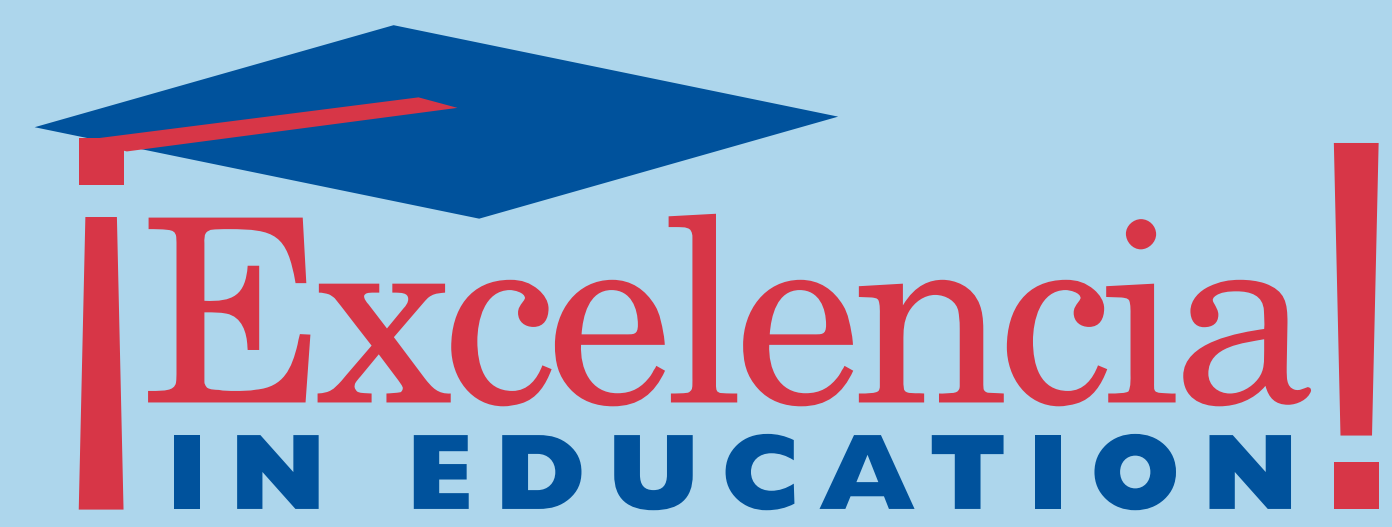
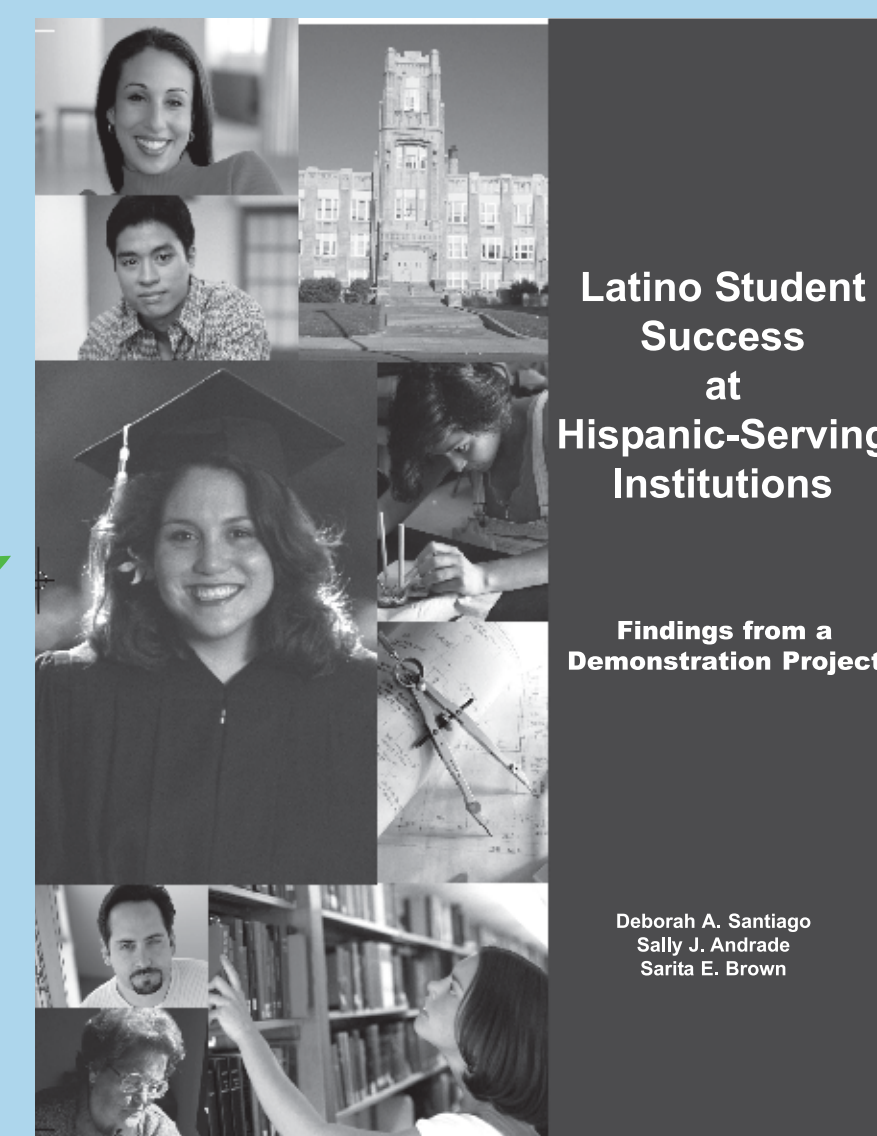


Celebrating 20 Years of Cultivating Latino Student Success

January — Founders Deborah Santiago and Sarita Brown determine to address the national need to increase Latino student achievement in higher education.



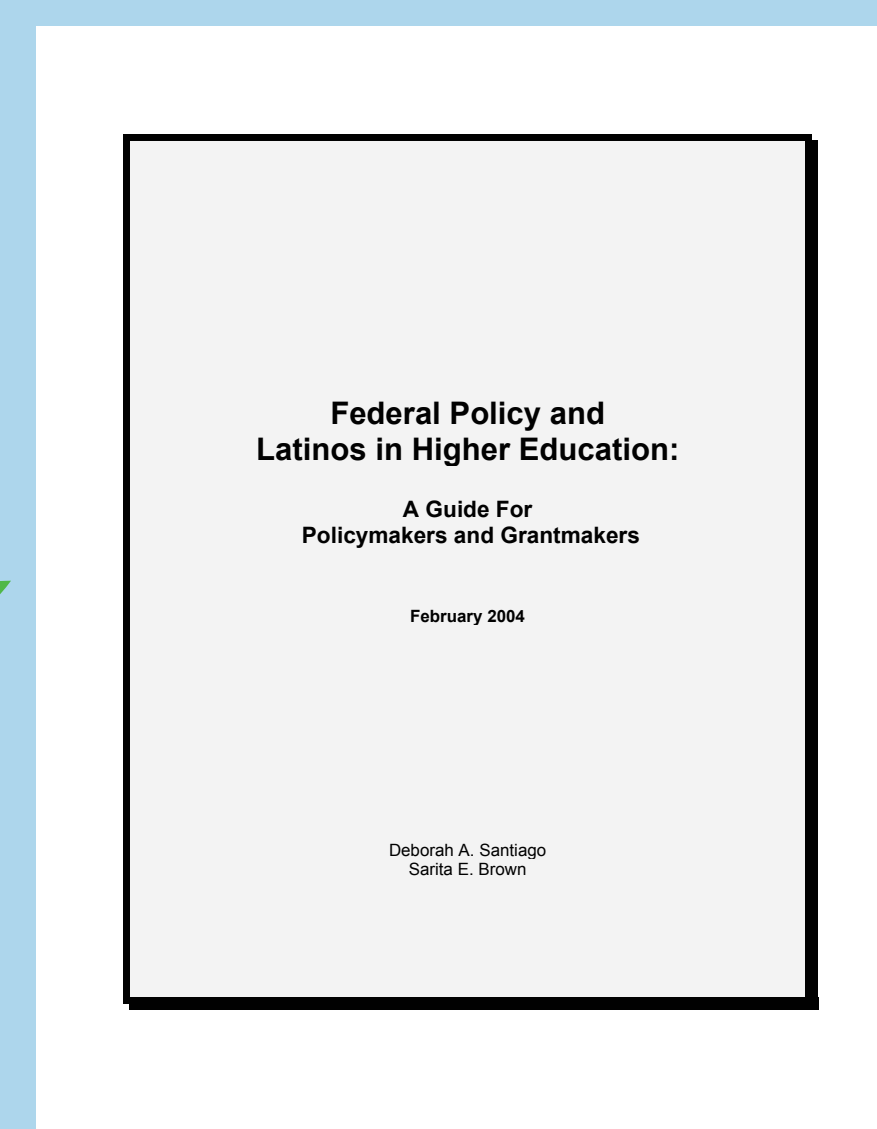
January 21 — Received 501(c)3 status as a national, not-for-profit organization named *Excelencia* in Education. Its mission from the beginning is accelerate Latino student success in higher education.



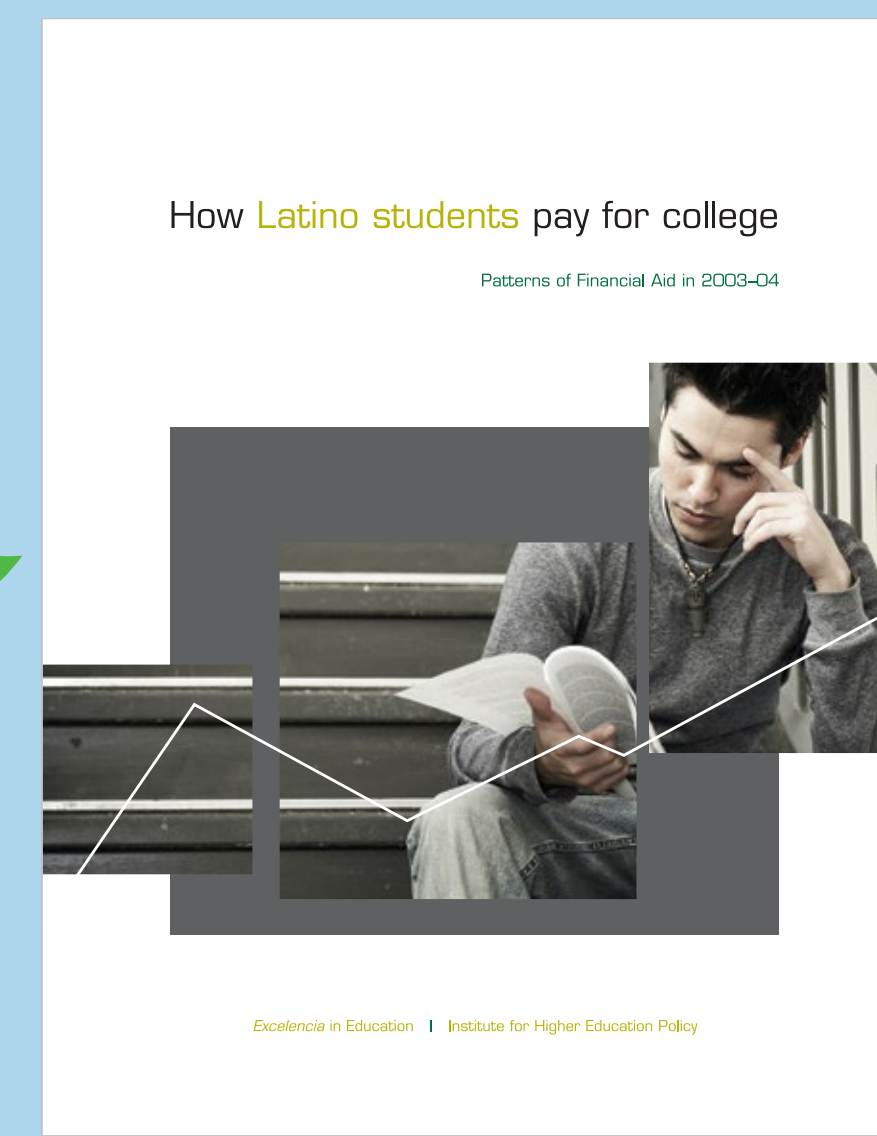
January — Release of landmark, inaugural publication, “**Latino Student Success at Hispanic-Serving Institutions: Findings from a Demonstration Project**” in connection with the University of Texas at El Paso (UTEP.)



The *Excelencia Initiative* begins as a two-woman operation with Sarita Brown as a Senior Fellow at the Pew Hispanic Center and Deborah Santiago as Vice-President of Data and Policy Analysis for the Los Angeles County Alliance for Student Achievement



February — *Excelencia* produces its second impactful research brief, “**Federal Policy and Latinos in Higher Education: A Guide for Policymakers and Grantmakers.**”



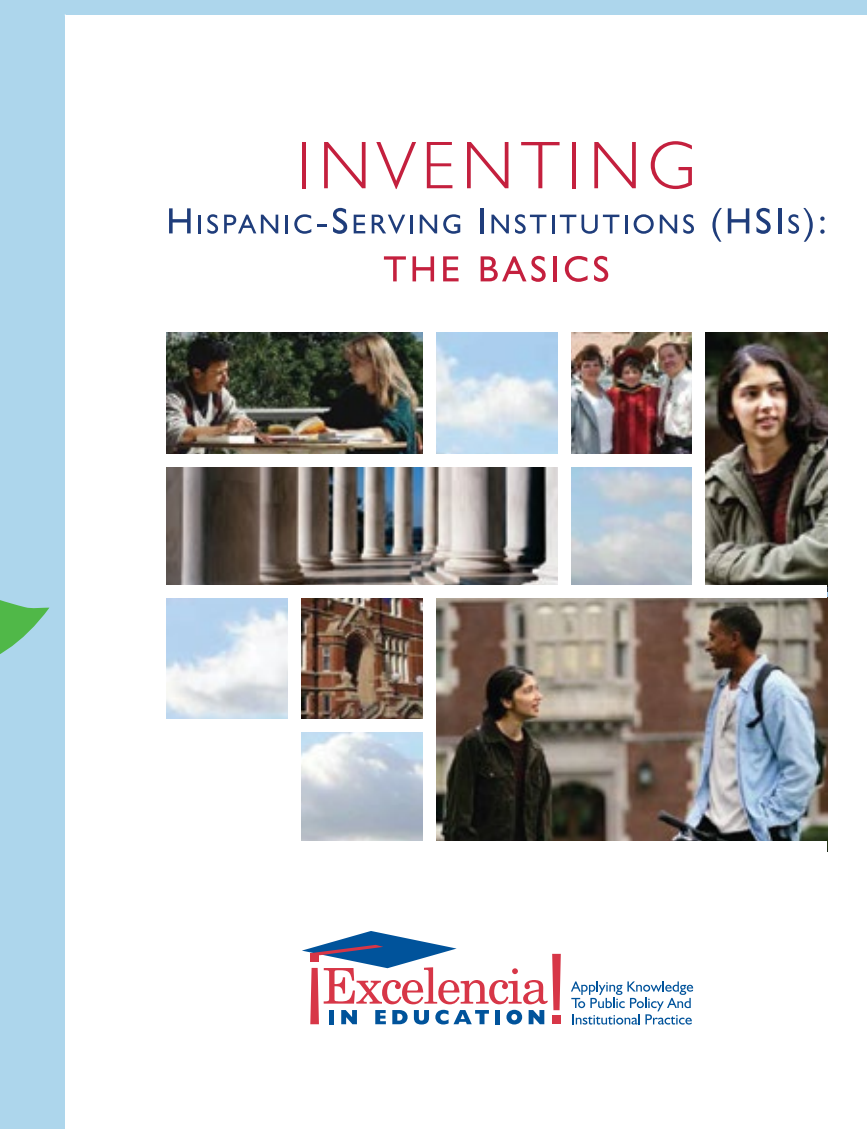
July — *Excelencia* releases, “**How Latino Students Pay for College: Patterns of Financial Aid in 2003-04.**” The report receives national news coverage ranging from the *Washington Post* to *NPR* to the *Chronicle of Higher Education*, and puts *Excelencia* firmly on the map and injects the organization into the national dialogue it strategically planned to start.



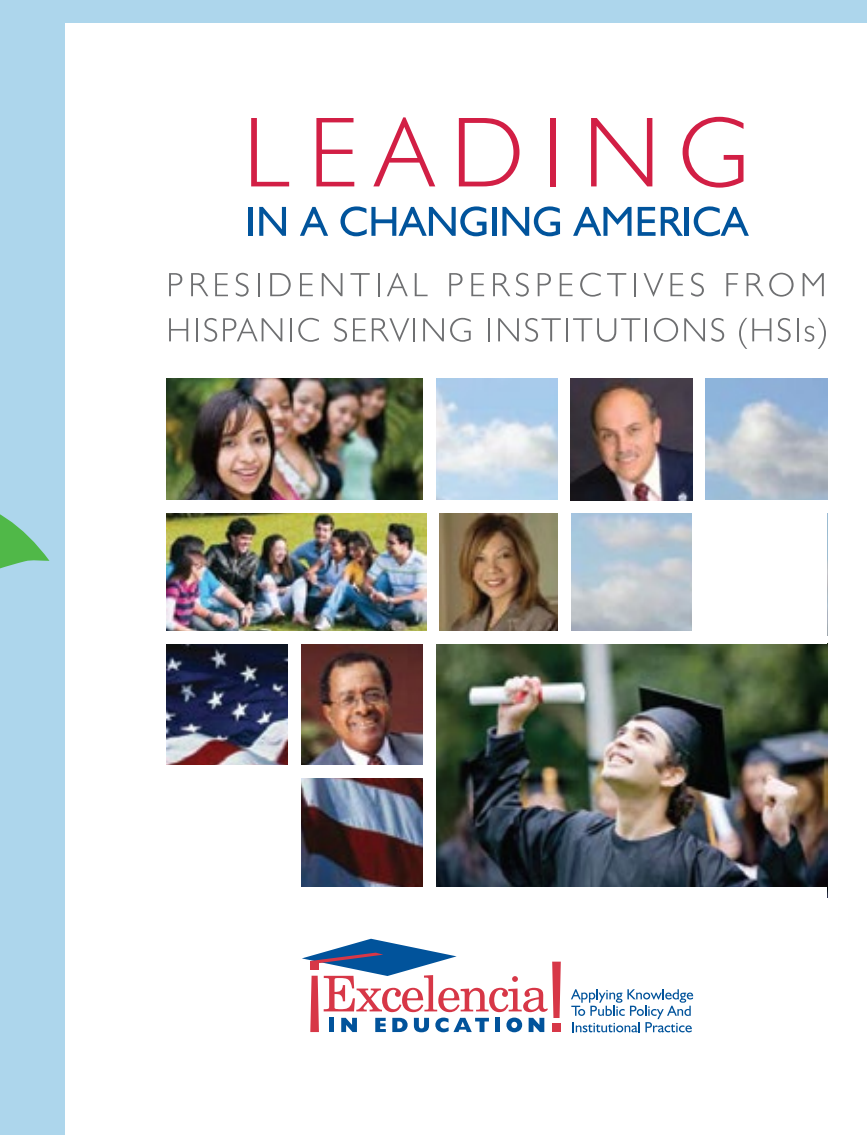
October — *Excelencia* creates “**Examples of Excelencia**” — America’s first and only evidence-based, national initiative to identify and highlight programs that improve Latino student success in postsecondary education.



