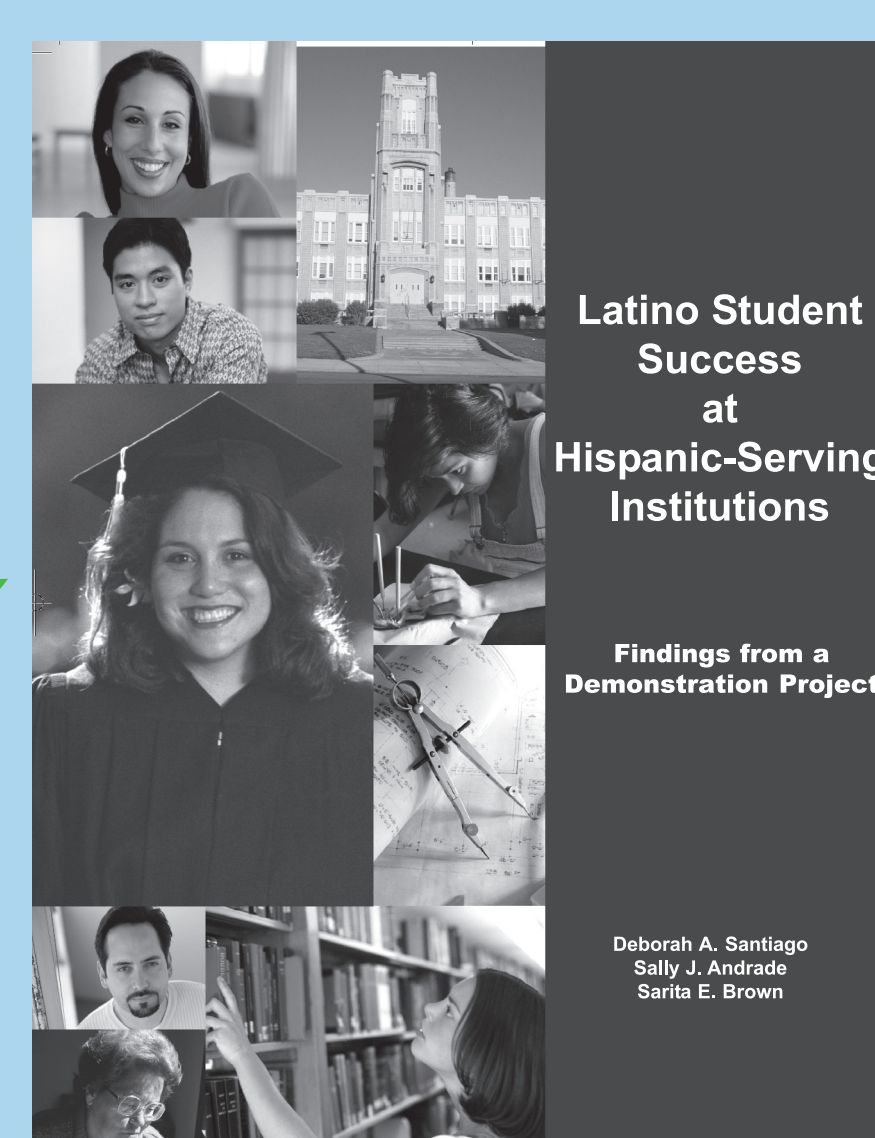


Celebrating 15 Years of Cultivating Latino Student Success

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



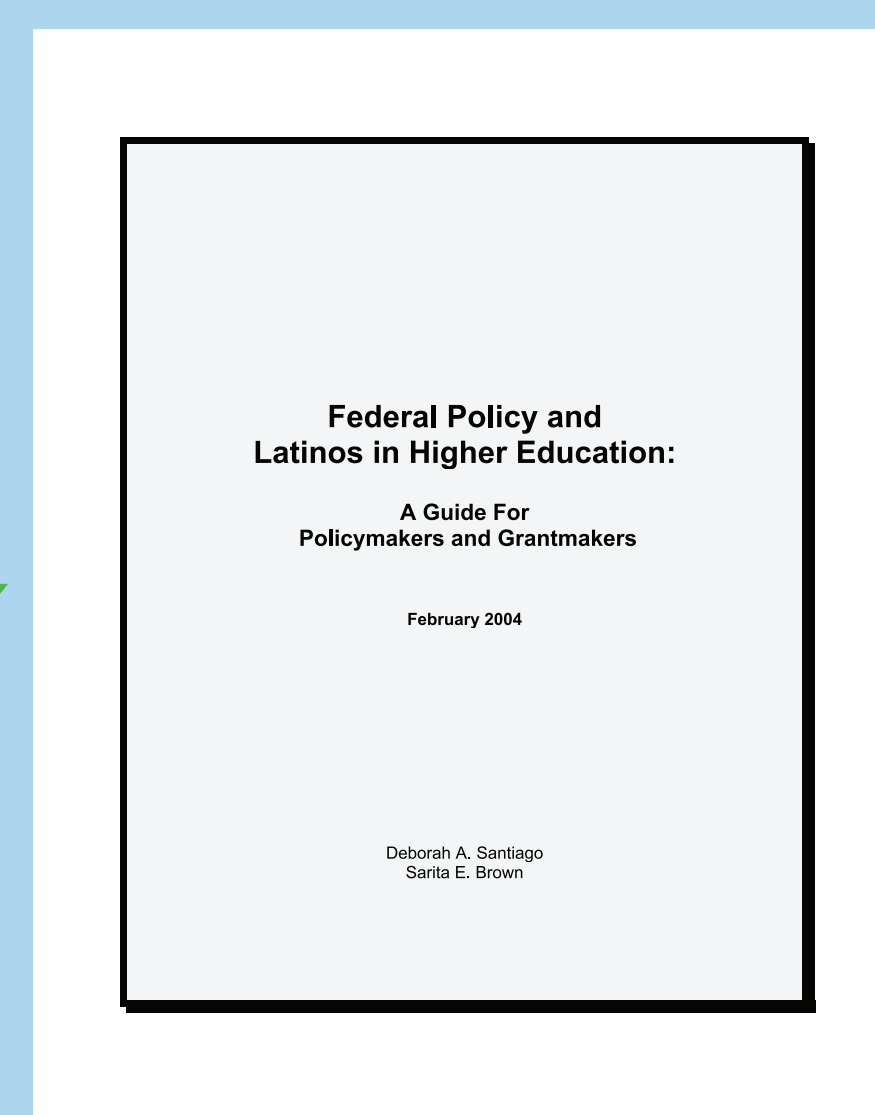
January 21 — Received 501(c)3 status as a national, not-for-profit organization named *Excelencia* in Education. Its mission from the beginning is accelerate Latino student success in higher education.



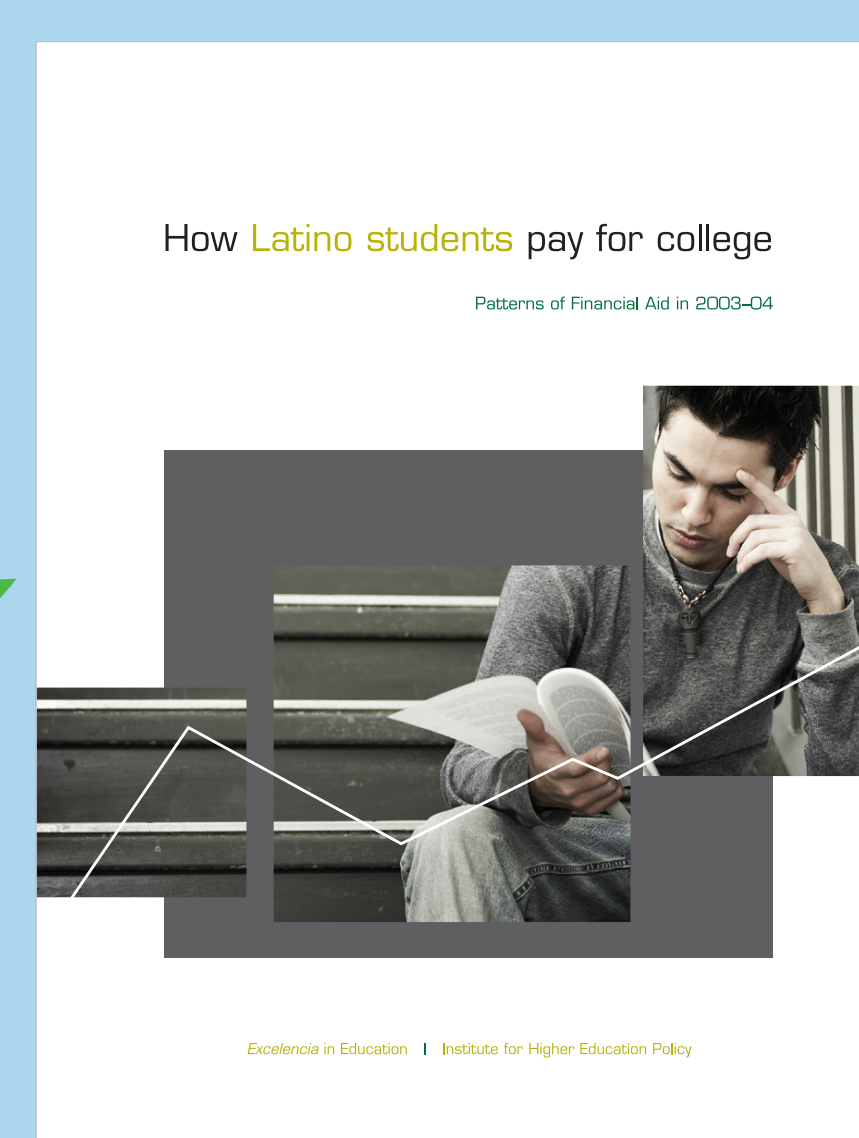
January — Release of landmark, inaugural publication, “**Latino Student Success at Hispanic-Serving Institutions: Findings from a Demonstration Project**” in connection with the University of Texas at El Paso (UTEP.)



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



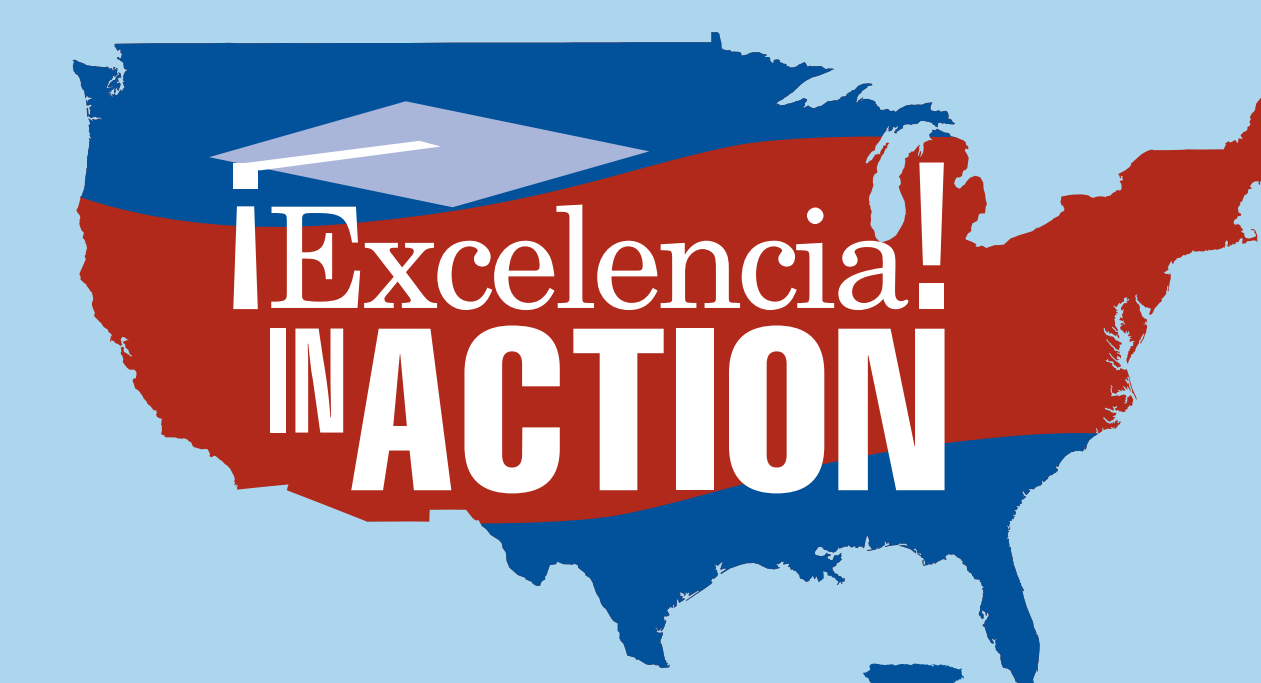
February — *Excelencia* produces its second impactful research brief, “**Federal Policy and Latinos in Higher Education: A Guide for Policymakers and Grantmakers.**”



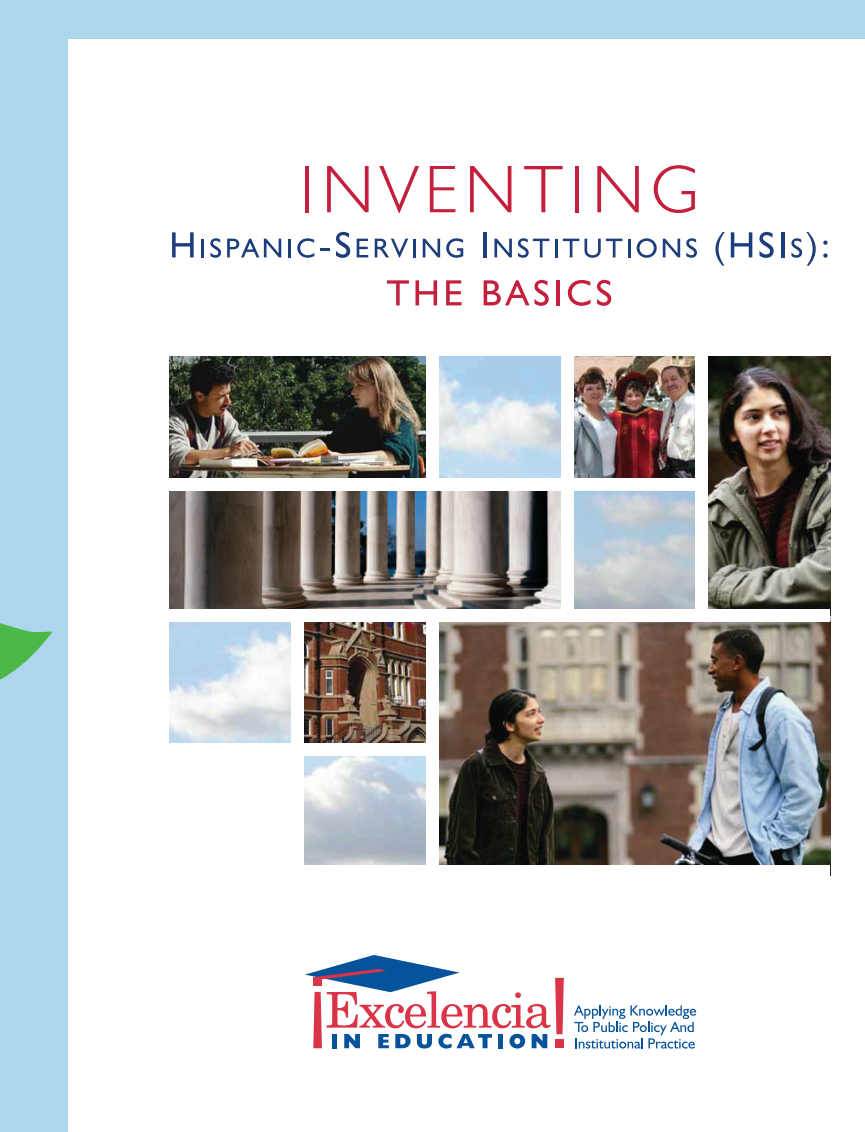
July — *Excelencia* releases, “**How Latino Students Pay for College: Patterns of Financial Aid in 2003-04.**” The report receives national news coverage ranging from the *Washington Post* to *NPR* to the *Chronicle of Higher Education*, and puts *Excelencia* firmly on the map and injects the organization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



