OCTOBER 6-8
ATLANTA
HACU 32nd Annual Conference
Championing Hispanic Higher Education Success: Building America’s Future

Guide to conference workshops
pre/post conference events
promotional opportunities

Atlanta Marriott Marquis • Atlanta, GA
Agenda at A Glance
(Agenda is subject to change)

Friday, Oct. 5
9:00 a.m. – 4:30 p.m.
Youth Leadership Development Forum
Local Campus, TBA

Noon – 5:00 p.m.
General Conference and Student Track Registration
Atrium Foyer - Atrium Level

Saturday, Oct. 6
7:30 a.m. – 3:30 p.m.
HACU 17th Annual Latino Higher Education Leadership Institute
(Pre-conference event. Additional registration required.)
Atrium Ballroom A - Atrium Level

7:30 a.m. – 4:00 p.m.
General Conference and Student Track Registration
Atrium Foyer - Atrium Level

8:00 a.m. – 3:00 p.m.
Exhibitor Installation and Move-In
International Ballroom - International Level

8:00 a.m. – 3:30 p.m.
HACU Fourth PreK–12/Higher Education Collaboration Symposium
(Pre-conference event. Additional registration required.)
Imperial Ballroom A - Marquis Level

9:00 a.m. – 3:55 p.m.
Student Track / HACU ¡Adelante! Leadership Institute
Imperial Ballroom B - Marquis Level

1:30 – 3:30 p.m.
Corporate and Philanthropic Council Meeting
(This is a closed meeting.)
A601 - Atrium Level

3:00 – 4:00 p.m.
Commission on International Education
(This is a closed meeting.)
M107 - Marquis Level

4:00 – 5:30 p.m.
Opening Plenary
Atrium Ballroom - Atrium Level

5:30 – 7:00 p.m.
Opening Reception and Grand Opening of Exhibit Hall
International Ballroom - International Level

5:30 – 7:00 p.m.
Cyber Café
International Ballroom - International Level

Sunday, Oct. 7
8:00 – 9:00 a.m.
Coffee Break
Atrium Foyer & Atrium 700 Hallway - Atrium Level

8:00 a.m. – 5:00 p.m.
General Conference Registration
Atrium Foyer - Atrium Level

8:00 a.m. – 5:30 p.m.
Student Track / HACU ¡Adelante! Leadership Institute
Imperial Ballroom B - Marquis Level

9:00 – 10:15 a.m.
9 Concurrent Workshops

9:30 – 10:45 a.m.
Associate Member Meeting
M101 - Marquis Level

10:00 a.m. – 5:00 p.m.
Cyber Café
International Ballroom - International Level

10:00 a.m. – 5:30 p.m.
Exhibit Hall
(Closes from noon to 1:30 p.m.)
International Ballroom - International Level

10:30 – 11:45 a.m.
9 Concurrent Workshops

Monday, Oct. 8
8:00 – 9:00 a.m.
Coffee Break
Imperial Foyer - Marquis Level

8:00 a.m. – Noon
General Conference Registration
Atrium Foyer - Atrium Level

9:00 a.m. – 2:00 p.m.
Exhibit Hall
(Closes from noon to 1:30 p.m.)
International Ballroom - International Level

9:00 a.m. – 3:00 p.m.
Student Track / HACU ¡Adelante! Leadership Institute
Imperial Ballroom B - Marquis Level

9:00 – 10:15 a.m.
International Plenary
International Ballroom - International Level

10:00 a.m. – 2:00 p.m.
Cyber Café
International Ballroom - International Level

10:00 a.m. – 5:30 p.m.
Exhibit Hall
International Ballroom - International Level

10:30 – 11:45 a.m.
9 Concurrent Workshops

Tuesday, Oct. 9
8:30 a.m. – 1:30 p.m.
HACU Seventh Annual Deans’ Forum on Hispanic Higher Education
(Post-conference event. Additional registration required.)
M103 - M105 - Marquis Level

3:15 – 3:45 p.m.
Coffee Break
Atrium 700 Hallway - Atrium Level

3:55 – 5:10 p.m.
9 Concurrent Workshops

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

- Higher education administrators, staff and faculty
- Board of Trustees, 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

HACU’s Annual Conference general workshops showcase 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, CEOs and Trustees**
  Issues of special interest to university presidents/CEOs and trustees.

- **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.

