



October 28-30, 2017 | San Diego, California

# HACU 31st Annual Conference

Championing Hispanic Higher Education Success: Driving America's Prosperity

HILTON SAN DIEGO BAYFRONT



 #HACU17

PreK-12/Higher Education Collaboration Symposium | Latino Higher Education Leadership Institute | Deans' Forum

Your guide to workshops, pre- and post conference events and promotional opportunities

# Agenda at a Glance

(Agenda is subject to change)

## Friday, Oct. 27

9:00 a.m. – 2:00 p.m.

**Youth Leadership Development Forum**  
Local Campus, TBA.

Noon – 5:00 p.m.

**General Conference and Student Track Registration**  
Sapphire North West Foyer - Fourth Floor

## Saturday, Oct. 28

7:30 a.m. – 4:00 p.m.

**General Conference and Student Track Registration**  
Sapphire North West Foyer - Fourth Floor

7:30 a.m. – 3:30 p.m.

**HACU 16th Annual Latino Higher Education Leadership Institute**  
Aqua DEF - Third Floor  
(Pre-conference event. Additional registration required.)

8:00 a.m. – 3:00 p.m.

**Exhibitor Installation and Move-In**  
Indigo Ballroom - Second Floor

8:00 a.m. – 3:30 p.m.

**HACU Second PreK-12/Higher Education Collaboration Symposium**  
(Pre-conference event. Additional registration required.)  
Aqua ABC - Third Floor

9:00 a.m. – 3:50 p.m.

**Student Track**  
Sapphire MIE - Fourth Floor

3:00 – 4:00 pm.

**Commission on International Education**  
Aqua 303 - Third Floor  
(This is a closed meeting.)

4:00 – 5:30 p.m.

**Opening Plenary**  
Sapphire Ballroom - Fourth Floor

5:30 – 7:00 p.m.

**Opening Reception and Grand Opening of Exhibit Hall**  
Indigo Ballroom - Second Floor

5:30 – 7:00 p.m.

**Cyber Café**  
Indigo Ballroom West Foyer - Second Floor

## Sunday, Oct. 29

8:00 – 9:00 a.m.

**Coffee Break**  
Aqua West Foyer - Third Floor

8:00 a.m. – 5:00 p.m.

**General Conference Registration**  
Sapphire North West Foyer - Fourth Floor

8:00 a.m. – 5:30 p.m.

**Student Track**  
Sapphire MIE - Fourth Floor

9:00 – 10:15 a.m.

**9 Concurrent Workshops**

9:30 – 10:45 a.m.

**Associate Member Meeting**  
Indigo 204 - Second Floor

10:00 a.m. – 5:00 p.m.

**Cyber Café**  
Indigo Ballroom West Foyer - Second Floor

10:00 a.m. – 5:30 p.m.

**Exhibit Hall**  
Indigo Ballroom - Second Floor  
(Closes from noon to 1:30 p.m.)

10:30 – 11:45 a.m.

**9 Concurrent Workshops**

10:30 – 11:45 a.m.

**International Networking Meeting**  
Indigo 202 - Second Floor

Noon – 1:30 p.m.

**Power Lunch**  
Sapphire Ballroom - Fourth Floor

2:00 – 3:15 p.m.

**9 Concurrent workshops**

2:00 – 3:15 p.m.

**Annual Business Meeting**  
Indigo 204 - Second Floor

2:00 – 5:00 p.m.

**College and Career Fair**  
Indigo Ballroom - Second Floor  
(Free and open to the public.)

3:15 – 3:45 p.m.

**Coffee Break**  
Aqua West Foyer - Third Floor

3:55 – 5:10 p.m.

**9 Concurrent Workshops**

## Monday, Oct. 30

8:00 – 9:00 a.m.

**Coffee Break**  
Sapphire West Foyer - Fourth Floor

8:00 a.m. – Noon

**General Conference Registration**  
Sapphire North West Foyer - Fourth Floor

8:00 a.m. – 2:00 p.m.

**Exhibit Hall**  
Indigo Ballroom - Second Floor  
(Closes from noon to 1:30 p.m.)

8:00 a.m. – 3:00 p.m.

**Student Track**  
Sapphire MIE - Fourth Floor

9:00 – 10:15 a.m.

**International Plenary**  
Sapphire MIE - Fourth Floor

9:00 - 11:00 a.m.

**Corporate and Philanthropic Council Meeting**  
Indigo 202 A - Second Floor  
(This is a closed meeting.)

10:00 a.m. – 2:00 p.m.

**Cyber Café**  
Indigo Ballroom West Foyer - Second Floor

10:30 – 11:45 a.m.

**9 Concurrent Workshops**

Noon – 1:30 p.m.

**Partnership Lunch**  
Sapphire Ballroom - Fourth Floor

2:00 – 3:15 p.m.

**9 Concurrent Workshops**

3:00 – 3:30 p.m.

**Coffee Break**  
Sapphire West Foyer - Fourth Floor

3:30 – 5:00 p.m.

**Town Hall**  
Sapphire MIE – Fourth Floor

6:30 – 10:30 p.m.

**Networking Dinner/Dance**  
Sapphire Ballroom - Fourth Floor

## Tuesday, Oct. 31

8:30 a.m. – 1:30 p.m.

**HACU Sixth Annual Deans' Forum on Hispanic Higher Education**  
Aqua CD - Third Floor  
(Post-conference event. Additional registration required.)



## Hotel Information

HACU's Annual Conference events will take place at the Hilton San Diego Bayfront, located at 1 Park Boulevard, San Diego, CA 92101.

To reserve your room by phone, please call 1-800-HILTONS (1-800-445-8667). Request the "Hispanic Association of Colleges and Universities" hotel group rate of \$269 (plus occupancy tax) per night. The rate is available until October 4, 2017 (or before if the HACU room block sells out). For online reservations, visit [www.hacu.net](http://www.hacu.net).

**Check-in Time: 3:00 p.m.**  
**Check-out Time: 12:00 p.m.**

## About the Hotel

Sitting on one of the most spectacular locations along the California coast, the Hilton San Diego Bayfront is a reflection of all the things that make San Diego shine. Built on the former site of a historic shipyard, we echo San Diego's unique maritime heritage. At every window you can see the vast diversity of San Diego Bay, from sleek sailing ships to naval and commercial vessels. You might even catch the U.S. Navy Seals training in the waters of San Diego Bay, or see large cargo ships delivering bananas and pineapples from Costa Rica. Our locale gives you more than amazing bay views and convenience.