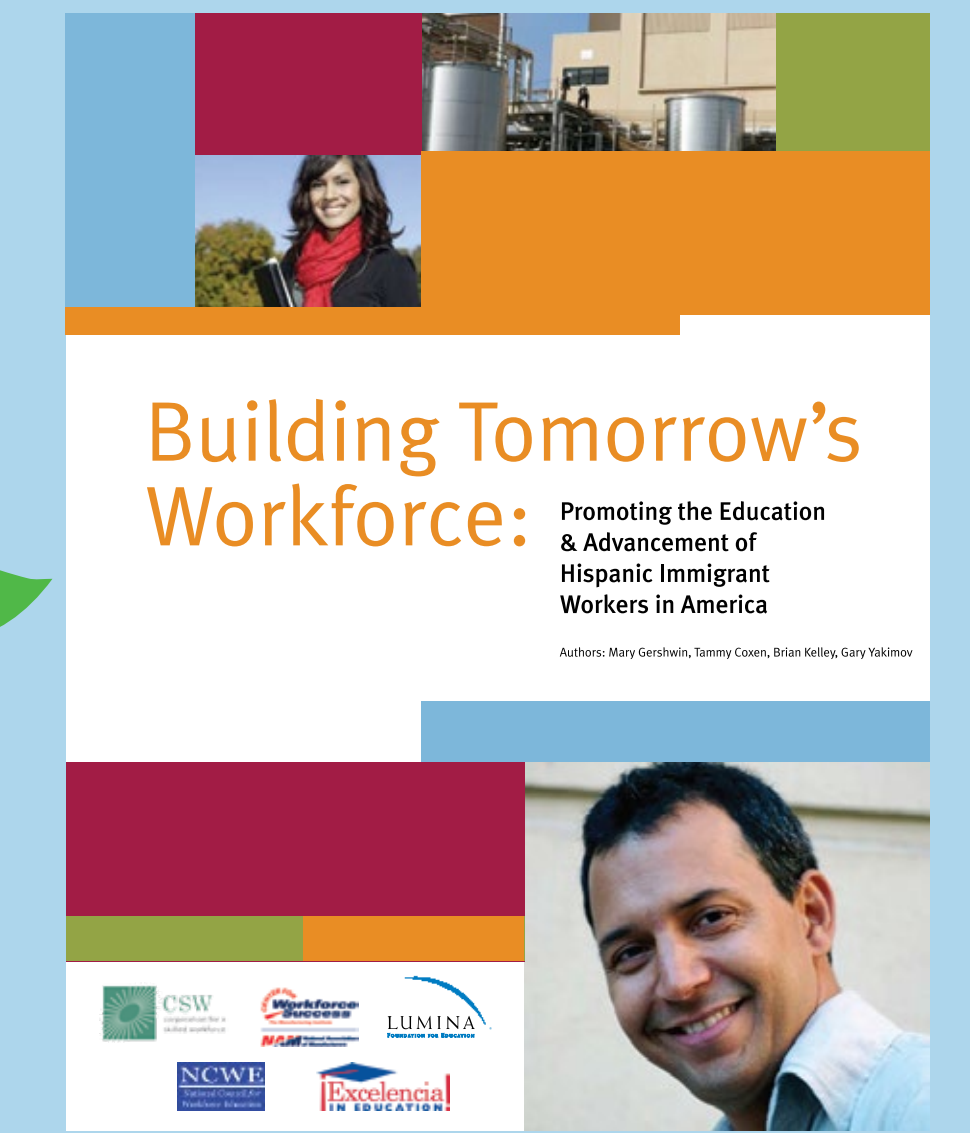
Excelencia in Action is created to establish a network of institutions and community leaders committed to accelerating Latino student success.



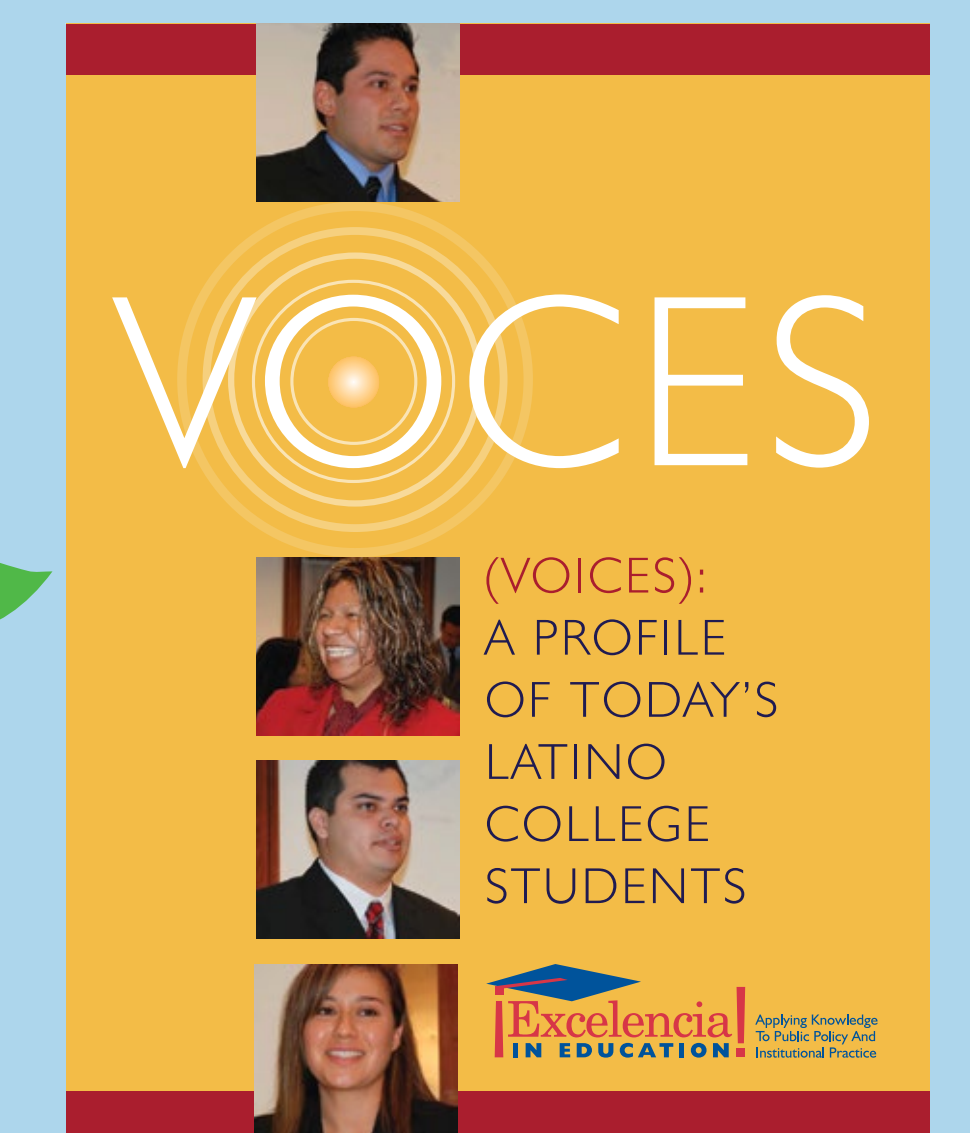
February — *Excelencia* releases two more seminal works, “**Inventing Hispanic-Serving Institutions (HSIs): The Basics**” and “**Hearing from Presidents of Hispanic-Serving Institutions (HSIs).**” The first report explained how HSIs came into being and informed how the institutions were a sound investment serving all, not just the Latino metric. The latter study provided insights and a voice for the group of HSI presidents *Excelencia* interviewed and engaged.



The vital and visionary, “**Building Tomorrow’s Workforce**” is published.



September — *Excelencia* hosts its inaugural *Celebración de Excelencia* to showcase evidence-based practices that serve Latino students.



November — *Excelencia* publishes “**Voces: A Profile of Today’s Latino College Students**” and holds a Capitol Hill briefing in cooperation with the Hispanic Heritage Foundation and Latino student leaders.

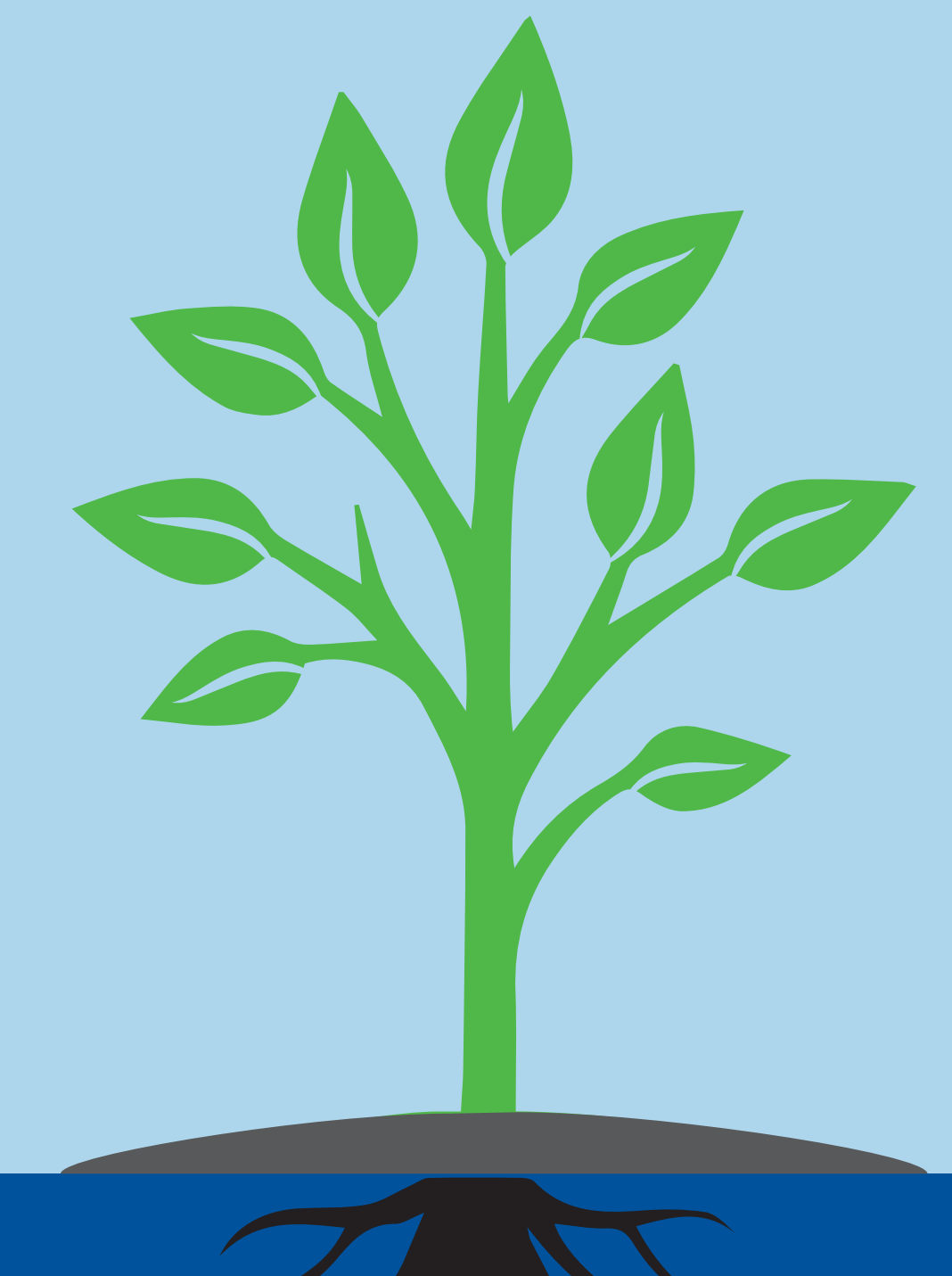
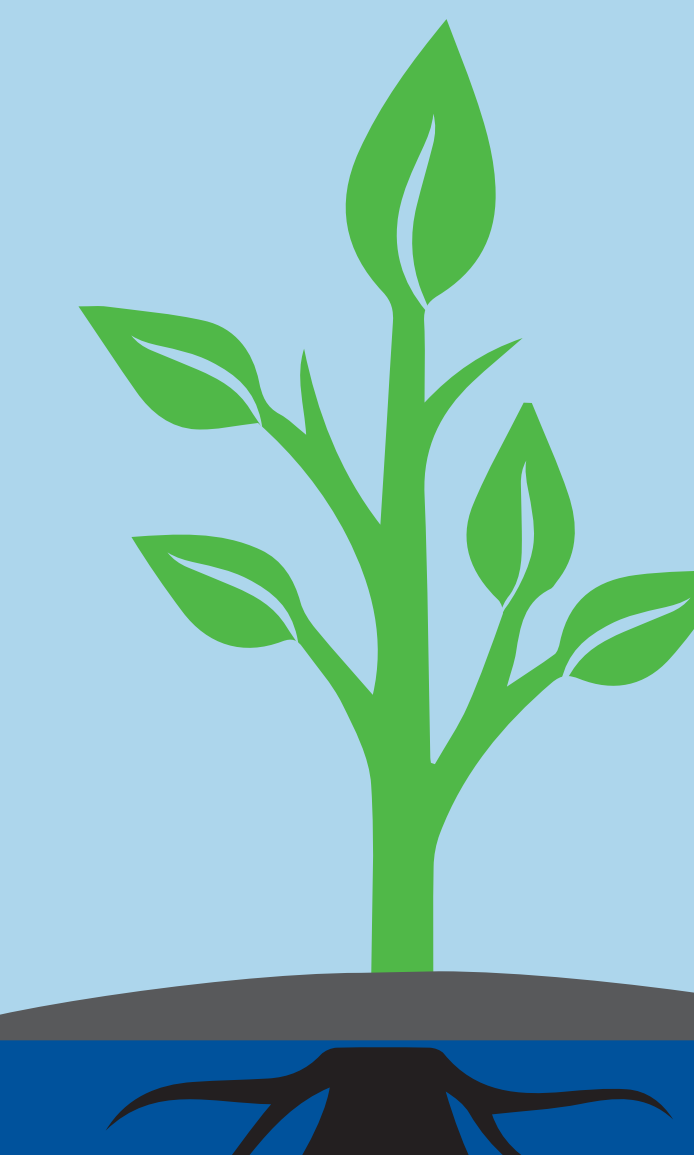
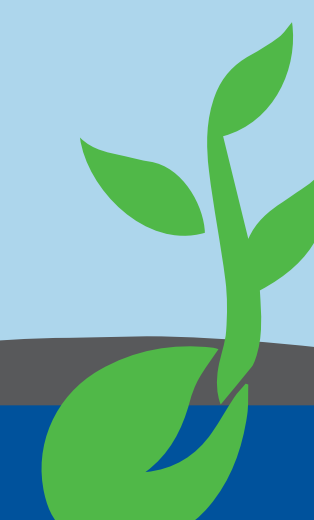
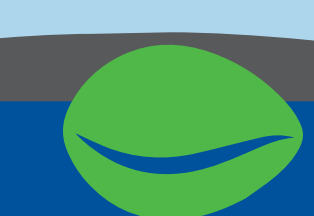
2003

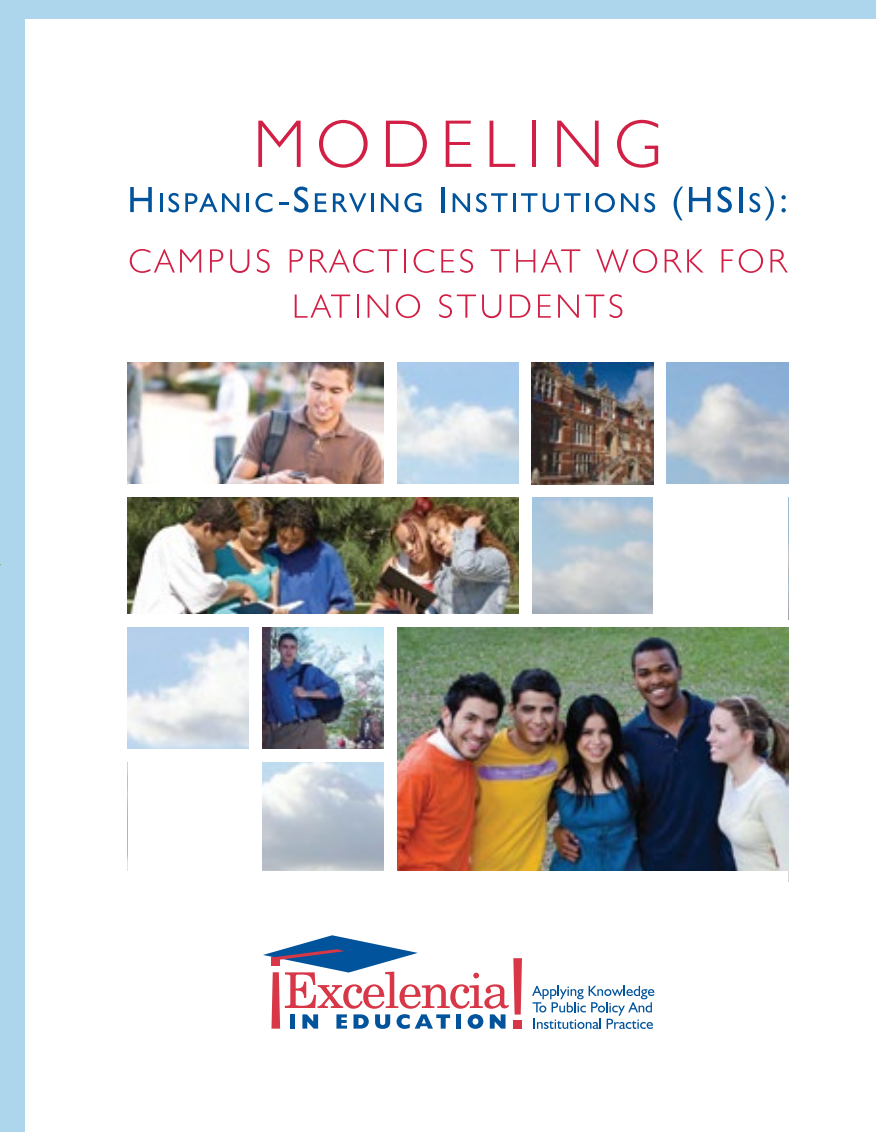
2004

2005

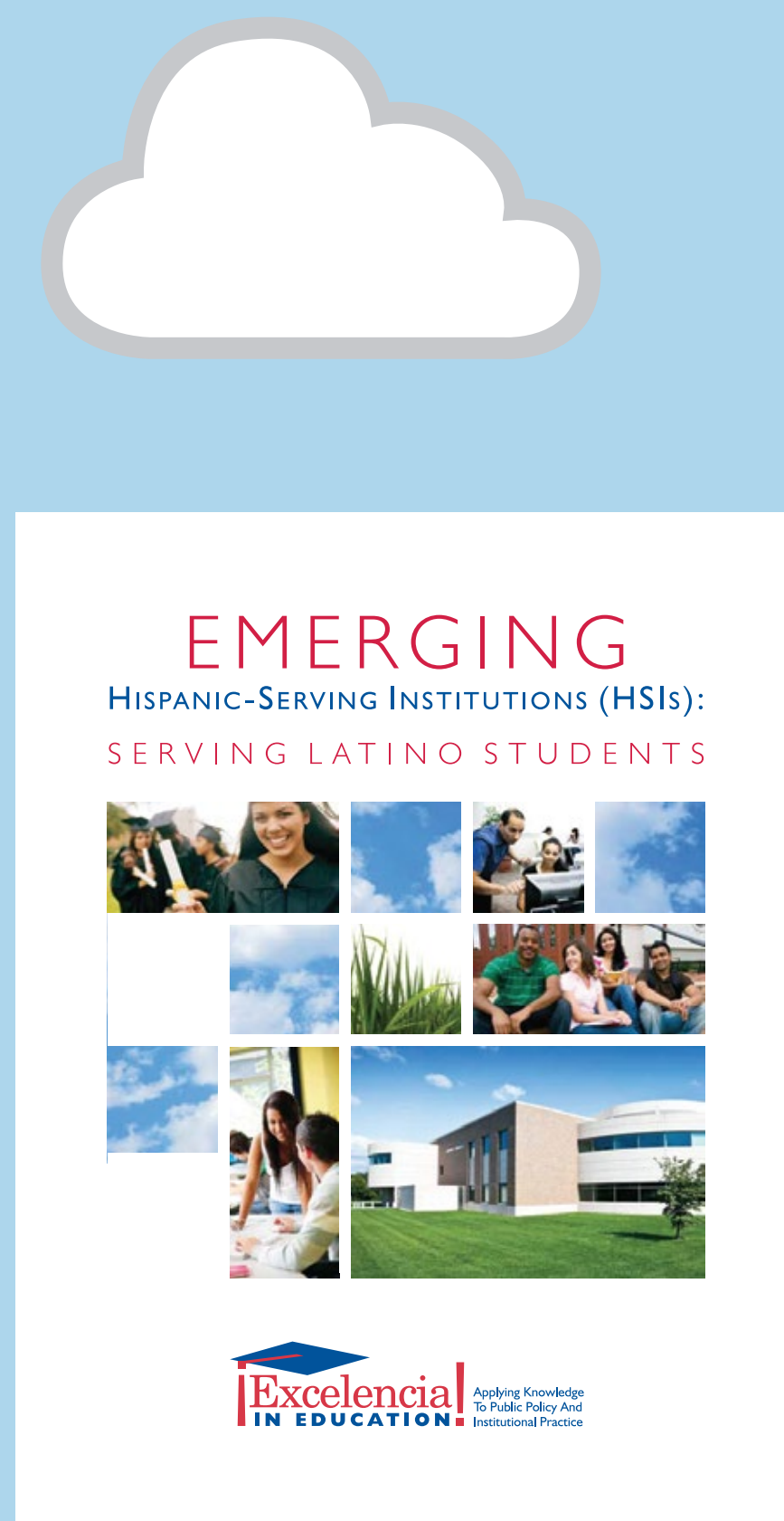
2006

2007

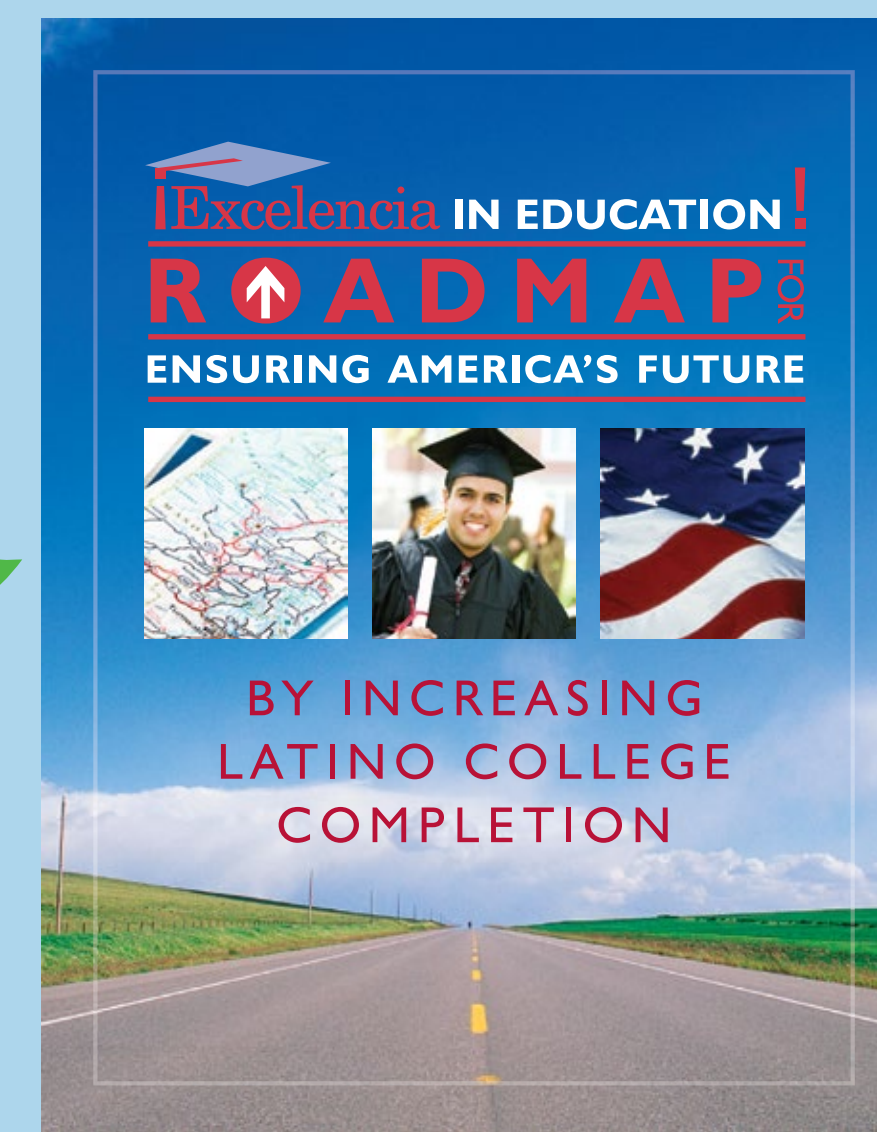




May — *Excelencia* disseminates “**Modeling Hispanic-Serving Institutions (HSIs): Campus Practices that Work for Latino Students.**” This brief summarizes institutional practices from 12 top ranked HSIs working to improve student access, retention, and the academic achievement of their students overall and Latino students in particular.



