



**2021 Program Profile Submission Guide:  
Share Your Program's Story of  
Latino Student Success**

## **About Examples of *Excelencia***

Established in 2005, Examples of *Excelencia* is the only national, data-driven initiative to recognize programs at the associate, baccalaureate and graduate levels and community-based organizations with evidence of effectiveness in accelerating Latino student success. Through a comprehensive, year-long process, *Excelencia* in Education identifies and promotes programs increasing academic opportunities and improving achievement for Latino students in higher education.

*Celebración de Excelencia* is the capstone event for Examples of *Excelencia* and culminates the year-long process. This recognition event is held annually in Washington, DC to bring national attention to the evidence-based practices increasing Latino student success. This event is used to celebrate the great work all programs do to serve Latinos in higher education and the four programs selected as the Examples in their category are formally recognized.

Since its inception, Examples of *Excelencia* has received more than 1,500 programs for consideration and over 300 programs have been highlighted by *Excelencia* in Education. The large number of evidence-based practices show that there is a significant portfolio of existing practices increasing Latino student success across the country. *Excelencia* in Education compiles these evidence-based practices and serves as a resource to institutions and community-based organizations interested in better serving Latino students. Programs that serve Latino students well can guide the evolution to a more equitable higher education environment where current and future post-traditional students can thrive.

## **Purpose of the Submission Guide**

In the past, programs who have applied for Examples of *Excelencia* have asked our team for advice on ways to craft a compelling program profile submission form that effectively shows their impact toward Latino student success in higher education. The goal of this guide is to walk through the process of Examples, help programs tell their success stories, encourage the use of metrics, and highlight measures of success.

In addition, this guide is designed to support programs in crafting a strong program profile submission form for Examples of *Excelencia*. It will outline the information needed to complete the submission form and provide a walkthrough of each submission form section and share information about *Excelencia's* review criteria.

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# The Examples of *Excelencia* Annual Cycle

## 1. Call for Program Nominations

Beginning the first week of February, individuals will have the ability to nominate a program at the associate, baccalaureate, graduate level or at a community-based organization for Examples of *Excelencia*. Nominations will be open until March 5, 2021.

All nominated programs will be alerted of their nomination for Examples of *Excelencia* and be encouraged to complete a program profile submission form for the 2021 cycle. Only programs who provide a completed submission form will be considered for this year's cycle.

Nominate a program you believe is effective in accelerating Latino student success in higher education by visiting: <https://bit.ly/2021ExamplesNomination>. Consider nominating programs at your higher education institution, in your community, or that you know from media or research. There is no limit to the number of programs you can nominate.

## 2. Call for Program Profile Submissions

In February, programs at the associate, baccalaureate, graduate level or at a community-based organization will have the opportunity to complete a program profile submission form for Examples of *Excelencia*.

The deadline to provide a submission form is 11:59 pm EST/8:59 pm PST on April 9, 2021.

We prefer programs have a nomination in the system before completing a submission form. However, a nomination is not required to complete a submission form.

Only programs that provide a completed submission form by the deadline will be considered for the 2021 cycle.

## 3. Program Profile Submission Review & Selection

The 2021 Examples of *Excelencia* program profile submission period closes on April 9, 2021. Once the submission period closes, *Excelencia* in Education staff will review all completed submission forms to select Examples of *Excelencia* Finalists. Finalists submissions are then forwarded to an external committee of national experts for final review in the summer to recognize one program per category as the 2021 Examples of *Excelencia*.

#### 4. Examples of *Excelencia* Finalists & Programs to Watch Announcement

Programs recognized as Examples of *Excelencia* Finalists and Examples of *Excelencia* Programs to Watch are publicly announced via *Excelencia* in Education's national network in early September 2021.

Finalists are included in our [Growing What Works Database](#)—the only national online, searchable database that serves as a credible resource for institutional leaders, funders, and policymakers interested in identifying what works for Latino students.

Programs selected as Examples of *Excelencia* Finalists and Programs to Watch will be personally notified by our program team before the national release of recognized programs.

#### 5. Examples of *Excelencia* Announcement (*Celebración de Excelencia*)

The four Examples of *Excelencia*—one in each respective category—will be nationally recognized at the annual Examples of *Excelencia* capstone event, *Celebración de Excelencia*, held in Washington, DC in October.

Programs selected as the annual Examples of *Excelencia* will be personally notified by our program team to coordinate promotional and recognition materials for *Celebración de Excelencia*.

#### 6. Examples of *Excelencia* Share What Works: Accelerating Latino Student Success (ALASS) Institute

Paired annually with *Celebración de Excelencia* is the Accelerating Latino Student Success (ALASS) Institute—the meeting place for professionals leading effective strategies for Latino student success in higher education. The four annual Examples of *Excelencia* will be invited to share their evidence-based practices with fellow practitioners as the opening panel to the Institute.

Programs selected as annual Examples of *Excelencia* will meet with *Excelencia*'s CEO in advance to prepare for the ALASS Institute.