Hotel description and information from [hiltonsandiegobayfront.com](http://hiltonsandiegobayfront.com)



## HACU Annual Conference attendees will learn about:

- Successful, effective and exemplary programs and initiatives at HACU-member institutions.
- Partnerships and strategic alliances for collaboration between HACU-member institutions and public- and private-sector organizations.
- Graduate education opportunities for Hispanic students.
- Policy issues affecting education opportunities for Hispanics, including HACU's legislative agenda.
- Promoting Hispanic participation in scholarships, fellowships, internships and other related programs funded by private and government organizations.
- Creating Hispanic-Serving Institution (HSI) and Hispanic awareness and readiness to participate in foundation-supported programs.
- Emerging trends in higher education affecting Hispanics and HSIs.

## Who Should Attend?

- Higher education administrators, staff and faculty
- Higher education officials and association representatives
- College students
- Hispanic-Serving School District representatives
- Representatives from corporations
- Representatives of philanthropic foundations
- Federal, state and local government officials
- Public policy makers
- Individuals interested in promoting academic excellence, greater access and collaborative opportunities for all students in higher education

## ABOUT HACU

The Hispanic Association of Colleges and Universities (HACU), founded in 1986, is a nonprofit 501(c)(3) association representing more than 470 colleges and universities in the United States, Puerto Rico, Latin America and Spain.



## Saturday, Oct. 28

7:30 a.m. – 3:30 p.m.

### HACU 16th Annual Latino Higher Education Leadership Institute

(Pre-Conference event. Additional registration required)

#### Aqua DEF - Third Floor

The Latino Higher Education Leadership Institute will provide a dynamic forum where early-, mid- and top-level faculty, staff, administrators and other higher education leaders interact, network and explore strategies for effective institutional change for the needs of underrepresented students. The schedule includes speakers, panels, career development and leadership roundtables, concluding with a panel composed of top Latina and Latino presidents.

8:00 a.m. – 3:30 p.m.

### HACU Third PreK-12/Higher Education Collaboration Symposium

(Pre-Conference event. Additional registration required)

#### Aqua ABC - Third Floor

The HACU PreK-12/Higher Education Collaboration Symposium will showcase initiatives implemented by colleges, universities and school districts. Includes panel discussions on successful partnerships leading to systemic change.

4:00 – 5:30 p.m.

### Opening Plenary Sapphire Ballroom - Fourth Floor

Join us for the welcoming remarks of HACU's 31st Annual Conference. The State of HACU Address to be delivered by HACU President and CEO Antonio R. Flores.

5:30 – 7:00 p.m.

### Exhibit Hall Opening Reception Indigo Ballroom - Second Floor

Visit this year's exhibitors and meet fellow attendees while enjoying food, refreshments and entertainment.

HACU's Annual Conference showcases exemplary programs and initiatives of the best and most promising practices in the education of Hispanics among the following six tracks:

**\$ Track 1 - Grants and Fundraising Opportunities**  
Grant and fundraising opportunities available from government and private sources. Presentations on the outcomes of programs implemented at colleges and universities and made possible with grant and fundraising assistance.

**🤝 Track 2 – Partnerships that Work**  
Exemplary collaborative practices for student success.

**📁 Track 3 – Executive Leadership for Presidents and CEOs**  
Issues of special interest to university presidents/CEOs.

**🎓 Track 4 – Academic Success for Hispanic Students, Research and Practice**  
Successful programs and strategies that are ensuring the educational success of Hispanic Students.

**🏛️ Track 5 – Advocacy and Policy**  
The latest developments in federal or state policy affecting higher education of HACU-members.

**🌐 Track 6 – International Partnerships**  
Successful working models and opportunities for international collaboration in higher education.



## Sunday, Oct. 29

9:00 – 10:15 a.m.

## CONCURRENT WORKSHOPS

### \$ Grants Regarding Sexual Assault, Dating Violence, and Stalking on Campus

#### Aqua Salon AB - Third Floor

Participants will have the opportunity to learn about the purpose, structure and requirements of the Office on Violence Against Women (OVW) Grants to Reduce Sexual Assault, Domestic Violence, Dating Violence, and Stalking on Campus Program, reflect on their current efforts to address these issues and learn how a Hispanic-Serving Institution has benefited from this grant.

### ♥️ HSSD Roundtable Discussion: Creating a College-Going Culture Through the Promise Scholars Program

#### Aqua 310 A - Third Floor

Promise Scholars believes that to unlock the potential and prosperity of the community requires unlocking the potential of all students in the community. Serving schools with a large Hispanic population, the Ontario-Montclair School District Promise Scholars initiative works to improve college attainment and regional workforce development in partnership with Chaffey Joint Union High School District, business/community stakeholders and signed agreements with local Hispanic-Serving Institutions. Presenters will provide an overview of a collective impact approach to reinforce a college-going culture in schools, families and the community by aligning messages, activities and resources.

### ♥️ Community Connections

#### Aqua Salon E - Third Floor

How do you engage underserved and underrepresented populations in your service area? You meet them where they are – in their communities! Learn how Polk State College has partnered with local organizations such as churches and community centers to “bring the show on the road” and create a one-stop event for students and their families.

### 🏠 Chicagoland HSIs: Working Together

#### Aqua Salon C - Third Floor

Chicagoland is home to 16 Hispanic-Serving Institutions (nine community colleges: College of Lake County, Elgin, Harold Washington, Harry Truman, Malcolm X, Morton, Richard Daley, Triton and Wilbur Wright; and seven four-year institutions: Dominican University, National Louis University; Northeastern Illinois University, Robert Morris University, Saint Augustine College, Saint Xavier University and University of Illinois at Chicago) enrolling more than 75,000 Hispanic students. Working with HACU's Senior Vice President and COO John Moder, Ph.D., we are bringing together leadership from these institutions for the first time to discuss issues of shared concern: pathways, service to Hispanic students and lateral support for curriculum development, professional development and community outreach.

### 🎓 Creating Dynamic Practices for Hispanic Student Success: NJCU's SOAR Office

#### Aqua Salon D - Third Floor

With a Hispanic population that continues to grow in the United States, a primary goal is to provide both culturally and academically relevant support to Hispanic students. By meeting students in the college setting, a supportive partnership between students, staff, student and academic affairs and family members drives the Student Outreach and Retention (SOAR) office to create successful outcomes for Hispanic students at New Jersey City University (NJCU).

