



September 18-20, 2010
Hilton San Diego Bayfront • San Diego, CA

24th Annual Conference Announcement

Championing Hispanic
Higher Education Success
Expanding Opportunities
in Challenging Times



HACU

H I S P A N I C
A S S O C I A T I O N
O F C O L L E G E S &
U N I V E R S I T I E S



Conference Agenda at a Glance

(Subject to Change)

All events will take place at the Hilton San Diego Bayfront unless otherwise noted.

Friday, September 17

8:00 - 5:00	USDA Leadership Group - tentative	Sapphire 412
9:00 - 3:00	Youth Leadership Development Forum	San Diego State University

Saturday, September 18

8:00 - 4:00	Registration	Indigo West Foyer
8:00 - 4:00	Media Office	Sapphire 402
8:00 - 4:00	Speaker Ready Room	Green Room
8:00 - 3:00	Exhibitor Installation and Move-In	Sapphire Ballroom
8:00 - 4:00	Latino Leadership Institute (additional registration required)	Indigo 204 AB
8:00 - 12:30	Student Registration (see Student Track Agenda for more details)	Sapphire North Foyer
Noon - 2:30	HSSD Meeting (This is a closed meeting.)	Aqua 305
1:00 - 4:00	Student Orientation and Workshops (see Student Track Agenda for more details)	Sapphire Ballroom M
2:00 - 3:00	International Commission on Education (This is a closed meeting.)	Aqua 314
4:00 - 5:30	Opening Plenary	Indigo Ballroom
5:30 - 7:00	Opening Reception and Exhibit Hall	Sapphire Ballroom

Sunday, September 19

8:00 - 5:00	Registration	Indigo West Foyer
8:00 - 5:00	Media Office	Sapphire 402
8:00 - 5:00	Speaker Ready Room	Green Room
8:00 - 9:00	Coffee Break	Aqua Foyer
8:00 - 5:00	Student Track (see Student Track Agenda for more details)	Sapphire Ballroom M
10:00 - 5:00	Exhibit Hall	Sapphire Ballroom
10:00 - 5:00	Cyber Café	Sapphire Ballroom
9:00 - 10:15	9 Concurrent Workshops	
9:30 - 10:45	Associate Member Meeting	Aqua 314
10:30 - 11:45	International Networking Meeting	Indigo 202 AB
10:30 - 11:45	6 Concurrent Workshops	
Noon - 1:30	Power Lunch	Indigo Ballroom
2:00 - 3:15	9 Concurrent Workshops	
2:00 - 3:15	Annual Business Meeting	Aqua 314
2:00 - 5:00	College and Career Fair	Sapphire West Foyer
3:15 - 3:45	Coffee Break	Aqua Foyer
3:45 - 5:00	9 Concurrent Workshops	

Monday, September 20

8:00 - Noon	Registration	Indigo West Foyer
8:00 - 4:00	Media Office	Sapphire 402
8:00 - 4:00	Speaker Ready Room	Green Room
8:00 - 9:00	Coffee Break	Aqua Foyer
8:00 - 5:00	Student Track (see Student Track Agenda for more details)	Sapphire Ballroom M
10:00 - 2:00	Exhibit Hall	Sapphire Ballroom
10:00 - 2:00	Cyber Café	Sapphire Ballroom
9:00 - 10:15	International Plenary	Indigo Ballroom H
10:30 - 11:45	9 Concurrent Workshops	
Noon - 1:30	Partnership Lunch	Indigo Ballroom
2:00 - 3:15	9 Concurrent Workshops	
2:00 - 3:15	Corporate and Philanthropic Council Meeting (This is a closed meeting.)	Aqua 314
3:15 - 3:30	Coffee Break	Aqua Foyer
3:30 - 5:00	Town Hall Meeting	Indigo Ballroom H
6:30 - 8:00	Networking Dinner	Indigo Ballroom

Tuesday, September 21

8:00 - 6:00	HACU/EPI Annual Student Retention Workshop (additional registration required)	Aqua 308
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Student Track Agenda

Saturday, September 18

8:00 - 12:30	Student Registration	Sapphire West Foyer
1:00 - 2:00	Introduction/Welcome/ Orientation	Sapphire Ballroom M
2:00 - 3:00	Federal Careers Panel	Sapphire Ballroom M
3:00 - 4:00	Corporate Careers Panel	Sapphire Ballroom M
4:00 - 5:30	Opening Plenary - All Students Attend	Indigo Ballroom
5:30 - 7:00	Exhibit Hall Opening Reception - All Students Attend	Sapphire Ballroom