July — *Excelencia* researches its formative and influential report, “**Emerging HSIs.**” Written by Deborah Santiago, the title she created, “Emerging HSIs,” becomes a coined phrase that is quickly adopted as part of the lexicon of higher education.



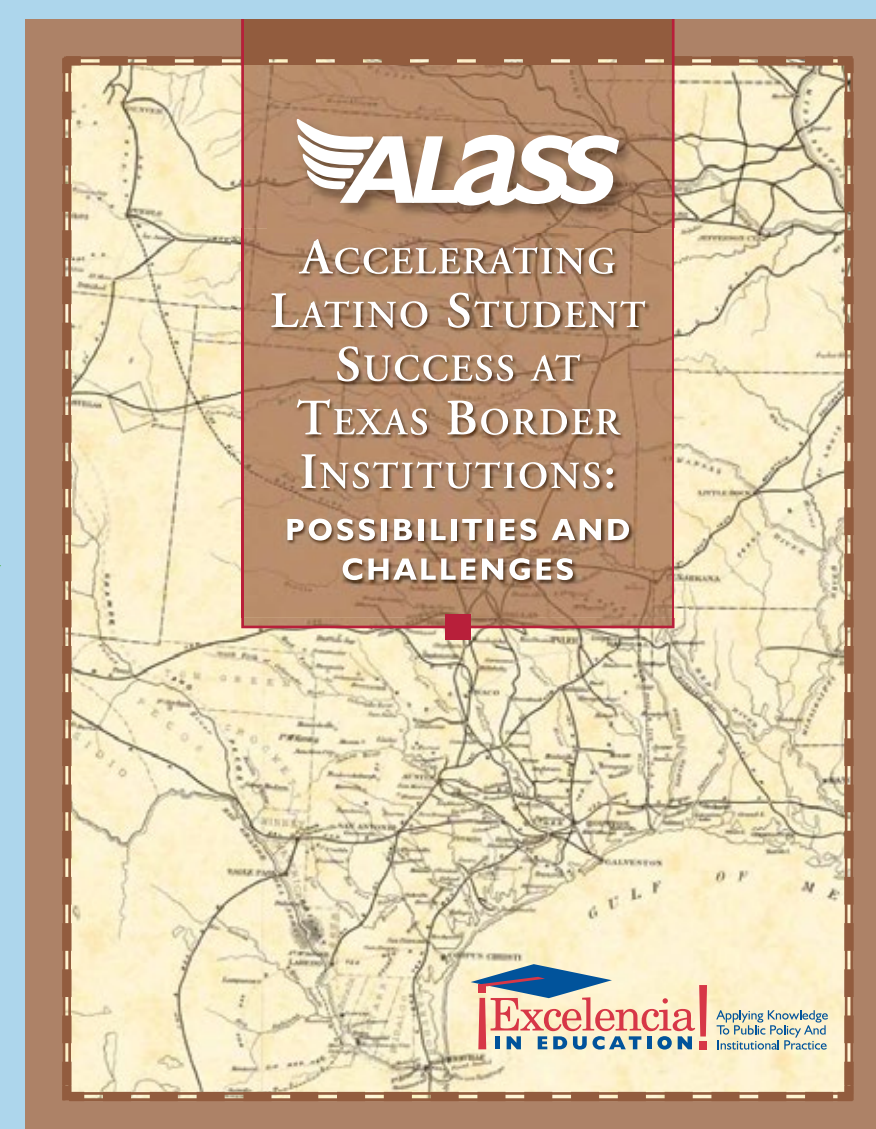
April — *Excelencia* launches a national data strategy and series of policy forums, **Ensuring America's Future.** Among the work produced is “**The Roadmap for Ensuring America's Future**” and the first analysis of Latino college completion by states.



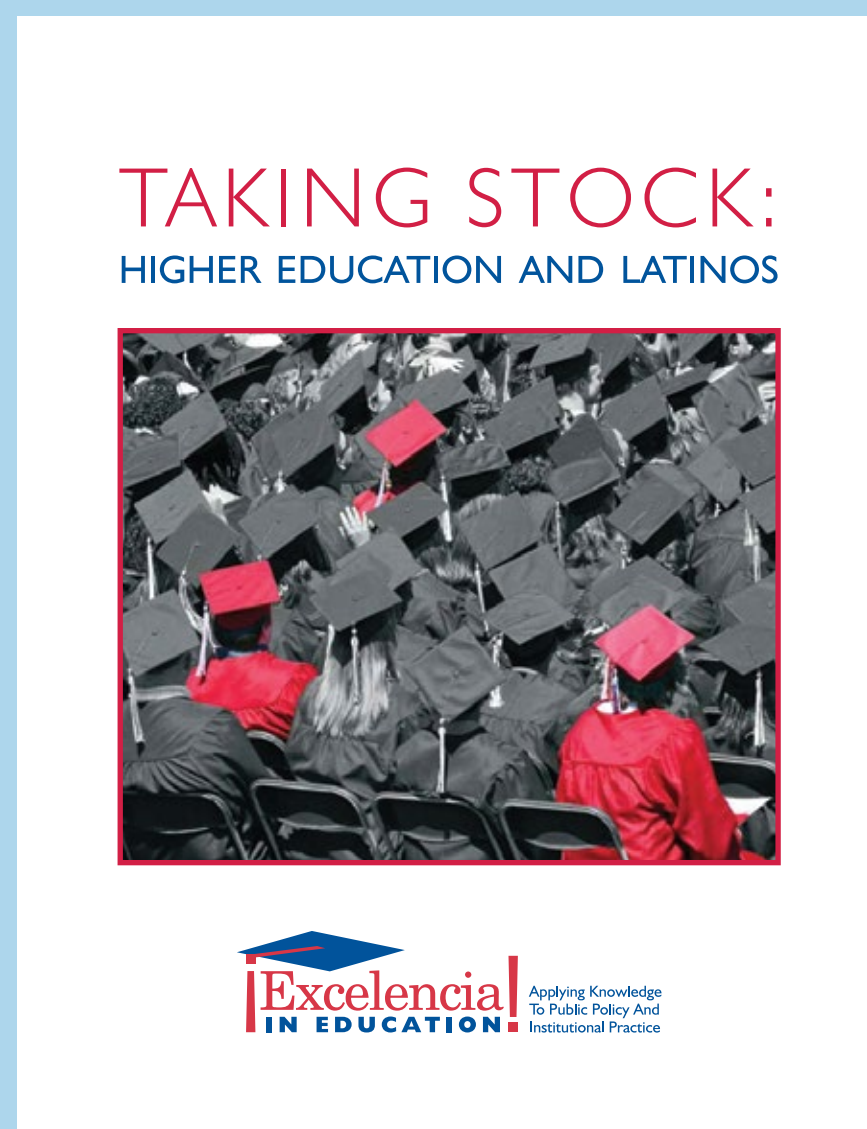
When *Excelencia* was founded in 2004, its initial tag line was: “Applying knowledge to public policy and institutional practice.” In 2011, as the organization evolves into the leading expert in the field and establishes its network of common cause, *Excelencia* changes to: “Inform. Organize. Excel.”



July — *Excelencia* publishes, “**Finding Your Workforce: The Top 25 Institutions Graduating Latinos in Science, Technology, Engineering, and Math (STEM).**” This brief provides a snapshot of Latinos in STEM and showcases strategies for successful STEM pathways to increase access and interest in these fields.



September — *Excelencia* presents a brief and convening, “**ALASS: Accelerating Latino Student Success at Texas Border Institutions.**” What *Excelencia* shares is so well received and subsequently requested, it becomes a model for the organization's now popular, annual national institute of the same name.



December — *Excelencia* releases, “**Taking Stock: Higher Education and Latinos**” and holds a Capitol Hill briefing with the Congressional Hispanic Caucus Institute. The report formulates the views of elected officials, Latino students and service providers and brings to the fore opportunities for action.



September — *Excelencia* hosts the national **Accelerating Latino Student Success (ALASS) Workshop** in Washington, D.C. creating a meeting place for professionals who are setting the national agenda of Latino student success in higher education.

Traditional student profile	Post-traditional student profile
College-ready	May need academic prep or remediation
Enroll in a college or university full-time	Enroll at a community college and/or part-time
Enroll the fall after high school graduation	Delay initial college enrollment while entering the workforce
Live on-campus	Live off-campus with their parents or with their own dependants
Complete a bachelor degree in four years	Take more than four years to complete a degree
Parents have college degree	First in family to enroll in college
White, non-Hispanic	Latino, African American, Asian/Pacific Islander
Do not work while enrolled	Work 30 hours or more a week
Make college choices based on financial aid, academic programs offered, & institutional prestige	Make college choices based on cost of attendance, location, & accessibility

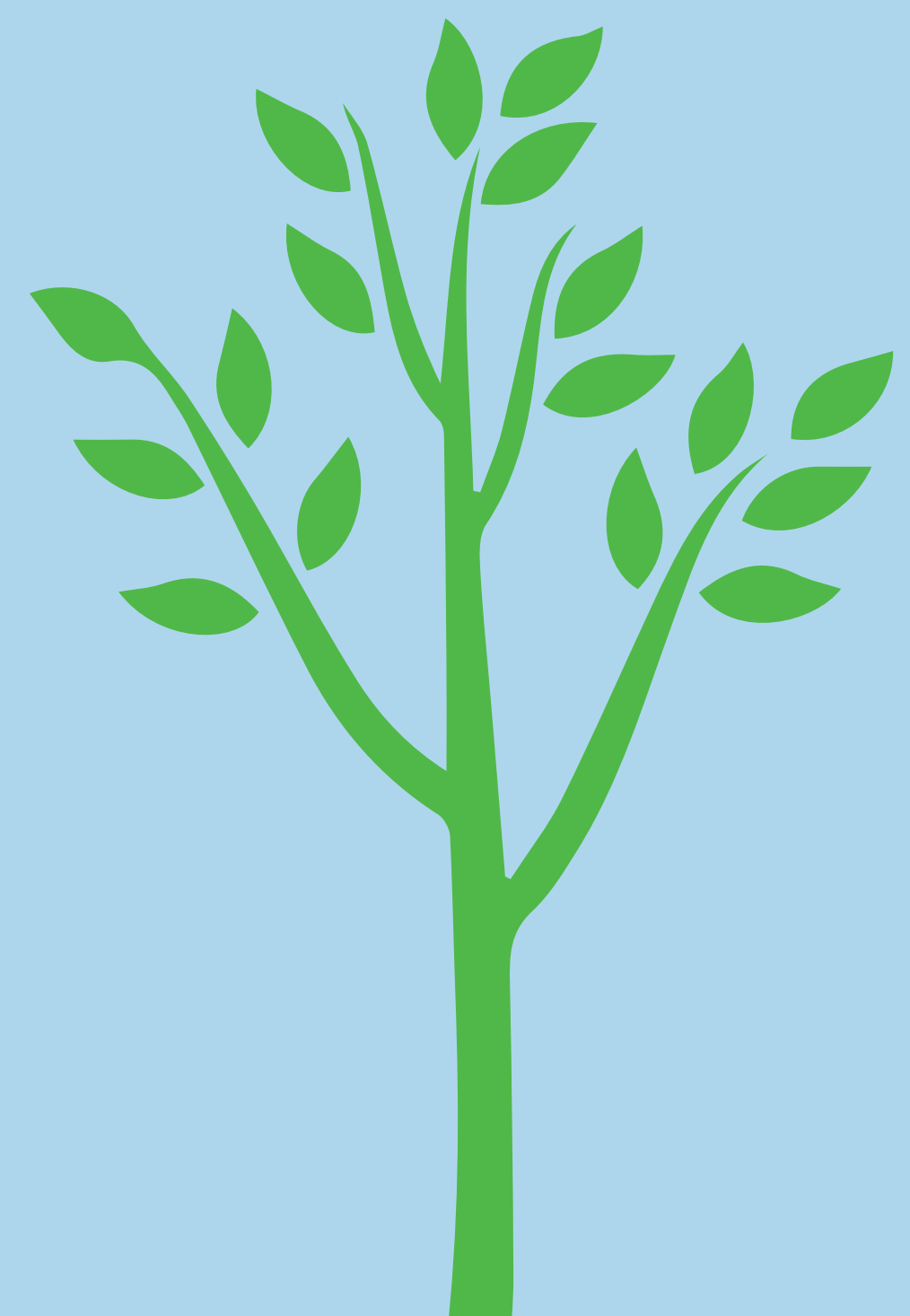
Excelencia acknowledges and reinforces the fact that as the population of Latino and other post-traditional students continues to grow and evolve, postsecondary institutions are presented the opportunity to evolve in a manner that best serves these students.

LUMINA LATINO STUDENT SUCCESS
 Santa Ana Partnership's **EPOCA: Educational Programs & iADELANTE! Opportunities to Create Achievement**
CAMINO, COLLEGE ACCESS, MENTORING, INFORMATION, OUTREACH
 METAS: **PROMISE PATHWAYS**
 Motivate, Educate, Termina, Alcanza, y Sueña
Excelencia in Education
ESG
 K'LEA: Kentucky Latino Education Alliance
ABRIENDO PUERTAS
iHACER! Hispanic Access to College Education Resources
UNIDOS PROJECT
 Triangle for Latino Student Success

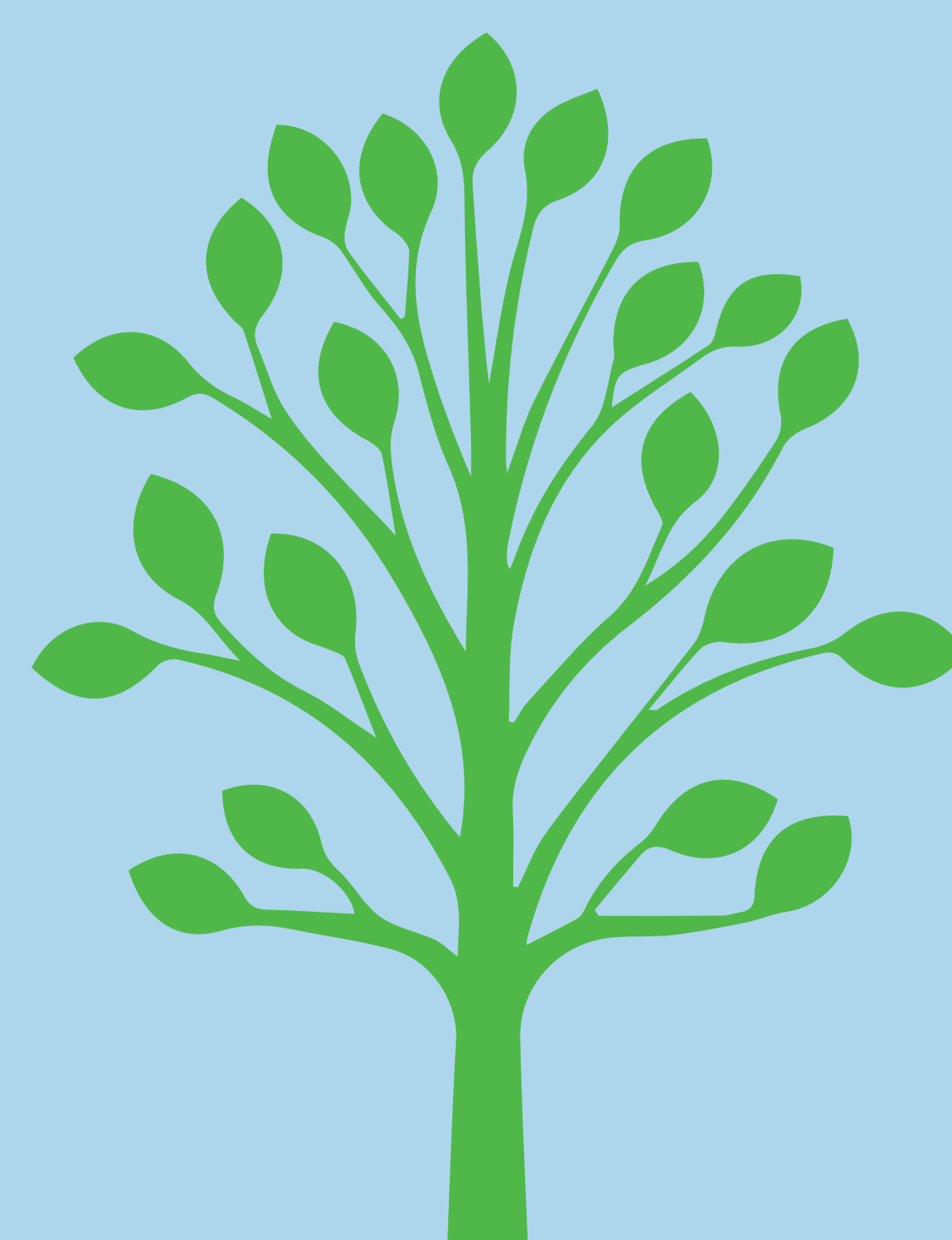
Excelencia is tapped to serve as an intermediary organization for **Lumina Latino Student Success**, a four-year, \$12 million investment in, 13 communities to increase the percentage of Latino students graduating from colleges and universities in each city.