New! The Student Track renamed the HACU ¡Adelante! Leadership Institute is offered for undergraduate students and takes place in conjunction with the general conference.
Saturday, Oct. 6

7:30 a.m. – 3:30 p.m.
HACU 17th Annual Latino Higher Education Leadership Institute
(Pre-Conference event. Additional registration required.)
Atrium Ballroom A - Atrium Level
The Latino Higher Education Leadership Institute, a dynamic, one-day forum for faculty, staff and administrators at any stage of their careers, will focus on strategies for moving up the faculty and administrative ladders in higher education. Speakers and roundtable discussions will explore opportunities for increasing the diversity of university leadership to better match the diverse student population. The schedule includes speakers, career development workshops, and small group discussions. The day concludes with a panel comprised of top Latina/o presidents.

4:00 – 5:30 p.m.
Opening Plenary
Atrium Ballroom - Atrium Level
Join us for welcome remarks and 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
International Ballroom - International Level
Visit this year’s exhibitors and meet fellow attendees while enjoying food, refreshments and entertainment.

8:00 a.m. – 3:30 p.m.
HACU Fourth PreK–12/Higher Education Collaboration Symposium
(Pre-Conference event. Additional registration required.)
Imperial Ballroom A - Marquis Level
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.
Sunday, Oct. 7
9:00 – 10:15 a.m.

CONCURRENT WORKSHOPS

$ Successful Endowment Matching: Building a Foundation for the Future
A701 – Atrium Level
Small colleges need reliable income sources to build campus programs and improve student success. The University of New Mexico-Valencia Campus, a small two-year institution in central New Mexico, successfully completes a 1:1 endowment match every year with U.S. Department of Education grant funds to support student scholarships, a critical retention tool for low-income, disadvantaged students. This interactive workshop will cover strategies to build a successful endowment matching program useful for any institution.

💔 HSSD Roundtable Discussion: Creating a College Going Program through an English Language Learner Program
A702 – Atrium Level
Moreno Valley Unified School District reached an 83% Long-Term English Learner reclassification rate within three years of implementing a new strategy through the CLS English Learner Families for College grant from the U. S. Department of Education. Our team of partners and district personnel combined explicit ELD coursework and curriculum, family involvement, and stakeholder engagement to build a true college-going community. Hear how our success can translate into YOUR success through the unveiling of the free, online “Families for College Reclassification Guide.” This treasure trove of videos, resources, and clear, concise descriptions of the necessary steps geared to job roles (teacher, principal, superintendent, etc.) will support you in replicating the program in your district.

コミュニティベースのワークスタディ：職業に関連するワーク体験
A703 – Atrium Level
Alamo Community College District in 2015 launched its community-based federal work-study program designed to provide work-study students career-relevant work experience while providing service to governmental and non-profit agencies in San Antonio. Collaborating with numerous agencies, Alamo Colleges currently places 12% of its work-study students with partnering community agencies where students gain work experience, network with professionals in their field of study and develop an understanding of the professional work environment.

🤔 Health-sciences Immersion for Academic Success: New Model for HACU partnerships
A705 – Atrium Level
This presentation will examine the partnership between Texas A&M University-Kingsville (TAMUK) and Pontificia Universidad Católica de Puerto Rico (PUCPR) to create a model for experiential academic programs in biomedical sciences. Student exchange between collaborating institutions created a new environment for hands on practices, service learning and culture awareness that enrich student’s academic and personal profile leading to academic success.

 мировな医学学生の成功
A707 – Atrium Level
An accrediting body depicted Universidad Central del Caribe medical students as “high-risk.” This statement led faculty and administration to engage in a systematic analysis to develop a comprehensive initiative to improve student outcomes. A multi-level strategy considered revision and enhancement of admission criteria and process, teaching and learning, and student support services. Presenters will engage with the audience in a discussion concerning the implemented strategies and stimulate participants’ reflection on their ideas for improving student performance.
Sunday, Oct. 7  
9:00 – 10:15 a.m.      CONCURRENT WORKSHOPS

⚠️ A University’s Approach to Create a Thriving Undocumented Student Center  
A601 – Atrium Level  
This presentation will engage participants by addressing the creative approach California State University, San Bernardino is taking to assist undocumented students and their families as well as the strategies implemented and the immigration policies impacting students. The presentation will offer recommendations for colleges and universities to welcome undocumented students and how they can engage faculty and staff in this endeavor. Our goal is to promote the creation of safe spaces and networks that better assist the undocumented, immigrant and mixed-status students.