Sunday, September 19

8:00 - 9:00	Coffee Break	Aqua Foyer
9:00 - 10:15	Internships and Fellowships Panel	Sapphire Ballroom M
10:30 - 11:45	Student-Exhibitor Mixer (All students to Exhibit Hall)	Sapphire Ballroom
Noon - 1:30	Power Lunch (all students)	Indigo Ballroom
2:00 - 3:15	Design Your Future: GAP Fashion Show (all students)	Sapphire Ballroom M
3:15 - 3:45	Coffee Break	Aqua Foyer
3:30 - 4:45	Concurrent Sessions - Three (3)	

Monday, September 20

8:00 - 9:00	Coffee Break	Aqua Foyer
9:00 - 10:15	Concurrent Sessions - Three (3)	
10:30 - 11:45	Concurrent Sessions - Three (3)	
Noon - 1:30	Partnership Lunch (all students)	Indigo Ballroom
1:45 - 3:00	Closing Event	Sapphire Ballroom M
3:15 - 3:30	Coffee Break	Aqua Foyer
3:30 - 5:00	Town Hall Meeting (all students)	Indigo Ballroom H
6:30 - 8:00	Networking Dinner (all students)	Indigo Ballroom



Objectives & Highlights

HACU's Annual Conference provides a unique forum for the sharing of information and ideas for the best and most promising practices in the education of Hispanics. The conference goals are to:

- Showcase successful, effective, and exemplary programs and initiatives of HACU-member institutions.
- Promote and expand partnerships and strategic alliances for collaboration between HACU-member institutions and public- and private-sector organizations.
- Foster and identify graduate education opportunities for Hispanic students and graduates.
- Deliberate policy issues affecting education opportunities of Hispanics, including HACU's legislative agenda.
- Promote greater Hispanic participation in scholarships, fellowships, internships and other such programs funded by private and government organizations.
- Increase Hispanic-Serving Institution (HSI) and Hispanic awareness and readiness to participate in foundation-supported programs.
- Discuss 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

Student Track

Top undergraduate students from colleges and universities will be active participants at HACU's 24th Annual Conference. These students represent a wide range of academic disciplines. They arrive with résumés eager to discuss career, internship, research and advanced education opportunities. Special Student Track Workshops and Student Mixers will be part of the conference. You can take part by becoming a Student Track Sponsor or by sponsoring a Student Ambassador. Students can also submit an online application to be eligible for a conference scholarship.

To learn more about the Student Ambassador or Student Scholars Programs, please visit www.hacu.net (click on Student Resources).

Pre-Conference Institute

HACU's 9th Annual Latino Higher Education Leadership Institute
"Remembering where we came from - Knowing where we are going"

Saturday, September 18, 2010

8:00 am - 4:00 pm

Registration Fee is \$200

The 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 -- making our institutions more responsive to the needs of underrepresented students. This year's focus will be on how our higher education leadership is in many ways shaped by our core values -- personal and professional commitments to improving student and community development. Especially during these challenging times, it is important that we examine our driving convictions and live our values. Come ready to learn and to share your best ideas. The schedule includes speakers, panels, a career networking workshop, and small group discussions. The day will conclude with a panel comprised of top Latino presidents.

Be sure to make your hotel reservations before August 25, 2010, to take advantage of discounted room rates for HACU Conference Attendees.

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Exhibitor Opportunities

HACU invites you to participate as a conference exhibitor where networking and recruiting opportunities are available in the Exhibit Hall.

- HACU-member colleges & universities \$1,500
- Non-member colleges & universities, Government & Non-profit Associations \$2,000
- Corporate \$3,000

ALL BOOTHS INCLUDE:

One full conference registration, one 10' x 10' booth, two chairs, a wastebasket and an identification sign. Additional tables, chairs, electricity and internet can be ordered through the Drayage Company.

Exhibit Hall Hours:

Saturday, September 18	5:30 pm - 7:30 pm
Sunday, September 19	10:00 am - 5:00 pm
Monday, September 20	10:00 am - 2:00 pm

The exhibitor application and additional information can be found at www.hacu.net. The application deadline is August 27.