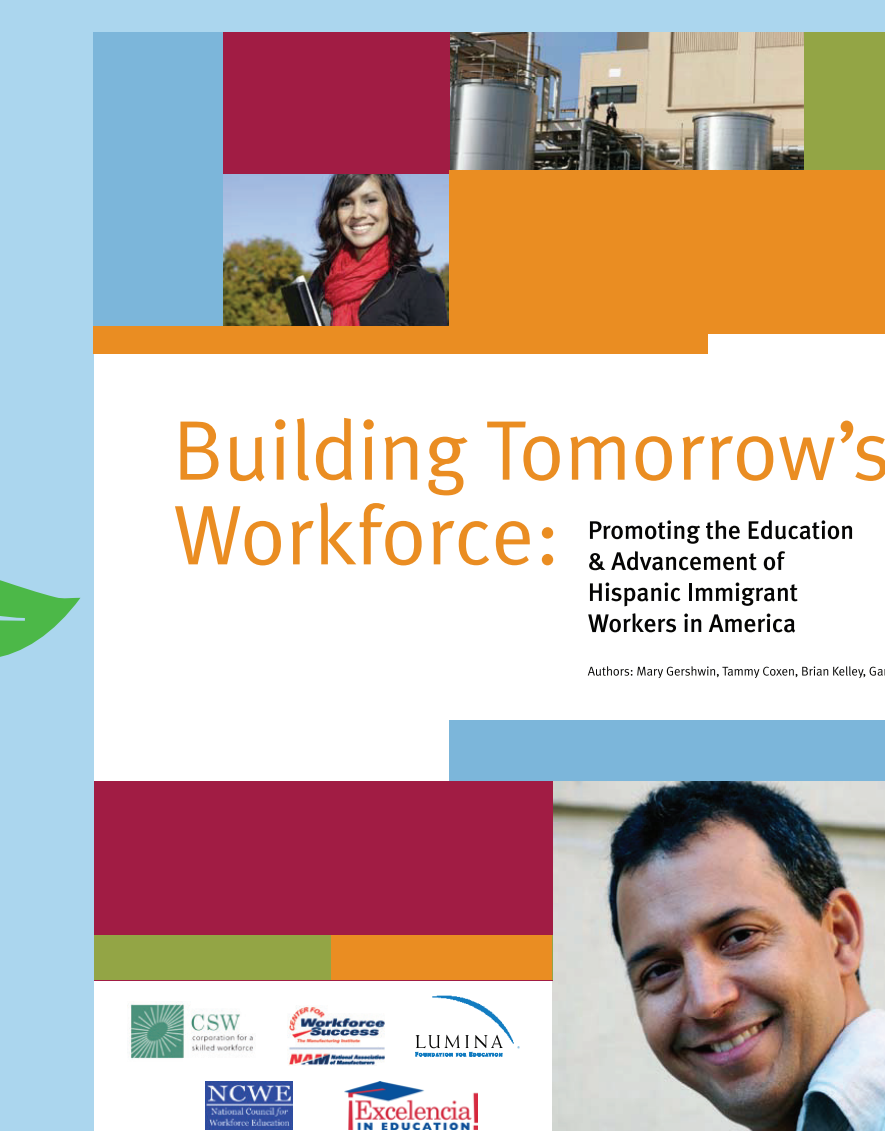
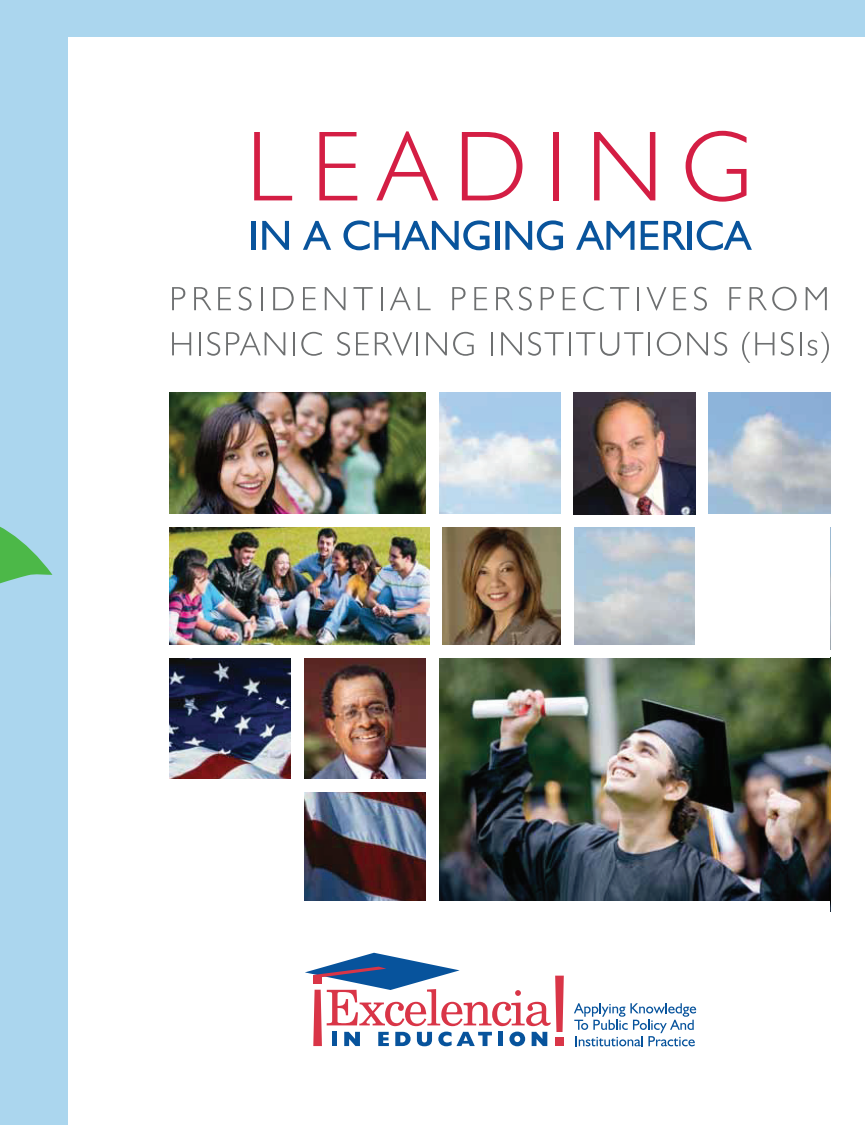
October — *Excelencia* creates “**Examples of Excelencia**” — America’s first and only evidence-based, national initiative to identify and highlight programs that improve Latino student success in postsecondary education.



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



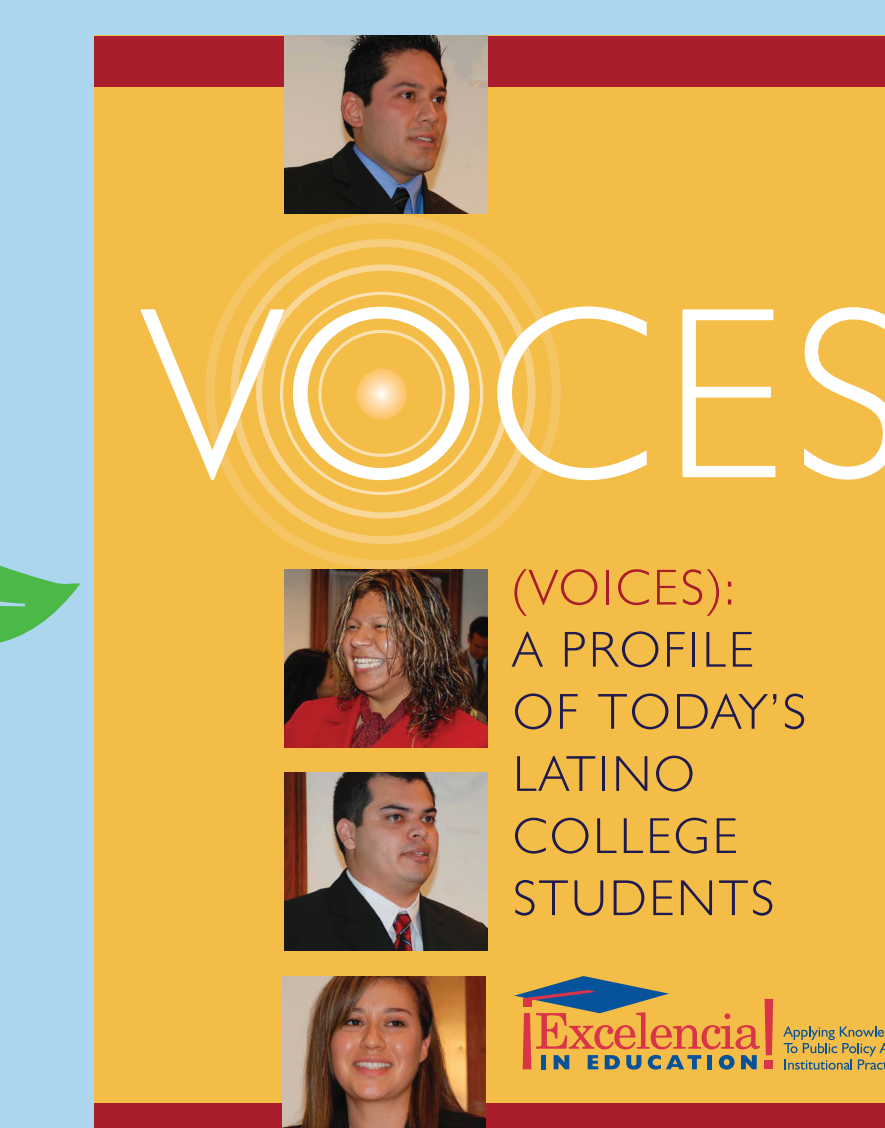
February — *Excelencia* releases two more seminal works, “**Inventing Hispanic-Serving Institutions (HSIs): The Basics**” and “**Hearing from Presidents of Hispanic-Serving Institutions (HSIs).**” The first report explained how HSIs came into being and informed how the institutions were a sound investment 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.



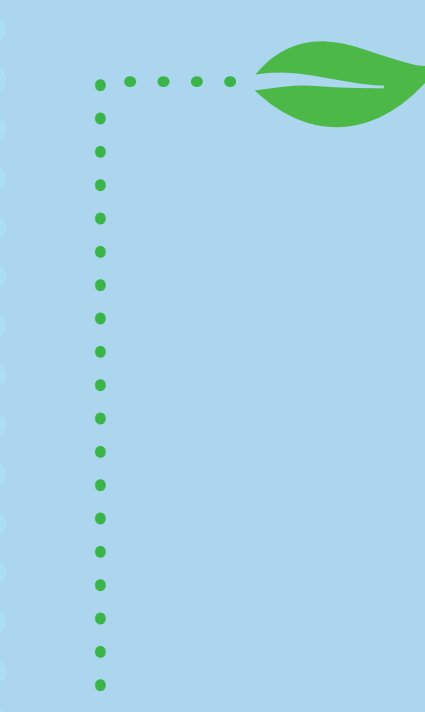
The vital and visionary, “**Building Tomorrow’s Workforce**” is published.



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.