🌐 Partnerships for Innovative Service Learning Study Abroad Courses  
A708 – Atrium Level  
Integration of service learning in the higher education experience has increasingly become an important priority for universities. This priority also extends to study abroad experiences. This panel session will revolve around two innovative service learning courses in USA/Mexico and India.

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

💰 HSI-STEM and Articulation Program: Creating and Implementing the Logic Model  
A702 – Atrium Level  
The session will analyze planning and implementation of Saint Peter’s University FY16 HSI-STEM grant. Specifically, it will examine design and use of a logic model; significance; services and proposed impact; management; and evaluation and evidence of effectiveness. Approaches to formulating project teams and performance metrics, and meeting evidence of promise will be addressed. Utilizing an interactive logic model, learning outcomes include mapping needs to grant priorities, designing to achieve grant outcomes, and formulating performance outcomes.

かもしれん HACU National Internship Program: Facilitating Opportunities, Expanding Professional Networks, and Launching Careers  
A601 – Atrium Level  
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 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.

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➡️ Supporting Concurrent Enrolled Students in Early College High Schools  
A703 – Atrium Level  
Palo Alto College has seven Early College High School partners and has developed several best practices in leadership, advising and faculty professional development to support concurrently enrolled students, high school partners and faculty. Come engage in meaningful discussion on how to implement these innovative leadership activities and advising strategies to develop inclusion around concurrent enrollment students.

💡 Evidence-Based Practices that Increase Student Success: Structural Reforms  
A704 – Atrium Level  
Complete College America is assisting a dozen Hispanic-Serving Institutions in implementing proven-effective practices that will dramatically improve student success. Panelists will share data, information about the strategies, available free resources, and how to implement those practices on your campus. Those game changer strategies are being scaled in scores of states and postsecondary education systems around the nation.

💰 Grants and Fundraising Opportunities  
❤️ Partnerships that Work  
:image: Academic Success for Hispanic Students, Research and Practice  
:image: Advocacy and Policy  
🌐 International Partnerships
Building America’s Future - Developing Pathways to College for Hispanic Students
A705 – Atrium Level
Loyola Marymount University has partnered with East Los Angeles College (ELAC) and Santa Monica College (SMC) to provide college access through our LMU at ELAC” and “LMU at SMC” programs. Eligible students enroll into the scholars programs of either community college where they take pre-approved courses that will allow them to transfer to LMU as sophomores on track to graduate in three years. We explore the benefits of this program for all and its implications on transfer mission and strategy.

Making an IMPACT: A New Mentoring Program for Student Success
A707 – Atrium Level
Many students may view the first year college experience as discouraging, aimless, hard, and expensive. As a small, private liberal arts Hispanic-Serving Institution, Houston Baptist University aims to change these student perspectives. The Innovative Mentoring Program Achieving College Transformation (IMPACT) is an initiative that focuses on student motivation, goal-setting, tutoring, and educational funding. This session will detail the creation of the IMPACT program, and discuss the importance of both formal and informal mentoring for student success.

Left Out: How a Lack of Diversity and Inclusion Hurts our Students
A708 – Atrium Level
California is one of the most diverse states in the nation where 44% of college students were Latinx in 2016-17. Yet, when it comes to leadership, our institutions are far from diverse. College leaders set the tone, values and direction of their institutions. But when that leadership is not reflective of the diversity of the student population, student success suffers. This presentation addresses why diversity and inclusion matters and highlights specific strategies that address more equitable hiring, promotion and retention practices.

HACU Government Relations Update
A706 – Atrium Level
An update on the latest higher education policies impacting Hispanic-Serving Institutions (HSIs) from Washington, D.C. This session highlights on 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 HSIs priorities in the Higher Education Act (HEA) reauthorization, immigration reform/ Deferred Action for Childhood Arrivals (DACA) students, and the new HSI program at the National Science Foundation (NSF).
Sunday, Oct. 7
2:00 – 3:15 p.m.

Emergency Preparedness and Unprecedented Events: Two Responses to Hurricane Maria
A703 – Atrium Level
On September 20, 2017, Puerto Rico was devastated by the impact of Hurricane Maria. Universidad Metropolitana, as so many other higher education institutions on the island, put into action its emergency plan. Post-hurricane realities required immediate attention to basic human needs, but also to structural challenges, student academic needs and appropriate solutions that met all accreditation requirements.

Nurturing Students at the Intersection of Science and Cultural Heritage
A704 – Atrium Level
L@s GANAS is an Hispanic-Serving Institution STEM funded initiative at the University of Illinois at Chicago that has created a comprehensive program that includes transition coaching, mentoring, and research opportunities. L@s GANAS has also developed and facilitated science-specific dialogues for students to explore connections and build positive self-defined identities as Latin@ and scientists. We will present our approach, share a dialogue example, and discuss our findings.