### 🎓 Student-Partnered Action Research Promoting Leadership, Career Development and Educational Success

#### Aqua Salon F - Third Floor

This interactive workshop synthesizes culturally sensitive and high-impact educational practices, exploring how student-partnered action research on Latina/o student educational success promotes leadership and career development at University of Massachusetts/Boston, in a state where economic success requires, at minimum, a college degree. Latina/o undergraduates conduct transformative inquiries on student, organizational and community factors contributing to educational success, while catalyzing personal, organizational and institutional change. Participants will explore opportunities to introduce student-partnered research in their own settings.



# Sunday, Oct. 29

9:00 – 10:15 a.m. CONCURRENT WORKSHOPS

## **Struggles on the Homefront: Military Veterans Coping with Mental Illness** **Aqua 314 - Third Floor**

Many veterans are returning to the home front from military service with serious mental health issues. Of the 1.7 million veterans who served in Iraq and Afghanistan, 300,000 (20 percent) suffer from post-traumatic stress disorder or major depression (RAND Center for Military Health Policy Research, Invisible Wounds of War, 2008). Some of these veterans are walking the halls of college campuses, or are no longer enrolled in your institution. Can you recognize them?

## **Ojo Y Sentido! Campus Climate at Hispanic-Serving Institutions** **Aqua 300 A - Third Floor**

In the wake of the national political climate and policies that have far-reaching impact on international, Deferred Action for Childhood Arrivals (DACA), undocumented and other students, Hispanic-Serving Institutions can serve as examples for addressing campus climate issues. Strategies which demonstrate awareness of the issues and quick responsiveness to situations that emerge are imperative. This presentation will include information on state-of-the-art research on campus climate, what it means, why it's important and will include strategies incorporated at the University of New Mexico.

## **Innovation and Creativity in Supporting USA-Mexico Partnerships and Mobility** **Aqua 310 B - Third Floor**

In spring 2013, Presidents Mildred García and Fernando León García signed a letter of intent between Cal State Fullerton and CETYS Universidad. Of particular interest was student, faculty, and staff mobility. Considerations included the strengths and global priorities of each institution, review of standing short-term programs, opportunities to leverage or build on direct enroll pathways and “creative reciprocity.” Presenters discuss best practices, collaboration strategies, and diverse program models associated with effective and exemplary international partnerships.

10:30 – 11:45 a.m. CONCURRENT WORKSHOPS

## **Coaching Students for Nationally Competitive Study Abroad & Language Scholarships** **Aqua 310 A - Third Floor**

Winners of prestigious national awards like Fulbright, Gilman, and Boren come from all over the United States and from all types of institutions. The best candidates showcase America's geographic and cultural diversity to their friends and host institutions abroad. Learn from IIE recruitment and selection staff how to demystify the application process, encourage promising applicants and help them build their strongest application.

## **HACU National Internship Program: Facilitating Opportunities, Expanding Professional Networks and Launching Careers** **Aqua Salon E - Third Floor**

The HACU National Internship Program (HNIP), the nation's largest Hispanic college internship program, has been praised by independent reports, the White House and the Office of Personnel Management, as a “remarkably” effective recruitment tool for federal agencies and corporations. The program introduces college students to valuable on-the-job experience and leads to well-paying, meaningful careers. Learn how students can benefit from paid internships and professional development opportunities through HNIP.

## **HCC's Dual Credit Program: Transforming K-12 Partner Relationships** **Aqua Salon F - Third Floor**

Under Houston Community College's (HCC) institutional transformation, the dual credit program transformed the personnel structure, programming, pathways, and partnership relationships in order to better support student access to college classes while in high school. The positive impact has resulted in a 44% increase in enrollment in just one year. This session will discuss the development of this successful framework, as well as the elements of developing a positive partnership.

## **Latino/a Presidents, Maneuvering in Critical Times** **Aqua Salon AB - Third Floor**

Led by national forces, colleges and universities are undergoing tumultuous times. A changing political mood, attacks on immigrants and minorities, and fiscal and legal constraints are challenging Hispanic-Serving Institution (HSI) leaders and students. As a generation of Latino/a leaders who rose up to be HSI presidents and administrators are now retiring or retired, renewed commitments and new leadership strategies are needed. The panel explores challenges, leadership transitions and new HSI leadership strategies.

# Sunday, Oct. 29

10:30 – 11:45 a.m.

CONCURRENT WORKSHOPS

## **A Model Addressing Factors that Impede Hispanic Students' Academic Success** **Aqua Salon D - Third Floor**

Colleges and universities have sought for years to develop viable methods for enhancing recruitment and retention to graduation among Hispanic students and students from other historically academically underserved populations. Here we present a comprehensive, scalable, sustainable mentoring model designed to address the academic achievement gap to achieve academic success and university acculturation, with a focus on Hispanics and other ethnic minorities, and first-generation-university-going students in the U.S.

## **Transforming the Next Generation of Latino Students through HSIs** **Aqua 314 - Third Floor**

California is home to 35% of all Hispanic-Serving Institutions (HSIs) across the United States with a growing Chicanx/Latinx student population. Yet the college completion rates across all sectors of postsecondary education, including HSIs, suggests the need for leadership, best practices and an assessment of “Latinx readiness.” This workshop presents the trends of HSIs in California and the unique opportunities that exist for targeted investment, infrastructure development and leadership.

## **Leveraging Partnerships to Prepare Students with Professional Development Certificates at an HSI** **Aqua 300 A - Third Floor**

At Fresno State, a Hispanic-Serving Institution (HSI), the Career Development Center offers Professional Development Certificates to support students in their transition from college to work. The certificates are based on professional competencies by the National Association of Colleges and Employers, providing students opportunities to learn skills through career-related activities, workshops and mentors.

## **Utilizing the Student Narrative to Develop Hispanic Student Success Programs** **Aqua 310 B - Third Floor**

This presentation describes how a Hispanic-Serving baccalaureate nursing school in South Texas developed a qualitative study that allowed their students to engage in dialogue that influenced the design of support resources provided through the institution's student success center. Discovering challenges to academic success led to strategies the school of nursing could employ to help students overcome those barriers. Gathering the Hispanic student narrative can be the driving force to designing student success programs.