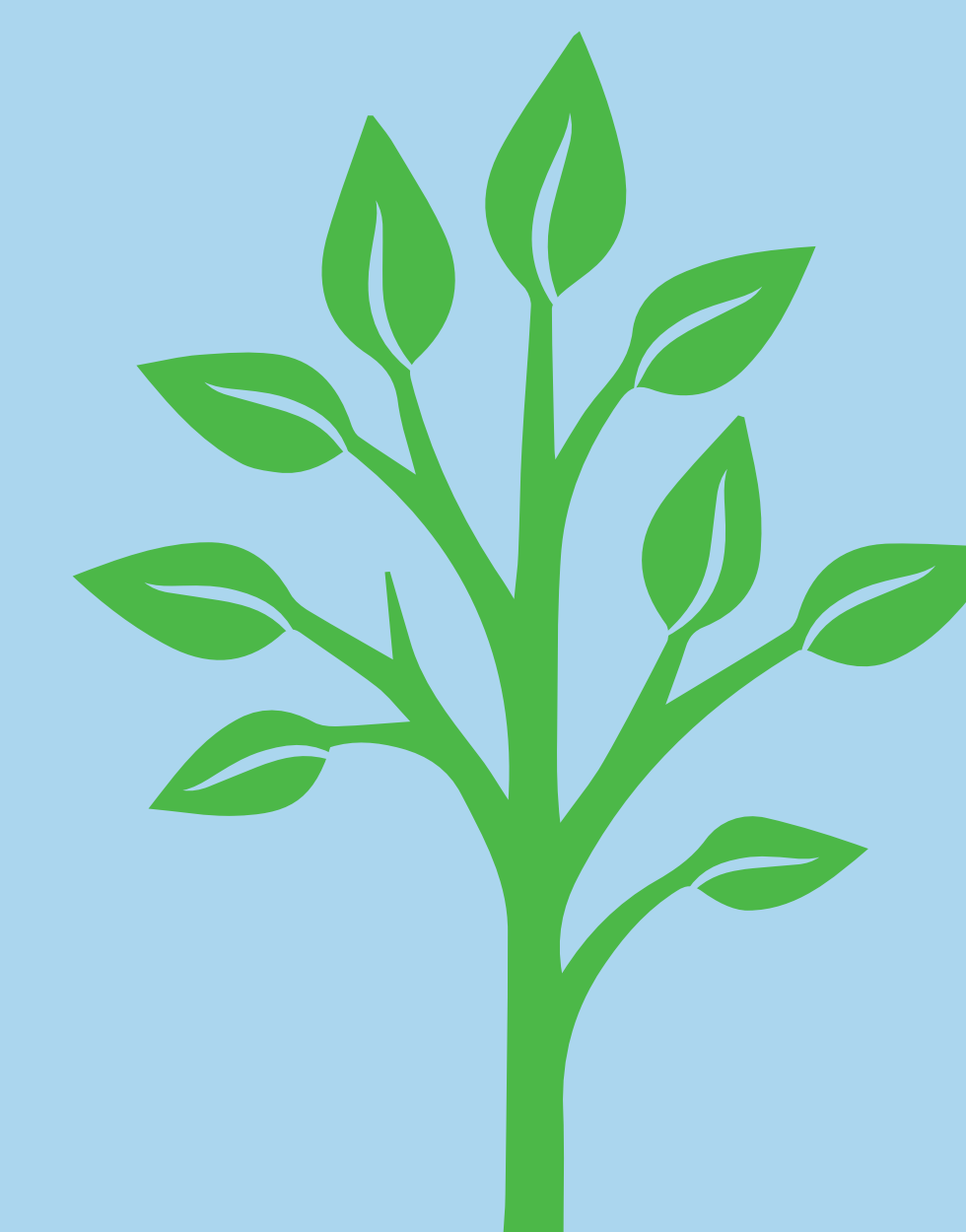
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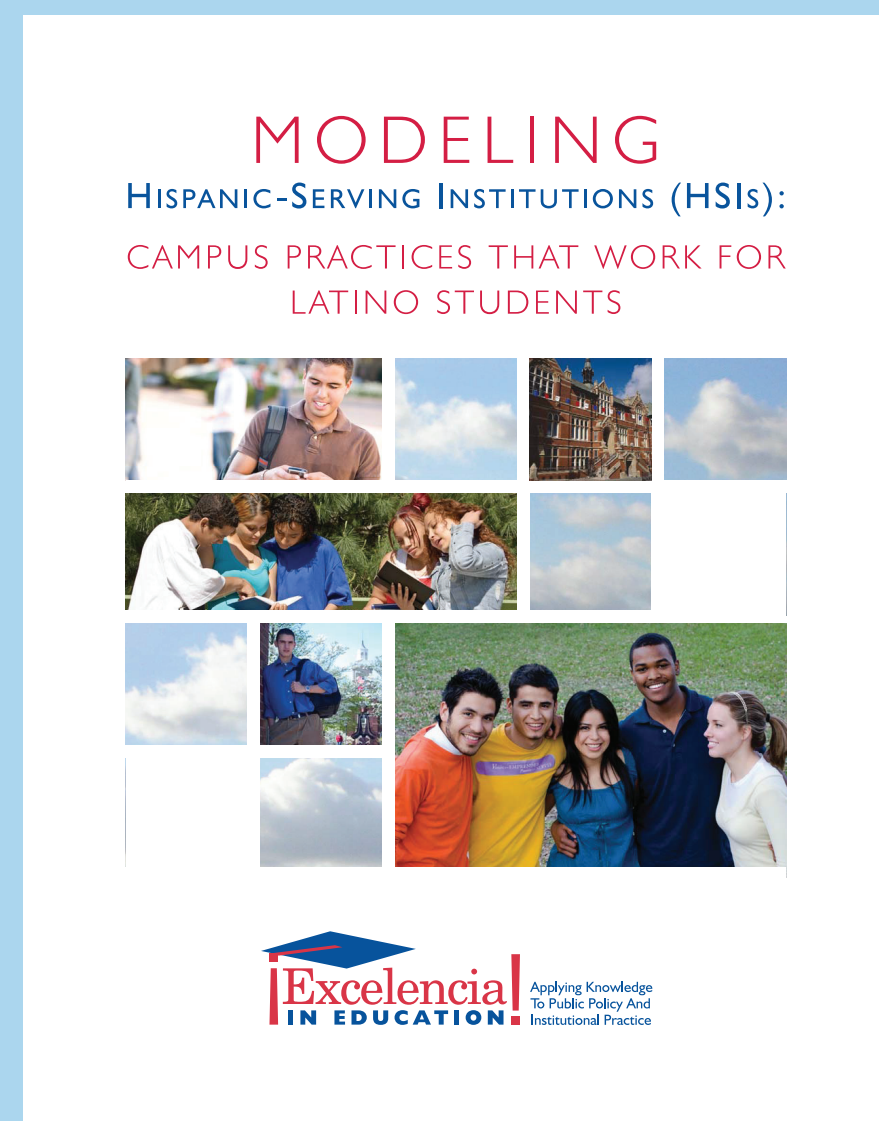
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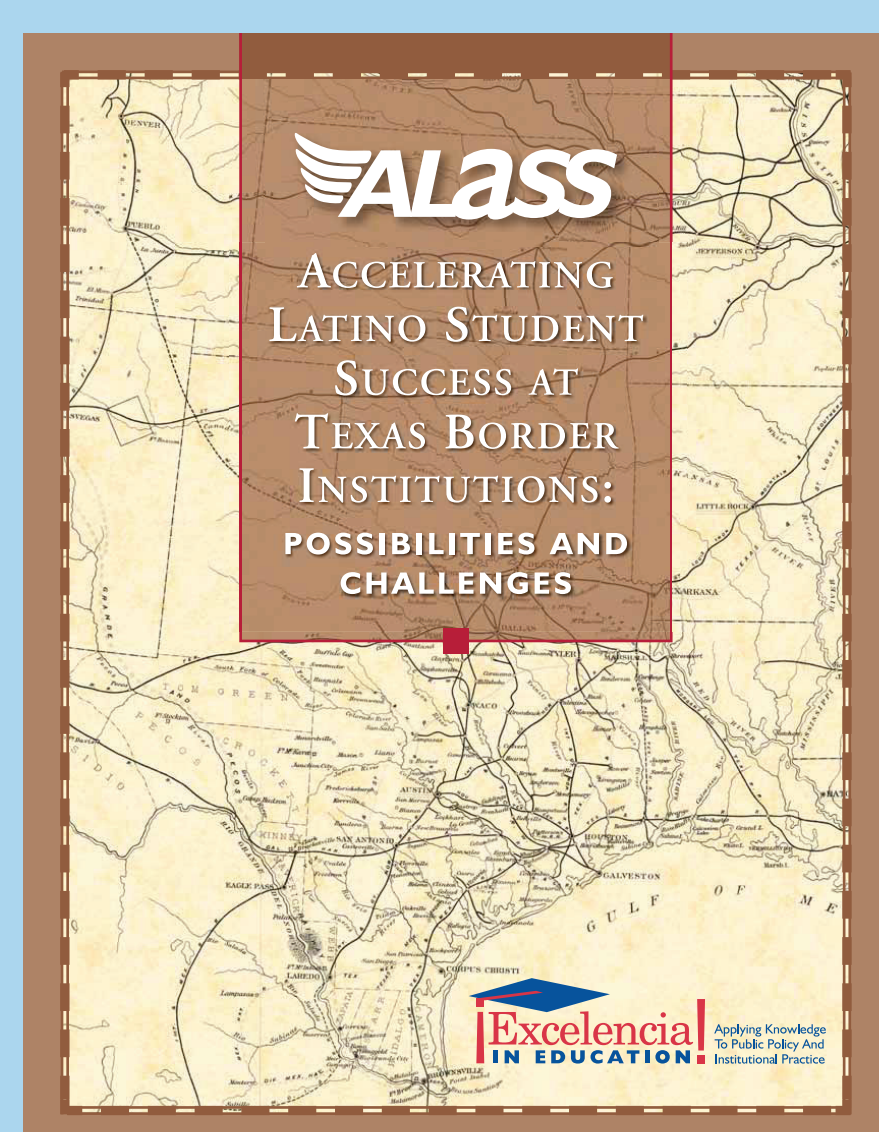
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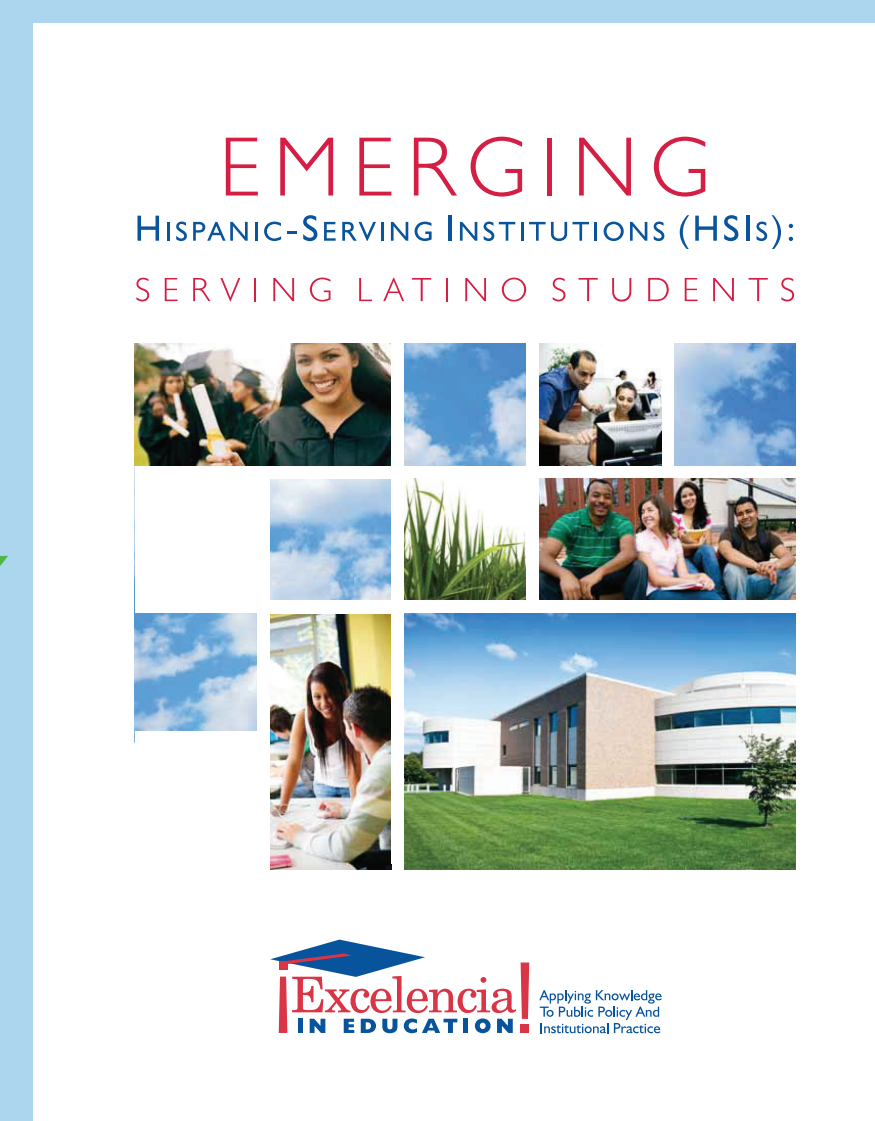




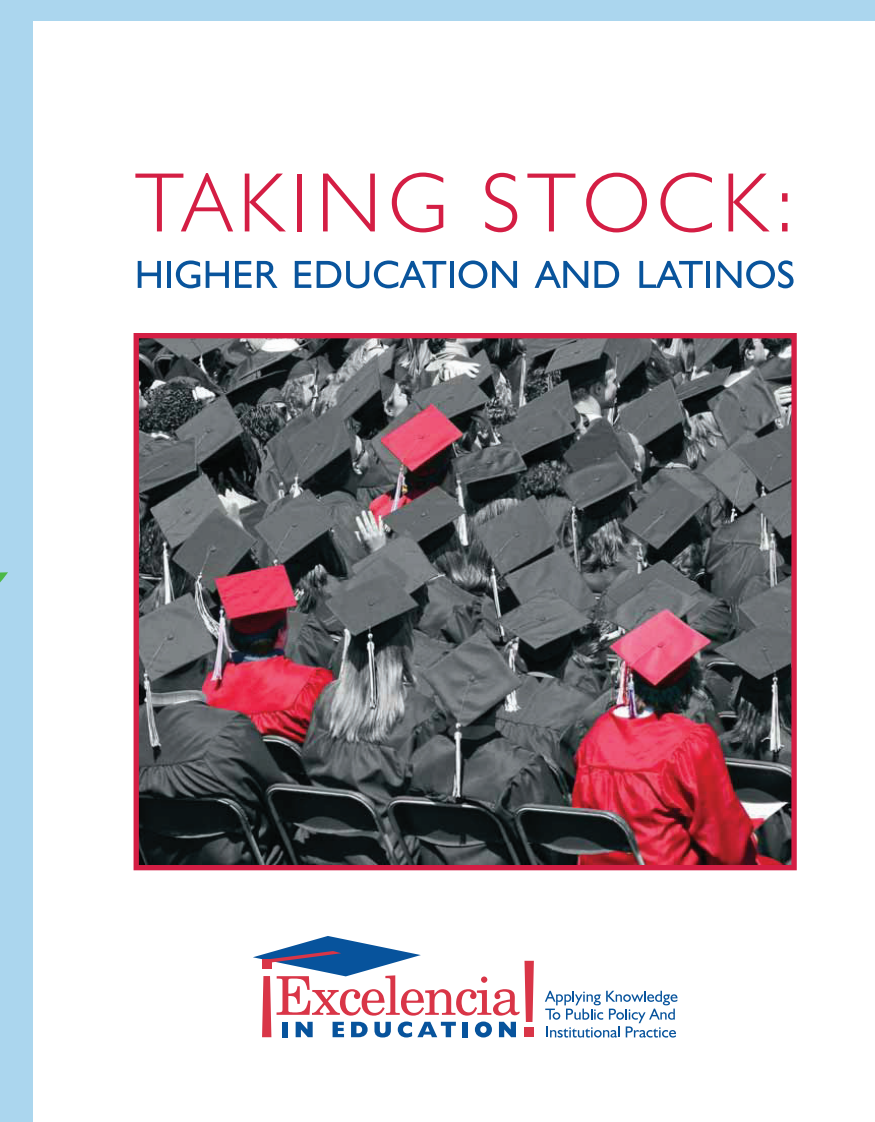
May — *Excelencia* disseminates “**Modeling Hispanic-Serving Institutions (HSIs): Campus Practices that Work for Latino Students.**” This brief summarizes institutional practices from 12 top ranked HSIs working to improve student access, retention, and the academic achievement of their students overall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



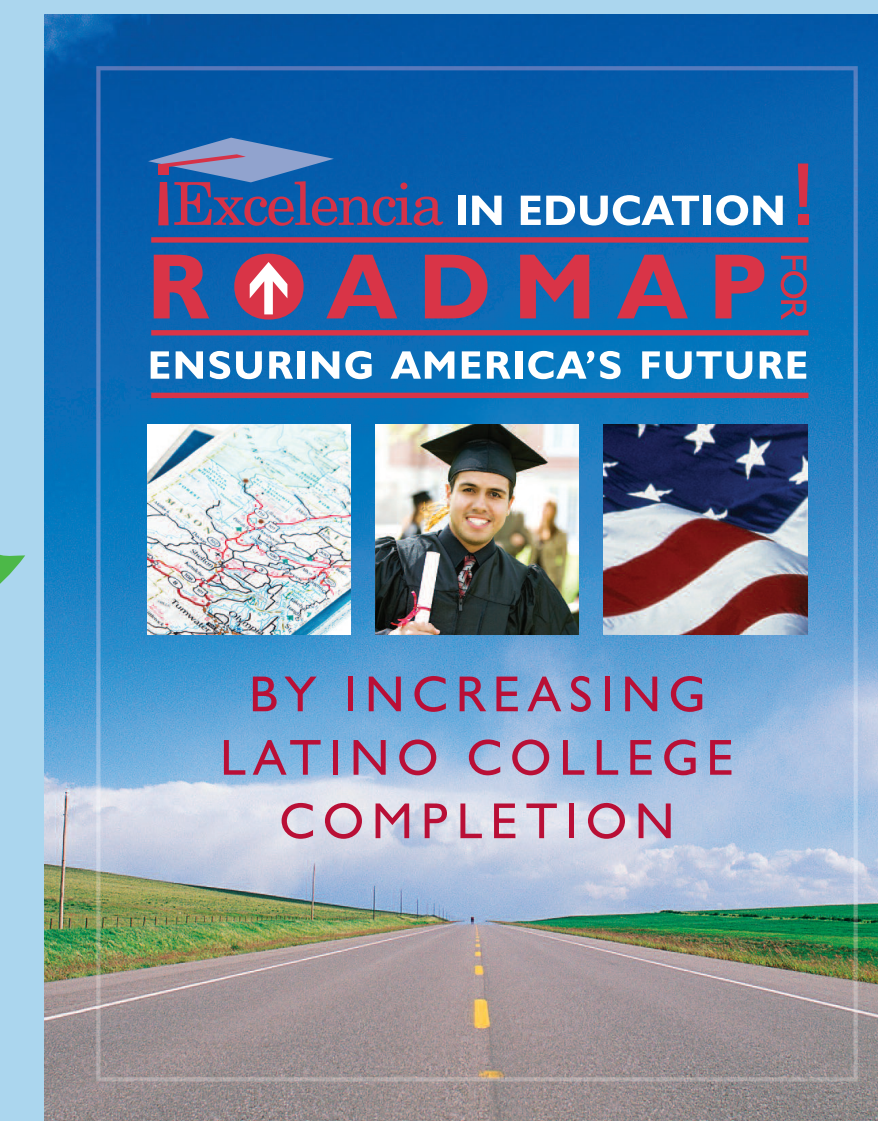
September — *Excelencia* presents a brief and convening, “**ALASS: Accelerating Latino Student Success at Texas Border Institutions.**” What *Excelencia* shares is so well received and subsequently requested, it becomes a model for the organization’s now popular, annual national institute of the same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



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.



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.