Enhancing Intercultural Competency to Better Serve Hispanic Students and Hispanic-Serving Institutions
A705 – Atrium Level
This interactive session will discuss the importance of introducing intercultural competence in Hispanic-Serving Institutions. Intercultural competence may be understood as the ability to think and act in interculturally appropriate ways. Attendees will learn from practical examples and new strategies that were applied in the ALAS Title V Program. The presenters will also deliver recommendations on how to provide cultural competency training for all faculty, administrators, and staff to better meet the needs of Hispanic students and to promote their academic success.

Noncognitive Skills and Student Success: Case Studies from 3 HSIs
A601 – Atrium Level
While many acknowledge the role of noncognitive skills in student success, institutions still struggle to identify ways to integrate noncognitive factors into strategy, policy, and practice. Featuring case studies from three HSIs participating in a collaborative demonstration project between HACU and Educational Testing Service, this session will go beyond the mere assessment of noncognitive factors. Participants from each institution will share lessons learned, strengths and challenges around holistic assessment, and impacts on student success practice.

Raza Research and Conference Program: How to Document Impact and Latinx Success Around High Impact Learning
A707 – Atrium Level
The aim of our workshop is to give our audience an opportunity to reflect on high impact learning practices at their campus and develop a process on how to move beyond the basic federal metrics of student success and develop identity based undergraduate research best practices. The workshop will document University of California, San Diego Raza Resource Centro Research and Conference Program (RRCP) launched with a budget to enhance student academic and professional development, increase sense of belonging at an R1, increase the number of 1st generation Latinx students (Latinx represents students of Hispanic origin) engaged in scholarly research, and create high impact learning opportunities. Our program is both transdisciplinary and interdisciplinary. Our work is centered around the importance of going beyond the federal metrics of student success. The learning outcomes include success and setting high standards around student research, academic writing, conference participation, and research/leadership fellowship participation.

Federal Funding Opportunities for Hispanic-Serving Institutions
A706 – Atrium Level
Federal agency representatives will discuss grant opportunities available for Hispanic-Serving Institutions (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.

Scholarships and Academic Support for Mexico, Spain, and Latin America
A708 – Atrium Level
Scholarships for academic degree programs as well as language study support for students can build bridges between universities, government agencies, and other educational institutions. Academic support programs such as fellowships, tutoring, and bilingual education programs help students excel while on campus. We present results of partnerships with federal, state, and local funding agencies to support Dreamers, new students, and merit scholars as well as campus and community constituents who ensure a successful academic and cultural experience.

Grants and Fundraising Opportunities
Partnerships that Work
Executive Leadership for Presidents, CEOs and Trustees
Advocacy and Policy
International Partnerships

A602 – Atrium Level
Scholarship programs help students excel while on campus. We present results of partnerships with federal, state, and local funding agencies to support Dreamers, new students, and merit scholars as well as campus and community constituents who ensure a successful academic and cultural experience.
University of North Texas, Dallas and LNESC Partner to Promote Student Civic Engagement
A701 – Atrium Level
The Spanish Department at the University of North Texas at Dallas and the LULAC National Education Service Center (LNESC) in Dallas, Texas have partnered to implement a model service learning course to prepare Spanish-speaking immigrants for U.S. citizenship with college students who are studying Spanish serving as their academic tutors.

A Regional Partnership with National Implications for Hispanic Students
A702 – Atrium Level
The University of California, Riverside (UCR) and California State University, San Bernardino (CSUSB) have partnered with K-12 districts, community colleges, and the private sector to increase educational attainment in the region. This presentation will provide an overview of the leadership, organizational structure, governance, funding, and metrics used to help transform educational outcomes in the nation’s 13th largest metropolitan area, where nearly half the population is Hispanic/Latino.

Challenges and Opportunities for Equitable Hispanic Inclusion in the Presidential/CEO Ranks
A706 – Atrium Level
This session will focus on the challenges to include Latino/Latina academic leaders in presidential & CEO positions across the country particularly at Hispanic-Serving Institutions. The widening gap between Hispanic student enrollments and Hispanic representation in leadership positions in academia also create opportunities for national organizations to collaborate with the Hispanic Association of Colleges and Universities in undertaking new and innovative efforts to increase the number of Hispanics in such positions.