## **HACU Government Relations Update** **Aqua Salon C - Third Floor**

An update on the good, the bad and the ugly from Washington, D.C. This session highlights the latest public policy developments on Capitol Hill, including the status of the Federal Fiscal Year appropriations and its impact on the Hispanic higher education community. The session will also highlight Hispanic-Serving Institutions' (HSI) priorities in the Higher Education Act (HEA) reauthorization, immigration reform/ Deferred Action for Childhood Arrivals (DACA) students, the new HSIs program at the National Science Foundation (NSF) and institutional accountability policies coming from Congress.

## **Noon – 1:30 p.m.** **Power Lunch**

### **Sapphire Ballroom – Fourth Floor**

The luncheon program will include presentations of HACU Awards of Excellence to individuals and organizations that have exemplified the Association's mission of championing Hispanic higher education success.

2:00 – 3:15 p.m. CONCURRENT WORKSHOPS

## **The Best Kept Secret in Developing Latino/a Community College Administrator Leadership** **Aqua Salon E - Third Floor**

The session highlights the National Community College Hispanic Council's commitment to the development of Latina(o) community college leadership. The Leadership Fellows Program responds to the need to create a pipeline of leaders. The panel features Fellows who have ascended to leadership positions and Fellows who completed the 2014-16 Fellows Program. The Fellows will address the value of the program, which is based on the American Association of Community Colleges Competencies for Community College Leaders coupled with a structured mentorship program.

## **Knocking at the College Door: Changing Demographics as an Opportunity to Drive America's Prosperity** **Aqua Salon AB - Third Floor**

Knocking at the College Door, the Western Interstate Commission for Higher Education's (WICHE) projections of high school graduates, shows robust growth in Hispanic high school graduates between 2014 and 2025. The trends from Knocking at the College Door demonstrate that the Hispanic youth population has the potential to “Drive America's Prosperity” in future years. This session will discuss how the Knocking at the College Door trends exhibit the need for exemplary collaborative practices that promote Hispanic student success and highlight existing successful partnerships from across the Western region.

# Sunday, Oct. 29

2:00 – 3:15 p.m.

## CONCURRENT WORKSHOPS

### Toward a More Inclusive Campus Climate 2.0

#### **Aqua Salon F - Third Floor**

This session will detail how a predominantly white public institution implemented a campus wide cultural assessment to increase retention and satisfaction rates for Asian, Latin, African American, Native American faculty and students, as well as address campus climate concerns

### Learning Culture as a Strategy for Student Success

#### **Aqua 310 A - Third Floor**

Student success in higher education is dependent on many factors, including a student's college preparation and their academic and social integration in the college environment. More importantly, student success depends on a student's working knowledge of the post-secondary learning culture. Using an inquiry approach, this workshop will address how to take academics to a new level using learning culture as a strategy for student success.

### The Impact of a First Year Experience Male Cohort

#### **Aqua Salon C - Third Floor**

The purpose of this presentation is to discuss the impact of an all-male First Year Experience Program at San Bernardino Valley College. The presentation is aimed at explaining to practitioners how to develop a First Year Experience program, techniques and strategies to keep students motivated through a rigorous program, and finally how to provide academic support for male students of color.

### Hispanic-Serving Designation: Implications for a COE's Identity and Practice

#### **Aqua 300 A - Third Floor**

The designation of Hispanic-Serving Institution should be an identity and practice informed by more than just the percentage of Hispanic students enrolled. Our college is exploring what this designation means and how to support the development of this identity through a research initiative focused on examining various aspects of the overarching question: What does it mean to be a Hispanic-Serving college of education and how do we make this term meaningful for post-secondary education?

### Journey to Excellence: Cultivating Student & Academic Success

#### **Aqua 314 - Third Floor**

Texas A&M University-San Antonio, a Hispanic-Serving Institution, began a journey to excellence in 2016 when it implemented a myriad of innovative programs and services designed to enhance student's success potential and committed itself becoming a national model for student and academic success. This interactive session

will describe the national model, present corresponding data, share solutions and enhancements implemented since implementation, and will conclude with an overview of sustainability plans.

### Federal Funding Opportunities for Hispanic-Serving Institutions (HSIs)

#### **Aqua Salon D - Third Floor**

Federal agency representatives will discuss grant opportunities available for HSIs and other higher education institutions. This panel will actively engage participants in a discussion of available opportunities that benefit colleges and universities. Participants will also explore potential opportunities to identify resources from different agencies to make the links necessary to support activities directly assisting HSIs to serve the nation's priorities.

### Outcomes and New Opportunities of Joint International Scholarships and Fellowships

#### **Aqua 310 B - Third Floor**

Years of successful efforts in creating joint scholarships between international organizations and on-campus fellowship opportunities have produced positive outcomes for domestic and international students, universities and government partners alike. We describe how innovative programs can serve as models for future accomplishments, noting recent successes with partner universities and the Mexican Consulate and Ministry of Foreign Affairs, and portray how university fellowship programs internationalize campuses while promoting multicultural sensitivity and the development of leadership.

## 3:55 – 5:10 p.m. CONCURRENT WORKSHOPS

### An Industry-Education Collaboration to Address Increasing Cyber Security Needs

#### **Aqua Salon F - Third Floor**

Learn how collaboration between Pacific Northwest National Laboratory and Columbia Basin College on Cyber Security education has benefitted both organizations and the surrounding community in this nationwide high need area for workforce development. The audience will have time to explore the possibilities for similar collaborations in their communities and to get feedback on their initial ideas for starting and growing a successful collaborative partnership for both student success and to meet a community or business need.

# Sunday, Oct. 29

3:55 – 5:10 p.m.

## CONCURRENT WORKSHOPS

### Parents Supporting Parents: Binational Parent Leadership Institute (BPLI)

#### **Aqua 310 A - Third Floor**

The Binational Parent Leadership Institute (BPLI), in partnership with San Bernardino County Superintendent of Schools (SBCSS), the Mexican Consulate in San Bernardino and California State University, San Bernardino (CSUSB), is a parent engagement model that provides parents with institutional leadership trainings and effective parent engagement strategies to help them become change agents in service delivery to their families and community. Presenters will discuss the parent-to-parent training model provided in K-12 and higher education institutions in efforts to increase college readiness, access, advocacy and leadership skills for Latino families.