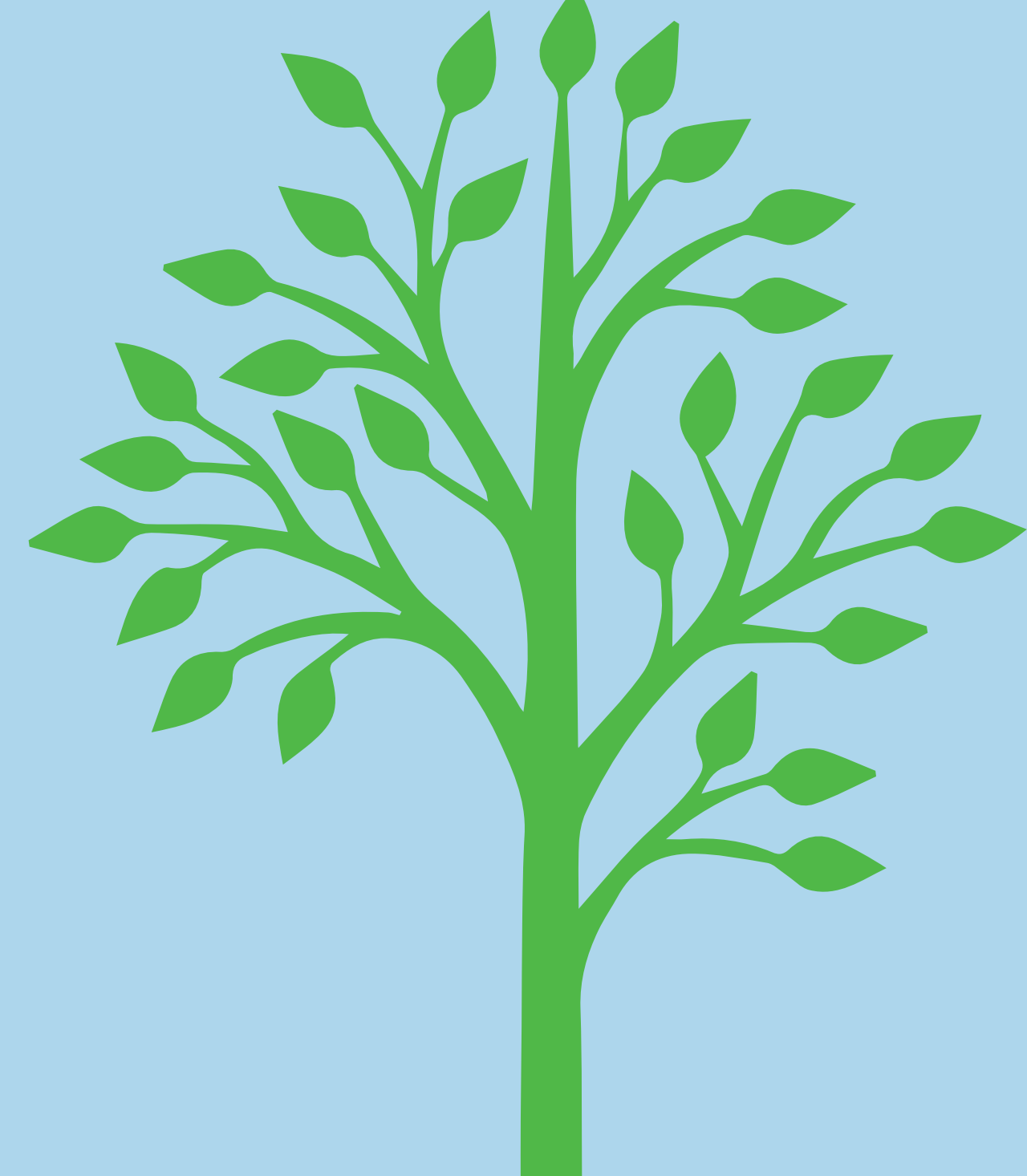
Excelencia launches the first-of-its kind, “**Growing What Works**” database via the organization's website. It quickly becomes a national resource, providing an online, searchable database of information about programs that successfully improve outcomes for Latino students.



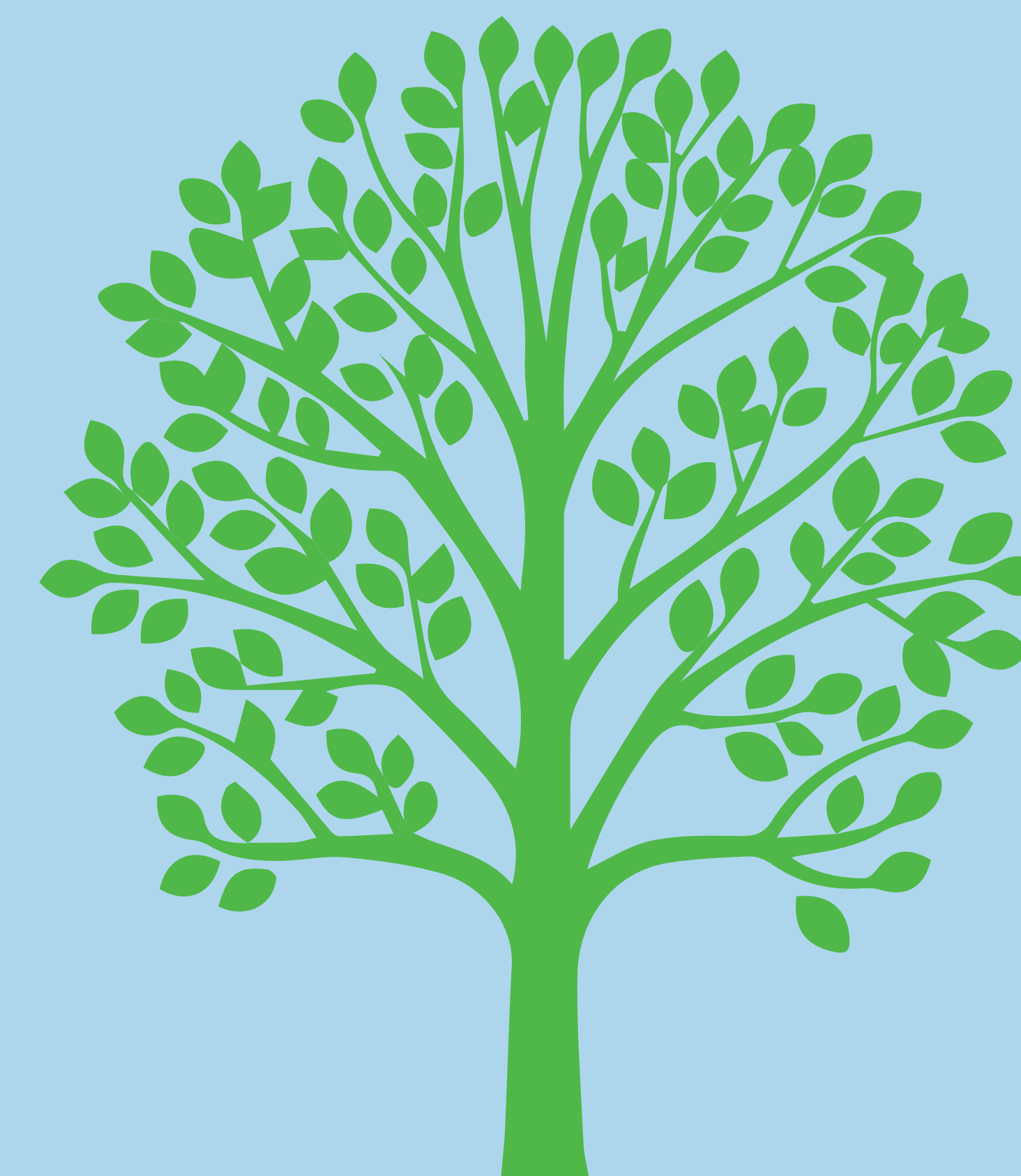
2008



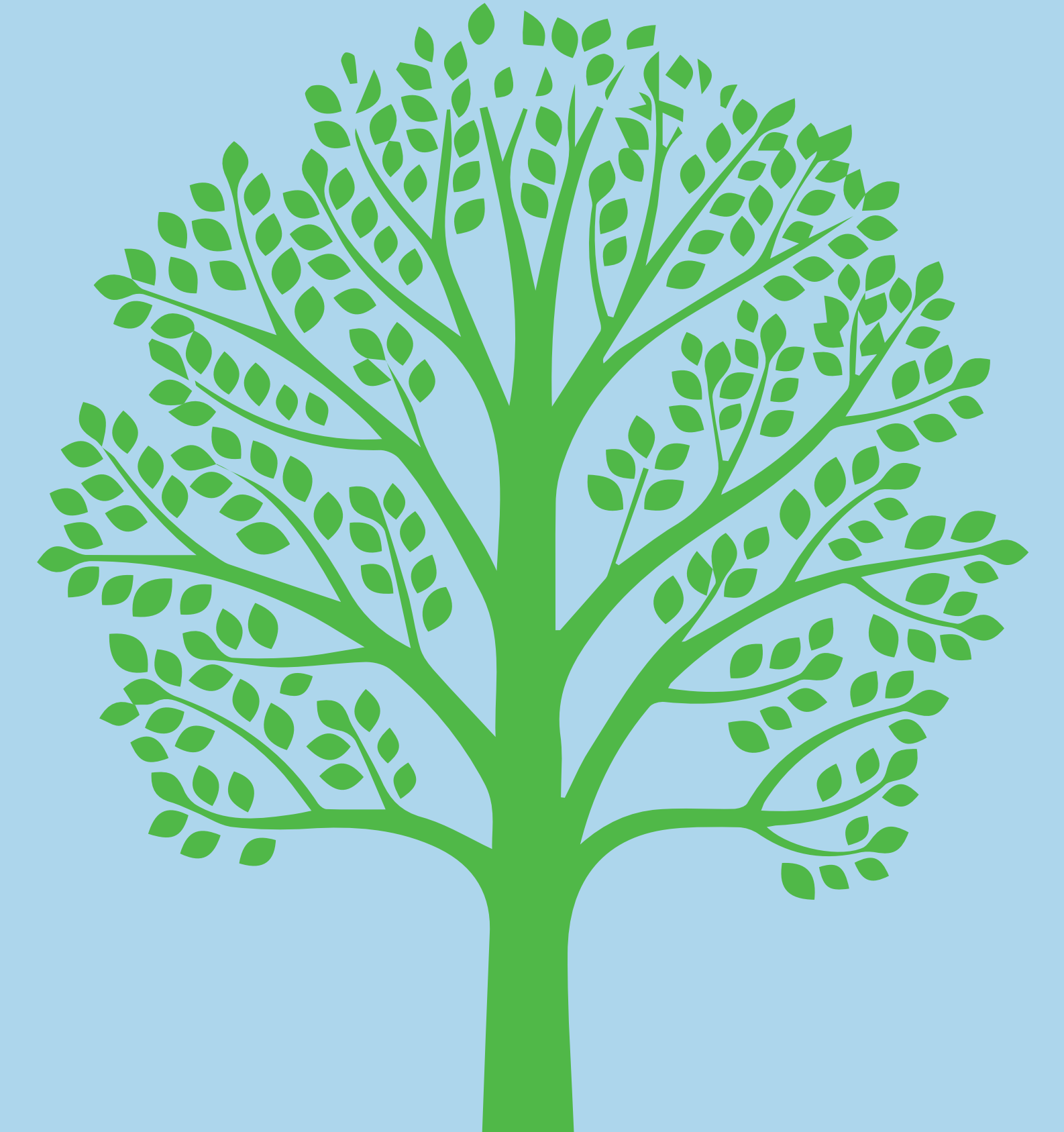
2009



2010



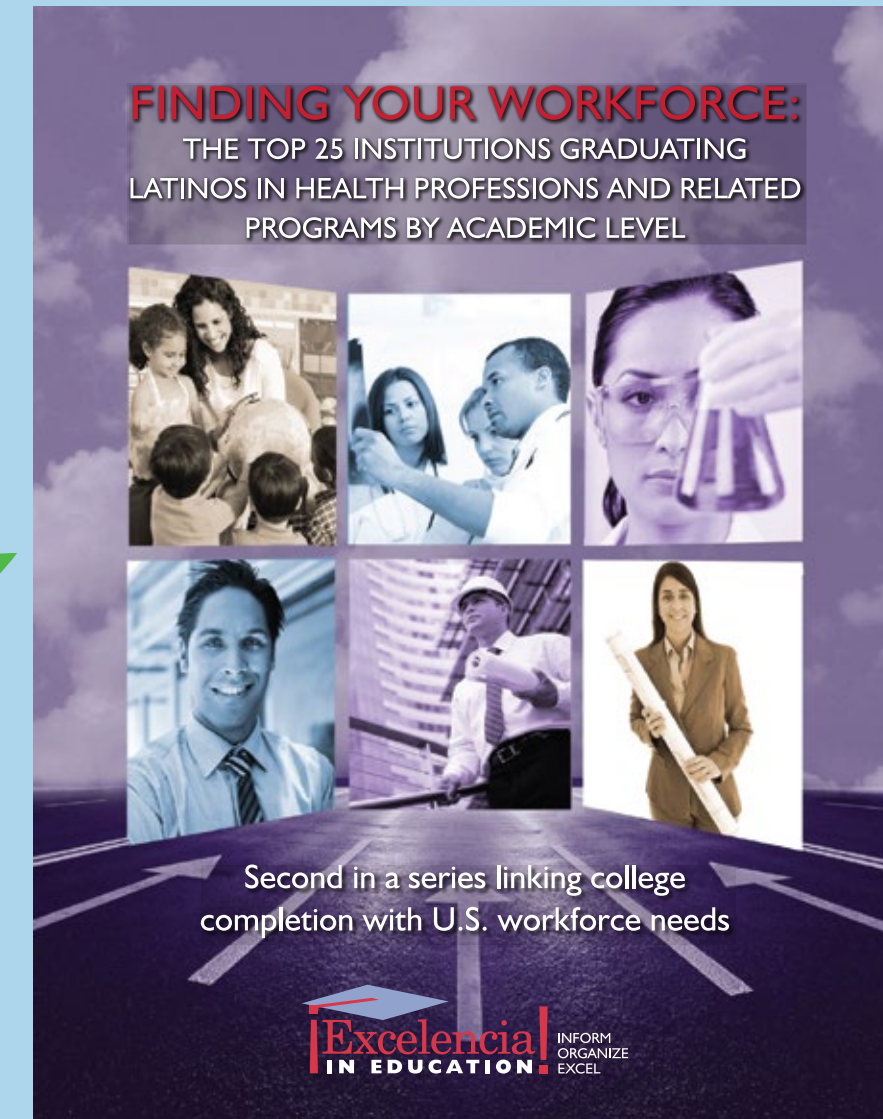
2011



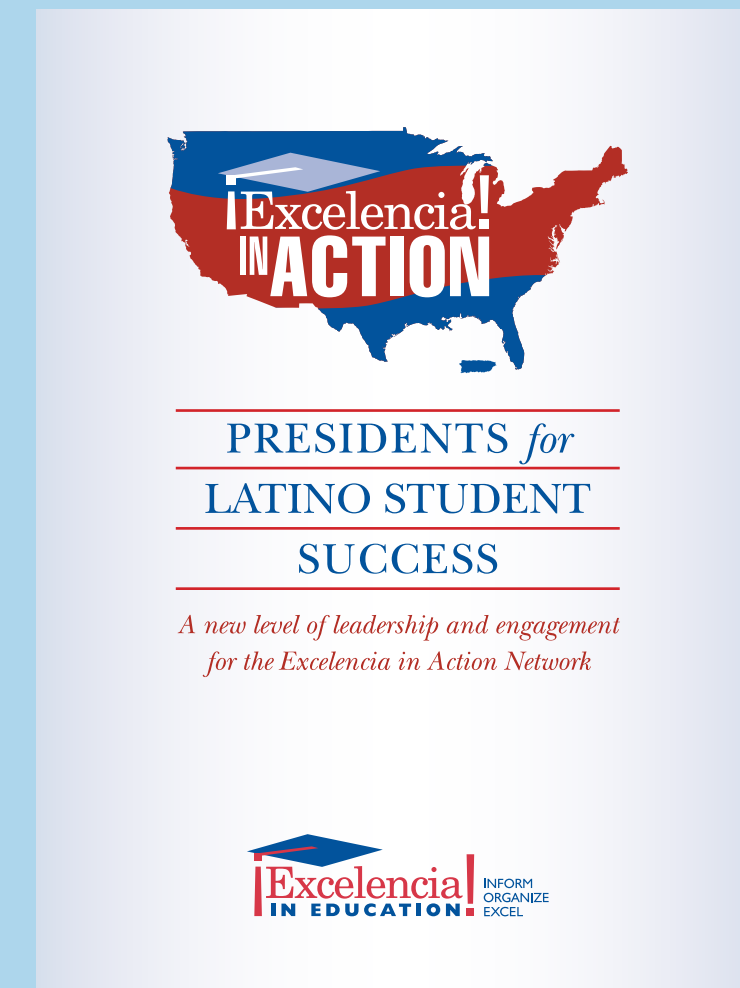
2012



As part of *Excelencia's* 10th anniversary, the founders and members of the Board travel across the country speaking at events about the organization's national Latino college access and completion effort.



January — *Excelencia* unveils “**Finding Your Workforce: The Top 25 Institutions Graduating Latinos in Health Professions and Related Programs**”



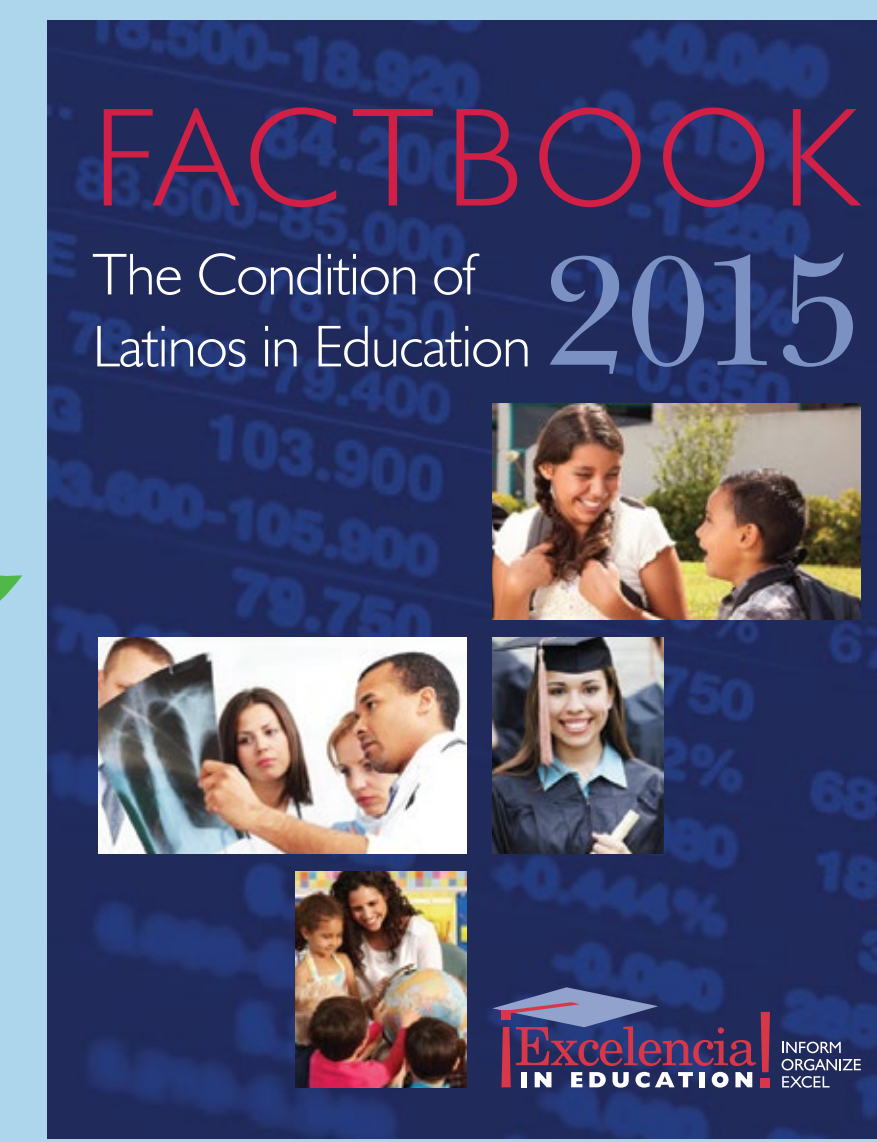
To advance a new level of leadership, *Excelencia* launches **Presidents for Latino Student Success (P4LSS)** as part of the *Excelencia in Action* network. Presidents of more than a dozen institutions enroll immediately.