Building Support for Prevention Education at a Hispanic-Serving Institution
A707 – Atrium Level
Higher Education institutions are increasingly focusing on the prevention of sexual violence on campuses. These efforts are often met with student apathy or opposition. For Hispanic-Serving Institutions the challenge of creating content to meet students where they are at can be even more complex. This workshop presents strategies the University of New Mexico used to provide a mandatory, in-person sexual violence prevention education initiative while also garnering support from the campus community.

Partnering for Internationalization at Home: a Win-Win Strategy
A708 – Atrium Level
This session will review best practices and explore key elements and standards established by CETYS University (Mexico) for internationalization at home initiatives, and how CETYS University has joined hands with key partners abroad to facilitate the participation of international faculty and students in its International Summer Program and in other key programs in its internationalization at home strategy. These actions have helped CETYS University reach the goal of 50% of students graduating with an international experience.
Monday, Oct. 8
9:00 – 10:15 a.m.
International Plenary
Imperial Ballroom A - Marquis Level
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

Beyond Grants: How to Receive Charitable Support from Individuals
A601 – Atrium Level
According to Giving USA, individuals contribute 72% of all charitable gifts. In addition, another 8% of individuals make bequests, and a growing percentage of Foundation gifts are from family foundations. Come learn the basics of soliciting charitable gifts from individuals. Hear how University of California, Santa Cruz is collaborating with University Relations on fundraising for the Educational Opportunity Program and Undocumented Student Services.

Leveraging Internal Partnerships to Prepare for Long Term Title V Institutionalization and Success
A701 - Atrium Level
Breaking down institutional silos is notoriously difficult in higher education, particularly when large grants are at stake. This workshop focuses on how to leverage internal campus partnerships to ensure the strategic vision and institutionalization of Title V programs. In this workshop you will learn how to develop mutually beneficial relationships between academic affairs and student affairs, partnerships between sectors that don’t typically collaborate, and complementary funding arrangements that meet the goals of multiple offices.

Building America’s Future: Coastal Bend College Honors Program at Post-Secondary Education
A703 – Atrium Level
Attendees will learn how to implement a Hispanic Service Institute College Honors program to rural first generation, Title I, Hispanic servicing high schools’ dual credit programs. Students participating in the college honors program, attend the regional and international honors conference, are recognized at a college awards ceremony, commencement exercises, noted in their transcripts and represent the college in the community.

Championing a Diversity and Inclusion Strategic Plan - ¡Si Se Puede!
A704 – Atrium Level
During the 2015-16 academic year, Pima Community College embarked on a journey to create its first Diversity, Equity and Inclusion (DEI) strategic plan. This comprehensive, inclusive and transparent process enabled the College to adopt the plan in May 2017 and hire its first Chief Diversity Officer (CDO) later that fall. In this interactive workshop, hear from the provost, a campus president and the new CDO about the process to create and implement the DEI strategic plan.

Breaking Down Barriers to Support Student Success, Equity, and Completion
A707 – Atrium Level
EDGE: Engage, Develop, Grow, Empower is a student success program that includes a 3-week review session in math and English/reading, as well as comprehensive wrap-around services for students’ first two years of college. Providing a smooth transition into college, addressing the assessment trap, and promoting retention for our largely Hispanic student population.

El Centro Scholars Program: An Engaging and Successful Cohort System
A702 – Atrium Level
The El Centro Scholars Program at Northeastern Illinois University’s El Centro Campus offers its freshmen students a holistic college experience by creating a campus culture that enhances student learning, academic success, and leadership development through its cohort system. Students describe El Centro as a Home Away From Home and appreciate our one-on-one support. Join us as we share our techniques on how we engage with our students to positively impact student retention, learning and success.
**Monday, Oct. 8**

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

**Take a Stand: How to be an Advocate for DREAMers on Your Campus**

A705 – Atrium Level

Metropolitan State University (MSU) Denver serves the largest undocumented student population in the state of Colorado. This session will review how the MSU Denver DREAMer Network has influenced student success through advocacy, trainings and support for our undocumented and DACA students. We will discuss the history, campus impact and challenges and opportunities the DREAMer Network has experienced. We will also share ideas and ways you can support students at your campus.

**HACU Advocacy - The Importance of Your Voice**

A706 – Atrium Level

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 great 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 in 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 in our numbers.