### Hispanic-Serving Institutions: Through the Eyes of Campus Presidents

#### **Aqua Salon D - Third Floor**

Current and emerging Hispanic-Serving Institutions (HSIs) are uniquely positioned to set the standards for the future of higher education. With the changing demographic trends across the United States, presidents at many colleges and universities will soon find themselves serving increased numbers of Hispanic students on their campuses. This interactive session will present the challenges and opportunities involved in the president's role at an HSI and discuss strategies for effective impact – including the presence, strength and role of the athletics department in strategic leadership.

### Strengthening America's Future: Increasing Success for Hispanic/Latin@ College Students

#### **Aqua Salon AB - Third Floor**

Increasing Hispanic/Latin@ student success is vital to America's future. Therefore, we must shift the paradigm from college-ready students to student-ready colleges by providing professional development for faculty and staff. This updated version of a highly rated, on-going HACU conference session highlights effective research-based strategies that have increased persistence. It examines theories (e.g., validation, stereotype threat, attributions & emotions) and offers effective models for sharing with Hispanic/Latin@ students the responsibility for their development and learning.

### STEM Early Career Research - Pathway for First Generation STEM Persistence & College to Career Readiness

#### **Aqua 300 A - Third Floor**

A three-year program focusing on several success components for first generation freshmen undergraduates at the University of Houston-Downtown Scholars Academy will be discussed. The program targeted early career research in Ph.D. research laboratories lasting at least one semester or more of mentored research. This session will outline the programmatic components, explain the science, technology, engineering, and mathematics (STEM) labs and Ph.D.'s involvement, and provide data associated with student success outcomes related to barrier course grades, accomplishments in off-campus mentored research, presentations and publications.

### Supporting Students to be Competitive for International Opportunities

#### **Aqua 314 - Third Floor**

While underrepresented students may not always see themselves in international programs, going abroad may help students persist and excel in college. Faculty and staff play a key role in attracting and preparing students for international opportunities. As such, this session focuses on providing participants with a better understating of common selection practices for nationally competitive programs, strategies to help students craft competitive applications, and resources focused on international opportunities for underrepresented students.

### USCIS: Discussing Immigration to Drive Prosperity for International Students

#### **Aqua Salon C - Third Floor**

This presentation will underscore U.S. Citizenship and Immigration Service's (USCIS) role supporting Hispanic higher education success by providing information and resources to drive prosperity in the U.S. Among other topics, this session will cover customer service tools, Optional Practical Training, student visas, and Deferred Action for Childhood Arrivals (DACA). Following this presentation, USCIS subject matter experts will answer questions.

### Fulbright Students and Scholars: Driving America's Prosperity

#### **Aqua 310 B - Third Floor**

Globalization is more than a catch phrase; it is a critical component of any nation's prosperity. The Institute of International Education administers U.S. Department of State-sponsored Fulbright programs for students, scholars and administrators. Embracing the globe, these programs provide opportunities for national prosperity as they build bridges between peoples and nations, support institutional goals and expand individual perspectives and careers.



# Monday, Oct. 30

9:00 – 10:15 a.m.

## International Plenary

### Sapphire Ballroom A & E – Fourth Floor

This plenary session will feature a panel discussion on the latest trends related to the internationalization of higher education. A question and answer session will follow.

## 10:30 - 11:45 a.m. CONCURRENT WORKSHOPS

### Promoting Interdisciplinary Collaboration: Tools for Developing Diverse Research Teams

#### Aqua Salon D - Third Floor

Research has begun to illustrate the benefits of diverse collaborative research teams, revealing that the inclusion of gender and racial-ethnic diversity in scientific teams increases citation impact. Other studies show that interdisciplinary collaboration boosts funding, innovation, and productivity. In this workshop, we present best practices and practical tools for training faculty and institutional leaders in developing, promoting, and supporting diverse scientific teams at their institutions.

### Moreno Valley Unified District's Investing in Innovation (i3) Development Grant Project: English Learner Families for College

#### Aqua Salon E - Third Floor

Learn how Moreno Valley Unified School District's (MVUSD) U.S. Department of Education Investing in Innovation i3 Grant project is changing lives for English Learners (EL). Discover how MVUSD's English Learners' Families for College project is dramatically accelerating academic language achievement, and putting several hundred EL students on the path to college and career success.

### Strategies and Partnerships to Attract and Retain Hispanic Faculty

#### Aqua Salon F - Third Floor

Faculty, staff, and administrators at University of Central Oklahoma (UCO) have worked together, as well as in partnership with the local community, to ensure UCO is prepared to support the growing Hispanic population. One important aspect of this support is attracting and retaining a faculty that reflects the diversity of the metropolitan and student populations. This presentation will describe the successes and challenges involved in developing policies, partnerships and a climate that supports a more inclusive campus environment.

### CCA Game Changers: Proven-effective Strategies Increasing Degree Completion

#### Aqua 310 A - Third Floor

Complete College America's (CCA) Game Changer strategies are evidence-based, faculty-developed solutions that dramatically improve student success and place many more students on track to certificate/degree completion. Presenters will review the data and describe components of the co-requisite remediation, 15 To Finish, and Guided Pathways strategies. One college president will also describe his experience in leading institutional change. Participants will leave the session with specific recommendations on implementing strategies on their own campuses.

### Winning at LIFE: How Learning, Improvement, and Fun Empowers Our Students to Become Successful Leaders

#### Aqua 300 A - Third Floor

Explore with us how a near-peer mentoring program is changing lives in Northwest Arkansas. With more than 50% Latino student enrollment in our area high schools, we set out to build a bridge to help them see higher education as not only something attainable but also desirable and fun! We have been doing things "outside the box" of normal educational programs to have a higher impact and really engage the community.

### Beyond the Classroom: Internships Prove Employability with Real World Experience

#### Aqua 314 - Third Floor

All students strive to launch a career path after graduation, but proof of the ability to transform classroom learning into real world experience in actual employment settings is often a barrier. Hispanic students thrive when placement coordinators know how to leverage bilingual and cultural experience into the career setting. This presentation provides five keys to internship success in Hispanic Serving Institutions.

### HACU Advocacy Needs New Recruits

#### Aqua Salon AB - Third Floor

If you're not at the table, you're on the menu - there is no better truism about the value of engaging in advocacy to defend Hispanic-serving Institution (HSI) priorities, especially in the current environment. HACU's Advocacy Center is a superb tool to amplify your voice as a constituent. This session, for both beginners and experts, will highlight how to use this resource as well as listen to and learn from your peers on how they're engaging with elected officials to make a difference at their institutions. Join us to see how easy it is to become an advocate for HSIs in Washington, D.C. or at home and let Congress know the strength of our numbers.