Advertising Opportunities

Your full or half-page ad in the 24th Annual Conference Program is the ideal opportunity to reach out to leaders of HACU-member colleges and universities, public policymakers, key federal agency leaders, allied organizations, corporate, community and philanthropic representatives.

Advertise your Web site, product or service or promote your program, school, agency, or business.

Ad Size	Member	Non-Members	Trim Area
Full Page	\$1,500.00	\$1,800.00	8"w X 10.5"h
Half Page	\$700.00	\$1,000.00	8"w X 5"h

Ads are color and must be submitted camera-ready. No bleeds. Camera-ready originals or PDF files in color only. No film or native application files (i.e, InDesign, Quark Express, etc.) will be accepted.

300 DPI formats acceptable are TIFF, EPS, PSD, and PDF

Deadline

Space Reservation - JULY 16, 2010
Camera-Ready Ad - JULY 23, 2010

For additional information about promoting your business as a conference sponsor, exhibitor or advertiser or to customize a sponsorship opportunity, please contact:

Ana Esquivel, Executive Director of Development
Hispanic Association of Colleges and Universities (HACU)
8415 Datapoint Drive, Suite 400
San Antonio, TX 78229
(210) 576-3224-direct
(210) 692-0823-fax
E-mail: aesquivel@hacu.net

Visit www.hacu.net for additional information on advertising opportunities at the 24th Annual Conference.

Workshop Tracks

Track 1: Grants and Funding Opportunities:

Learn about grant opportunities available from government and private sources. Hear from national colleges and universities as they share information of grant opportunities and the results of the programs implemented.

Track 2: Partnering for Success:

Discover how institutions have partnered with organizations to overcome the challenges that both students and their institutions face.

Track 3: Recruiting, Retaining and Graduating Hispanic Students:

With the growth of the Hispanic population, HACU members share effective practices from their respective institutions, which are ensuring the education success of this demographic.

Track 4: Advocacy and Legislation:

Discuss the latest developments in key legislation affecting higher education and advocacy work that HACU members are involved in at their campuses.

Track 5: International Partnerships:

International higher education and existing working models and opportunities for international collaboration.

Track 6: Executive Leadership for Successful Institutional Strengthening:

Issues of special interest to university presidents/CEOs, chancellors and other campus or system executives.



Workshops

Sunday, September 19
9:00 am - 10:15 am

Track 1: Preparing the Next Generation of Leaders for Hispanic-Serving Institutions (HSIs)

Adams State College (ASC) received FIPSE funding to develop an innovative graduate program designed specifically for HSI success—a master's degree in Higher Education Administration and Leadership and a post-graduate Executive Leadership Institute. In this session we discuss the FIPSE grant and graduate program.

Track 2: Building Hispanic Success in Higher Education through Research, Computing and Cyberinfrastructure

This session will cover the HACU Hispanic Higher Education Research Collective (H3ERC), the Computing Alliance of HSIs (CAHSI) and the Minority-Serving Cyberinfrastructure Empowerment Coalition (MSI-CIEC).

Track 2: NCAA 101

Track 2: Partnering to Build Tomorrow's Leaders: The Cal State Fullerton Student Leadership Institute

The Student Leadership Institute (SLI) at HSI Cal State Fullerton is approaching its 20th Anniversary as the premier leadership development program on campus. SLI offers a variety of leadership and management workshops to students at no cost, partners with 2 local community colleges to encourage participation and transfer, and has specifically targeted Latino/a STEM majors for participation.

Track 3: Sunflower Latinos: Diversity Lessons from Kansas

Community college students, staff, and faculty recount creating a diversity office and how, in two years, they've recruited diversity fellows, established a multicultural center and crafted a holistic student support program in Kansas, the "Sunflower State." Panelists will share tools and tips on forging innovative collaborations on campus and in the Hispanic community.

Track 3: Creating a Graduate Culture through the Elite Graduate Program at Texas A&M University-Corpus Christi

Texas A&M University-Corpus Christi administrators will present on the start-up of the new Elite Graduate Program funded by the U.S. Department of Education Title V-Part B, Promoting Postbaccalaureate Opportunities for Hispanics. Presenters will discuss the first phase of the program, including assessment results regarding graduate student needs.