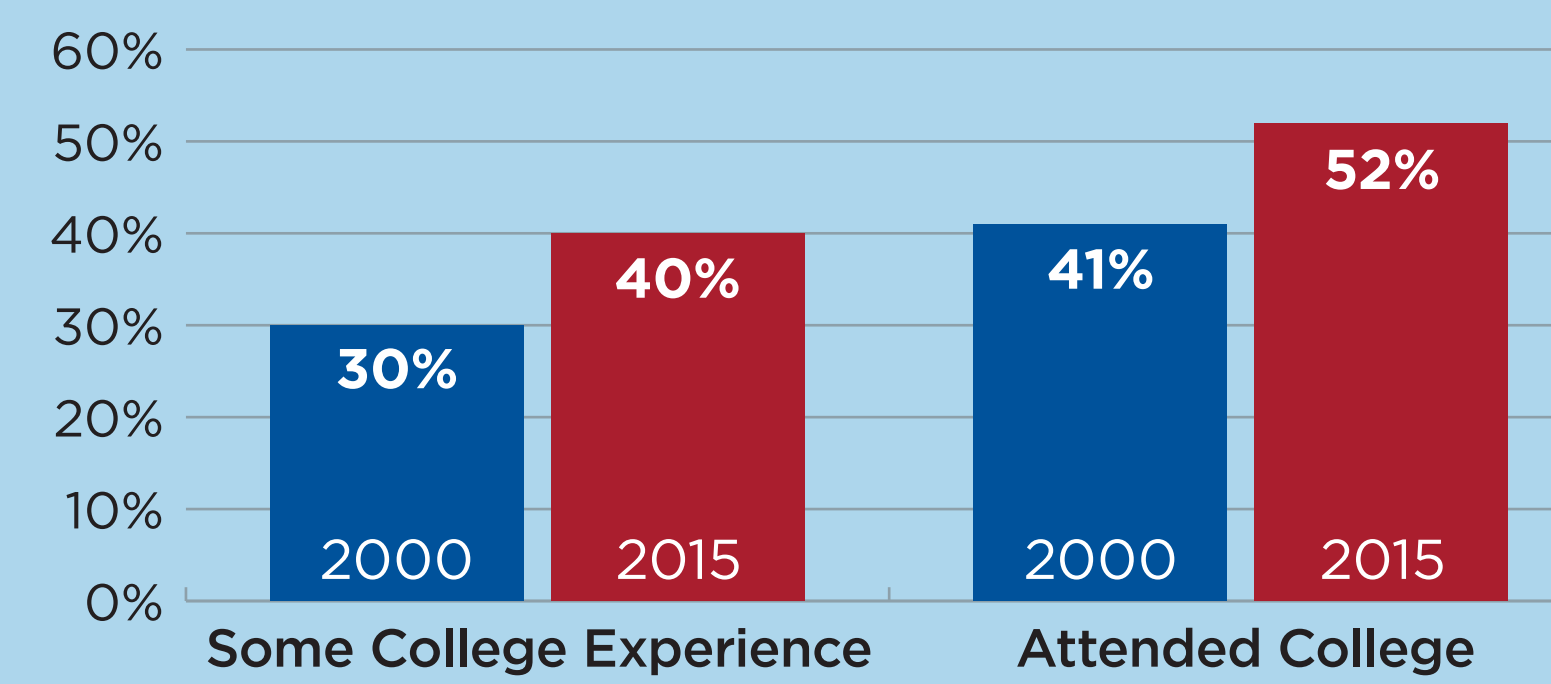
June — *Excelencia* publishes “**Supporting Latino Community College Students: An Investment in Our Economic Future**”



To recognize *Excelencia's* 10th anniversary, sculptor Verónica Castillo is commissioned to create the “**Tree of Life,**” which was installed in *Excelencia's* D.C. office.



January — *Excelencia* kicks off the year by releasing “**The Condition of Latinos in Education: 2015 Factbook**” which includes nine important briefs in the first month covering the spectrum of Hispanic students and professionals: “Latinos in Early Childhood Education;” “Latinos in K-12 Education;” “Latinos in Higher Education;” “Latinos in the Workforce;” “Top 25 Institutions Graduating Latinos in All Disciplines;” “Parental Involvement in Education & Latinos in STEM;” “Latinos in Higher Education: National Snapshot;” “HSI Profiles: 2012-13.”



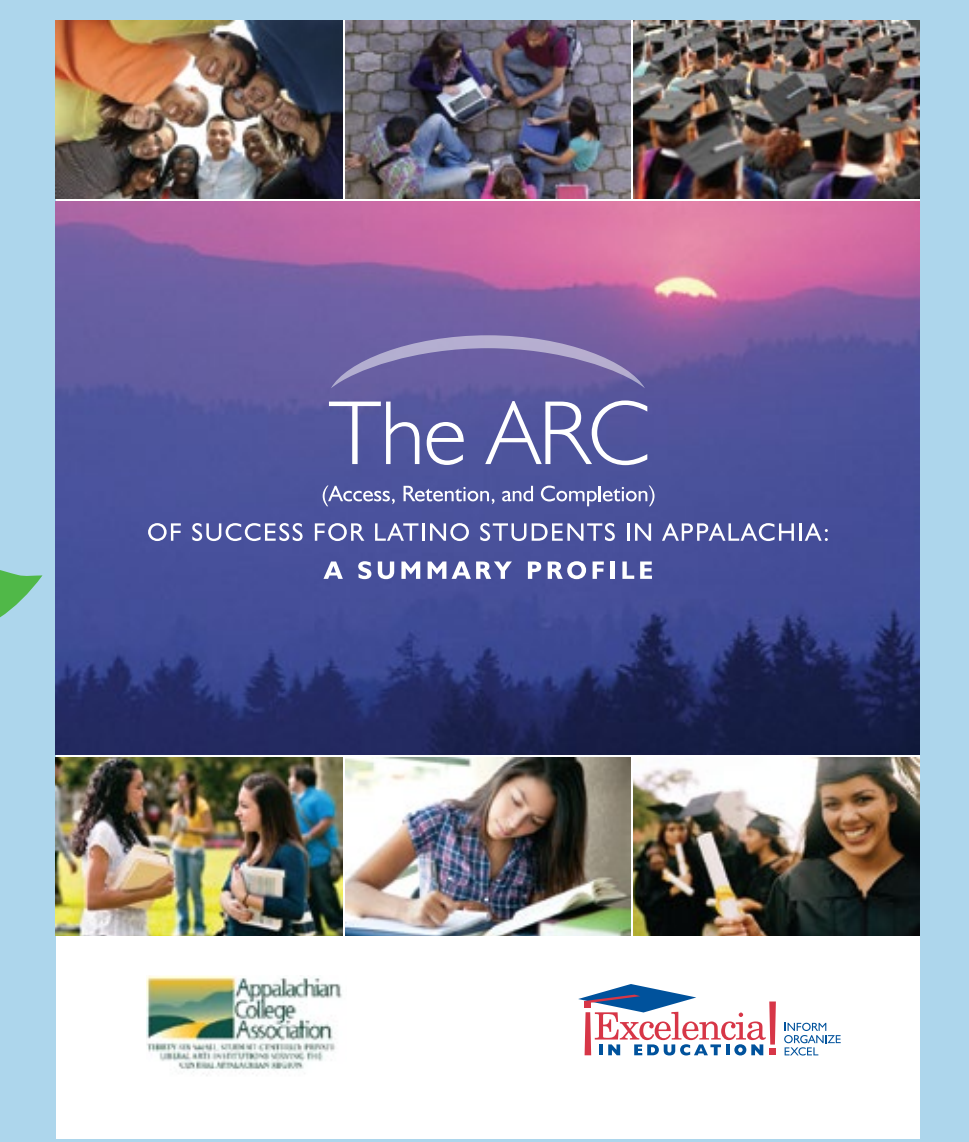
July — The rate of college-going Hispanics sees large, unprecedented, documented growth. A U.S. Census report shows that in **2015, almost 40% of Hispanics ages 25 and older have some college experience.** That is **up from 30% in 2000.** By this year, **52% of U.S.-born Hispanics have attended college, an increase from 41% in 2000.** That upward growth trend continues for Latinos today.



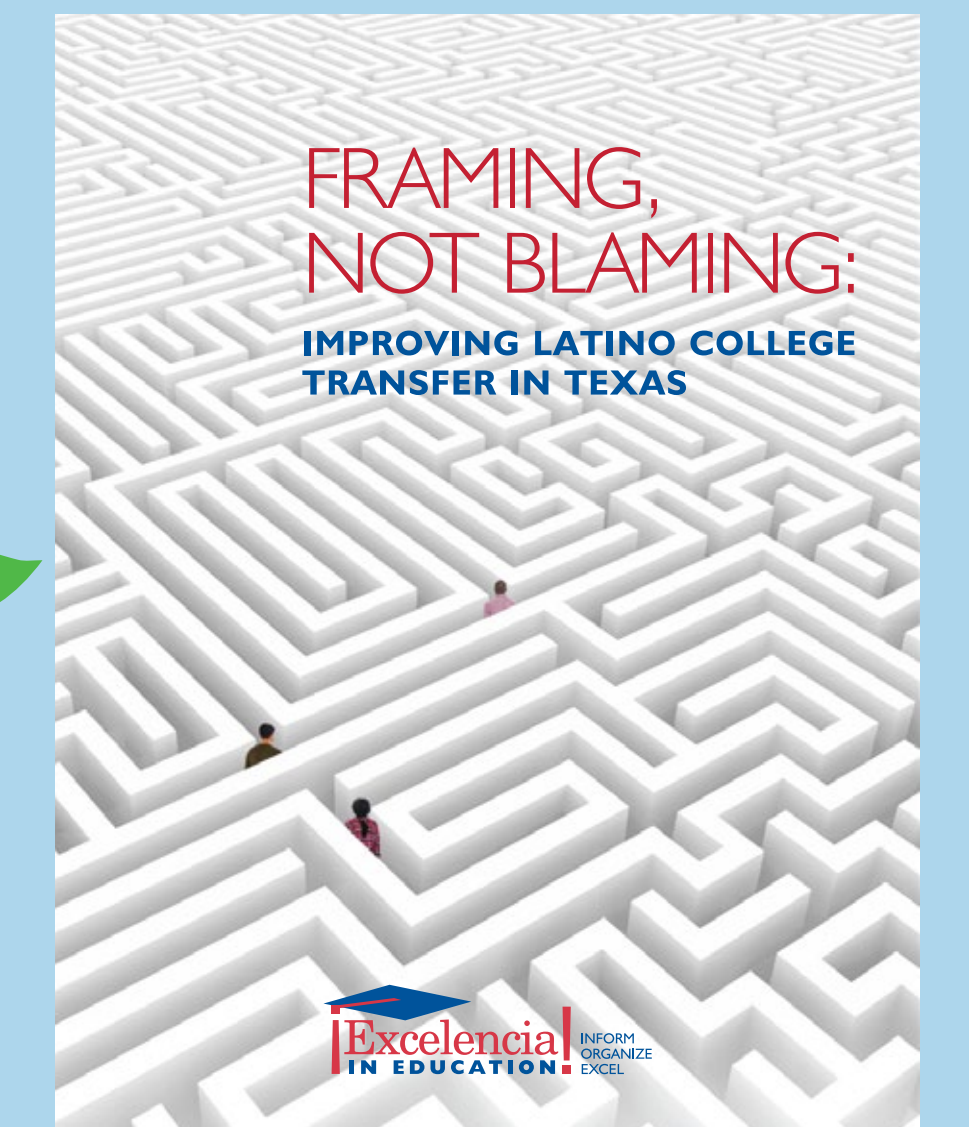
May — *Excelencia* issues “**From Selectivity to Success: Latinos at Selective Institutions,**” which underscores what selective institutions can and should be doing to better serve Latino students.



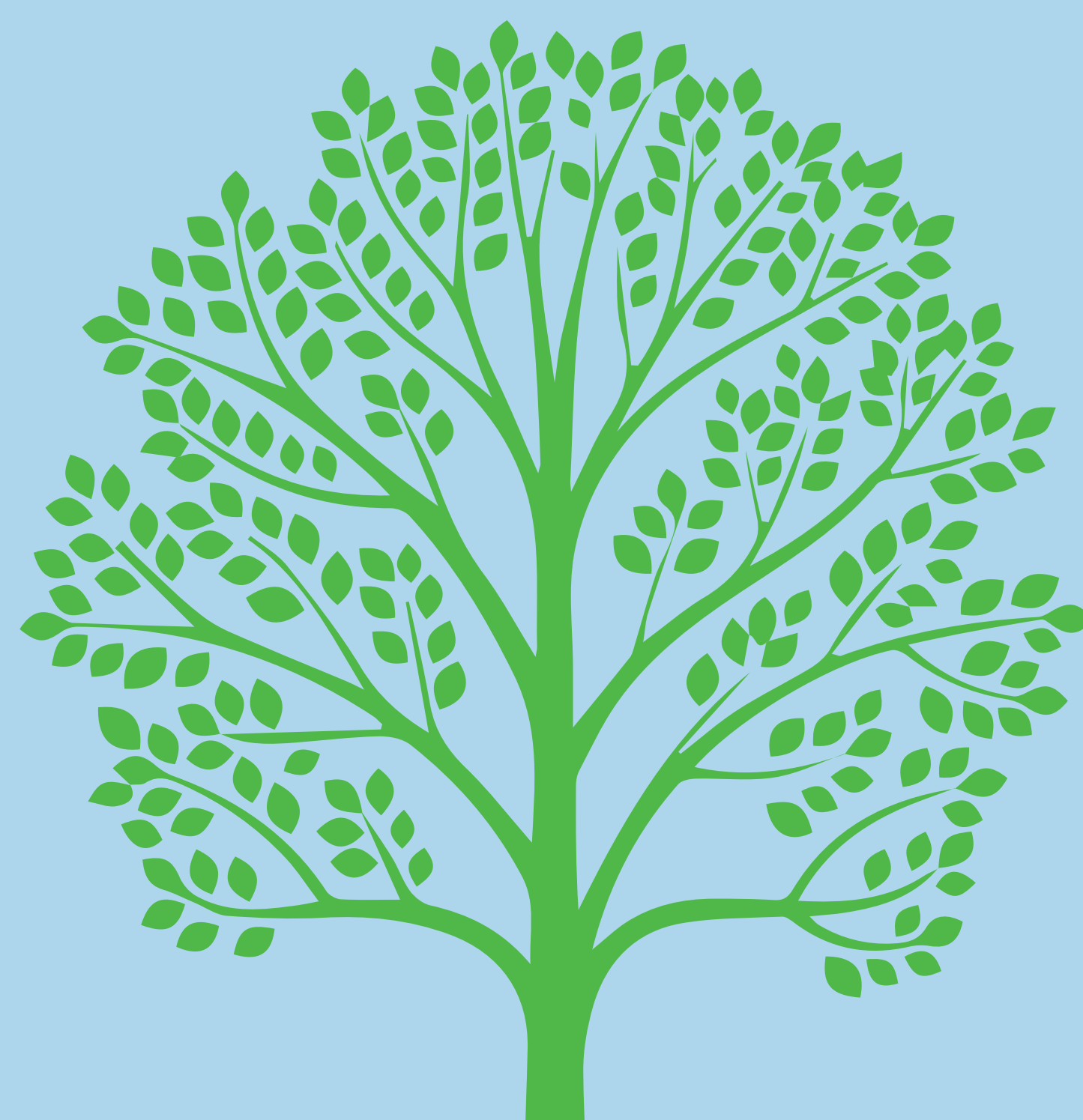
The same month, *Excelencia* unveils the brief, “**From Capacity to Success: HSIs, Title V, and Latino Students.**” It provides a snapshot of Latinos in postsecondary education, as well as a summary of the growth and current profile of HSIs. The report proves to be landmark analysis and extremely salient to policymakers at the state and national level. *Excelencia's* Capitol Hill briefings with congressional staff, federal agencies, and Latino advocacy organizations bring more national attention to the the role of HSIs and their potential for serving Latino student success.



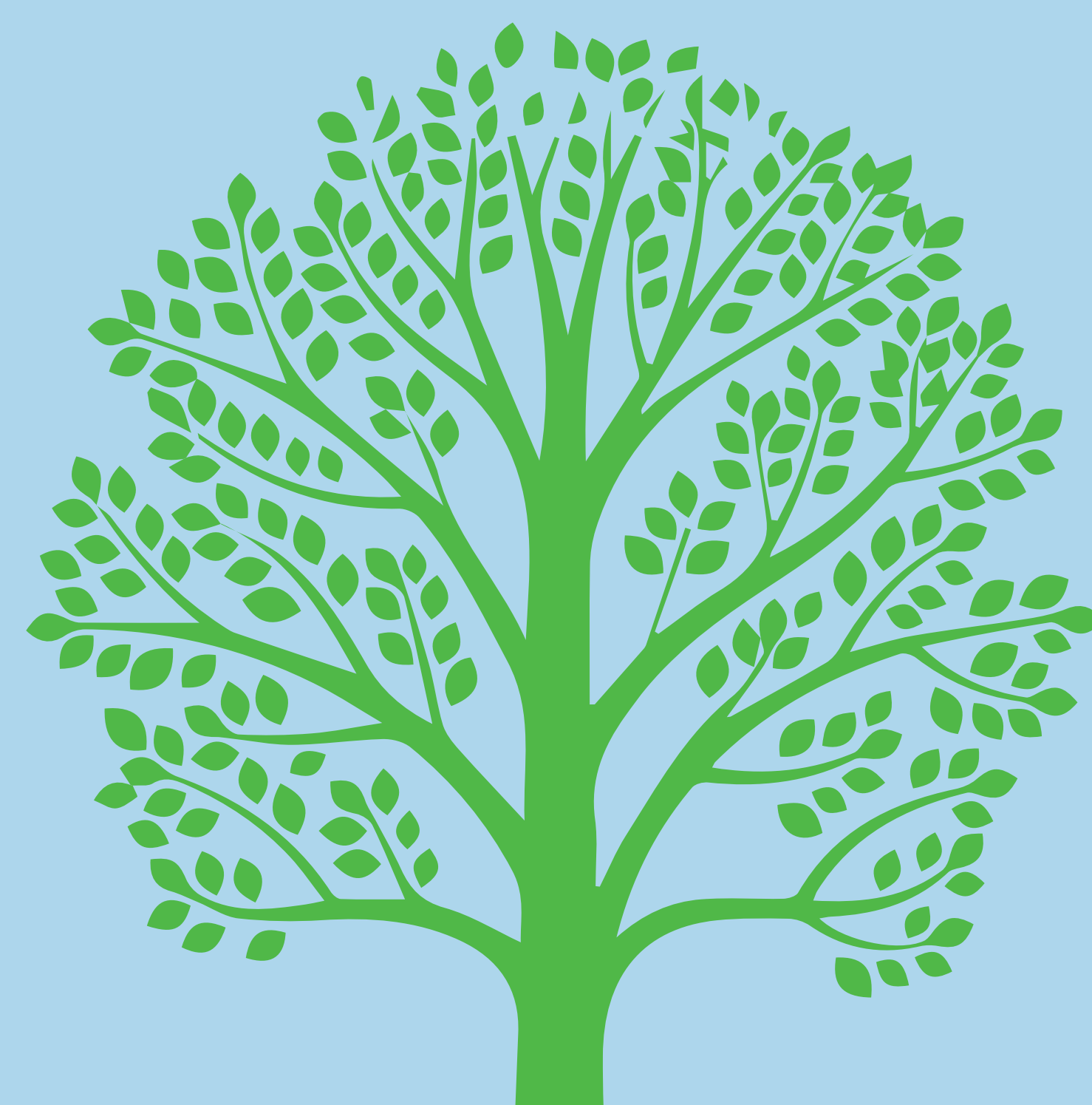
July — Knowing the data about the growth of the Latino community in the South, *Excelencia* partners with the Appalachian College Association to analyze institutional capacities and needs to in the co-published report , “**The ARC (Access, Retention, and Completion) of Success for Latino Students in Appalachia: A Summary Profile.**”



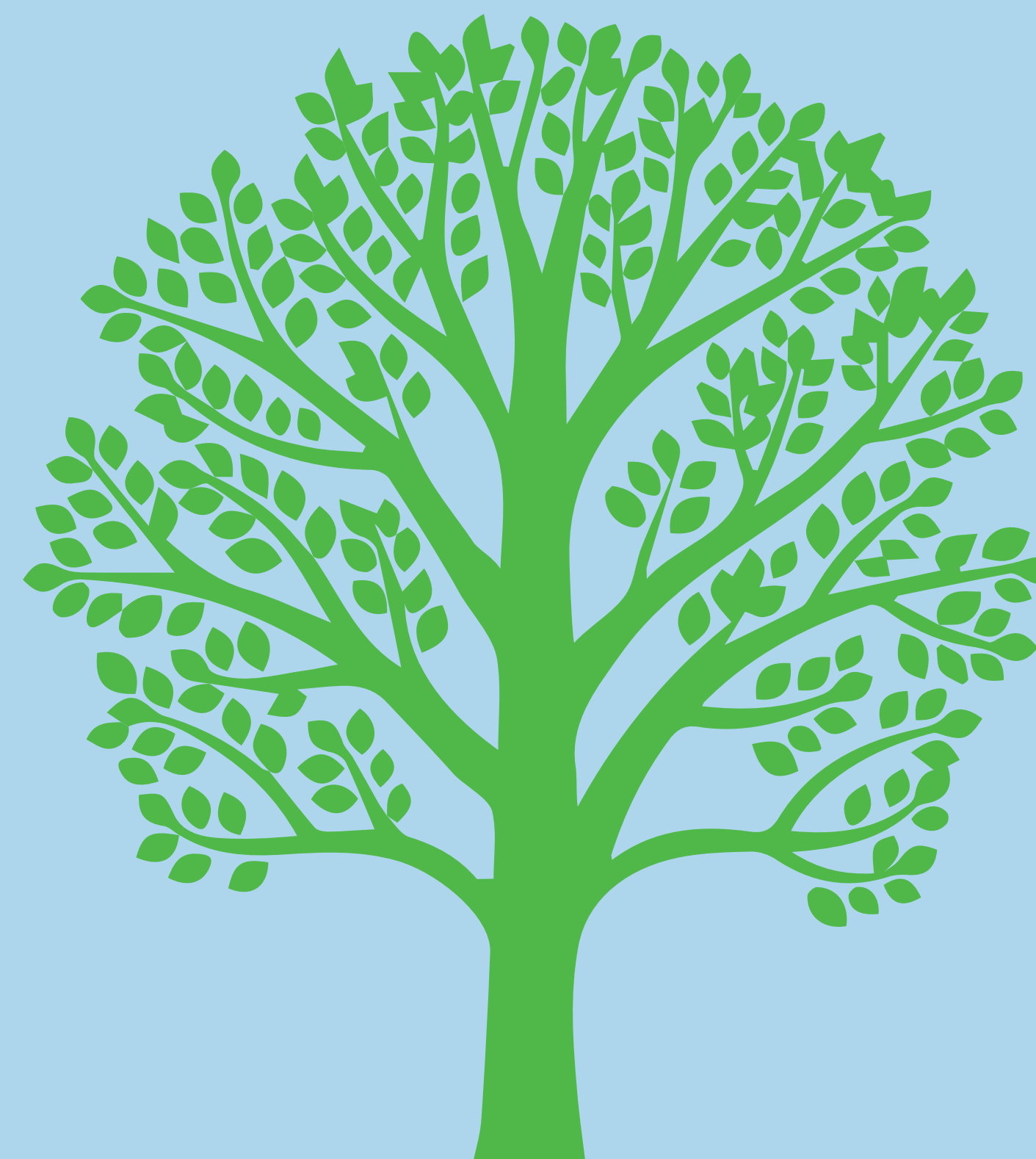
December — Three more significant works are released in 2017: “**Latino Males: Mentoring for the Future,**” “**What Works for Latino Students in Higher Education,**” and “**Framing, Not Blaming: Improving College Transfer in Texas.**” The three showcase *Excelencia's* expertise to address multiple topics and produce necessary needs analysis to advance policy recommendations to positively impact Latino student achievement.