# Monday, Oct. 30

10:30 - 11:45 a.m. CONCURRENT WORKSHOPS

### Partnering for Student Access/Success in the Global Economy and Workforce

#### Aqua 310 B - Third Floor

Studying abroad is one of the best ways American college students can acquire international experience necessary to succeed in today's global marketplace. However, less than 10% of the annual graduating student population participates in these essential experiences. Participants will gain information and resources to support HSIs and students with the opportunities generated through IIE's Generation Study Abroad initiative and perspectives from Commitment Partners, German Academic Exchange Service DAAD and Alamo Colleges, focusing on study abroad accessibility and student success.

Noon – 1:30 p.m.

## Partnership Lunch

### Sapphire Ballroom – Fourth Floor

The luncheon program will include presentations of HACU Awards of Excellence to individuals and organizations that have exemplified the Association's mission of championing Hispanic higher education success.

2:00 - 3:15 p.m. CONCURRENT WORKSHOPS

### A Model for Creating a Pipeline of Student Leaders

#### Aqua Salon C - Third Floor

Developing opportunities for creating long-term student leaders can sometimes be a challenge. Rather, programs may lean on creating single instances for developing student leadership. Through a wide partnership of TRIO Student Support Services and community programs, an experience was created for pre-college and college students to engage and grow simultaneously. Come participate in an interactive session that outlines a model for creating long-term student leaders and experience a glimpse of the program through role-play.

### Success in Innovative Partnership: Hospital and Community College Collaboration

#### Aqua Salon AB - Third Floor

Otter Kaiser, a rural South Texas hospital, partnered with Coastal Bend College (CBC) to train their registered nurses in the college's new, innovative, state-of-the-art Simulation technological lab. The collaboration between CBC and the hospital serves hundreds of people in the rural healthcare community with quick, lifesaving techniques. By utilizing simulations, nurses master the skills necessary and gain confidence for providing quality healthcare in real-life situations.

### Making Up The Difference: Maximizing Endowment Outcomes in an Era of Ever More Constrained Resource

#### Aqua Salon D - Third Floor

Fundraising and Endowment Success in Today's Environment: attendees are invited to join peers and experts in the field for a conversation about building a strong foundation for endowment fundraising success and effective endowment management practices to support their institutions' mission. Economic fluctuations, demographic shifts and donors' changing views of charitable giving all have an impact on institutional fundraising and effective endowment management. This session will examine: donor and giving trends; emerging practices in endowment fundraising; ensuring endowment alignment with the institutional mission and board engagement for success

### Perceived Resiliency Factors of Community College Hispanic Students': Their Voices

#### Aqua Salon E - Third Floor

This session examines an exploratory study. It assesses the extent to which first generation low income and disabled community college Hispanic students participating in a TRIO Student Support Services program (STAR-Success through Achievement and Retention) determined factors of resiliency that appeared to be important in helping them succeed. Research data results will be reported as to why research participants encountered academic barriers that impede their education and reasons that help them (or not) succeed in higher education.

### Noncognitive Assessment and Student Success: Converting Research to Practice

#### Aqua Salon F - Third Floor

One way to articulate the strengths and challenges that students bring to college is through a framework of non-cognitive skills. Considering factors such as organizational skills, motivation, self-management, and social connections allows for both improving predictions of student outcomes and connecting students with the resources they need. This session will discuss research into non-cognitive assessment and student success, as well as strategies that are being implemented at Santa Monica College and other HACU-member institutions.

### Best Practices at a HSI: Graduate Students Retention and Degree Completion

#### Aqua 310 A - Third Floor

Our study examined graduate students retention and completion rates at a Hispanic-Serving Institutions (HSIs). A mixed methodology was utilized for conduction the research and both qualitative and quantitative data was collected. The approach to research was contextualized in the theoretical notions of 1) Community as proposed by Chavis, Acosta and McMillan's (2013) and 2) Ecological system by Bronfrenbrenner (1979). Key policies and best practices that increase graduate retention and degree completion will be discussed.

# Monday, Oct. 30

2:00 - 3:15 p.m. **CONCURRENT WORKSHOPS**

## **Social Justice for All: Serving Those in the Shadows**

**Aqua 314 - Third Floor**

The San Diego Community College District emphasizes social justice in serving our diverse communities. From inmate and refugee education programs to high school completion, initiatives welcoming high school students who didn't see college in their future, food pantries, mental health services, to protecting and encouraging our undocumented students, we are building equity-minded pathways for Latino populations often left in the shadows of our communities.

## **Advocating for Undocumented/DACAmented Students on a Predominantly White Institution (PWI)**

**Aqua 300 A - Third Floor**

It is our hope to share our professional experiences on developing the Undocu/DACAmented training for faculty, staff and students. An existing partnership working with Undocu/DACAmented students on a PWI made this possible. Existing institutional barriers continue to force us to use traditional mechanisms in order to help our Undocu/DACAmented students, and current national narratives are helping us to change admission and financial aid policies at a PWI to support and advocate for Undocu/DACAmented students.

## **New Trends in International Education: Study Abroad Programs**

**Aqua 310 B - Third Floor**

This round table will explore the new demands of students interested in study abroad opportunities. The field of international education and specifically study abroad programs has changed significantly over the last few years; students move away from traditional language and culture programs offered in a particular foreign language and lean towards participating in English delivered programs that offer an immersion experience in a professional international setting. These new trends call for a deep revision of the structure of study abroad programs as we know them today and require new curricular development in different academic disciplines. They also call for the inclusion of professional immersion experiences that complement the learning in the classroom. Equally important is the fact that students look for programs that include the possibility of taking courses in English, so they can benefit from the abroad experience even if they do not have the required foreign language skills.

Grants and Fundraising Opportunities

Partnerships that Work

Academic Success for Hispanic Students, Research and Practice

3:30 - 5:00 p.m.

## **Town Hall Meeting**

**Sapphire Ballroom MIE – Fourth Floor**

This interactive session will feature a panel discussion on a higher education topic of interest. A question and answer session will follow. This session will include a presentation of the HACU/Solution Generation \$10,000 Climate Leadership Award to a HACU-member institution selected for the broadest, most innovative, and most effective outreach effort at engaging the campus and broader community in climate and sustainability solutions.