Track 4: Undocumented Students and Higher Education: History, Challenges and Advocacy

Colleges and universities in the United States have experienced a significant transformation due to the unparalleled increase in immigrants. These institutions have started to see a population of students who are undocumented or are illegally in the U.S. These undocumented students have become more evident throughout our nation's institutions of higher education and have raised questions for administrators, faculty, and support staff. This presentation will provide a comprehensive background regarding the literature surrounding undocumented students; review the challenges faced by both colleges and universities and these students alike; share best practices for working with this student population; and opportunities for advocacy and the DREAM Act.

Track 5: Developing Collaborative Programs Between HSIs and Emerging HSIs: Centro de Estudios Universitarios and Missouri State University

This presentation will be a panel discussion on how to develop working relationships between HSIs and up-and-coming HSIs and the opportunities for both groups of institutions. The collaboration between Centro de Estudios Universitarios and Missouri State University will also be highlighted.

Track 6: Helping Incoming Faculty Members Integrate into a Hispanic-Serving Institution and Community

A first-year faculty program developed at the University of Texas - Pan American (a Hispanic-Serving Institution) has helped incoming faculty members adjust to their new academic/community environments and improved faculty satisfaction and retention rates. The program also empowered faculty to meet the learning needs of the students (88% Hispanic).

Sunday, September 19
10:30 am - 11:45 am

Track 1: Internationalize Your Campus: Fulbright Funding for Administrators, Faculty, and Students, Gilman Funding for Students

The panelists will discuss the role of the United States Department of State and the widely varied opportunities for international experience offered to faculty, graduate students and undergraduates by the Fulbright and Gilman programs. Grants for U.S. colleges and universities to bring visiting scholars to their campuses will also be described.

Track 2: Partnering to Streamline Outreach Strategy: Bringing Higher Education to Underrepresented Students in Rural Washington

This presentation examines the outreach and college access efforts of HSI Columbia Basin College and not-for-profit Northwest Education Loan Association (NELA). Integrating NELA's state and nation-wide college preparation programming into existing outreach practices allows the College to increase early outreach and focus on Latino high school and college students.

Track 2: HACU National Internship Program (HNIP)

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 (OPM) as a "remarkably" effective recruitment tool for federal agencies and private corporations. HNIP 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.

Track 3: Building the Next Generation of Hispanic Leaders – Fostering Transfer Student Success

Universities face distinctive challenges in serving transfer students. As a result of a Walmart/Excelencia in Education SEMILLAS Grant, Loyola Marymount University and the University of North Texas improved programs that enabled them to better serve traditionally underrepresented college transfer students. This session will focus on outreach and retention programs that addressed the unique needs of community college students.

For more information or to register online visit www.hacu.net

Workshops

Track 4: Government Relations Update and New Authorizations

Track 4: Digital Broadband Empowerment: Bridging the Educational Divide

The Alliance for Digital Equality (ADE) is a non-profit consumer advocacy organization that serves to facilitate and ensure equal access to technology in underserved communities. This workshop will center around the importance of broadband access and its role in providing affordable and quality education in our minority communities to help bridge the educational divide in our nation and abroad. Broadband and wireless technologies are the enablers for distance learning and the Internet, leveling the playing field for colleges and universities to compete on a greater scale, overcoming traditional obstacles in size, location, and costs.

Sunday, September 19 2:00 pm - 3:15 pm

Track 2: Impacting Research Capacity Building at HSIs for Over 10 Years: DHHS-HACU Professions Capacity Building Program

The HACU-DHHS Professional Building Capacity Program has now been in existence for more than a decade. With approximately 20 participants per cohort, over 200 HSI faculty and staff have completed the program. The program has been systematically evaluated on both a yearly and cumulative basis. A comprehensive retrospective evaluation was completed in April of 2010. Program staff, along with several previous participants, will present and discuss the results of the ten-year evaluation, showcasing success stories in obtaining grants and in improving research support at HSIs.

Track 2: Retirement Savings Behavior and U.S. Hispanics: A Rice University/TIAA-CREF Success Story

U.S. Hispanics, the nation's fastest-growing demographic group, are under index in retirement planning, which creates a potential challenge to the social security system. Hispanic-Serving Institutions can help their Hispanic employees take control of their retirement future. Rice University and TIAA-CREF will present their successful model for talking to Hispanics about retirement planning.

Track 2: Recruiting a Diverse Faculty at Maricopa

The three panelists, all faculty members at Maricopa Community College District in Arizona, will discuss the ongoing recruitment efforts at the Maricopa Community College District, focusing on recruiting and hiring a diverse faculty.

