators

- Marcellene Watson-Derbigny, AVP Student Retention and Academic Success
- Juana Zaragoza, Coordinator, Serna Center
- Lilia Contreras, CAMP Coordinator
- Jose Ballesteros, Associate Dean of Student Engagement & Success
- Rita Gallardo Good, Senior AVP for Community Relations
- Heidy Sarabia, CHLFSA Co-Chair
- Crystal Velazquez, CHLFSA Co-Chair

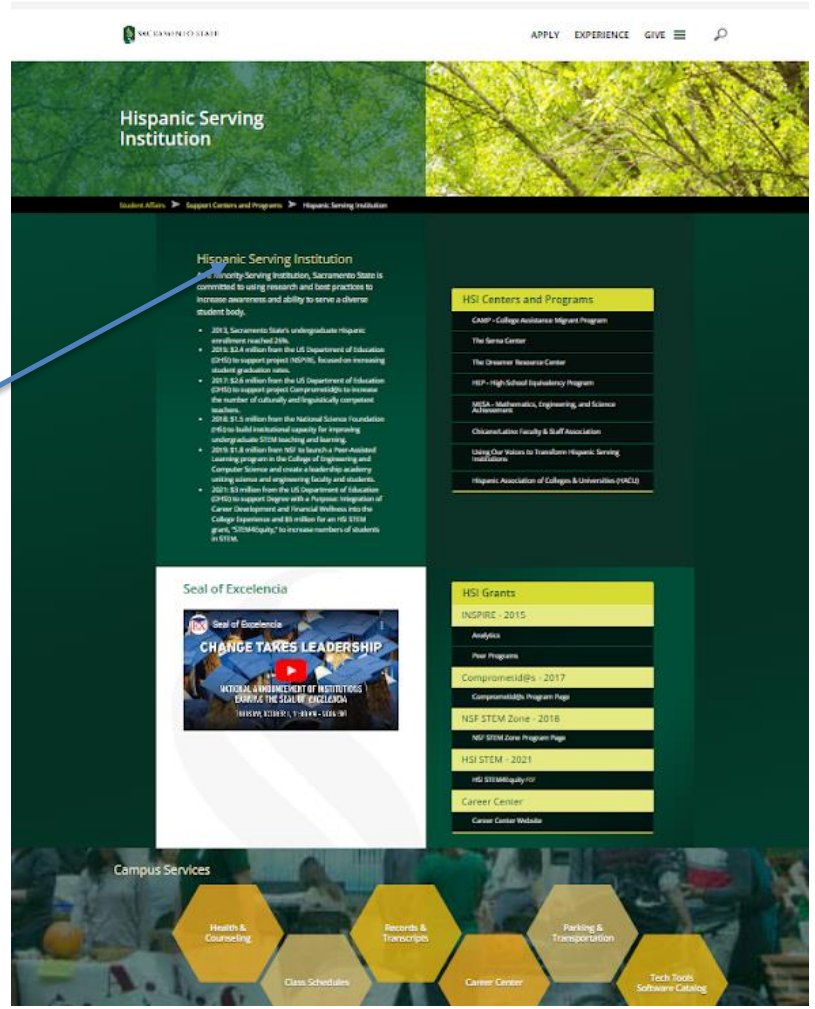
Institutional Data Expert

Shiva Pillai, Director of Institutional Research, Data, and Analytics

Revamp the HSI Website (ongoing)