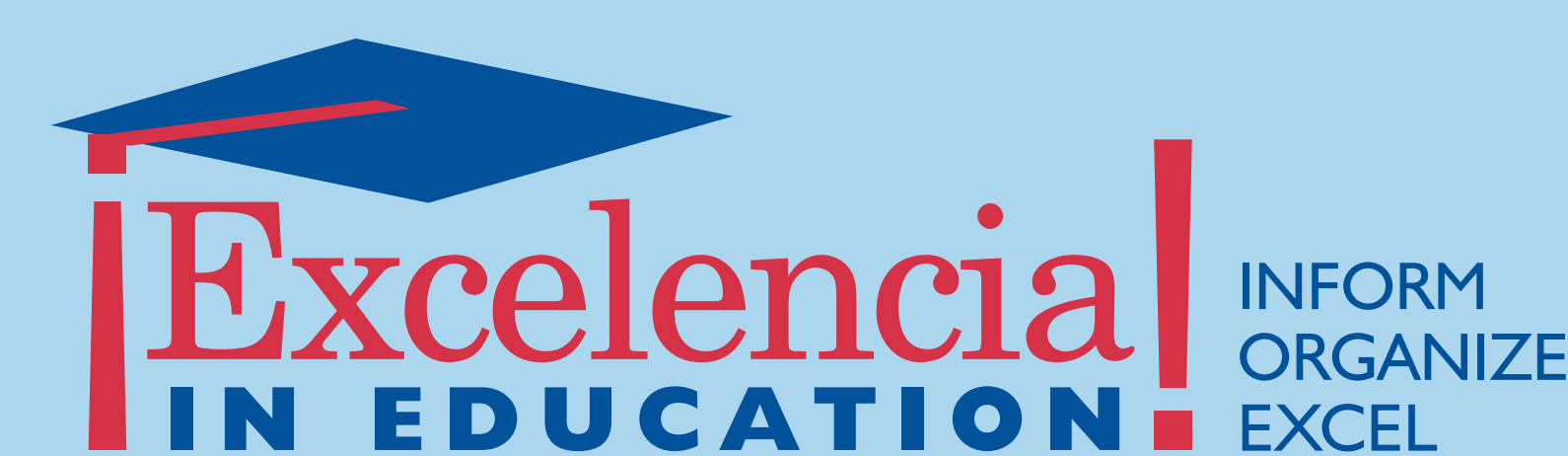
April — *Excelencia* launches a national data strategy and series of policy forums, **Ensuring America’s Future.** Among the work produced is “**The Roadmap for Ensuring America’s Future**” and the first analysis of Latino college completion by states.



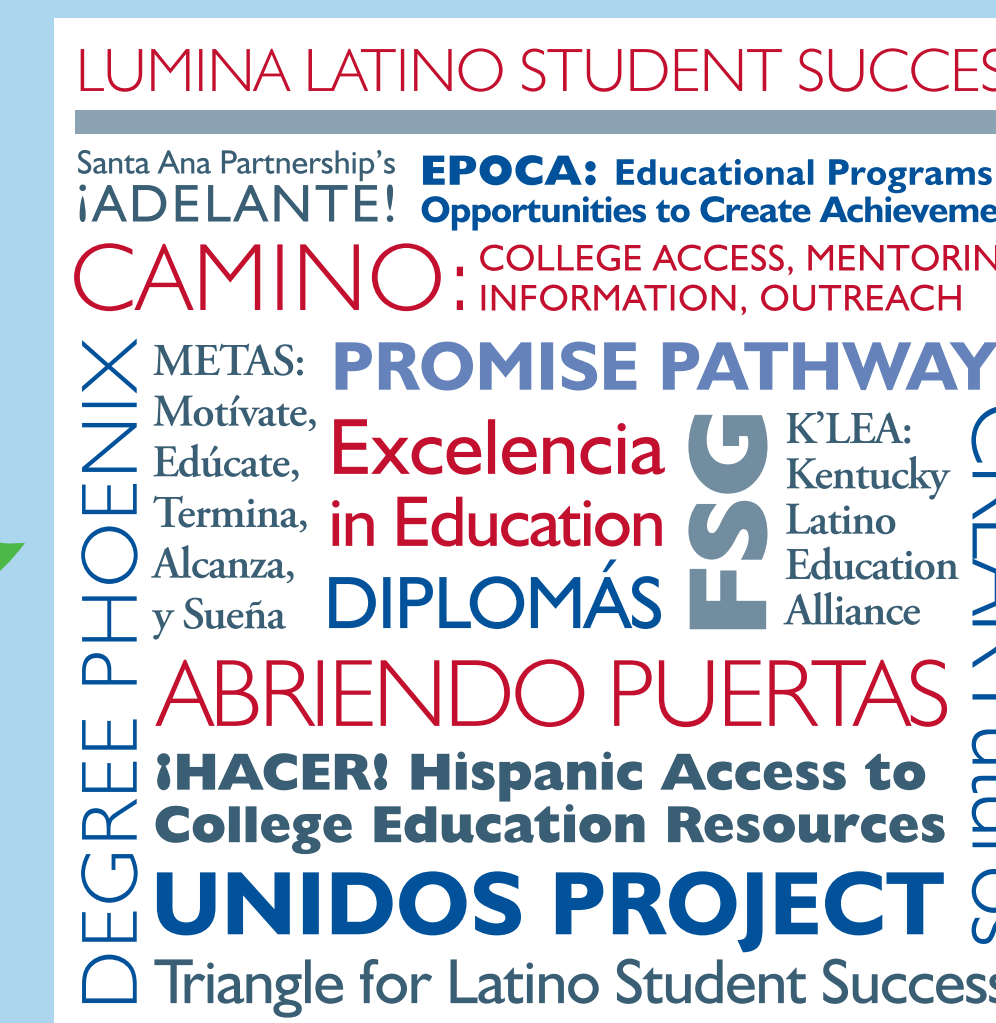
September — *Excelencia* hosts the national **Accelerating Latino Student Success (ALASS) Workshop** in Washington, D.C. creating a meeting place for professionals who are setting the national agenda of Latino student success in higher education.

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

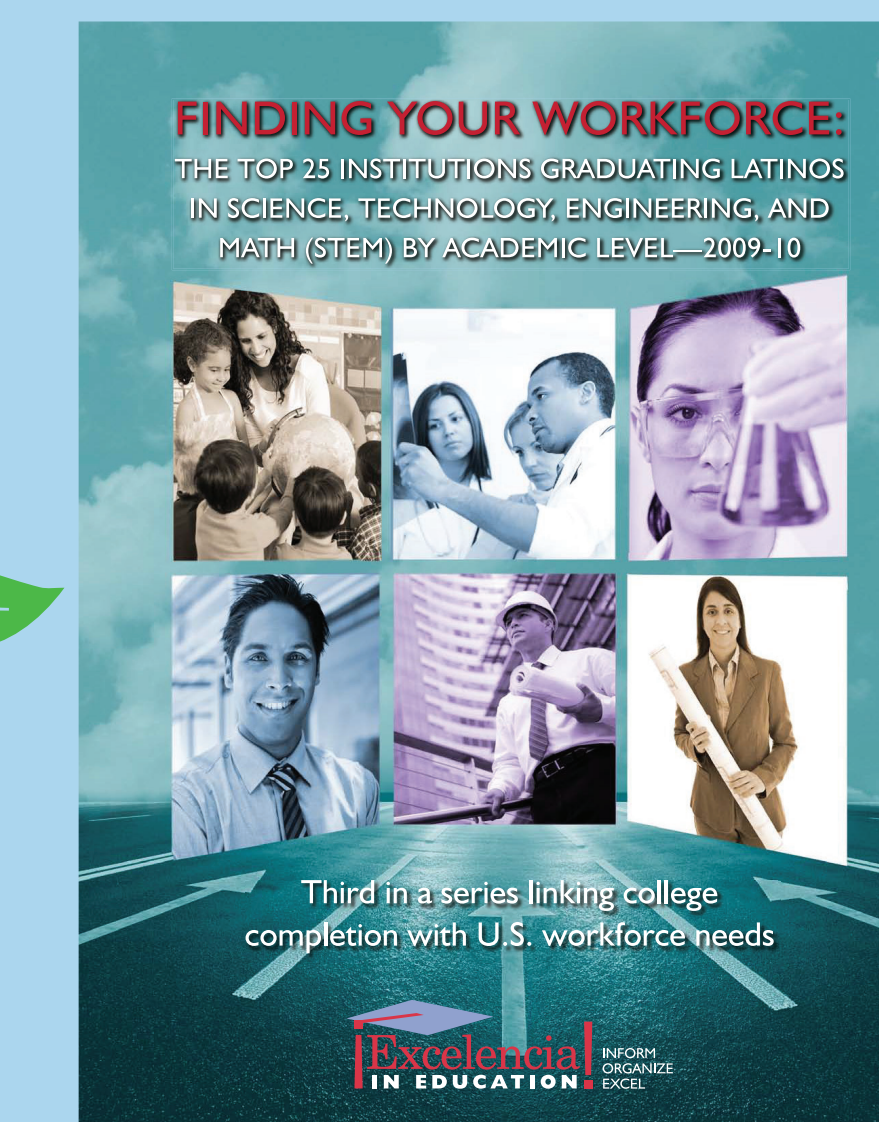
Excelencia acknowledges and reinforces the fact that as the population of Latino and other post-traditional students continues to grow and evolve, postsecondary institutions are presented the opportunity to evolve in a manner that best serves these students.



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.”



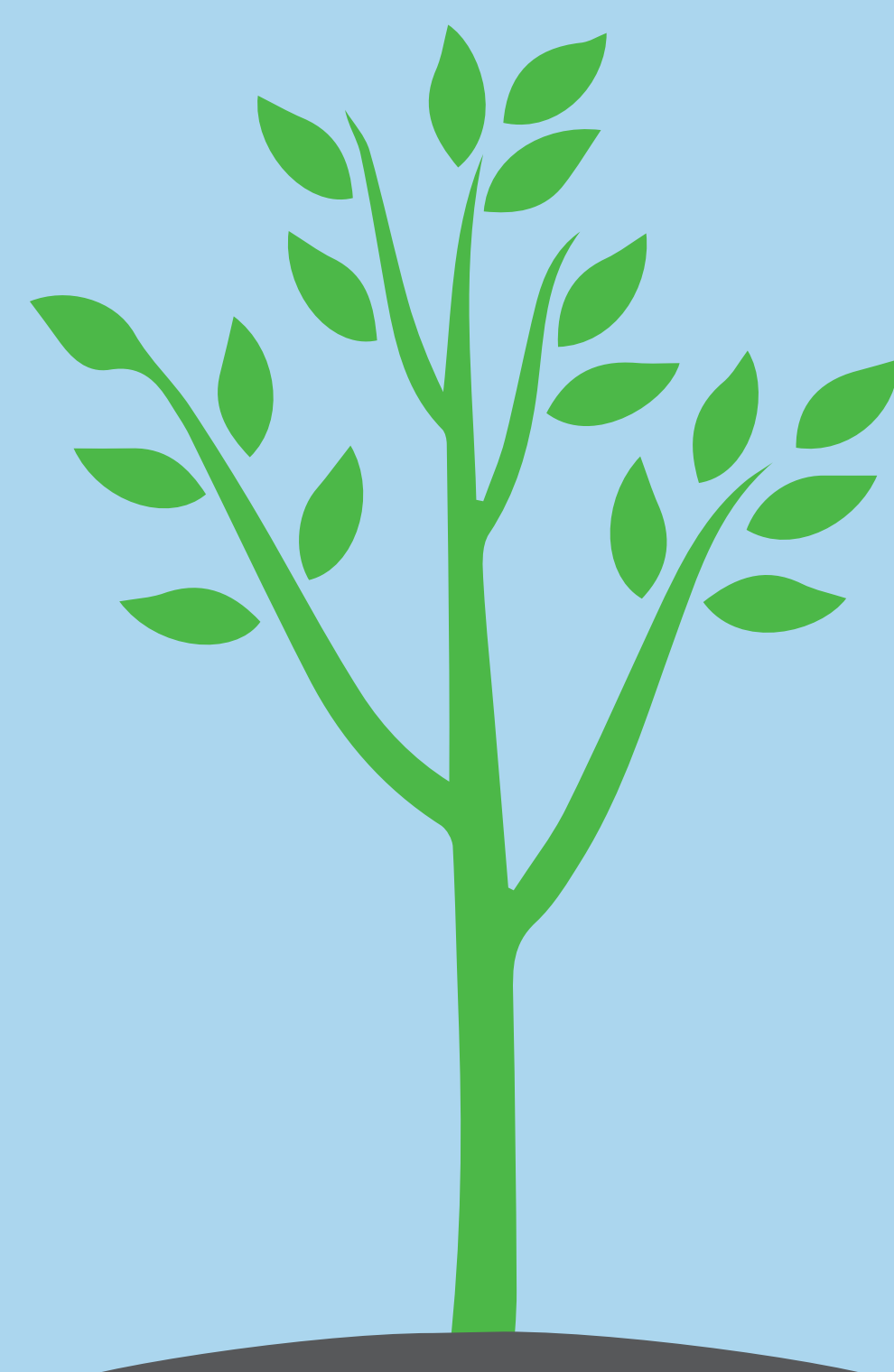
Excelencia is tapped to serve as an intermediary organization for **Lumina Latino Student Success**, a four-year, \$12 million investment in, 13 communities to increase the percentage of Latino students graduating from colleges and universities in each city.



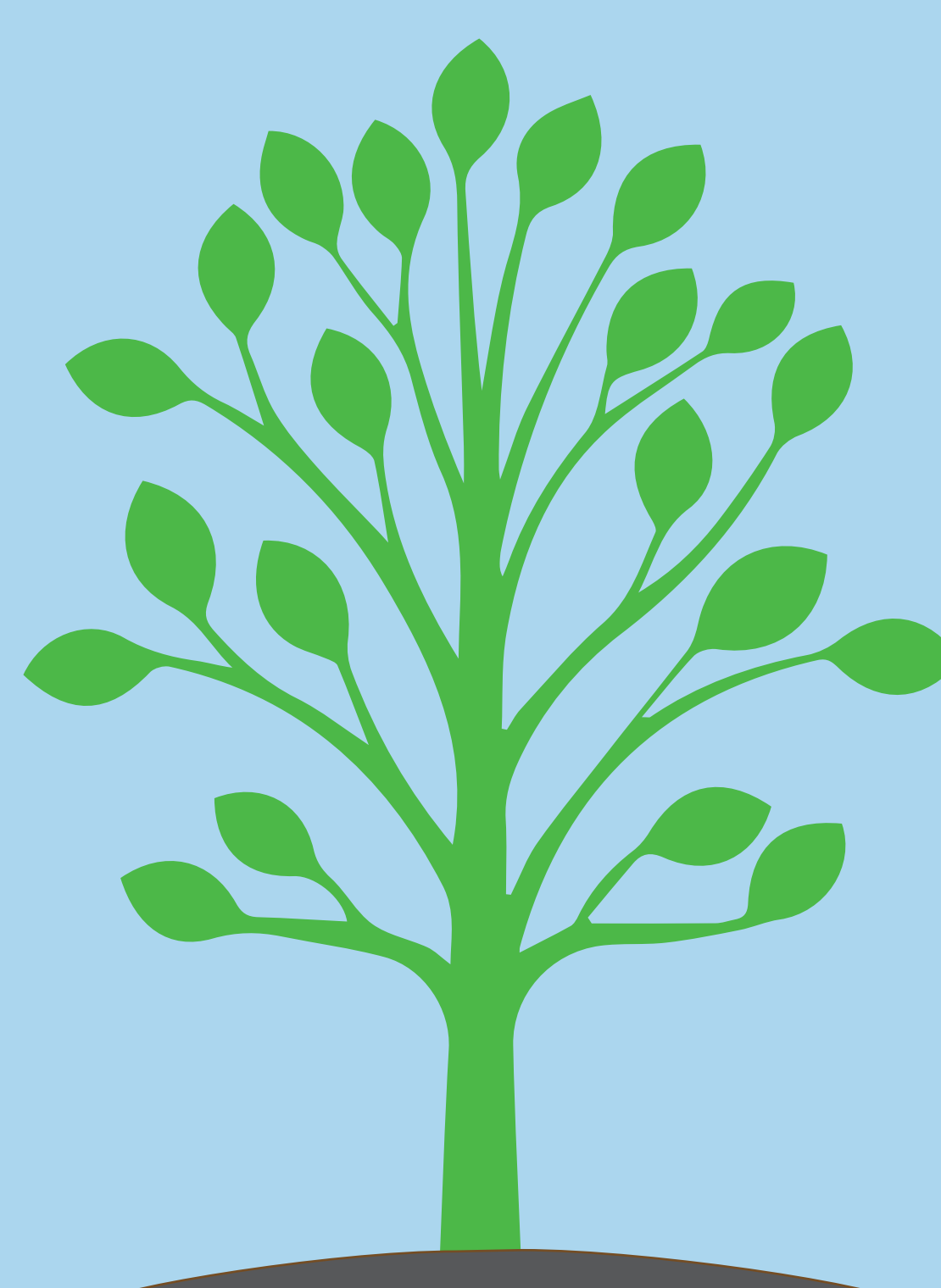
July — *Excelencia* publishes, “**Finding Your Workforce: The Top 25 Institutions Graduating Latinos in Science, Technology, Engineering, and Math (STEM).**” This brief provides a snapshot of Latinos in STEM and showcases strategies for successful STEM pathways to increase access and interest in these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