Track 2: Sharing Resources, Building on Strengths - A Partnership between Bunker Hill Community College and Inquilinos Boricuas En Acción

A guiding principle of a collaboration is that each partner focuses on its strengths. This presentation focuses on a nationally replicable model of a community college working hand-in-hand with a community-based organization to establish a campus directly in the heart of a predominately Latino affordable housing community in Boston.

Track 3: Lighting the Path: Latina Alumnae Mentorship Program (L.A.M.P.) at Whittier College

Whittier College Latinas will share their *testimonios*; highlighting the leadership, networking skills and career guidance they acquired by participating in a newly formed mentorship group, Latina Alumnae Mentorship Program (L.A.M.P.). Presenters will share their stories of personal struggle and how alumnae mentorship aided in their academic achievements and degree completion.

Track 3: The Pedagogical Pitfalls and Promises of Helping Hispanic Students and Parents Understand the Culture of College

This presentation describes the pitfalls and successes incurred by a public relations service learning class in its attempt to organize and host an informational event designed to demystify the "Culture of College" for Hispanic students and their parents.



Track 4: Federal Grant Opportunities for Teaching, Research and Outreach for HSIs

Track 6: An Innovative Approach to Increase Latino Student Participation in Higher Education in Challenging Times

Latinos represent the fastest growing and the most underserved population segment in the U.S. In order to increase access of Latino adults to higher education we need alternative programs that will allow for: enhancing English skills, rigorous/challenging curricula, flexible scheduling to combine work, study, and personal responsibilities. This presentation will focus on the alternative approach the Ana G. Méndez University System (Florida Campuses) has implemented, the Discipline-Based Dual Language Immersion Model®. An overview of the exemplar components of the approach will be discussed in addition to the recent project of offering Latino students the same approach as an online program.

Sunday, September 19 3:45 pm - 5:00 pm

Track 1: Developing a Program Assessment Toolbox: Providing Evidence for a Successful Title V Grant Initiative

Many HSI grants focus funding on student success. Although these programs may be based on compelling literature, it can be difficult to assess program effectiveness in individual institutions. Can these programs be duplicated effectively? This presentation will share tools and resources to assess program impact in various institutional contexts.

Track 2: Preparing Community College Students for Transfer Success: SDSU Peer Counseling Program

The San Diego State University (SDSU) Peer Counseling Program is a collaboration between Southwestern College and SDSU to assure transfer success. The curriculum presented by counseling graduate students at SDSU consists of workshops and campus visits which are designed to better prepare students for this challenging transition.

Track 2: Meeting Obama's American Graduation Initiative: Implementation of College Credit Options and College Transition Plans Through Partnerships

While President Obama's goal of increasing the number of Americans in college by 1 million per year is a large one, College Access Programs around the country can incrementally impact this goal by providing college credit options and retention services. Attend this session to learn about partnerships with Colorado GEAR UP resulting in dual enrollment, CLEAP testing, summer bridge programs, retention services, interstate tuition agreements, and the blending of financial aid and fiscal literacy programs. This session will allow for interactivity and brainstorming with other education professionals to discover current systemic options to implement in your institution.

Track 3: Fostering Resiliency among Hispanic Students at Bronx Community College

This study examined how Hispanic students at Bronx Community College achieved academic resiliency despite facing personal, academic, and environmental adversities. Using individual interviews, data was analyzed from the perception of students. A resilient-based model emerged that sheds light on the personal barriers experienced by Hispanic students and the facilitating factors which fostered educational resiliency.

Track 3: Redefining the Journey: Navigating Mentorship, Identity, Expectation and Culture for Doctoral Students in Higher Education

The experiences of four doctoral students will serve as the foundation to explore the climate challenges of programs that influence shifts in identity, expectation, conflict with cultural values, the various forms of mentorship that facilitate progress, and how these students navigated the doctoral environment to position themselves for success.

Track 3: The Creation of a Science, Technology, Engineering, and Mathematics Infrastructure

This presentation will examine challenges, discuss opportunities and highlight Mountain View College's approach to addressing the recruitment and retention of underrepresented minorities into STEM programs. We also hope to enter into a dialogue with attendees concerning the development of "best practices."

Track 4: HACU Western Regional Office (WRO) Legislative Update

This year's workshop will revolve around advocacy efforts for the DREAM Act, in-state tuition, and similar legislation at the state level. In addition to hearing about advocacy strategies for state level measures, we will also have time to discuss resources and programs that currently assist our undocumented students. This will be a panel discussion with plenty of time for group interaction.