### 2021 Examples Timeline

Nomination Period Opens	February 2
Nomination Period Closes	March 5
Program Profile Submissions Open	February 2
Program Profile Submissions Close	April 9
Program Profile Submission Review	April – July

Finalists & Programs to Watch Announcement	Early September
2021 Examples of <i>Excelencia</i> Announced ( <i>Celebración de Excelencia</i> )	October 27
Accelerating Latino Student Success (ALASS) Institute	October 28

### **Before Beginning The Program Profile Submission Form**

Before beginning the program profile submission form, we recommend downloading a blank copy of the submission form [here](#) and working on your submission form in that document. After drafting the submission form in that document, you may return to the [online program profile submission form](#) to copy/paste your answers in the appropriate sections of the submission form. We also recommend reviewing the submission form planning list below to consider the information you will need to gather to complete the submission form.

### **Submission Form Planning List**

The program profile submission form consists of an overview and four detailed sections that will help us learn more about your program: 1) program mission and goals, 2) history and practices, 3) staff and estimated budget, and 4) evidence of effectiveness. New to the 2021 submission form is an optional section where programs may share innovations or challenges from the COVID-19 pandemic. Each submission form section provides a specific word count.

To complete the sections of the forms, you will need to gather the following program information:

#### **1. Program Overview**

##### Program Enrollment

- Total program participants served in 2019-2020.
- Total program participants served since inception.
- Total Latino program participants served in 2019-2020.
- Total Latino program participants served since inception.

##### Annual Program Budget

- The program's estimated annual budget.

#### **2. Mission and Goals**

- The program's mission statement.
- The program's goals, or tangible measures the program hopes to accomplish for program participants.
- The program's statement on why it is important to serve its Latino program participants.

#### **3. History and Practices**

- Background information on the program's inception.
- Background information on the evolution of the program.
- The program's current practices to improve program participant outcomes.
- The program's statement on how its current practices are improving Latino program participant outcomes.

#### **4. Staff and Estimated Budget**

##### Program Staff

- Roles of staff within the program.
- Staff diversity.
- Staff tenure.
- Program alumni that serve as current staff (if applicable).
- Impact of staff on program participant success.

##### Program Budget

- Sources of program funding in Academic Year 2020 - 2021.
- Sources of future program funding.
- Program should consider sharing actual and in-kind revenue.

#### **5. Evidence of Effectiveness**

##### Student Data - Quantitative Measures of Success

- Program participant outcome data from the past 3 years based on the program's mission and goals. Ensure data is disaggregated to show outcomes for the following:
  - Latino program participants.
  - Program participants versus non-program participants.

##### Student Impact - Qualitative Measures of Success

- Written testimonials from current program participants or alumni that speak to the program's impact on students and/or their communities.

### **The Program Profile Submission Form: Section-By-Section Guidance**

This section provides a description of each area of the program profile submission form and insight into *Excelencia's* review criteria.

As programs tell the story of their efforts, *Excelencia* recommends that programs craft an aligned and comprehensive narrative across all submission form sections. The alignment between all written pieces of the submission form will make for a compelling and coherent submission form that details a program's objectives, strategy, practices, and impact, especially as this pertains to Latino students served.

#### **Program Overview**

The beginning of the submission form asks programs to provide the following information.

- 1) **Program Address:** Refers to the locality in which the program is operating.
- 2) **Program Category:** Refers to the academic level or category (Associate, Baccalaureate, Graduate level, or Community-Based Organization) at which the program operates.

Programs must select one category:

- Associate
- Baccalaureate
- Graduate
- Community-Based Organization

- 3) **Issue Area:** Refers to the type of postsecondary student success work the program operates. Programs are required to select one issue area that best describes the program's area of work.

Identifying the program's issue area will help *Excelencia* learn more about the program while considering all other information provided in the submission form. The program's issue area is also used to catalog recognized programs in our [Growing What Works Database](#).

Programs must select one issue area:

- Academic Program – a specific program within a department or institution that serves Latino students through a curricular-specific focus.
- Access – a program focused on increasing the number of Latino students prepared for and/or enrolling in higher education.
- Retention – a program focused on supporting enrolled students in higher education to increase their persistence and improve progress to graduation.
- Support Services – a program that supports students through areas such as academic advising, tutoring, career guidance, and personal and financial planning that can lead to increased student success.
- Transfer - a program that provides services and support to facilitate the transfer enrollment process, generally from a community college to a college/university.

- 4) **Program Focus:** Refers to the type of practices the program implements to improve program participant outcomes. Programs are required to select one program focus that best describes the program's area of work, but can select up to two, if appropriate.



Programs may also select “Other” if they feel that none of the practices listed best describe their program.

Identifying the program’s focus area(s) will help *Excelencia* learn more about the program while considering all other information provided in the submission form. The program’s issue area is also used to catalog recognized programs in our Growing What Works Database.