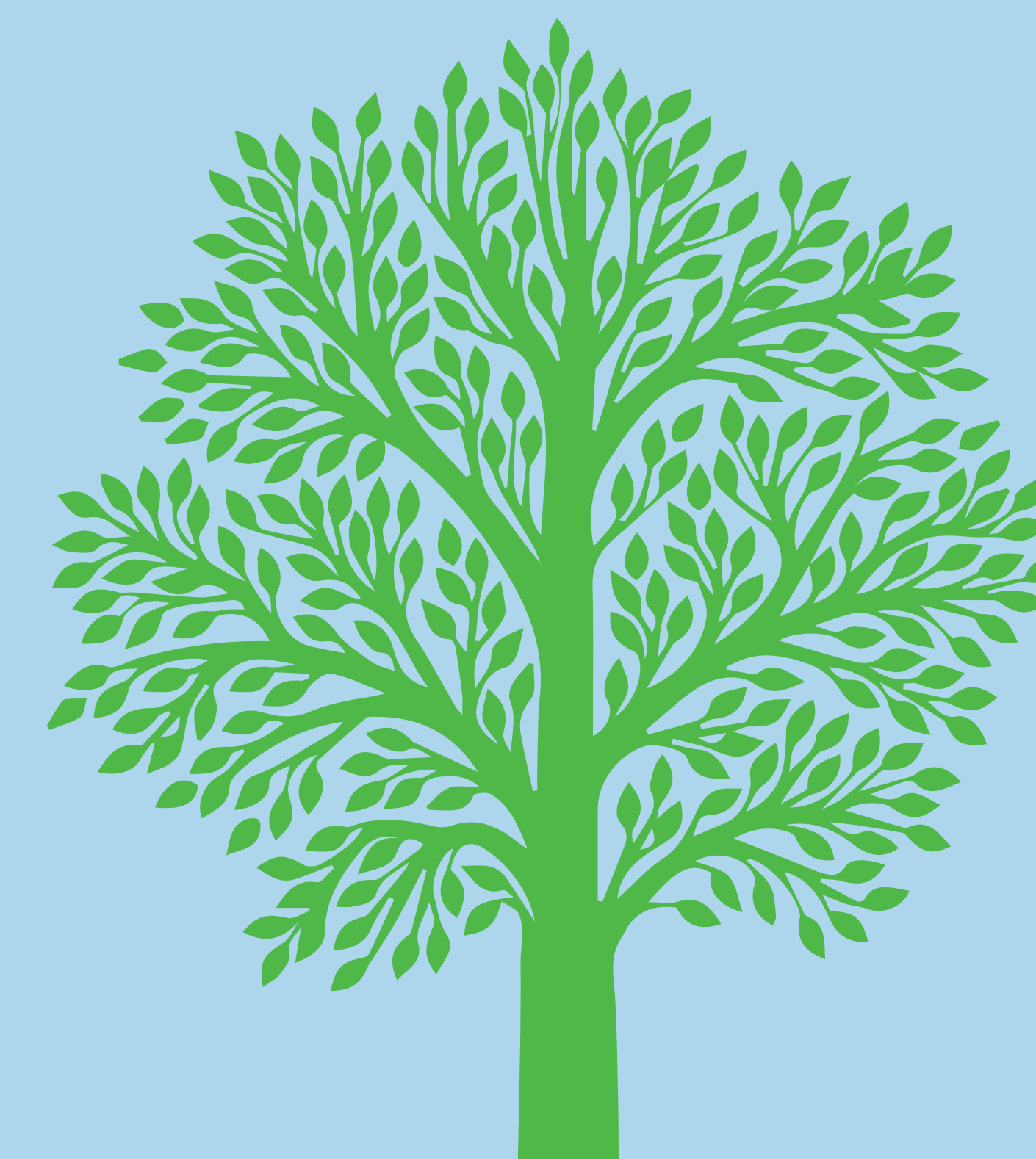
2013



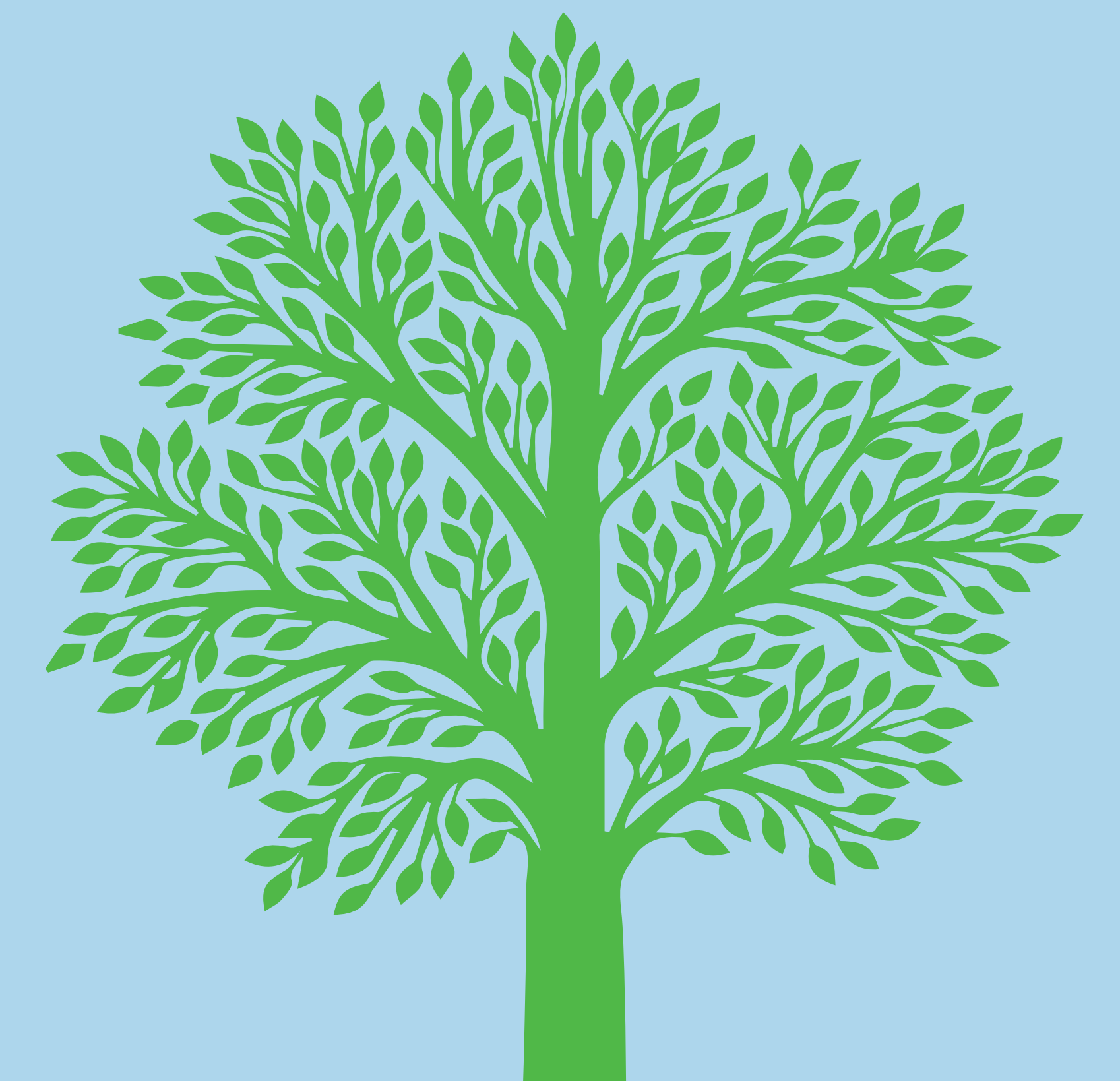
2014



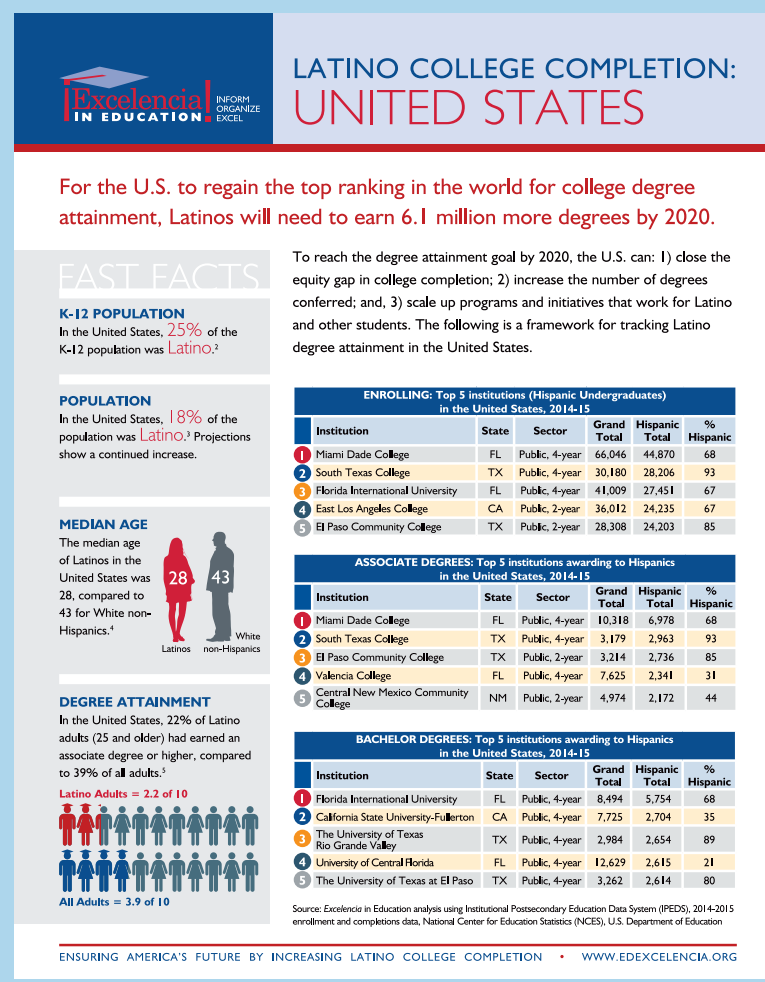
2015



2016



2017



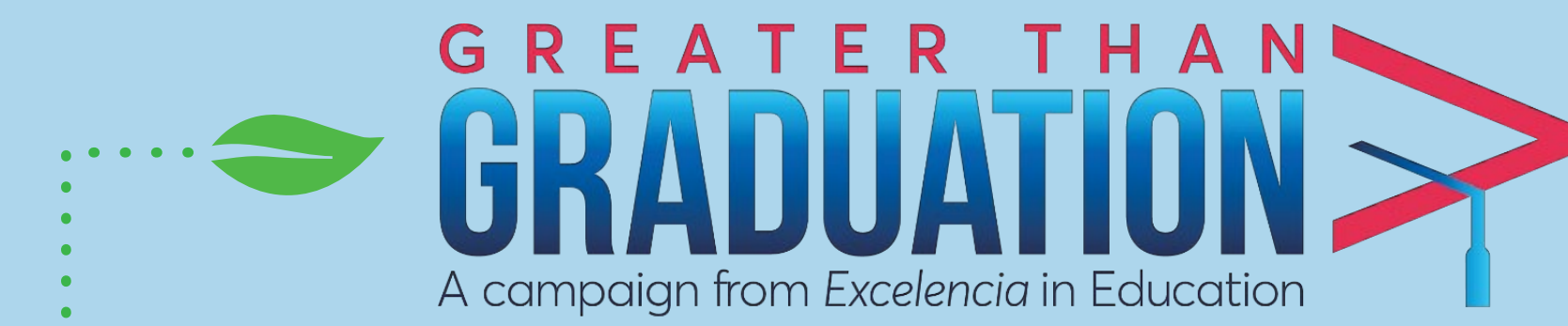
February — *Excelencia* continues its commitment to ensuring America's future through **Latino College Completion U.S.** These state fact sheets make clear that “For the U.S. to regain the top ranking in the world for college degree attainment, Latinos will need to earn 6.2 million degrees by 2030.”



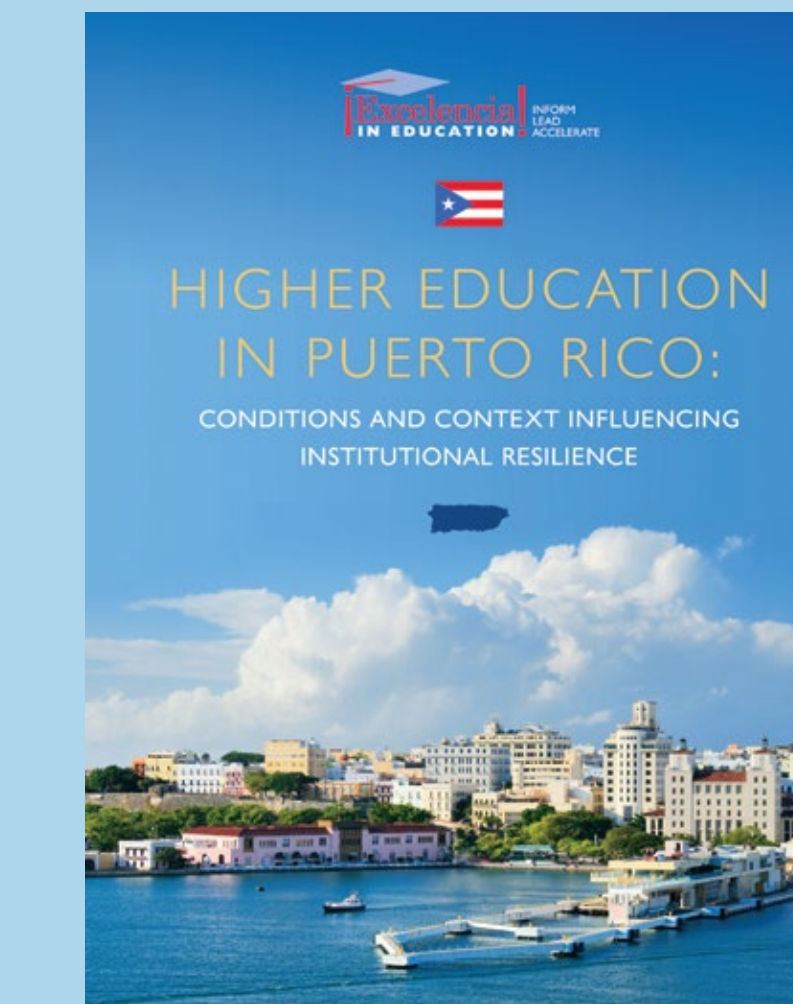
La Quinceañera year — *Excelencia* in Education observes 15 years of service by paying homage to its roots and Latina leadership with a *Quinceañera* reception in the nation's capital on June 20, 2019. More than 300 friends and allies join the *Excelencia* team for a joyous celebration of impact and commitment to accelerating Latino student success in higher education.



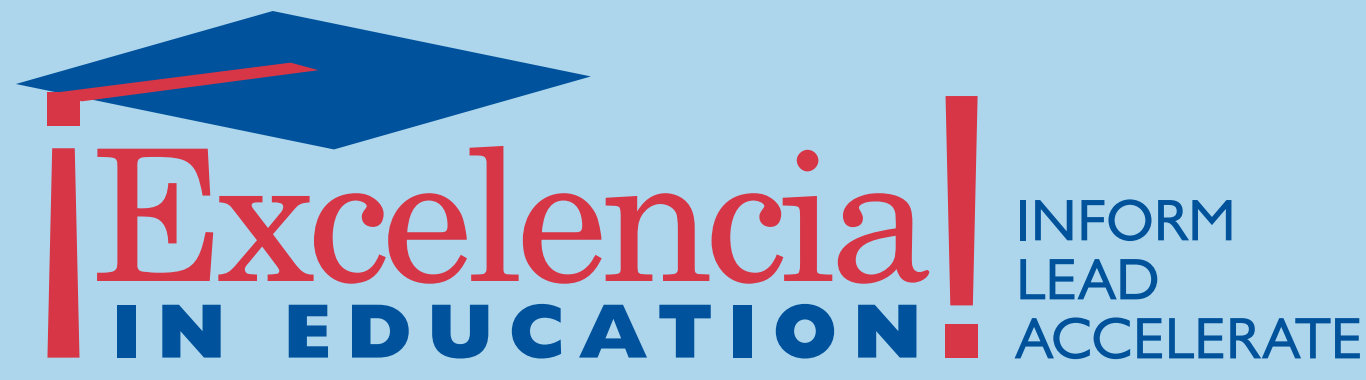
March —As the COVID-19 pandemic wreaks havoc across the globe, the U.S. experiences a shutdown. *Excelencia* hosts an online forum, “**Serving Latino Students in Uncertainty**” and follows up with research on federal COVID-19 funding and its impact on HSIs.



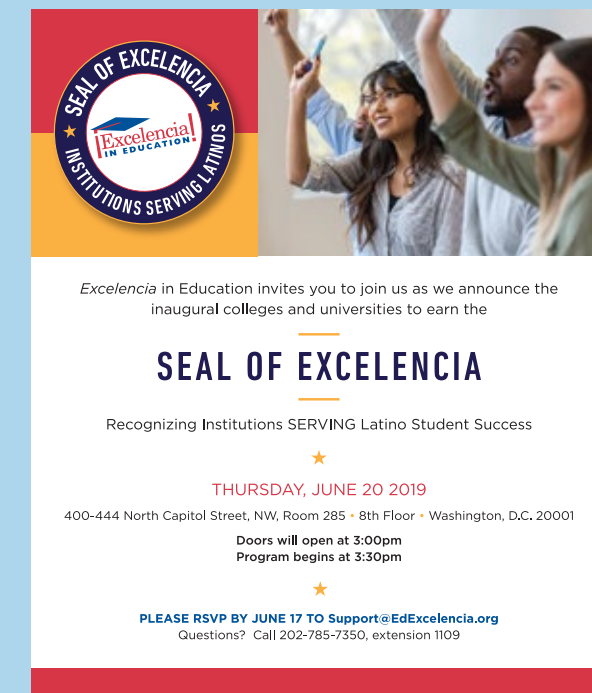
June — *Excelencia* leads a group of Latino organizations and institutions to convene virtually and celebrate Latino graduates in, “**Greater Than Graduation**” to show their lives and future will be enhanced by their educational achievement beyond one ceremonial day.



May — *Excelencia* releases its research brief, “**Higher Education in Puerto Rico: Conditions and Context Influencing Institutional Resilience.**” *Excelencia* shows the issues in Puerto Rico are also a bellwether of what mainland institutions may need to address to more intentionally serve Latino and rural learners.