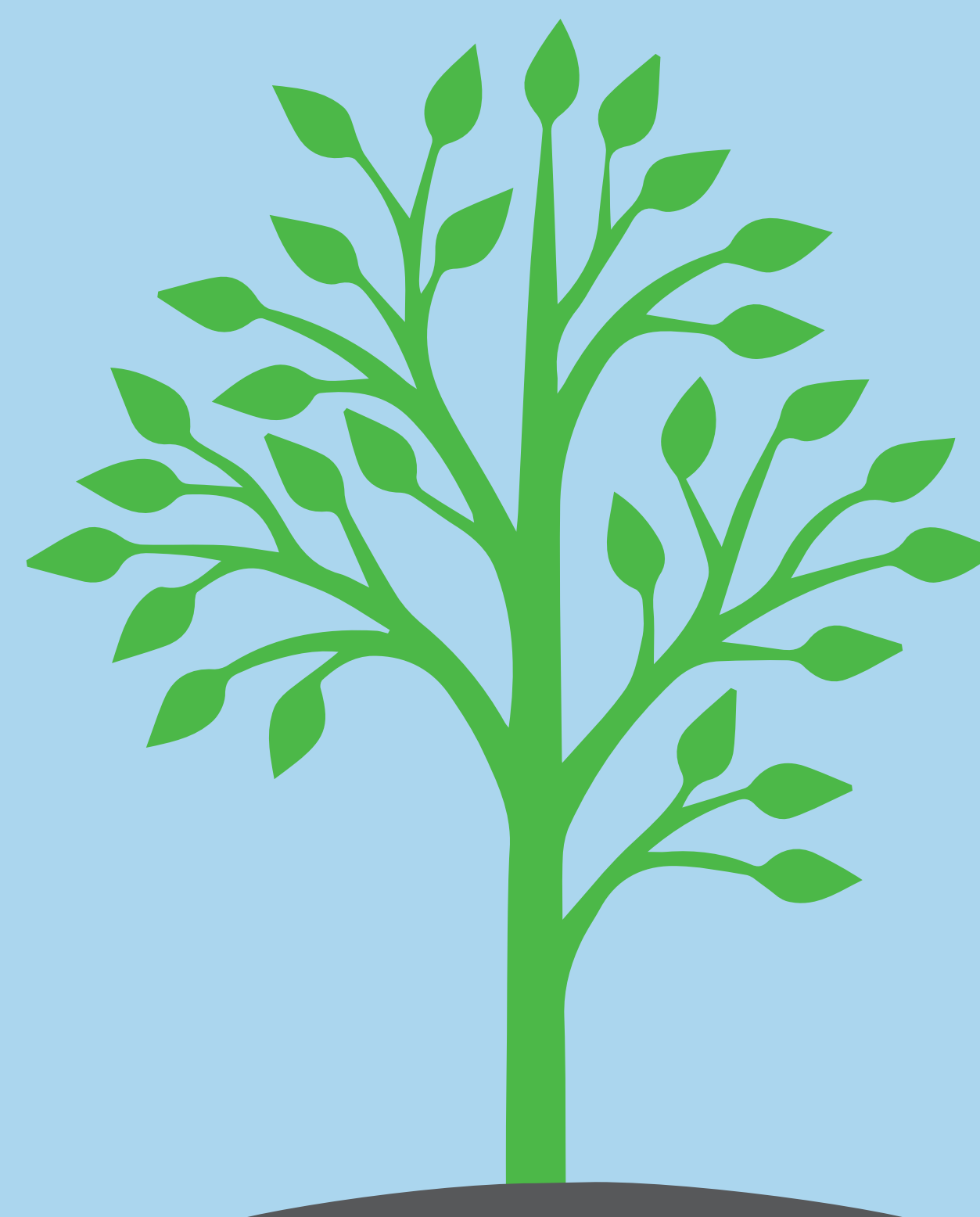
Excelencia launches the first-of-its kind, “**Growing What Works**” database via the organization’s website. It quickly becomes a national resource, providing an online, searchable database of information about programs that successfully improve outcomes for Latino students.



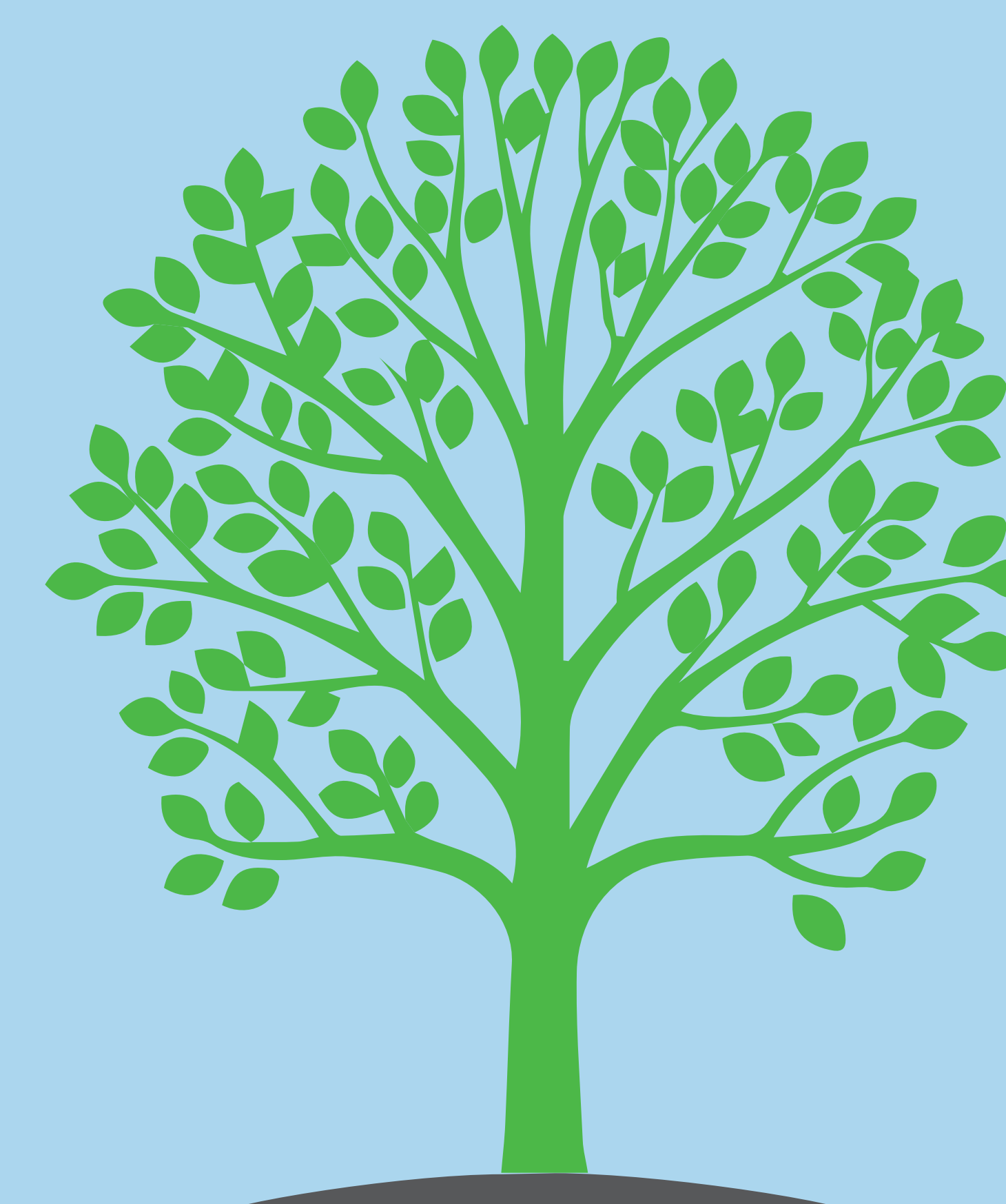
2008



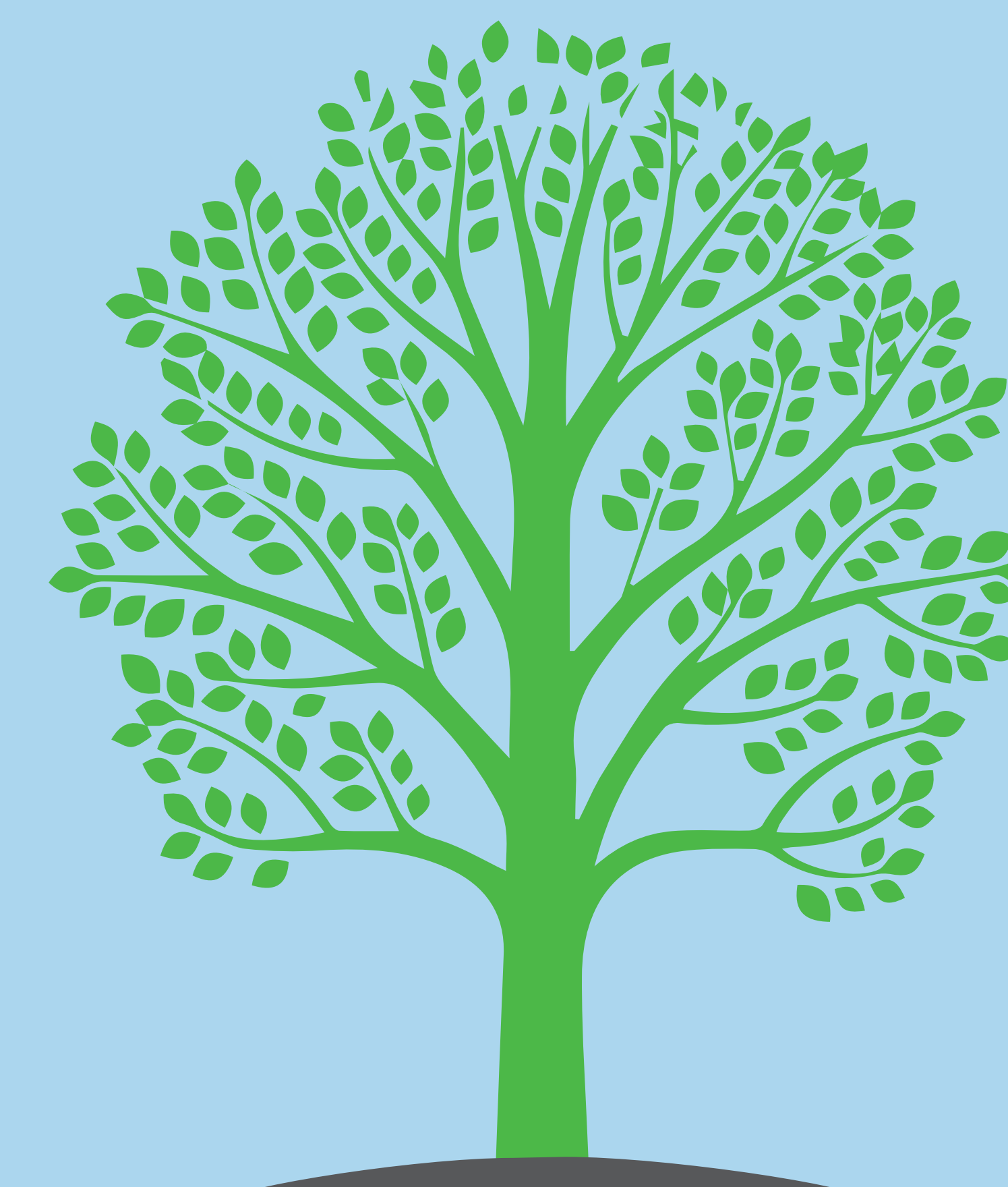
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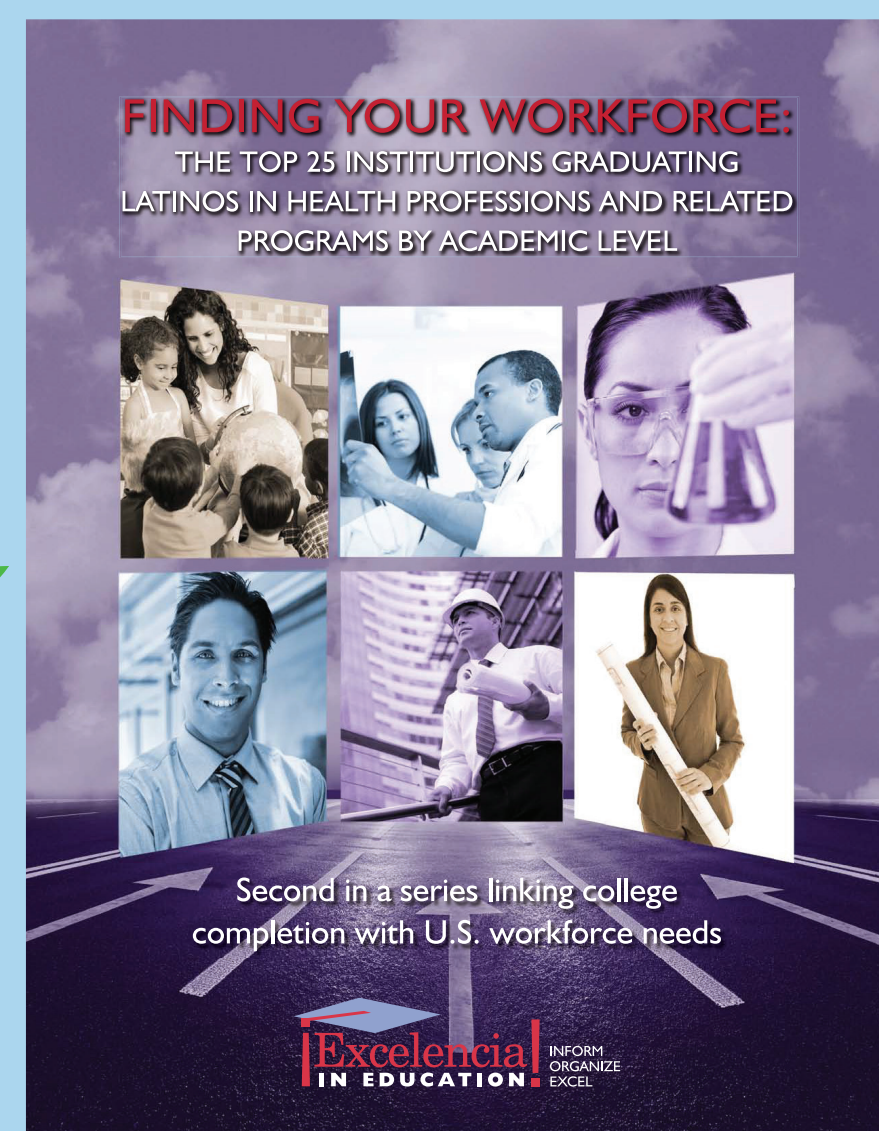
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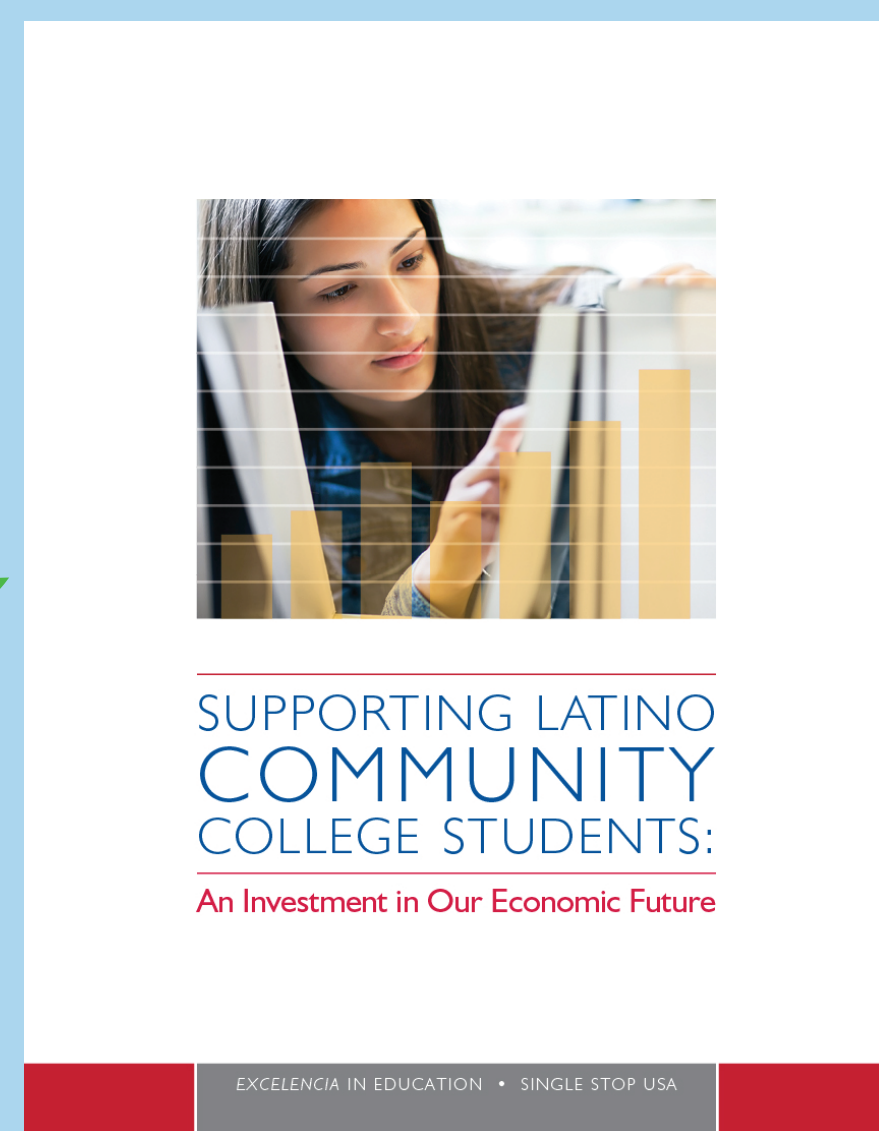
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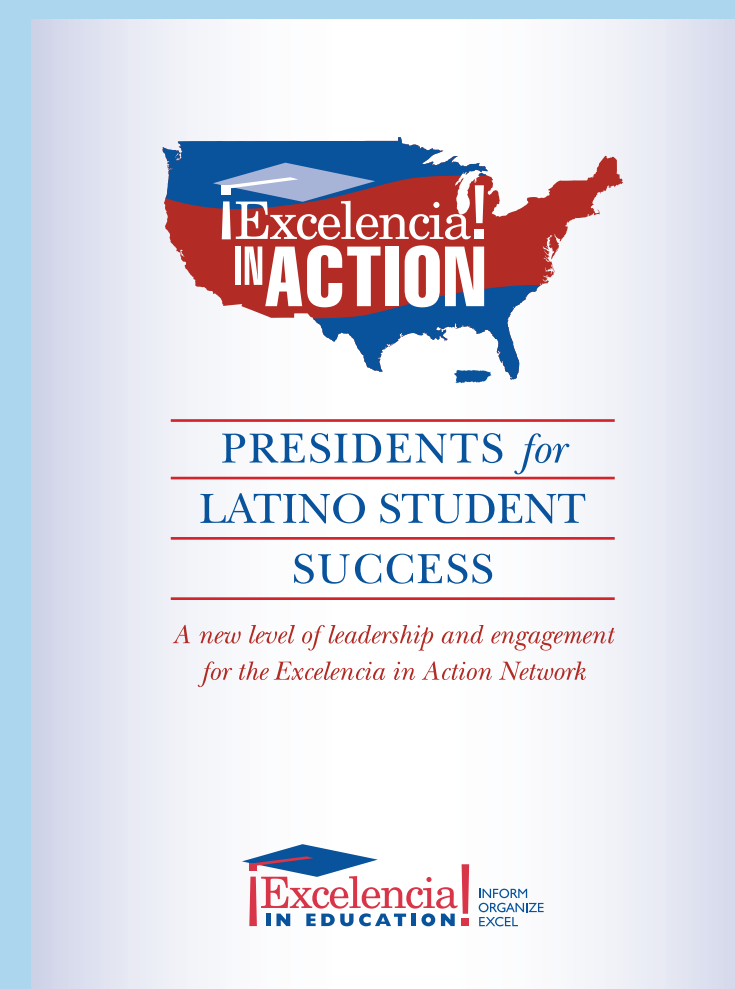
As part of *Excelencia's* 10th anniversary, the founders and members of the Board travel across the country speaking at events about the organization's national Latino college access and completion effort.