Programs must select one issue area:

- Adult Learners
- Bilingual/ESL
- Career/Workforce
- College Prep
- Discipline/Subject
- Dual Credit
- Faculty Development
- Family Engagement
- First Year Support
- Gender Based
- Mentoring
- Scholarship
- Transfer
- Undergraduate Research
- Undocumented/DACA Students
- Other

### **Section 1: Mission and Goals (250 word count)**

In this section, programs will want to share their mission statement, goals for their program participants, and the importance of serving Latino students in their respective institution/community.

The stated goals should describe tangible measures the program hopes to accomplish for program participants. Program goals should also align with the practices a program shares in the History and Practices section of the submission form. Successful alignment in these areas will demonstrate the program’s ability to assert tangible measures against which to evaluate program outcomes, especially as this pertains to serving Latino program participants.

### **Section 2: History and Practices (250 word count)**

In this section, programs will want to share the need behind their inception and how they have evolved over time. Programs will also want to share the practices they offer and how

these program practices are aligned to its program mission and goals. Lastly, programs will want to share how program practices are intentionally serving Latino program participants.

The stated practices should help a program progress toward its mission/goals. These practices should also address the specific needs of Latino program participants among all participants served.

### **Section 3: Staff and Estimated Budget (250 word count)**

In this section, programs will want to describe staff roles, diversity, tenure, impact on Latino student success and alumni participation (if applicable). Programs will want to provide information on their current budget and funding sources (including Academic Year 2020-2021) and future sources of funding.

The staff roles a program describes in this section should align with the program's mission, goals, history, practices, and program participant needs, especially that of Latino program participants. Successful alignment in these areas will demonstrate the program's ability to provide impactful, culturally responsive program leadership given the program participants needs, and more specifically, Latino participant needs.

The program budget and sources of funding described by a program in this section should align with the program's history, practices, staff, and program participant needs. Budget and funding sources should also include in-kind contributions that are key to the program's operations. The budget narrative should be able to indicate the sustainability of the program over time and its ability to replicated with similar resources.

### **Section 4: Evidence of Effectiveness**

- a) Student Data - Quantitative Measures of Success (350 word count + data upload)**
- b) Student Impact - Qualitative Measures of Success (300 word count)**

In this section, programs will want to share both quantitative and qualitative program data that shows the program's impact on Latino student success.

The first component of this section asks programs to provide program participant outcomes of the past 3 years demonstrating that the program is achieving its mission and goals. Programs should write a brief narrative about the impact of their program and as a summary to any numeric data that is submitted (350 word count). Programs can share outcome data via a document upload of their choice. This document must **only** contain numeric data (i.e. data tables, figures).

*Excelencia* values student voice in sharing what works for Latino students in higher education. Students are the best story tellers of what has had the most impact on their educational journey. In that vein, the second component of this section asks programs to

share written testimonials from participants or alumni that speak to the program's impact on students and/or communities served.

The numeric data that a program shares in the first component of this submission form section should align with the other submission form sections. Data should also show positive progress being made toward the program's goals. Written testimonials shared by a program should also align with the other submission form sections, especially as this pertains to Latino students. Successful alignment to the narrative sections demonstrates the program's ability to make an impact on the students it serves via concrete metrics and student voices.

Our program team acknowledges this last submission form section may be a challenge for a program team to document given varying program metrics for program participant outcomes. We encourage programs to visit our tools for evidence of effectiveness [here](#) for additional support.

### **Section 5: (Optional) COVID-19 Programmatic Response (400 word count)**

Amid the pandemic, *Excelencia* has witnessed outstanding innovation and adaptation by previously recognized programs to meet the challenges of this uncertain time. We value the exceptional commitment of institutional programs and community-based organizations to serve their students and communities. We invite programs to share more about their efforts in this section.

This section serves as a space for programs to voice their concerns, innovative efforts, and impact amid the challenges of COVID-19.

Programs can share the success and challenges they are facing during the COVID-19 pandemic and how they adapted their services to continue to meet the needs of students and their families.

### **Submitting The Program Profile Submission Form**

Congratulations! Once you have finished the last section of the program profile submission form, you will be ready to submit your submission form to our program team.

If you have been working on the submission form in your own document, do not forget to return to our [online program profile submission form](#) to copy/paste your answers in the appropriate sections of the submission form.

To learn more about what happens after a program completes their submission form, please revisit pages 4-5 of this guide.

### **Questions?**

Have questions or need additional guidance in completing the program profile submission form? Feel free to reach out to the *Excelencia* program team at [Examples@EdExcelencia.org](mailto:Examples@EdExcelencia.org).

For the latest news on this effort and other information regarding Latino student success in higher education, connect with *Excelencia* in Education via our website and social media platforms:

*Excelencia's* Website - [www.edexcelencia.org/](http://www.edexcelencia.org/)

*Excelencia* Facebook - [www.facebook.com/EdExcelencia/](http://www.facebook.com/EdExcelencia/)

*Excelencia* Twitter - <https://twitter.com/EdExcelencia>