6:30 - 10:30 p.m.

## **Networking Dinner/Dance**

**Sapphire Ballroom – Fourth Floor**

The closing dinner event of HACU's Annual Conference provides an additional opportunity to engage with fellow conference attendees at an evening of networking, with a dance to follow.

# Tuesday, Oct. 31

8:30 a.m. – 1:30 p.m.

## **HACU Sixth Annual Deans' Forum on Hispanic Higher Education**

(Post-conference event. Additional registration required)

**Aqua CD – Third Floor**

A forum for higher education deans and senior administrators featuring keynote presentations and discussions on issues and opportunities for the academic success of Hispanic students in higher education. Special topic to be announced.



Executive Leadership for Presidents and CEOs  
Advocacy and Policy  
International Partnerships

# Student Track

The HACU Conference Student Track brings together undergraduate students from colleges and universities throughout the U.S. and Puerto Rico representing a wide range of academic disciplines. This is an opportunity to gain insight on employment opportunities and hiring trends in the federal and private sectors. Participants engage in workshops addressing career, educational, cultural and leadership issues while expanding their network and meeting potential mentors and employers.

## AGENDA AT-A-GLANCE

### Friday, Oct. 27

Noon – 5:00 p.m. General/Student Registration

### Saturday, Oct. 28

7:30 a.m. – 12:30 p.m. Student Registration  
8:00 – 8:50 a.m. Continental Breakfast  
9:00 – 10:15 a.m. Orientation/Networking Workshop  
10:30 – 11:45 a.m. Financial Literacy Boot Camp  
Noon – 12:50 p.m. Student Box Lunch  
1:00 – 1:30 p.m. President's Welcome  
1:35 – 2:35 p.m. Corporate Careers Panel: Connecting to Your Corporate Options  
2:40 – 3:55 p.m. Concurrent Sessions (4)  
4:00 – 5:30 p.m. Opening Plenary (All Students)  
5:30 - 7:00 p.m. Exhibit Hall Opening Reception

### Sunday, Oct. 29

8:00 – 9:00 a.m. Coffee Break  
9:00 – 10:00 a.m. Moving Forward: Internships, Fellowships, and Graduate School Opportunities Panel  
10:15 – 11:45 a.m. Student Exhibitor Mixer  
Noon – 1:30 p.m. Power Lunch  
2:00 – 3:15 p.m. Concurrent Sessions (4)  
3:15 – 3:30 p.m. Coffee Break 4  
3:30 – 4:45 p.m. Concurrent Sessions (4)

### Monday, Oct. 30

8:00 – 8:45 a.m. Coffee Break  
9:00 – 10:15 a.m. Concurrent Sessions (4)  
10:30 – 11:30 a.m. Federal Careers Panel: Serving Your Country and Career  
11:30 – 11:55 a.m. Exhibit Hall Event  
Noon – 1:30 p.m. Partnership Lunch  
1:45 – 3:00 p.m. Town Hall Kickoff & Prize Raffle  
3:00 – 3:30 p.m. Coffee Break  
3:30 – 5:00 p.m. Town Hall Meeting  
6:30 – 10:30 p.m. Networking Dinner/Dance

# Scholarships Available

## June 30 | Online Application Deadline

Students can submit an online application to be considered for a conference scholarship sponsored by HACU, corporate, federal and nonprofit partners.

## Limited Scholarships are available for undergraduate students

Student Track Scholarship includes:

- Student registration fee
- Career Development Sessions
- Three conference lunches and a Networking Dinner/Dance
- Travel and lodging for out-of-state students

For eligibility criteria and to apply, visit [www.hacu.net/studenttrack](http://www.hacu.net/studenttrack)

## Three types of Student Track attendees:

1. Student Track Scholarship recipients sponsored by HACU, corporate, federal or nonprofit sponsors.
2. Student delegates sponsored by colleges and universities. Some institutions directly handle the students registration and travel coordination. Others choose to participate as a Student Track sponsor, where HACU handles registration and travel logistics for their students and will be listed as an event sponsor. Information is available by contacting [studenttrack@hacu.net](mailto:studenttrack@hacu.net), or by calling (210) 692-3805.
3. Students who pay their own way often take advantage of the early bird conference rate.



# Exhibit Hall

Sept. 15 | Exhibitor Application Deadline for inclusion in printed program  
 Oct. 13 | Final Exhibitor Application Deadline

Exhibit Hall contact: [darlene.martin@hacu.net](mailto:darlene.martin@hacu.net)

HACU Member Colleges & Universities	\$1,674
Non-Member Colleges & Universities, Non-profit Associations and Government	\$2,230
Corporate	\$3,342



## EXHIBITOR SCHEDULE

### Saturday, Oct. 28

8:00 a.m. – 3:00 p.m. | Exhibitor Installation and Move-In  
 5:30 – 7:00 p.m. | Opening Reception & Grand Opening of Exhibit Hall  
 5:30 – 7:00 p.m. | Cyber Café

### Sunday, Oct. 29

10:00 a.m. – 5:00 p.m. | Cyber Café  
 10:00 a.m. – 5:30 p.m. | Exhibit Hall (closed from noon to 1:30 p.m.)  
 2:00 – 5:00 p.m. | College and Career Fair (Free and open to the public.)

### Monday, Oct. 30

8:00 a.m. – 2:00 p.m. | Exhibit Hall (closed from noon to 1:30 p.m.)  
 10:00 a.m. – 2:00 p.m. | Cyber Café  
 2:00 – 4:00 p.m. | Exhibitors Move-Out