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



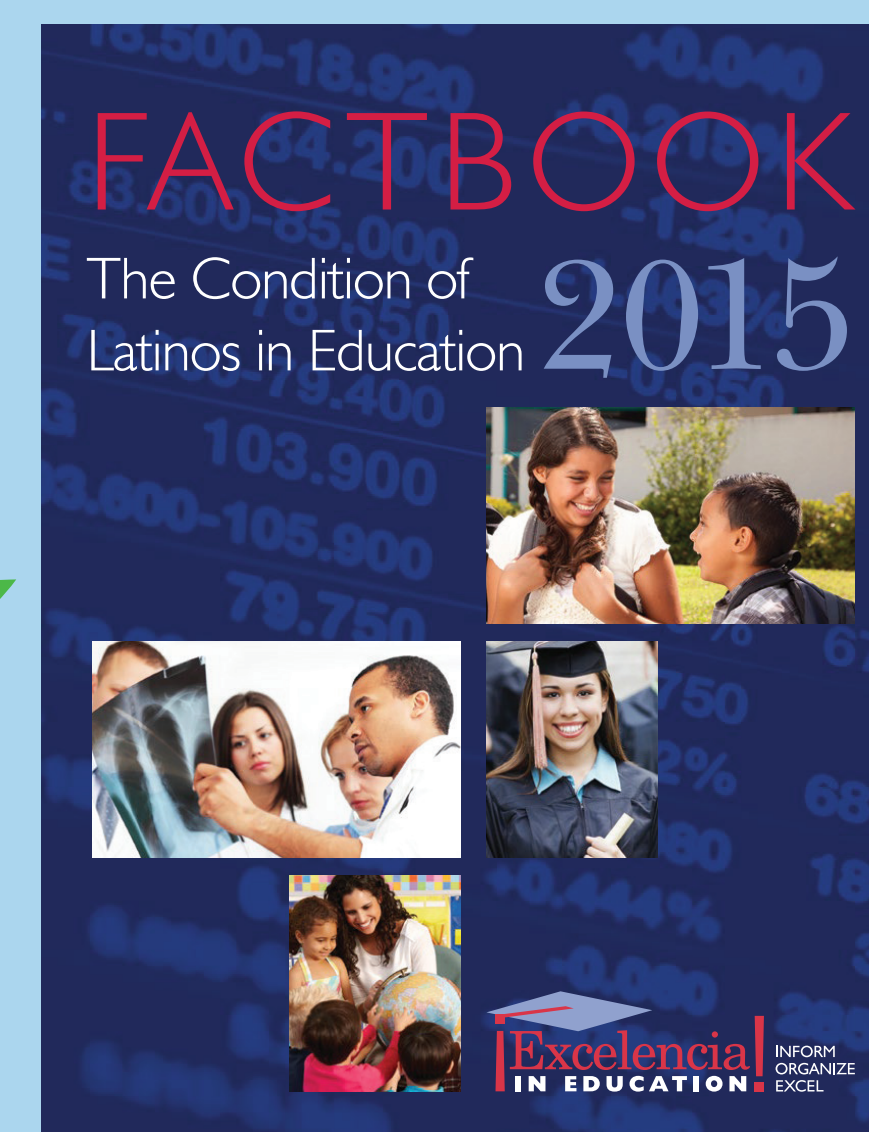
June — *Excelencia* publishes **“Supporting Latino Community College Students: An Investment in Our Economic Future”**



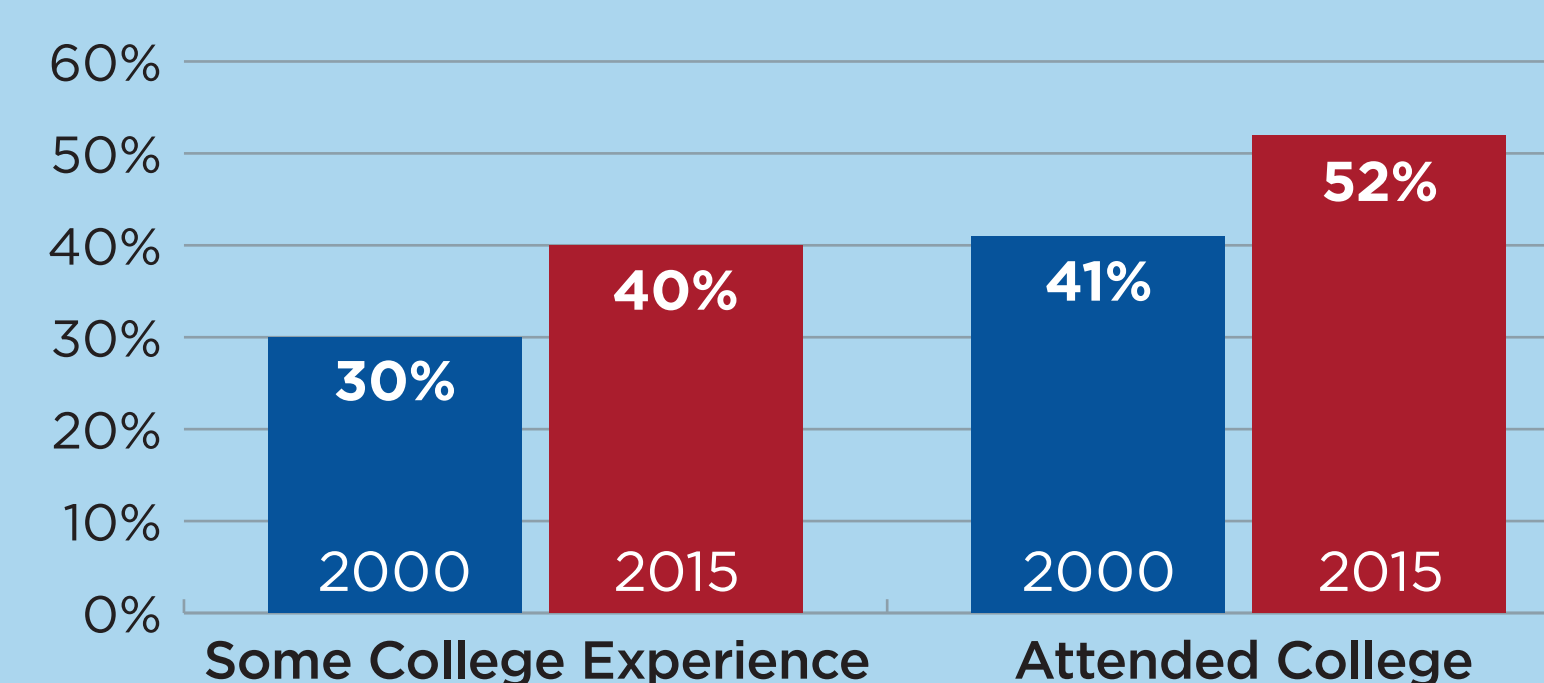
To advance a new level of leadership, *Excelencia* launches **Presidents for Latino Student Success (P4LSS)** as part of the *Excelencia in Action* network. Presidents of more than a dozen institutions enroll immediately.



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.”



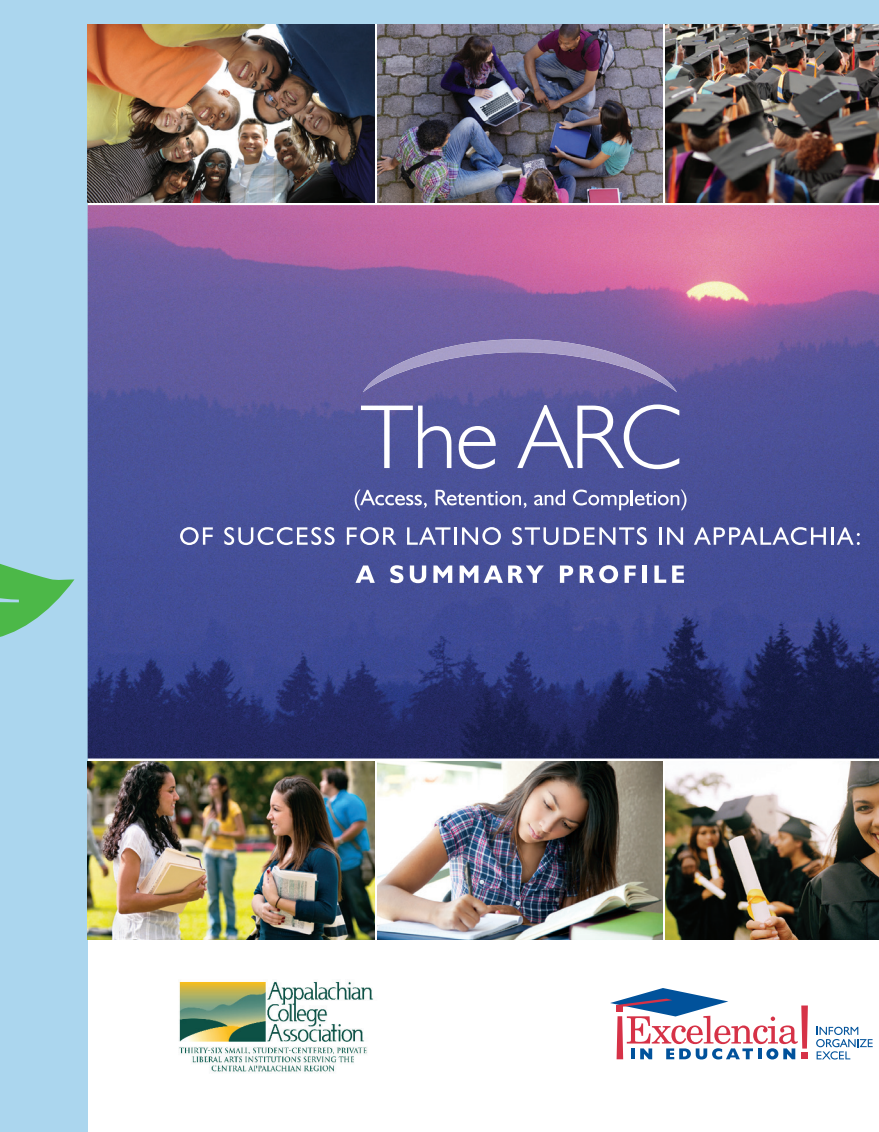
July — The rate of college-going Hispanics sees large, unprecedented, documented growth. A U.S. Census report shows that in **2015, almost 40% of Hispanics ages 25 and older have some college experience.** That is **up from 30% in 2000.** By this year, **52% of U.S.-born Hispanics have attended college,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