Track 5: Moving from Marginal to Mainstream: Internationalization by Design

The presentation focuses on the CETYS/City University of Seattle partnership, which provides Mexican and Hispanic students the opportunity to obtain a degree from the U.S. and a degree from Mexico, and in the process gain international learning experiences from three diverse regions: Mexico, the United States and Europe.

Track 6: Groundbreaking Approach to Improving Retention and Graduation Rates in Higher Education: PACT - Personalized Achievement Contract

To address the critical challenge that is national in scope and local to the college community – low retention and graduation rates among low-income, minority and first-generation college students, a nationally recognized retention program – the Personalized Achievement Contract (PACT) – has increased the retention rate for the first time for full-time freshmen. The PACT is a visionary program designed to maximize student success.

For more information or to register online visit www.hacu.net

Monday, September 20 10:30 am - 11:45 am

Track 2: ARAMARK Student Manager Program – Best Practices in Successful Career Transition from the Campus to the Workplace

Colleges and universities across the nation are challenged to expand opportunities for their students to obtain employment in a very difficult job market. As one of the largest employers in America, ARAMARK is a leader in effective workforce development in the Foodservice Industry. In this session ARAMARK will share its Student Manager Program that has a proven track record of successfully transitioning college students from the campus to the workplace.

Track 2: Creating Pathways to College and Careers for Latino Youth

The workshop will describe how the National Council of La Raza (NCLR) is increasing academic success and promoting economic mobility for Latino youth through their Escalera Program: Taking Steps to Success and Líderes Initiative. At the forefront of NCLR's youth initiatives, both programs are creating and advancing opportunities for Latino youth by increasing educational attainment, career knowledge, access to professional networks, and leadership potential.

Track 2: Students Helping Students Succeed: A Decade of Fulfilling College Dreams

Compact Advisors play a vital role in the Compact for Success Program. San Diego State University (SDSU) students work with middle and high school students to ensure they understand the necessary steps to attend college. Core activities and several campus visits provide students with information as well as familiarity with the SDSU campus.

Track 3: Academic Progress and Graduation Rates of Latino Students: Challenges Addressed and Benchmarks of Excellence

Research continues to identify the many challenges that academic and student affairs professionals face in improving graduation rates for Latino students. This panel of academic and student affairs practitioners will discuss current institutional initiatives designed to improve degree completion rates at two institutions in different parts of the country.

Track 3: The K16 Bridge Program

The K16 Bridge Program was designed by educators to help increase the number of students, especially at-risk and under represented, transitioning to post-secondary institutions. The non-profit program is now in 10 community colleges serving over one hundred schools in California and Texas.

Track 4: Federal Funding Opportunities for Teaching, Research and Outreach for HSIs

Track 5: New "Whole of Government" International Initiatives

USAID will share a new business model for new "Whole of Government" efforts, such as the President's Global Health Initiative that dedicates new resources totaling \$63 billion over six years. HSIs will also benefit from participation in Global Hunger and Food Security, Relief and Reconstruction efforts in Haiti, Climate Change, Higher Education Partnerships, Workforce Development, and Monitoring and Evaluation.

Track 6: Corporate Board Membership and College/University CEOs

Too many outstanding college/university CEOs go untapped for appointment to corporate boards. These talented men and women lead multimillion- (and sometimes multibillion-) dollar enterprises and exercise the whole range of executive leadership, e.g., governance, finance, public and media relations, government relations, communications and marketing, strategic planning, and executive management, among others. A panel of Fortune 500 board members will explore ways to bridge the gap between corporate boards and college/university CEOs.

Monday, September 20 2:00 pm - 3:15 pm

Track 1: Opportunities for Making Differences in Hispanic Communities: The NIH-NICHD Academic-Community Partnership Conference Series

A panel of National Institutes of Health (NIH) staff and current/past awardees will provide important information about the NIH-NICHD Academic-Community Partnership Conference Series, information about NIH student internship opportunities, and other important information about accessing and applying to NIH for research and training funding.

Track 2: HACU HSSD Roundtable: Creating Partnerships that Expand Opportunities for Hispanic Student Success

Universities and school districts are creating partnerships with entities in the public and private sectors in order to strengthen the quality of education, increase access to higher education, and increase student academic success. Participants will learn how to leverage these resources to create opportunities for their students and raise academic expectations. Participants will also discuss strategies for supporting academic achievement and best practices to increase college enrollment and retention.