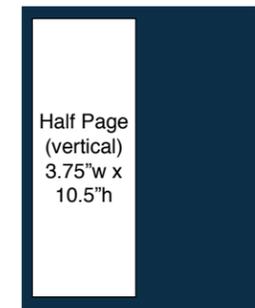
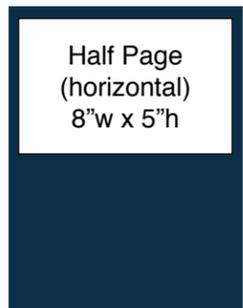
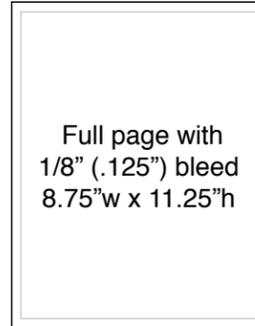
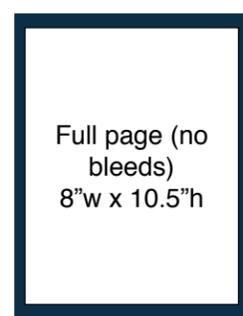
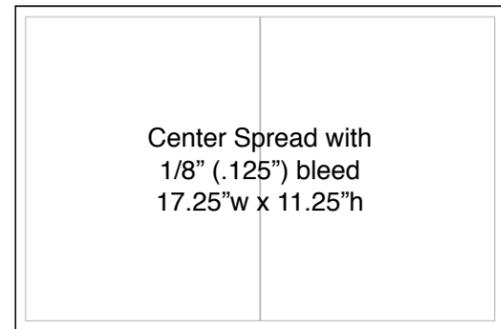
All booths include: One full conference registration, one 8' x 10' exhibit booth, one 6' skirted table, two chairs, a wastebasket, back and side drapery, and an identification sign. Additional tables and chairs can be ordered through the GES. Internet and electricity can be ordered directly through the hotel. The exhibitor application and additional information can be found at [www.hacu.net](http://www.hacu.net).

# Program Advertising

Sept 8 | Ad Space Reservation Deadline  
 Sept. 15 | Camera-Ready Ad Deadline

Ad reservation contact: [development@hacu.net](mailto:development@hacu.net)

Ad Size	Member	Non-Members	Trim Area
Full Page	\$1,500	\$1,800	8.75" w x 11.25" h (with bleeds) 8" w x 10.5" h (with no bleeds)
Half Page	\$700	\$1,000	8" w x 5" h (horizontal) 3.75" w x 10.5" h (vertical)
Center spread (only one available)	\$5,000	\$5,000	17.25" w x 11.25" h (Total size of the two pages) (0.125" bleed)



Full page ads may be submitted with bleeds or no bleeds. Half page ads may be submitted as horizontal or vertical ads. Ads must be submitted as camera-ready originals or PDF files, 300 DPI in color only.

# Register Online at [www.hacu.net](http://www.hacu.net)

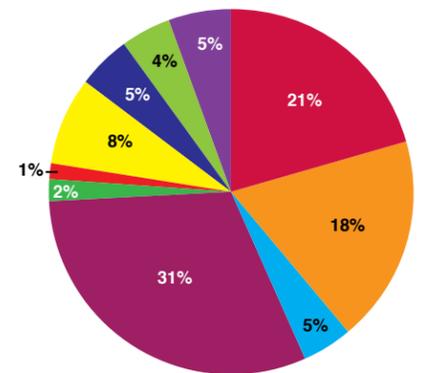
CATEGORY (Check One—Must Be Received By Listed Dates)	EARLY BIRD † Deadline 05/31/17	REGULAR/ON-SITE* Begins 06/01/17
HACU National Member Colleges & Universities	<input type="checkbox"/> \$603	<input type="checkbox"/> \$791
HACU International Member	<input type="checkbox"/> \$464	<input type="checkbox"/> \$636
HACU Faculty/Staff Affiliate/HAA Member (circle one)	<input type="checkbox"/> \$438	<input type="checkbox"/> \$605
Non-Member Colleges & Universities	<input type="checkbox"/> \$706	<input type="checkbox"/> \$897
K-12 Administrator/Staff/Graduate Student (circle one)	<input type="checkbox"/> \$309	<input type="checkbox"/> \$345
Government Agency	<input type="checkbox"/> \$670	<input type="checkbox"/> \$859
Non-Profit Organizations	<input type="checkbox"/> \$670	<input type="checkbox"/> \$859
Corporate	<input type="checkbox"/> \$736	<input type="checkbox"/> \$934
Presenter	<input type="checkbox"/> \$206	<input type="checkbox"/> \$206
Student Track - Undergraduate Student (must send copy of student identification card)	<input type="checkbox"/> \$273	<input type="checkbox"/> \$340
One-Day Rate (Specify date: _____)	<input type="checkbox"/> \$247	<input type="checkbox"/> \$393
<b>Pre/Post Conference Events</b>		
Latino Higher Education Leadership Institute	<input type="checkbox"/> \$232	<input type="checkbox"/> \$292
PreK-12/Higher Education Collaboration Symposium	<input type="checkbox"/> \$200	<input type="checkbox"/> \$250
Deans' Forum (post-conference)	<input type="checkbox"/> \$180	<input type="checkbox"/> \$212

Online Registration or faxed forms will be accepted at the HACU office until October 13, 2017. On-site registration will be available. Registration fee includes the Opening Plenary, Exhibit Hall Opening Reception, Power Lunch, Partnership Lunch, Networking Dinner, concurrent workshops, entrance into the exhibit area and coffee/refreshment breaks. (Conference events are subject to change without notice.)

Discount available for groups of five or more. For more information and for the terms and conditions, please contact Darlene Martin at [darlene.martin@hacu.net](mailto:darlene.martin@hacu.net), or (210) 576-3208.

**REFUND POLICY:** Cancellations will be accepted until Sept. 17, 2017, and charged a \$200 administration fee. After Sept. 17, 2017, registrations are nonrefundable. A person from the same organization may substitute for a change fee of \$50. No-show registrants will not be refunded.

## 2016 Conference Attendee Breakdown



Administrator	357
Staff/Faculty	315
Dean/Chair	78
Undergraduate Student	527
Graduate Student	33
K-12 Administrator/Staff	24
Government	137
Corporate	81
Non-Profit Organization	75
Unspecified	93

**Total 2016 Conference Attendees 1,720**



## Sponsorships

Sponsorship and Partnership Opportunities for HACU's 31st Annual Conference are still available. For more information regarding sponsorships and partnerships, or to customize a sponsorship opportunity, please contact: Office of Development at (210) 692-3805 or at [development@hacu.net](mailto:development@hacu.net). Sponsorship levels are also listed online. Visit [www.hacu.net](http://www.hacu.net).



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 Campus Newspaper/Radio Station • Latino Student Organizations • Fraternity and Sorority Affairs

## Sponsors and Partners (As of 3/7/17)

### Gold



### Silver



The Official Airline of HACU's 31st Annual Conference

### Bronze



### Media Partners



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Scan QR Code to view the online agenda.  
 (Conference APP coming soon.)