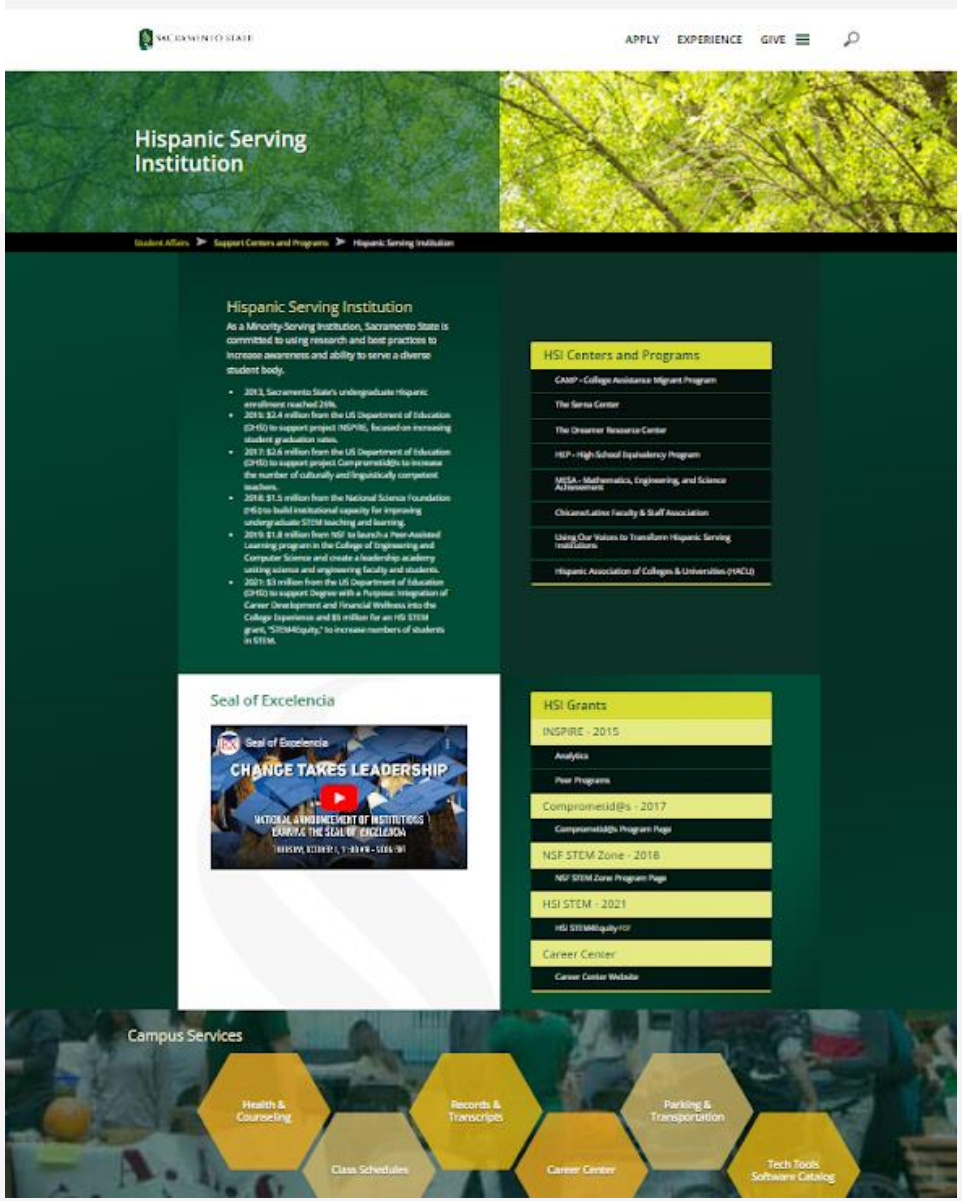
- Make Sac State's HSI designation more visible through campus media (e.g., recognize that we are an HSI on the website)

"Hispanic Serving Institution. As a Minority Serving Institution, Sacramento State is committed to using research and better practices to increase awareness and ability to serve a diverse student body."



To learn more about the *Using our Voices* Research Team

Website in 2023



Aspirational

Improvements Made

Pictures of us, Latine students

Clear statement on what it means for Sac State to be an HSI

- Definition of what an HSI is

Highlights on events and activities for Latine students

Centers and programs for Latine students

HSI Awards and Grants

- Grant PI information, project purpose and activities, annual performance reviews

Servingness in the news

National Organizations focused on HSIs

Continued Recommendations

Latine history at Sac State

Map of murals on campus

- Connection to Latine culture

Complete information on all HSI Awards and Grants

HSI Goals

HSI Annual Performance Report

- Latine student academic and nonacademic outcomes
- Latine faculty/staff/administration recruitment and retention efforts

Moving Forward

- Additional support for the Serna Center (e.g., activities, staff hiring and professional development, campus space)

- Examination of Sac State mission and vision statements
  - How can these statements better uplift our Minority Serving Institution Identity (MSI), HSI, AANAPISI identities?