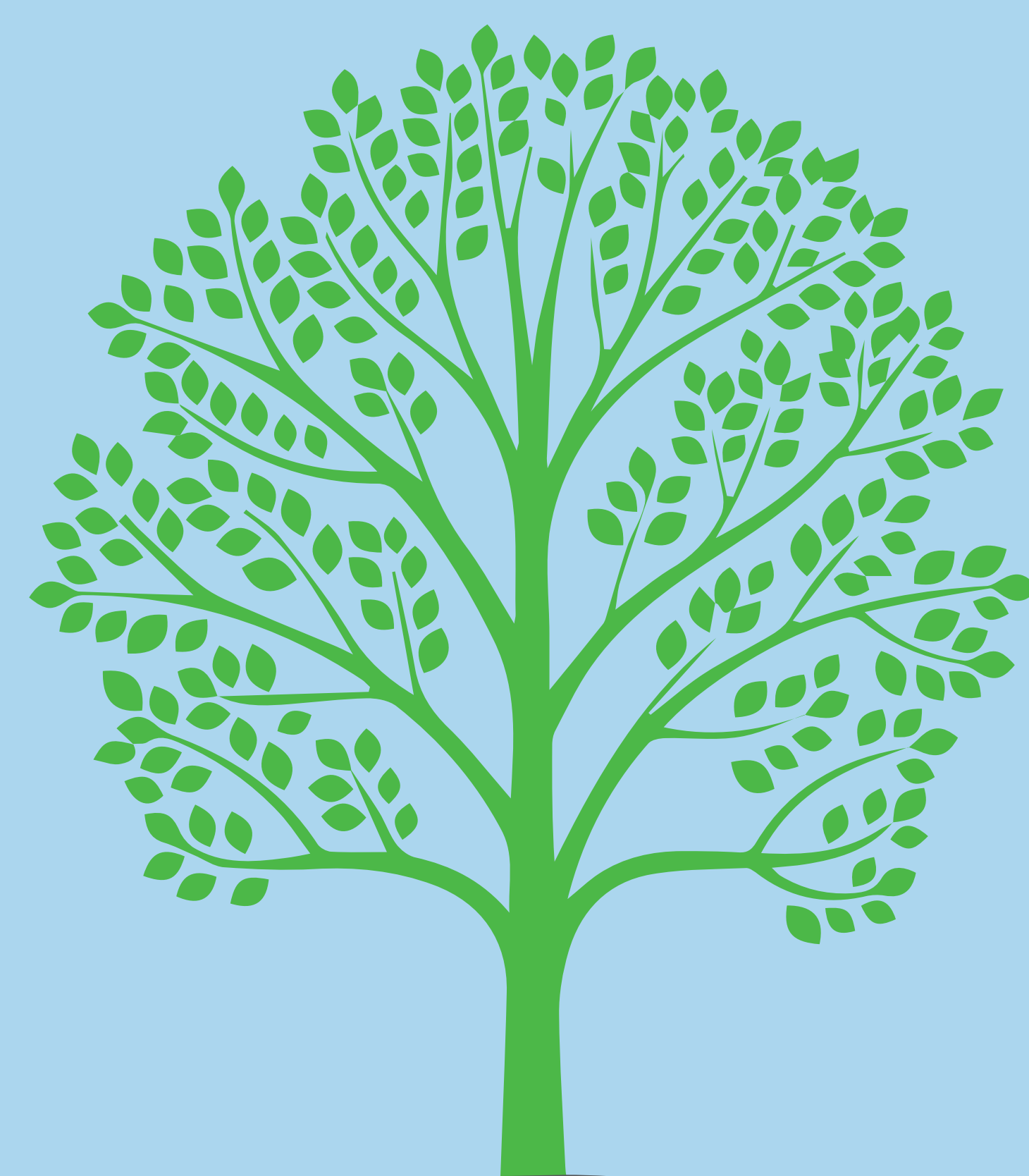
The same month, *Excelencia* unveils the brief, **“From Capacity to Success: HSIs, Title V, and Latino Students.”** It provides a snapshot of Latinos in postsecondary education, as well as a summary of the growth and current profile of HSIs. The report proves to be landmark analysis and extremely salient 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 role of HSIs and their potential for serving Latino student success.



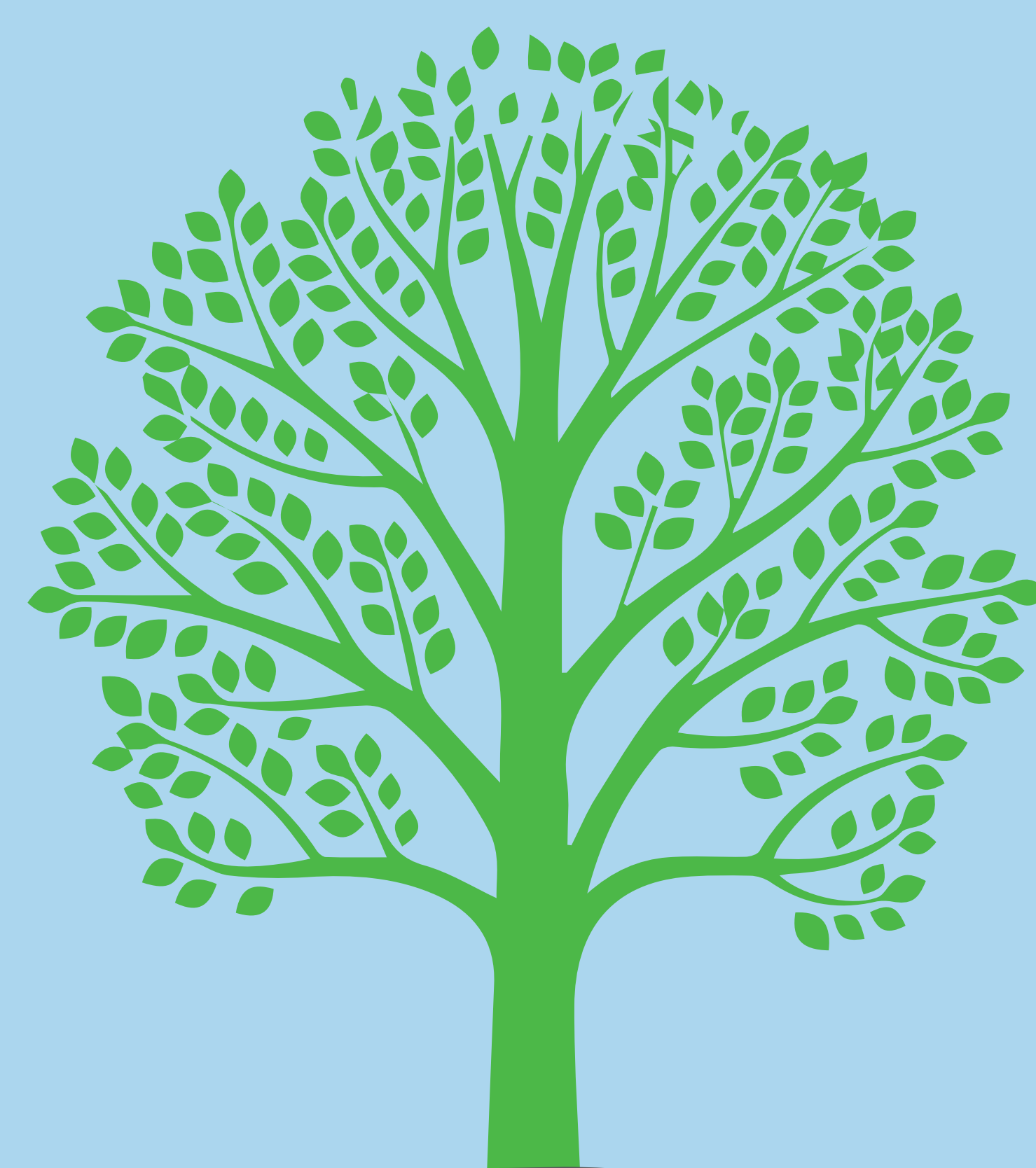
July — Knowing the data about the growth of the Latino community in the South, *Excelencia* partners with the Appalachian College Association to analyze institutional capacities and needs to in the co-published report, **“The ARC (Access, Retention, and Completion) of Success for Latino Students in Appalachia: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



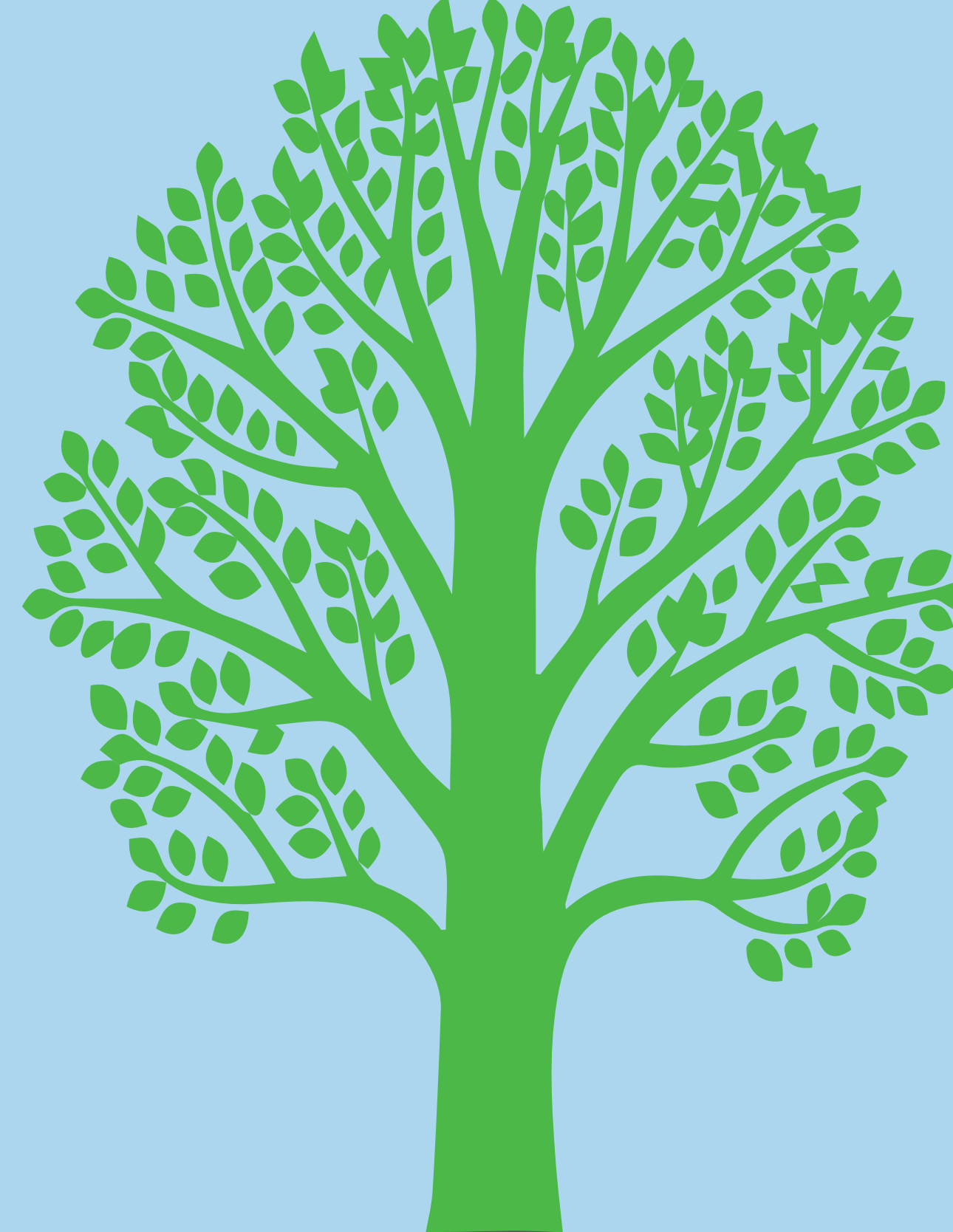
December — Three more significant works are released in 2017: **“Latino Males: Mentoring for the Future,” “What Works for Latino Students in Higher Education,”** and **“Framing, Not Blaming: Improving College Transfer in Texas.”** The three showcase *Excelencia's* expertise to address multiple topics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