As the nation's premier authority on accelerating Latino higher education success, *Excelencia* realigns its organizational tagline to reflect its core strengths and strategies: “**Inform. Lead. Accelerate.**”



June — *Excelencia* continues advancing the national agenda for Latinos in higher education by announcing the inaugural cohort of nine colleges and universities certified with the **Seal of Excelencia**. To earn the Seal, institutions demonstrate intentionality and impact in three core

areas of work that *Excelencia* has determined lead to Latino student success: data, practice, and leadership. This certification establishes and raises the bar by which institutions are evaluated and confirmed to intentionally serve Latino students.

July — *Excelencia's* **Presidents for Latino Student Success** network grows from its original 23 committed leaders in 2014 to over 100 presidents and chancellors in less than five years.



August — Since its inception *Excelencia* has viewed **Puerto Rico** and its system of higher education, as important to U.S. Latino student success. Despite the hardships Puerto Ricans have faced since devastating Hurricane Maria struck in 2017, higher education remains a priority to the island's economy and future. *Excelencia's* co-founders go to the island to meet with higher education officials, and return with agreements from four chancellors to affiliate with *Excelencia's* network and develop joint efforts in the future.

December — The co-founders conclude a busy year of traveling to 20 states and territories, where they delivered over 40 speeches and met with public and private officials to promote, instill, and implement Latino student success strategies across the country.

September — Forward-looking employers ponder where they will find the educated workforce they need to compete in the global economy today and the future. *Excelencia* responds by releasing, “**Examining Life Outcomes Among Graduates of Hispanic-Serving Institutions (HSIs)**” in cooperation with Gallup.

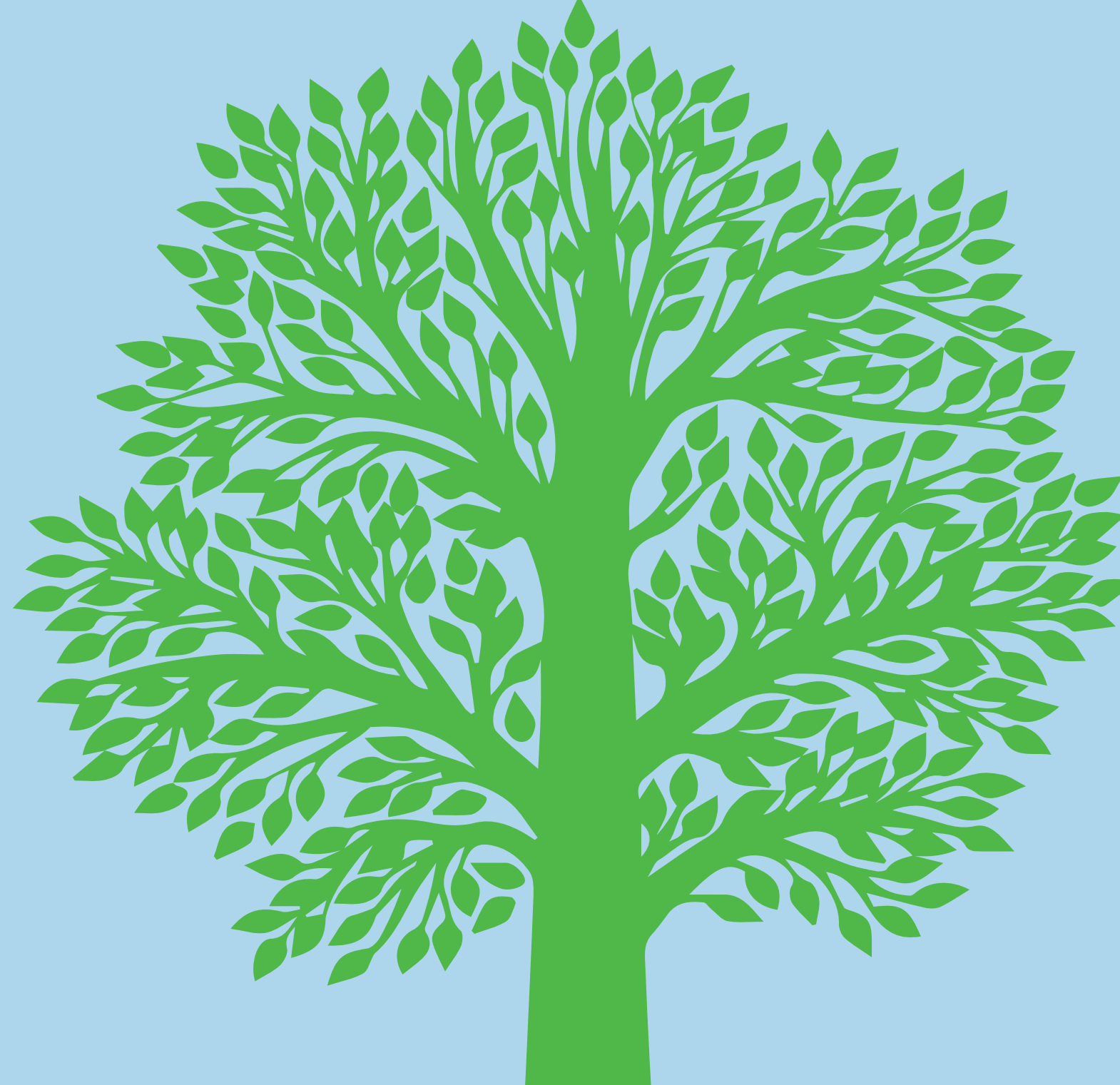
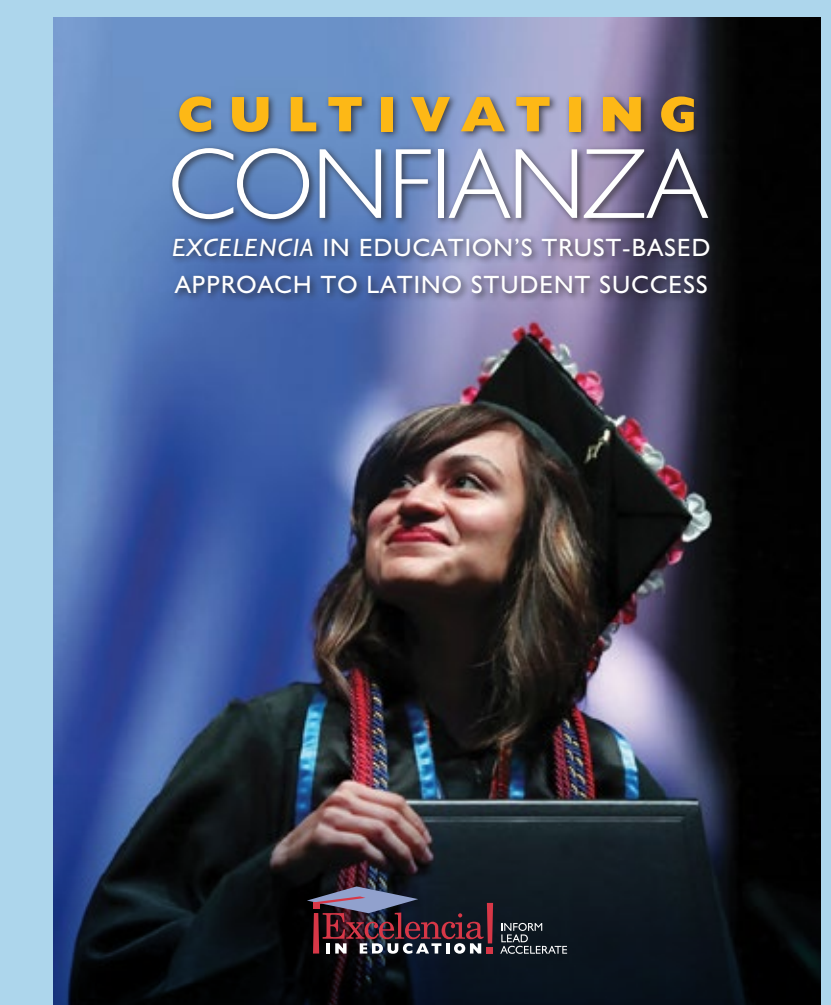


October — Over 60 leaders of higher education and Latino advocacy organizations endorse **The Seal of Excelencia** framework, a new, data driven approach created by *Excelencia* aimed at significantly increasing

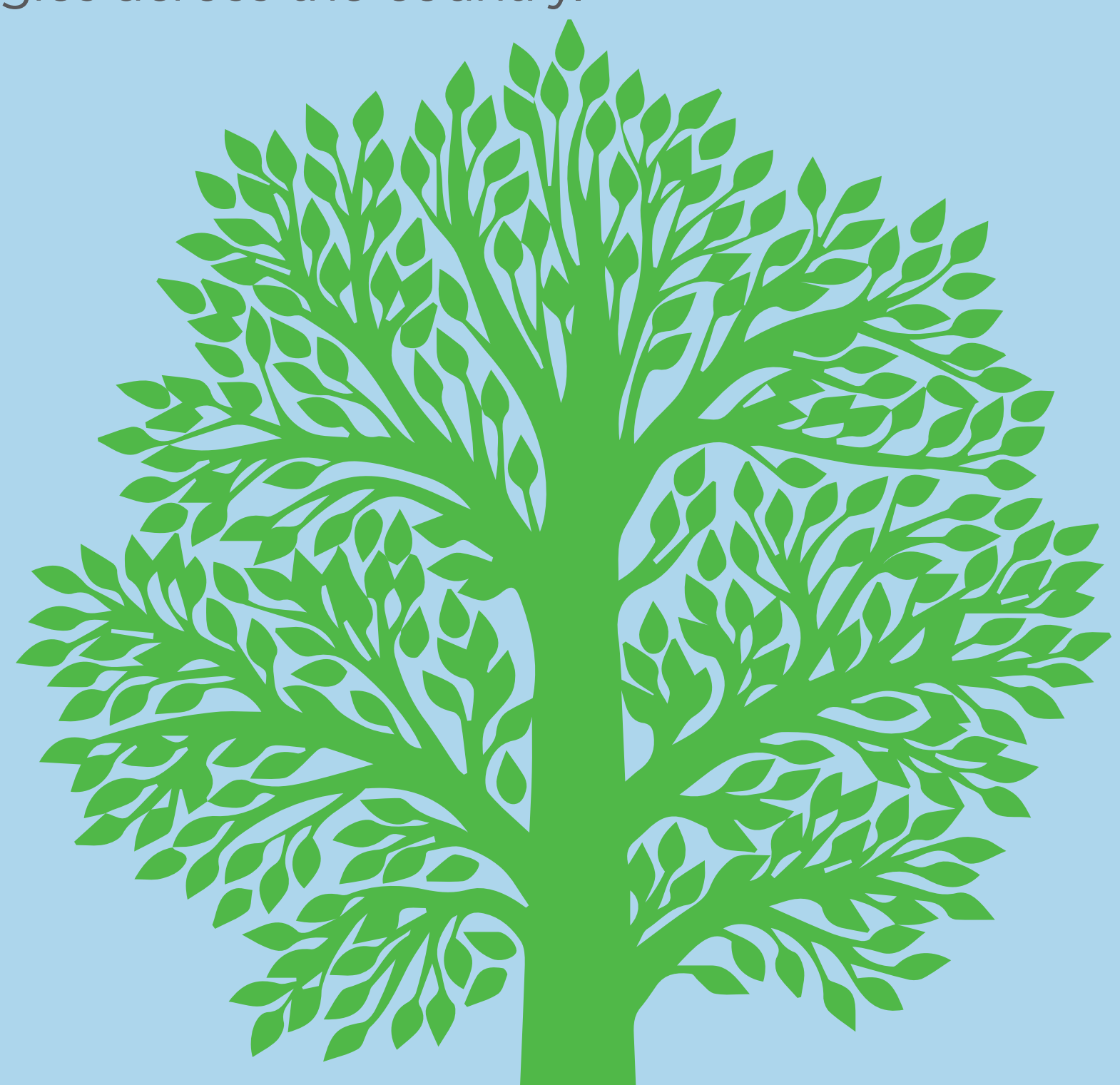
the number of Latino students attaining college degrees by 2030. **The Seal of Excelencia** is the first-ever certification for colleges and universities to earn based on their effectiveness in intentionally serving Latino students.

June — *Excelencia* receives a multimillion-dollar gift from Philanthropist MacKenzie Scott, the largest in the organization's 17-year history. And 13 of the 29 institutions that also received gifts are part of **Excelencia's** **Presidents for Latino Student Success** network.

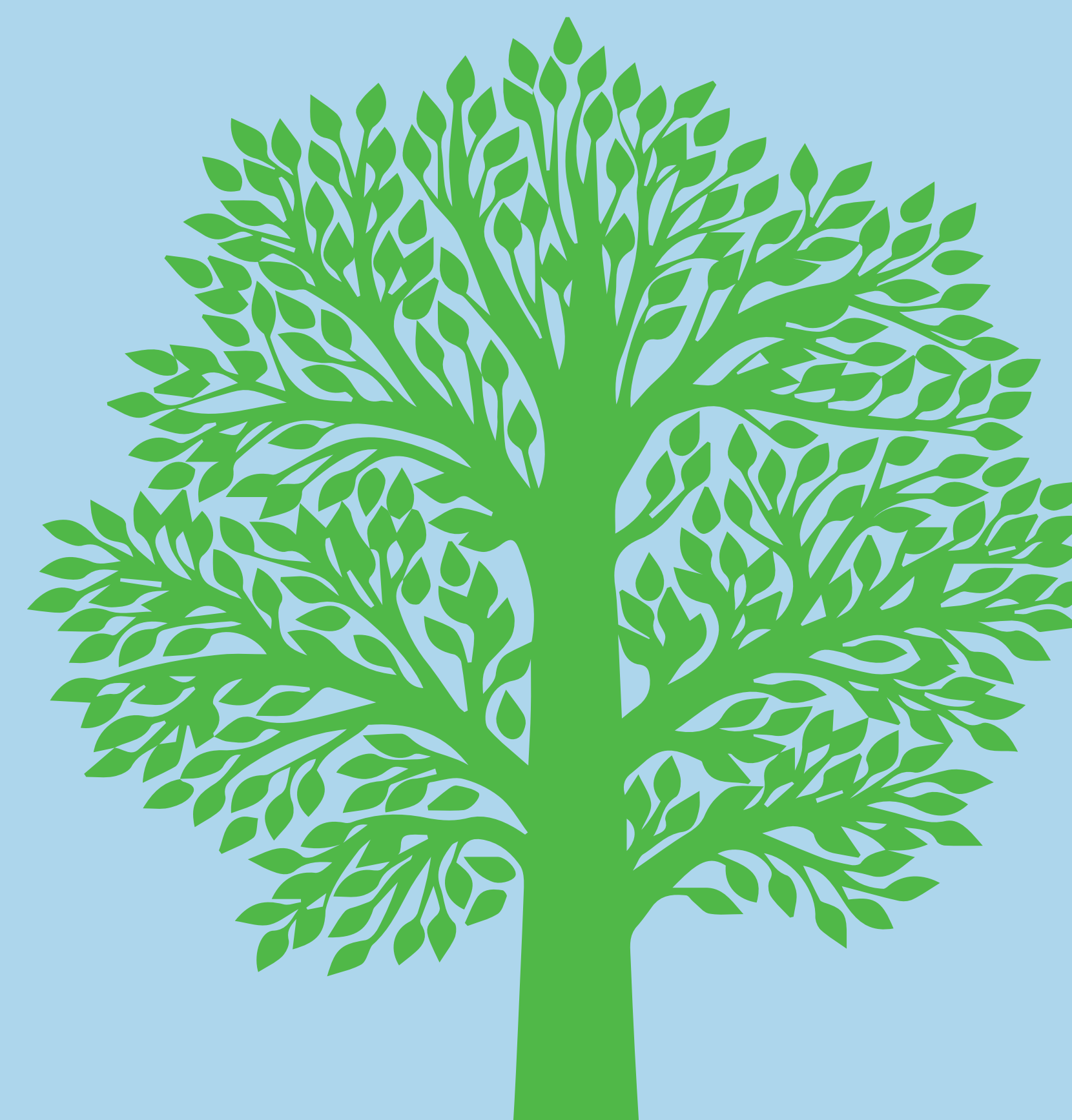
September — *Excelencia* publishes, “**Cultivating Confianza: Excelencia in Education's Trust-Based Approach to Latino Student Success.**” Part storytelling, part roadmap with a call-to-action, *Cultivating Confianza* provides a unique look at how *Excelencia* has expanded from a trusted research source to a noted change agent in higher education.