Track 2: USDA

Track 3: STEM, Leadership, & Diversity - The Coast Guard Academy's Robotics Competition

Often times, recruiting efforts target students with one strength or characteristic – with the assumption that multi-talented students are few and far in between. The Coast Guard Academy has recently launched an initiative which fuses STEM, Leadership, & Diversity throughout the inner-cities to attract well-rounded and top-performing Latino students.

Track 3: From the Inside Out: Strategies to Increase Hispanic Public Health Professionals

The purpose of this presentation is to share the challenges, barriers, opportunities, and successes of developing Hispanic students for a diverse public health workforce. This highly interactive presentation will enable audience members to share practical strategies to recruit, retain, and graduate Hispanic students.

Track 4: Federal and State (California) Legislative Update

This presentation will provide participants with an update on pertinent legislation currently in the Federal and California Legislature impacting HSIs, Latino students and staff.

Track 4: The HACU Federal Appropriations Priorities and Federal Legislative Priorities

Track 5: Economic Crisis and Opportunity in Mexican Higher Education

In the midst of economic crisis, universities have had to struggle and adjust in many ways in order to survive. The crisis has afflicted institutions all over the world: Mexico and the United States have witnessed budgetary cuts and other necessary adjustments. The presenters will outline an overview of the problem in Mexico, with particular reference to academic matters, as well as to financial management at the universities. Crisis also means opportunity; therefore, the presenters expect to make reference to potential for growth even as the crisis is affecting institutions negatively.

Track 6: The Socio-cultural and Leadership Experiences of Latina University Presidents: A través de sus Voces (Through their Voices)

The experiences of Latina university presidents will be explored so others can learn of their barriers which may affect their recruitment and retention into presidential positions. Intersectionality will be explored where race, ethnicity, gender and socio-cultural issues will have either contributed to their successes or to their impediments.

Hotel Information

The Hilton San Diego Bayfront has been selected as the Outreach headquarters for HACU's 24th Annual Conference. Rising 30 stories above the edge of San Diego Bay, the Hilton San Diego Bayfront hotel is the West Coast's newest waterfront hotel. Fusing a dynamic water front location, sun and sea - inspired design and casually sophisticated vibe, the Hilton San Diego Bayfront hotel offers an immersion into the essence of San Diego's unique coastal culture and lifestyle. Be sure to make your hotel reservations before August 25, to take advantage of discounted room rates for HACU conference attendees. The conference hotel fills up fast, so be sure to visit www.hacu.net to make your reservations soon. HACU cannot guarantee availability of rooms at the group rate after August 25, 2010.

The Discounted Rate is:

Single and Double Occupancy - \$249.00

Register today for HACU's 24th Annual Conference. For more information, visit www.hacu.net to download or use online registration forms.

Registration Rates:

National HACU Member/Gov't./Non-Profit	\$650
International Member	\$525
Non-Member Institution/Corporate	\$775
HACU Faculty/Staff Caucus Member	\$500
Student Track Participants	\$299
One-Day Rate	\$325

Included in Your Registration

Your registration fee covers plenary sessions, concurrent workshop sessions, entrance into the exhibit area, coffee and refreshment breaks, lunches and opening and closing receptions.

Refund Policy

Cancellations will be accepted prior to July 30, 2010, and charged a \$200 administration fee. After July 30, 2010, registrations are non-refundable. A person from the same organization may substitute for a fee of \$50. No refunds for no-show registrants.





HACU National Headquarters
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Future HACU Conferences



February 23-25, 2011

9th International Conference

“Building Bridges for Cooperation in International Education”
Conrad San Juan Condado Plaza
San Juan, PR



April 4-5, 2011

16th Annual National Capitol Forum on Hispanic Higher Education

Westin Washington, D.C. City Center
Washington, D.C.



October 29-31, 2011

25th Annual Conference

Grand Hyatt San Antonio
San Antonio, TX

About HACU

Founded in 1986, the Hispanic Association of Colleges and Universities (HACU) champions the higher education success of the nation's youngest and largest ethnic population. HACU represents more than 400 colleges and universities serving the largest concentrations of Hispanic higher education students in the United States with K-College outreach to every major Hispanic population center and an international membership of leading higher education institutions in Latin America, Spain and Portugal. For more information, visit www.hacu.net.