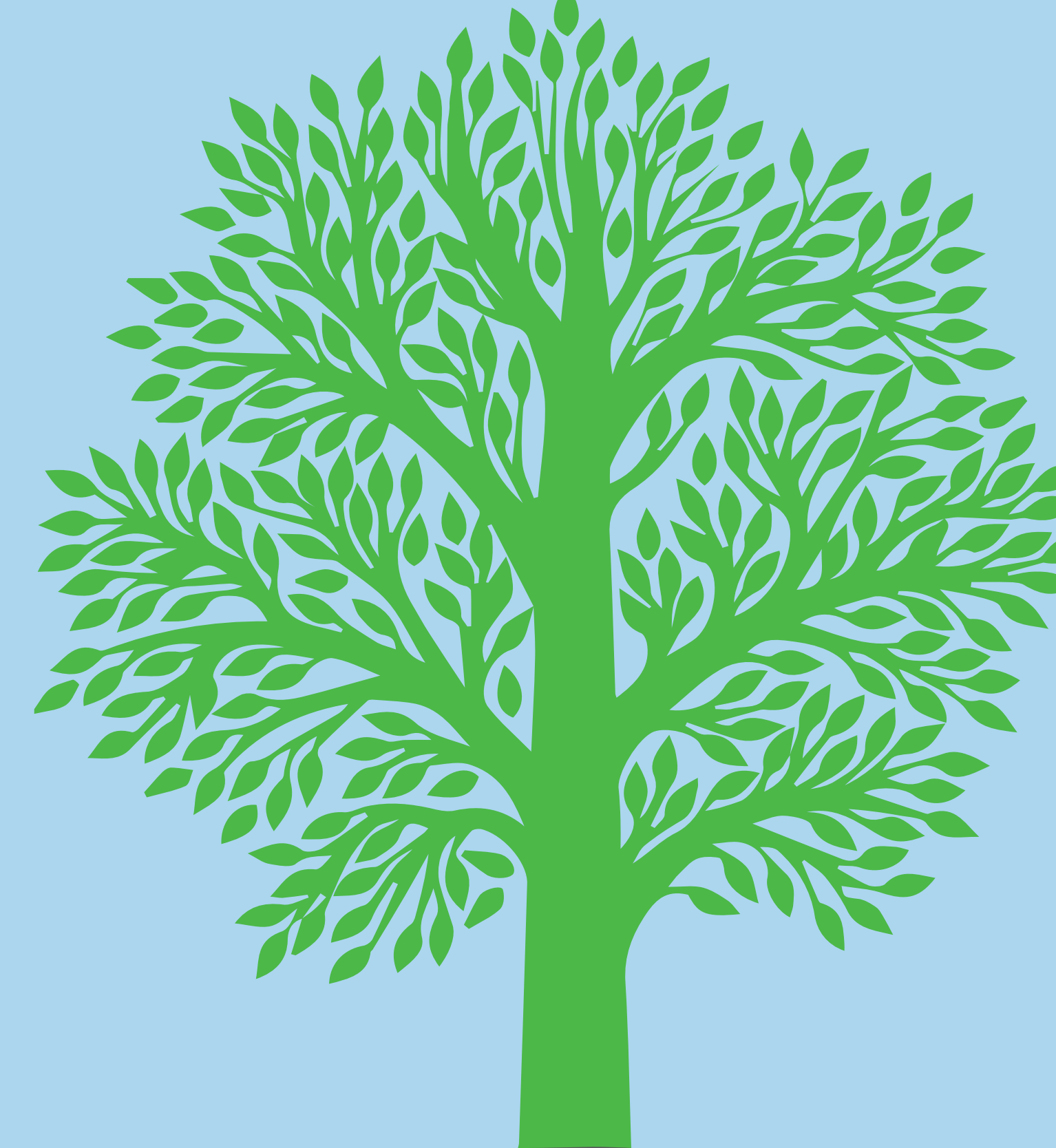
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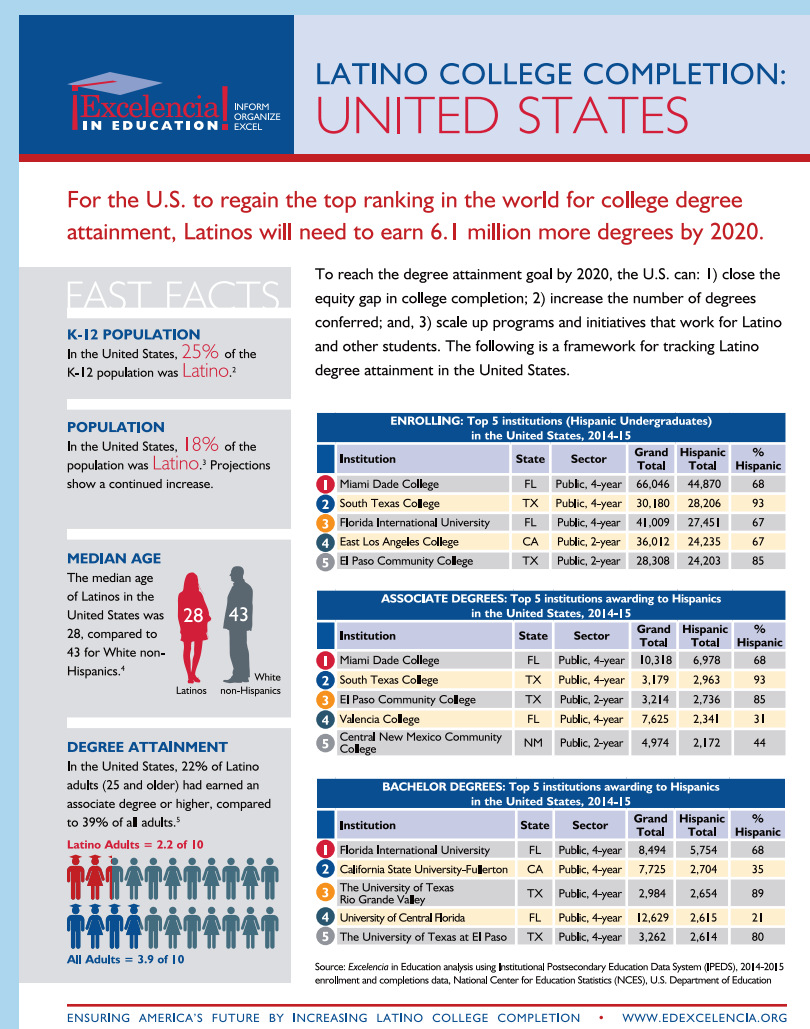
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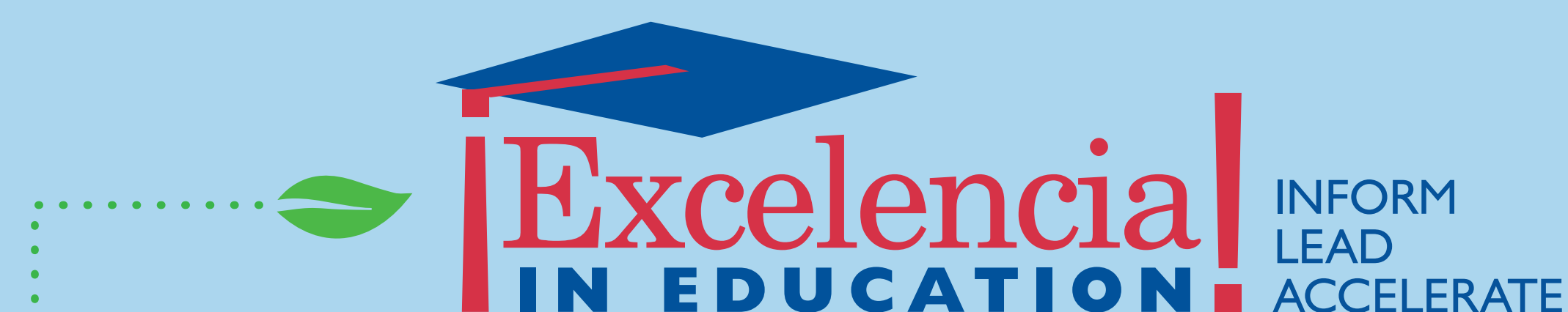
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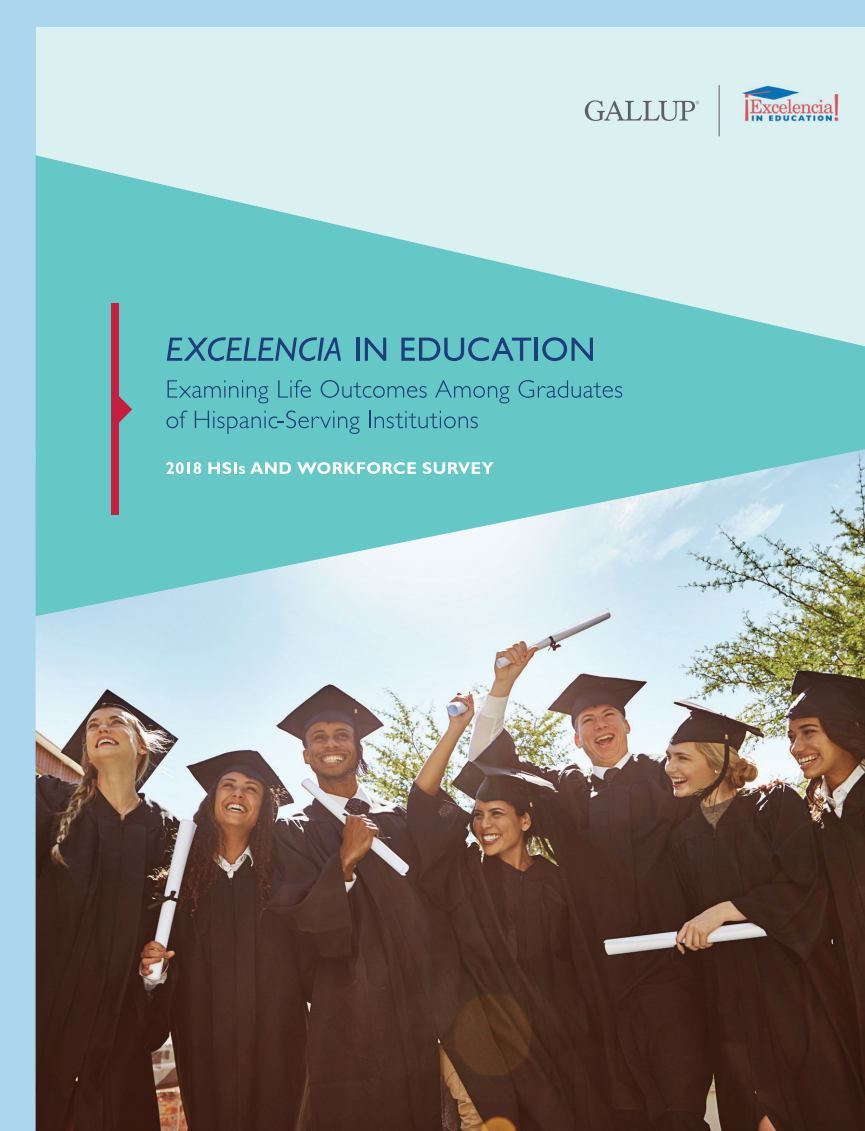


February — *Excelencia* continues its commitment to ensuring America's future through **Latino College Completion U.S.** These state fact sheets make clear that "For the U.S. to regain the top ranking in the world for college degree attainment, Latinos will need to earn 6.1 million more degrees by 2020." To reach the degree attainment goal by 2020, the U.S. can: 1) close the equity gap in college completion; 2) increase the number of degrees conferred; and, 3) scale up programs and initiatives that work for Latino and other students.



As the nation's premier authority driving change to accelerate Latino higher education success, *Excelencia* realigns its organizational tagline to reflect its core strengths and strategies: **"Inform. Lead. Accelerate."**

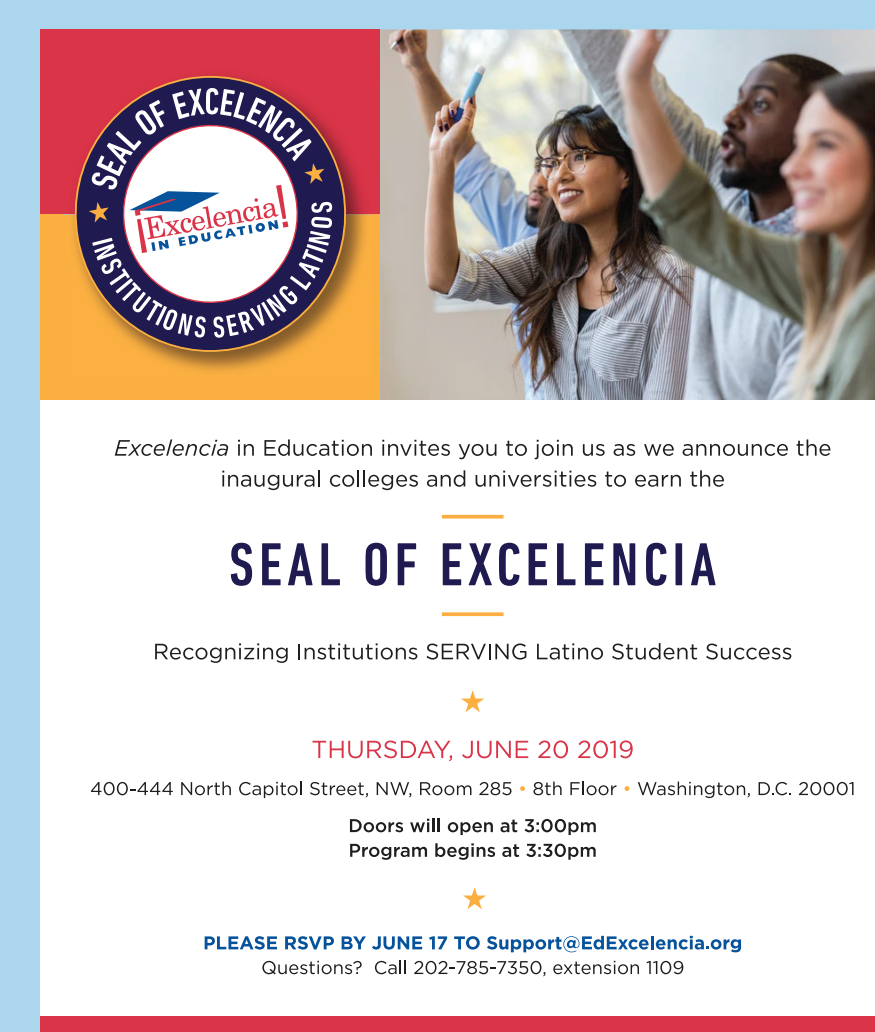
September — Forward-looking employers ponder where they will find the educated workforce they need to compete in the global economy today and the future. *Excelencia* responds by focusing on the institutions graduating Latinos overall, and by discipline, as well as a collaboration on strategies by employers to prepare the more skilled workforce they will need. *Excelencia* releases, **"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.



La Quinceañera year — To honor a decade and a half of growth and accomplishments, *Excelencia* pays homage to its roots and Latina leadership by hosting a *Quinceañera* reception on June 20, 2019 in the nation's capital. *Excelencia* celebrates 15 years of serving the mission of accelerating Latino student success in higher education with 300 guests attending the momentous occasion.

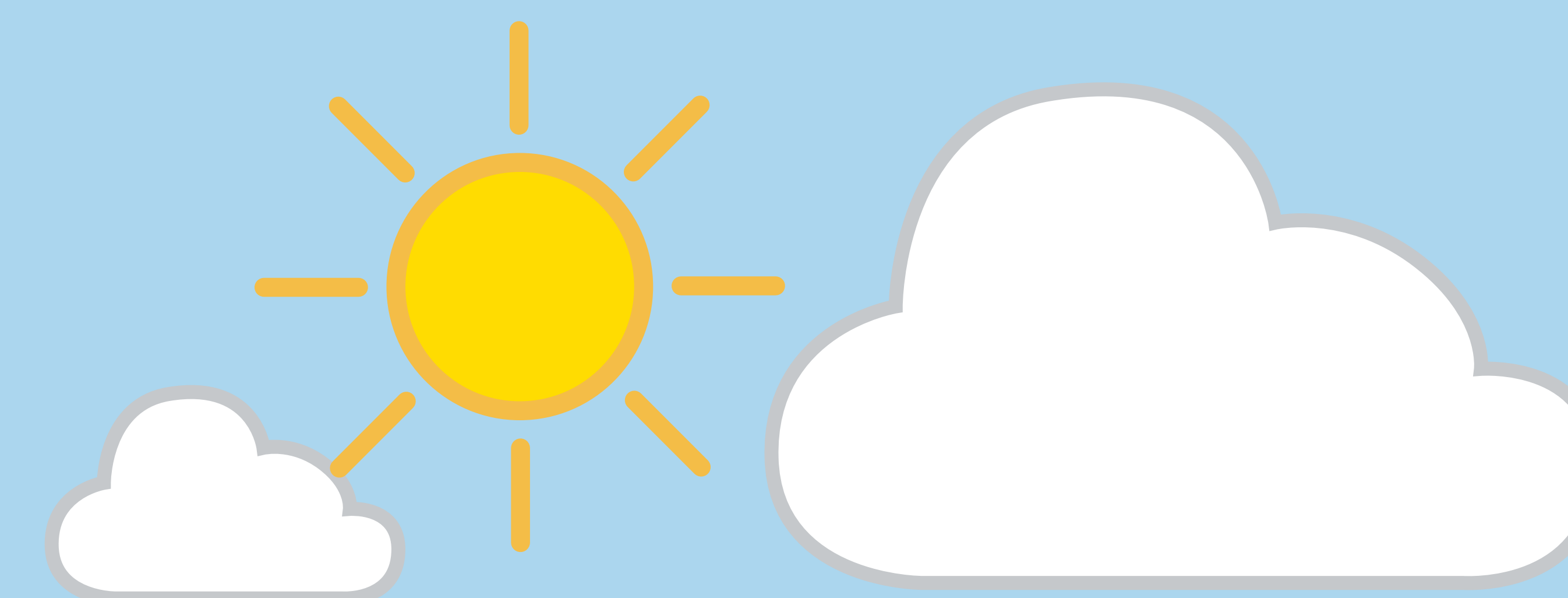


June — *Excelencia* continues to lead by announcing the inaugural cohort of nine colleges and universities to be certified with the **Seal of Excelencia** on June 20, 2019. To attain the Seal, institutions demonstrated intentional impact and success in the three core areas of work that *Excelencia* has determined lead to Latino student success: data, practice, and leadership. This certification establishes and raises the bar by which higher education institutions are evaluated and confirmed to be intentionally **SERVING** Latino students.

July — What started as a small group of trend setting campus leaders in 2014 and the inaugural **Presidents for Latino Student Success** grows to over 100 presidents and chancellors in less than five years.



August — *Excelencia's* work from its inception, has included **Puerto Rico** and its system of higher education which is 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* founders travel to the island to meet with higher education officials in cooperation with the Puerto Rican Endowment for the Humanities. They return with agreements from four chancellors of Puerto Rico institutions to affiliate with Presidents for Latino Student Success and develop joint efforts in the coming year.



Excelencia in Education was founded in 2004 to accelerate Latino student success in higher education. We started by focusing on data to grow knowledge about effective programs and strategies to increase the flow of Latino students to and through colleges and universities and into the workforce and civic leadership. For 15 years this knowledge has seeded the use and expansion of effective practices by a network of common cause with educators, grantmakers, policy and community leaders striving to create learning environments where Latino student thrive. Our roots make us strong.

Going forward we will continue to link research, policy, and practice with active collaborations through our network to transform committed institutions of higher education to truly **SERVE** Latino students. Together, we will lead higher education to increase the flow of college educated Latino talent that will ensure America's brightest future.



2018

2019

Tomorrow