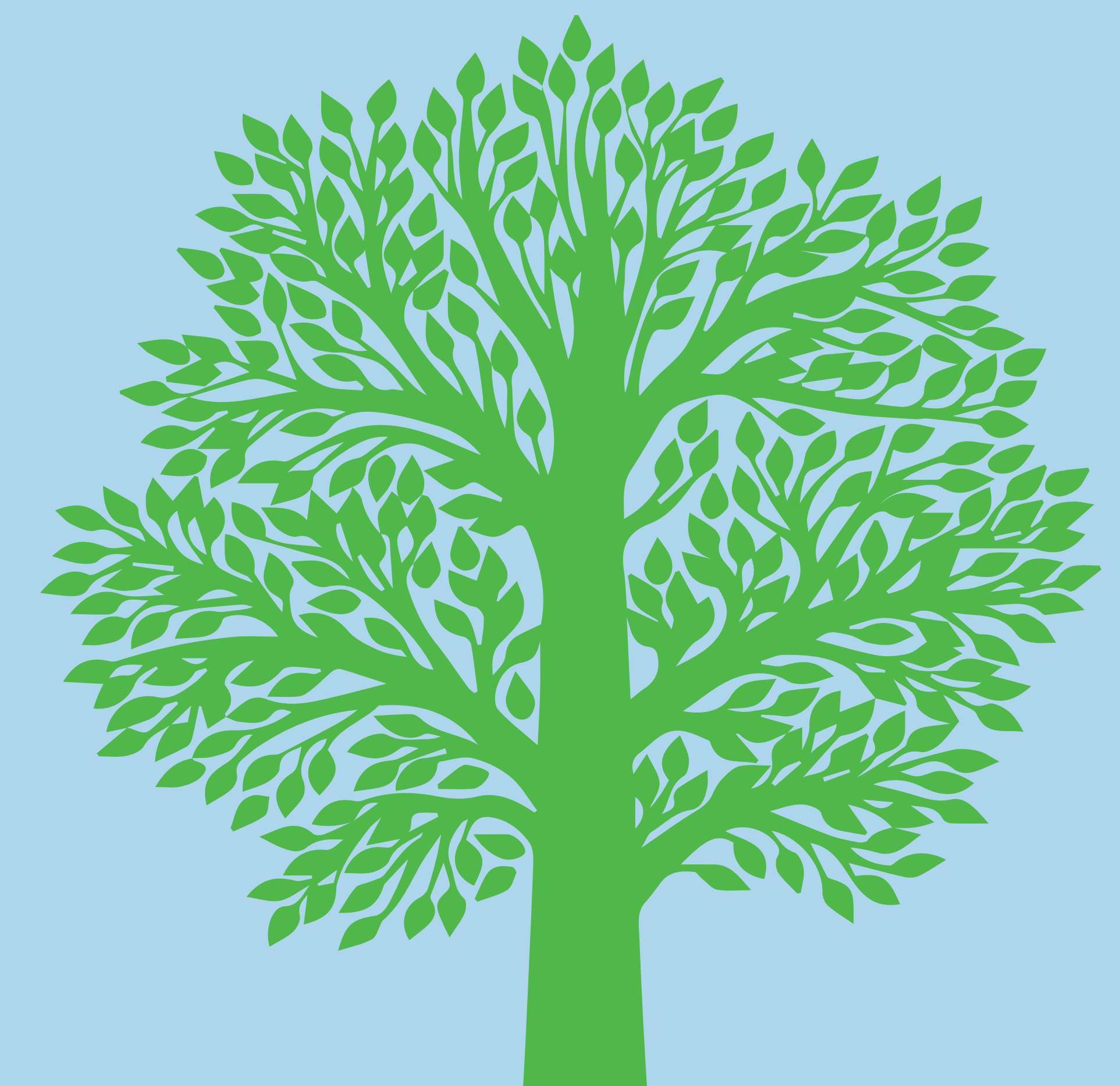
2018



2019

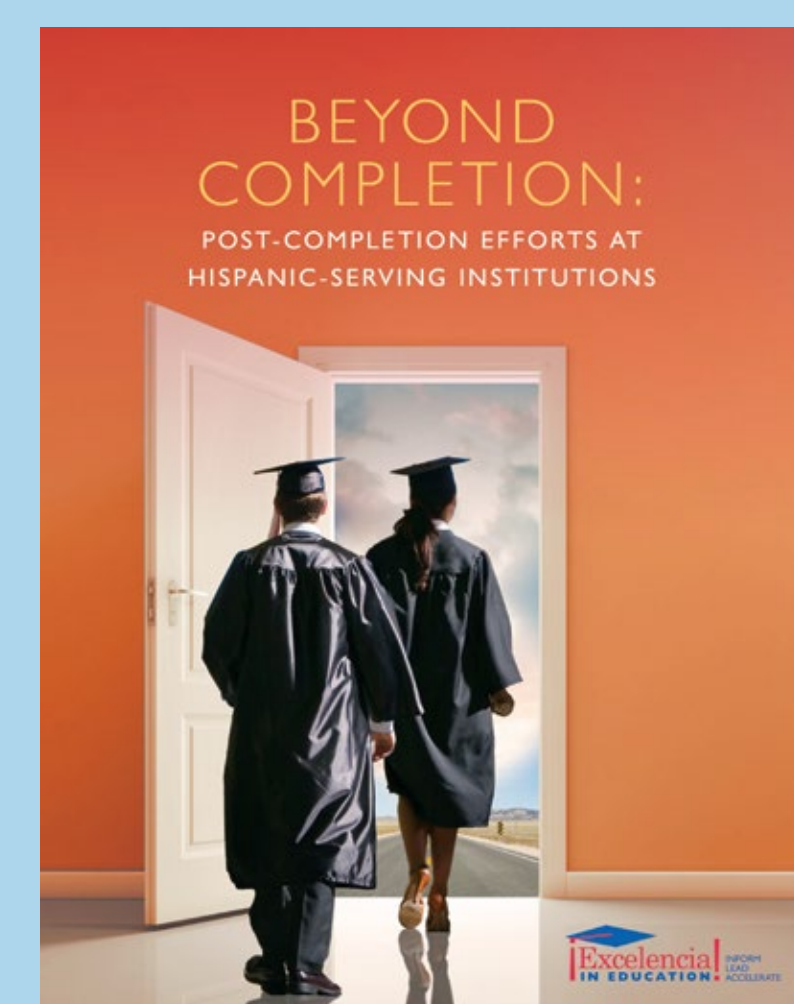


2020



2021

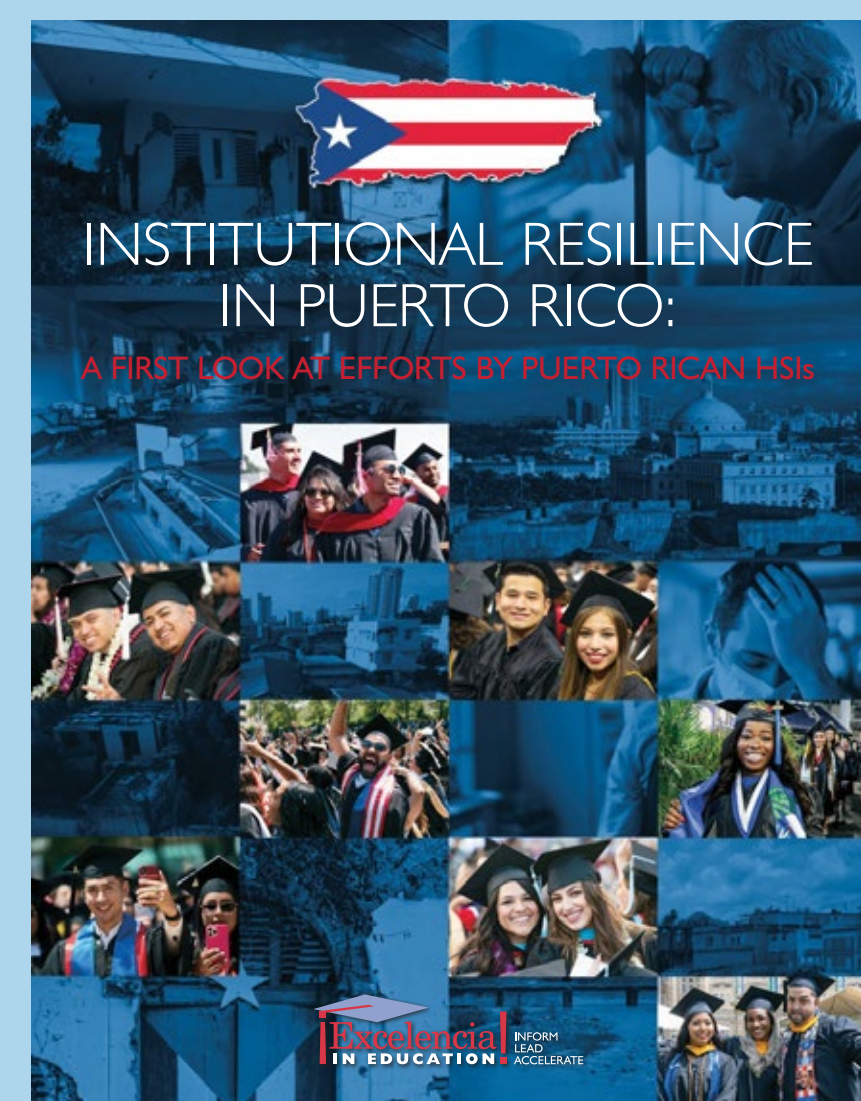
April — *Excelencia's* role as a change agent continues to grow as its portfolio. *Excelencia* expands technical assistance for cohorts to self-assess with a Latino lens using our **Seal Serving Institutional Transformation Assessment (SSITA)** for those starting their journey to more intentionally serve Latino, and all, students. In total, 66 institutions participated in TA.



July — As the nation's economic recovery continues, *Excelencia's* latest analysis, **"Beyond Completion: Post-completion Efforts at Hispanic-Serving Institutions,"** reveals institutions intentionally focused on serving their Latino students are creating learning experiences that promote workforce preparation and career success.

Summer — *Excelencia* receives its first grants from Bank of America Foundation and JP Morgan Chase Foundation, establishing a pathway for corporate leaders to make common cause with *Excelencia* and institutions intentionally serving Latino, and all, students.

September — *Excelencia* offers **Seal of *Excelencia* recertification** for the first time and nine institutions are recertified, proving the Seal's ongoing value as an institutional self-assessment tool transforming higher education. Six other institutions earn the Seal for the first time. The evolution of the Seal transforming higher education is in full effect now.



February — The brief, **"Institutional Resilience in Puerto Rico: A First Look at Efforts by Puerto Rican HSIs,"** is the 2nd study of efforts on the island to serve Latino students in challenging situations, such as the effects of hurricanes, earthquakes, fiscal austerity, governance changes, demographic shifts, and the COVID-19 pandemic.

September — The role of the **Seal of *Excelencia*** in transforming higher education continues to grow. Seal-certified colleges and universities (39) represent less than 1% of all institutions but enroll over 15% and graduate 17% of all Latino graduates. In partnership with *Excelencia*, they advance the Latino talent needed for the country's future workforce and economy.



October — *Excelencia* demonstrates convening effectiveness by creating **"The Meeting Place for Professional Setting the National Agenda for Latino Student Success in Higher Education,"** and a **National Policy Forum** in Washington, D.C.

November — *Excelencia's* network of presidents and chancellors makes a significant collective impact on Latino student success nationally. Over 190 presidents and chancellors affiliated with **Presidents for Latino Students Success** and are transforming to become colleges where Latino students thrive.

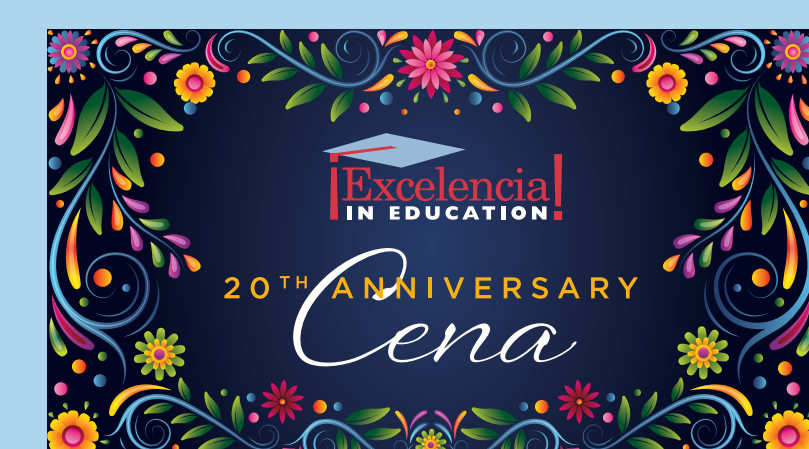


January 2024 — *Excelencia* marks **20 years of service** to our country by re-releasing its first publication from 2004, **"Latino Students Success at Hispanic-Serving Institutions: Findings from a Demonstration Project."** The seminal brief addresses how an institution "serves" students and recognizes the through-line from this study to *Excelencia's* powerful portfolio, tactical plan, and proven impact.



In 2024 over 200 college and university presidents and chancellors choose to enroll the **Presidents for Latino Student Success (P4LSS)** national network. *Excelencia* supports and catalyzes their efforts to intentionally serve Latino, and all, students.

September — With the **Seal of *Excelencia***, *Excelencia* has asserted national leadership for institutional transformation to intentionally serve Latino and all students. Fall 2024, 47 institutions from the P4LSS network had earned the Seal of *Excelencia*.



Excelencia hosts a 20th Anniversary *Cena* a special evening of conversation, culture, and a shared commitment to advancing Latino student success.



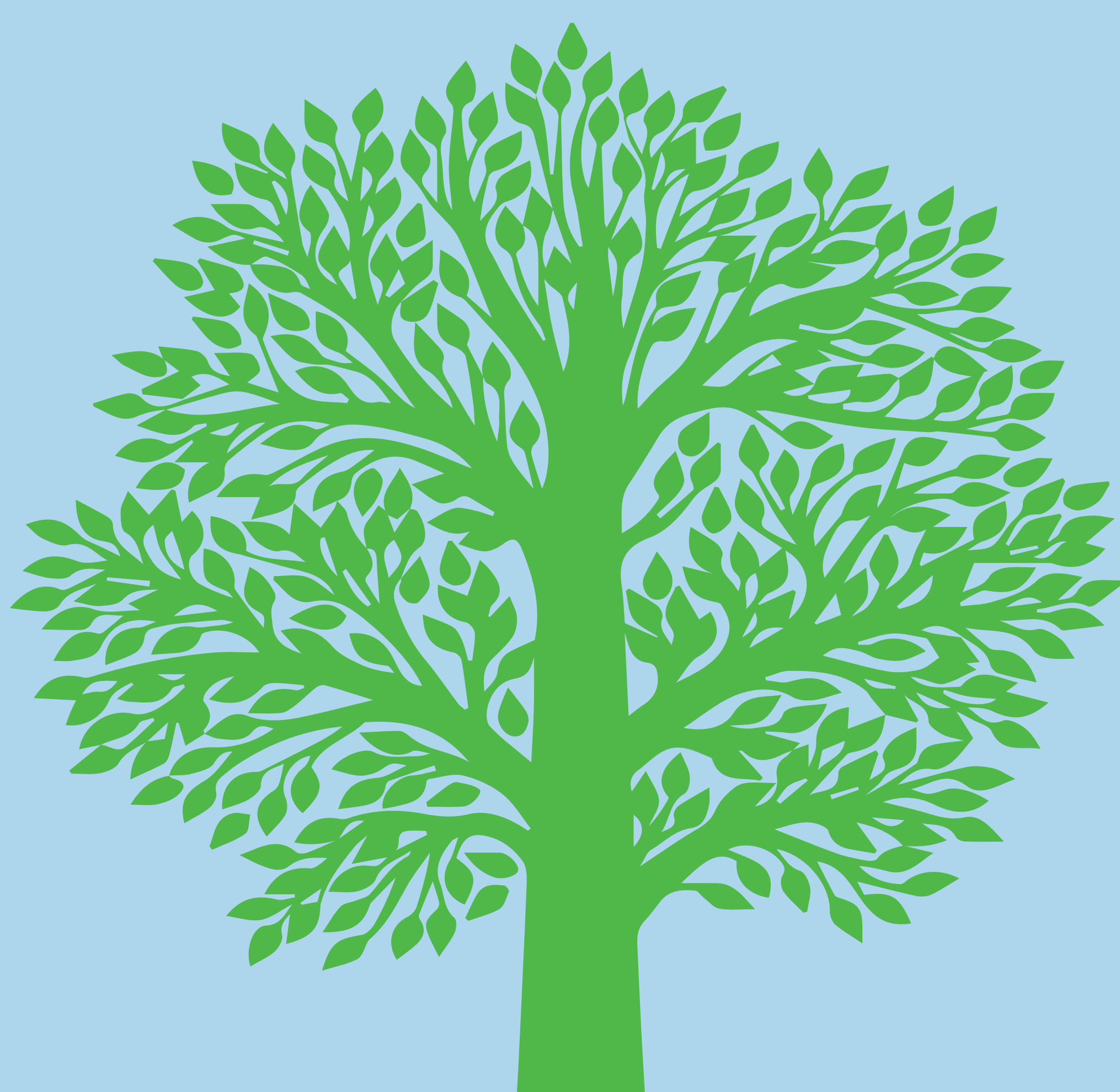
Focused on greater impact, *Excelencia* launches the *Excelencia Futuro Fund*, a concerted campaign to raise a \$1million to advance the Seal of *Excelencia* and intentionally serving Latino, and all, students.



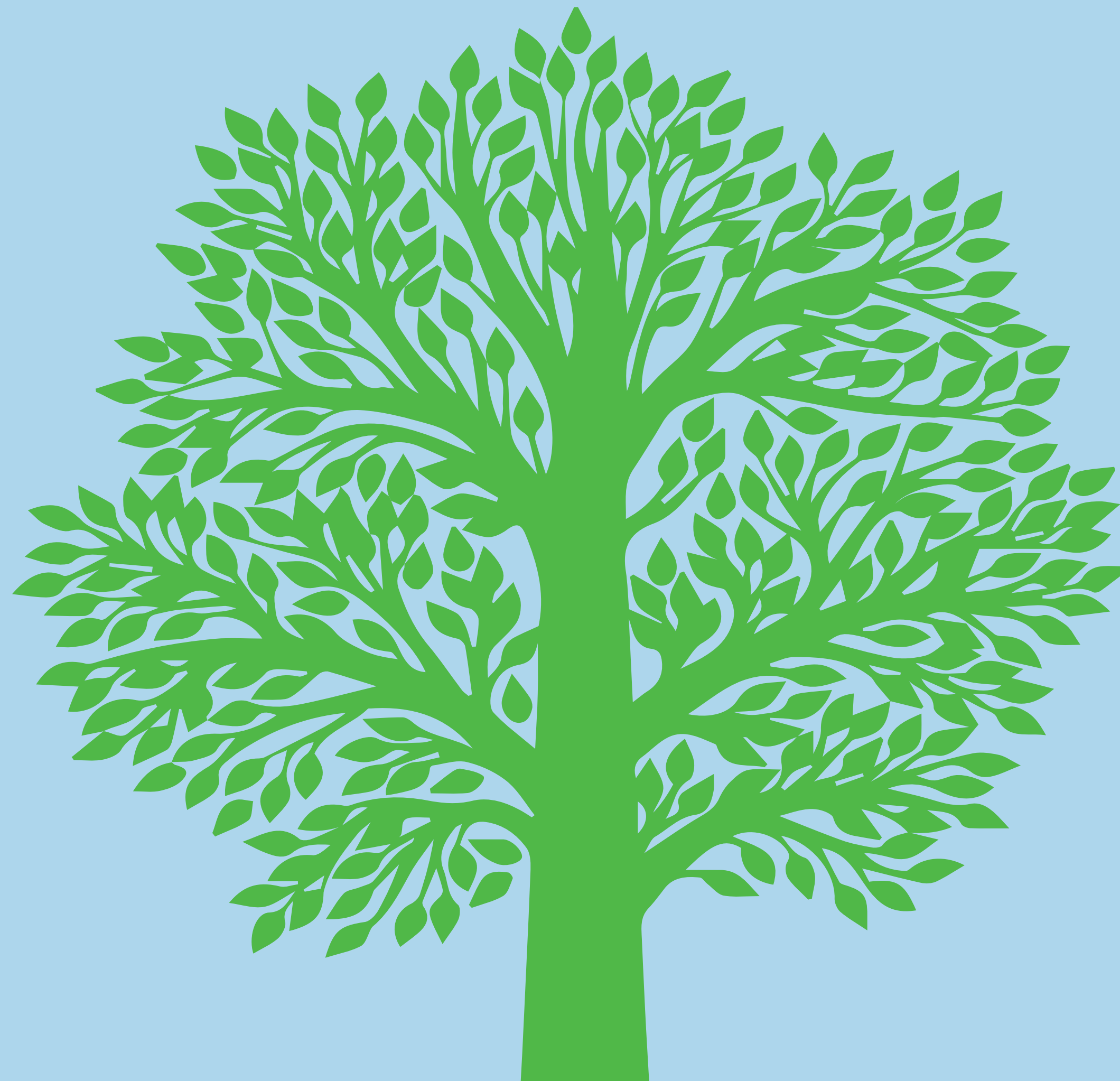
Tomorrow

Excelencia has the momentum and is mobilizing the field to produce far greater results for the continued transformation of higher education. This is what it does and has done in the first 20 years, and because *Excelencia* did it, Latino student success is advancing.

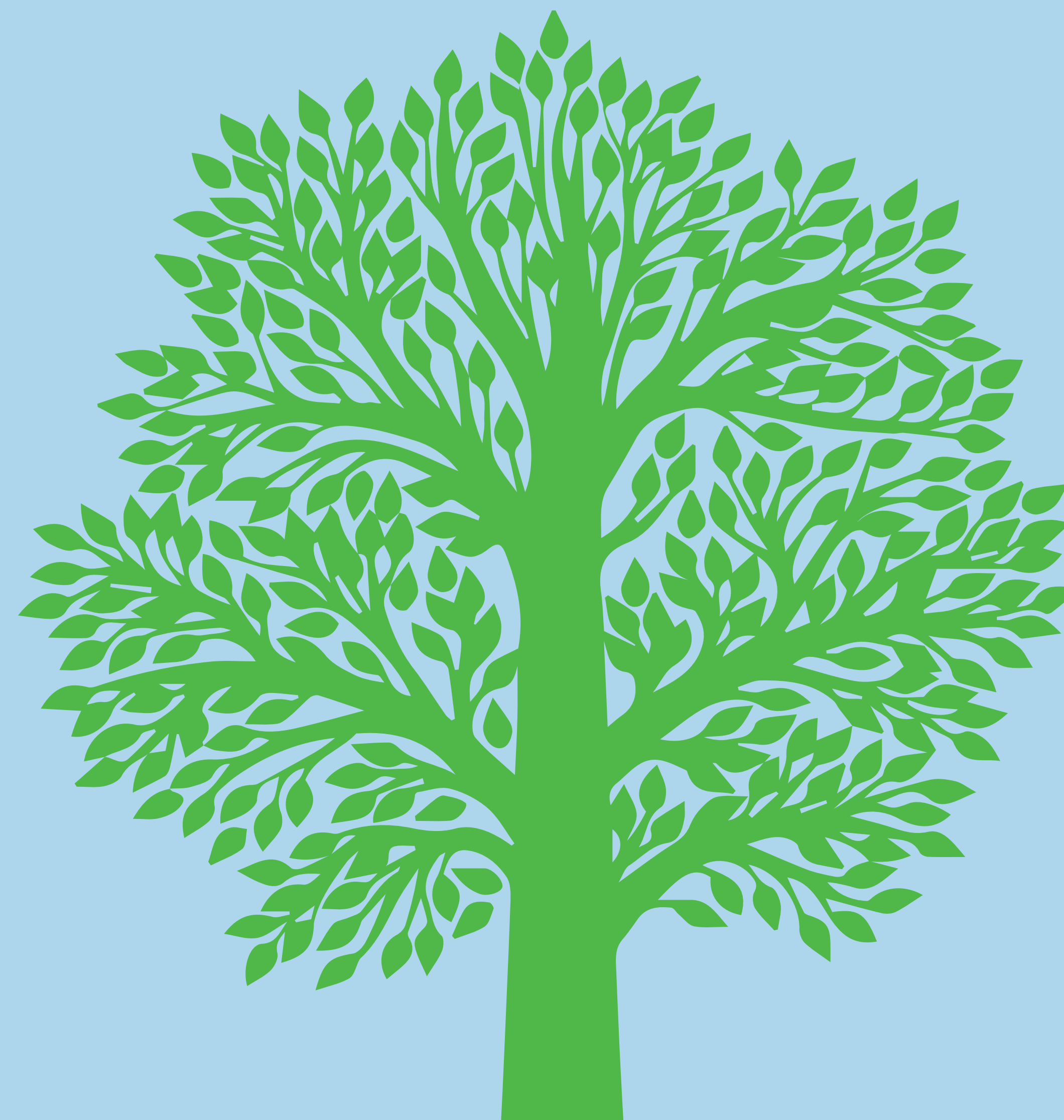
Excelencia's roots make it strong. Going forward, it will continue to link research, policy, and practice, with active collaborations through its network, to transform committed institutions of higher learning to truly SERVE Latino students. *Excelencia* in Education will lead higher education to increase the college-educated Latino talent that will ensure America's brightest future.



2022



2023



2024

Tomorrow