Seal of *Excelencia* Framework

The Seal of *Excelencia* framework provides a platform where institutions with committed leaders and positive student outcomes will be recognized for their efforts to effectively serve Latino students. Our commitment is to work in partnership with higher education and to operate within an optimistic framework recognizing the accomplishments of many institutions that are SERVING Latino students well.

Further, we recognize that developing the ability to serve Latino students enhance the capacities of institutions to serve all students.

Data: Institutions demonstrate they have accurate data and show positive movement among <u>six key data areas</u>:

1. **Enrollment** of Latino students;
2. **Retention** of Latino students;
3. **Transfer in and out** of Latino students;
4. **Financial support** for students through Pell grants, institutional aid, employment, and work study;
5. **Representation** of Latinos in administration, faculty, and staff to further model success; and,
6. **Degree completion** of Latino students.

Practice: Institutions that intentionally implement and advance evidence-based programs and policies in <u>six key practice areas</u> to achieve desired results for Latino students include:

1. **Enrollment** of Latino students;
2. **Retention** of Latino students;
3. **Transfer in and out** of Latino students;
4. **Financial support** for students through Pell grants, institutional aid, employment, and work study;
5. **Representation** of Latinos in administration, faculty, and staff to further model success; and,
6. **Degree completion** of Latino students

Leadership: Institutions demonstrate leadership impact, including the intentional execution of a strategic plan and/or guidance by the president and the board to build, implement and evaluate how the institution aligns data and practice to improve Latino student success according to the following <u>five leadership principles</u>:

1. **Mission and strategy –** where aspects of the institution's mission and vision are articulated and implemented to intentionally include Latino students' success.
2. **Data and practice –** how disaggregated data (by race and ethnicity) and practices are aligned to inform initiatives that accelerate Latino college completion.
3. **Human resources –** how recruitment, onboarding, and professional development (especially for faculty) prioritize serving Latino students and the community in the institution.
4. **Communications –** where internal and external communications are leveraged to share information to make the intentionality to serve Latino students clear and keep momentum building toward goals set by the college and across the institution and community.
5. **Institutional culture –** articulate what is authentic and interesting about the institution, how it is communicated and cultivated, and inclusive of intentionally serving Latino students.