- Integration of MSI Identity into Strategic Plan
  - Within the current strategic plan there is *no* mention of MSI, HSI, AANAPISI

FACULTY & CURRICULUM DEVELOPMENT

GOAL	INSTITUTIONAL STRATEGY
• Restructure curriculum through an anti-racist and inclusive framework that centers the experiences of Latine populations	• Continued development and implementation of programs focused on curriculum development • Hiring practices • Faculty Retention

Moving Forward

- Examine the data
  - What are the hiring, retention, and promotion trends of our Latine faculty, staff, and administrators at Sac State?
  - What support programs are our Latine faculty, staff, and administrators engaged in? What might their needs be?

- Continue to support and further develop learning and professional development activities
  - CTL professional learning communities (e.g., Inclusive Practices, Culturally Responsive Teaching at HSIs in STEM)
  - Using the HSI identity to advance research
  - Sac State Inclusive Leadership Academy

- Continue to support and further develop hiring and retention activities
  - Demystifying the Tenure-Track Learning Community
  - Diversity Hiring Fellows Program

Moving Forward

- Promote and support Latine faculty and Latine staff to engage in professional development activities through Latine serving national organizations (e.g., *Excelencia*, American Association of Hispanics in Higher Education, Hispanic Association of Colleges and Universities)

- Review policies related to hiring practices of faculty, staff, and administration
  - Currently under review with Faculty Senate

- Require *all* search committees to have an Affirmative Action/Equal Opportunity Representative (AA/EOR) as *voting* member

- *Uplift* our HSI and AANAPISI identity in our “About Sac State” portion within vacancy announcements
  - Completed summer 2023

WORKFORCE & POST-COMPLETION

GOAL	INSTITUTIONAL STRATEGY
• Place career development as a focus of the student experience from enrollment to graduation • Ensure Latine students are workforce ready and possess the necessary career skills	• Introduce career planning and financial wellness early on • Scale-up services focused on career and integrate career/financial wellness counseling • Partnerships with Parent Institute for Quality Education (PIQE)

Moving Forward

- Intentionally engage in recruitment and new student orientation activities to provide career development and financial wellness information

- Collaborate with faculty and department leadership to integrate career and financial wellness activities into student programming and classroom activities
  - Providing grant funding to support this work (DHSI Funding: Degrees with a Purpose)

- Hire staff and students to support career and financial wellness counseling

COMPONENT #4: LEADERSHIP

The application asked for information about the institution's leadership in relation to three areas:

- **Communications**
  - How does Sac State *intentionally* engage with Latine student groups and Latine faculty to *intentionally* serve Latine/o/a students
  - How does Sac State communicate that we serve Latine students?
- **Institutional Culture**
  - How does Sac State *ensure* Latine representation in leadership that mirrors the Latine student population?
    - Leadership is defined as President Cabinet, Deans, Association deans, Faculty Senate, and Student Government
- **Financial Investment**
  - Highlight three financial investments to achieve your 2026 goals to *intentionally serve* Latine students
    - Leveraging Strategic Investment Grants
    - Increasing salaries and benefits of our faculty and staff
    - Funding for technology

Excelencia in Education: Moving Forward

Excelencia is committed to partnering with institutions to share and learn strategies that align data, practice, and leadership to accelerate Latino student success as a community of common cause. Further, we recognize that developing the ability to serve Latino students enhances the capacity of institutions to serve all students.

Excelencia's accountability structure provides

- access to cohort-based learning opportunities that align institutional efforts and establish evidence-based practices to authentically and intentionally serve their students and help deconstruct the "S" in Hispanic Serving Institutions.
- support from *Excelencia's* staff to advance Sac State's journey of transformation.
- access to *Excelencia's* digital job board to publicize employment opportunities at your institution.

SEAL OF EXCELENCIA

A Conversation with President Wood

A Conversation with President Wood

1. How does the Seal propel Sac State toward more intentional servingness of Latine students?

2. Why is working with other Seal of *Excelencia* institutions important?

3. What does it mean to accelerate Latine student success at Sac State while serving all students?

4. What are some ways that you think we can continue to move forward in evaluating our efforts toward intentionally serving Latine students?

5. How does the Seal of *Excelencia* help to guide HSI efforts including grant initiatives and curricular efforts?

Thank you

For more information, please contact:

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Dr. Amber Gonzalez, Professor
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DHSI Career4Equity Project Evaluator
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Dr. Carlos Nevarez, Provost & VP Academic Affairs (Interim)
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