**Study Abroad & Generation Z**

A708 – Atrium Level

This roundtable will explore the new demands of Generation Z students interested in study abroad opportunities. According to the recent AFS’s study, Generation Z students are highly motivated to enjoy an abroad experience, and are even more focused in study abroad than prior generations. Still, their expectations are very different from their peers. These younger students seek to enhance their understanding of the world through authentic direct experiences specially through developing interrelations with local people at different levels. Generation Z students seek to enhance their intercultural skills, work with people and learn preferably in English. 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 personal and professional local immersion experiences that complement what they are learning in the classroom.

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**Noon – 1:30 p.m.  Partnership Lunch**

**Atrium Ballroom – Atrium Level**

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

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

**Funding and Resources at USDA to Develop STEM Careers and Research**

A704 – Atrium Level

This interactive presentation is intended for faculty, staff, and administrator of Hispanic-Serving Institutions (HSIs) interested in learning about discretionary grant funding opportunities through the United States Department of Agriculture. Hundreds of millions of dollars in opportunities will be discussed; highlighting opportunities appropriate to the HSIs. Successful partnerships will be used as examples. Participants will be guided in the right direction to identify funding for their ideas.

**STEM Bridges Across Eastern Queens: A Model Partnership**

A701 – Atrium Level

This panel will highlight a partnership between two Hispanic-Serving Institutions, Queens College and Queensborough Community College, which developed to increase the number of STEM Baccalaureate graduates among Hispanic and low-income students. Administrators from each institution will highlight the development of the partnership and faculty from the Mathematics Department at each institution will discuss the ways in which both departments are working together to redesign introductory mathematics courses to enhance student success.

**Building a Championship Partnership: Institutional Advancement & the President’s Office**

A601 – Atrium Level

With more and more financial pressures, and the need to balance a budget, it is critical for not only the President to be involved in Advancement, but the entire Office of the President and leadership cabinet. Learn from two seasoned advancement leaders from Hispanic-Serving Institutions that have directly and successfully developed championship partnerships with Institutional Advancement and the President. This engaging and interactive conversation will provide lessons learned and tips on how to work most effectively with organizational leaders.
Monday, Oct. 8

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

Transforming Latinx Students’ Linguistic and Cultural Capital into Academic Success
A702 – Atrium Level
This presentation highlights practices that support Latinx students in leveraging their linguistic and cultural capital for academic success. In this federally-funded project called PIONERAS, bilingual education students reclaim and/or further develop Spanish language skills while exploring multiple facets of Hispanic culture. This is accomplished through three key practices: (1) coursework delivered fully in Spanish; (2) a Spanish-language study abroad service learning project in Central America; and (3) collaborative mentorships between undergraduate and graduate students.

San Bernardino Valley College “Valley-Bound Commitment: Opening Doors to Success”
A703 – Atrium Level
The Valley-Bound Commitment provides opportunities for incoming students to attend college at no cost to them. The program is designed to remove economic barriers to achievement and has helped over 2,000 students since 2008. The program serves first generation college students; low income; single parent households, homeless, English Learners and Dreamers. These students come through the doors of community colleges many no knowing what to expect during their first year in college and succeed.

Social Justice: A Key Component of Student Success
A705 – Atrium Level
Community colleges were founded on the principles of social justice. Open access to higher education is a hallmark of the community college mission but access without success is an empty promise. The San Diego Community College District’s commitment to social justice strongly influences how we serve our diverse communities. Learn how social justice can drive student success inside and outside the classroom including outreach, service, partnerships, and special support programs.

Brown and Proud: Rising in rank while maintaining your core
A707 – Atrium Level
New and mid-level professionals are charged to serve broader constituencies as they are promoted, but does that mean they need to depart from their core beliefs or even stop directly serving the Latinx community? Your core beliefs make you who are and they can drive what you do professionally. Listen to senior faculty and administrators who have found ways to impact the Latinx community while contributing to the greater field of higher education.

Historically Black Colleges and Universities: Advancing the Education of Latino Students
A706 – Atrium Level
Historically Black Colleges and Universities (HBCU) have been leaders in educating African Americans for over a century. With the influx of Latinos into the American South, many HBCUs have begun to make a concerted effort to attract and serve this important demographic. In this session leaders of HBCUs will discuss how their institutions are championing Latino higher education success. They will examine the strengths and weaknesses of their efforts as well as explore the opportunities and challenges for HBCUs.

Connecting an International Experience to the Future
A708 – Atrium Level
This is a designed study abroad program that contains a dual learning component that allows students to develop intercultural communication skills, understand a culture and the associated general constructs that they can use internationally, nationally, and locally. This session will highlight how this program provides for the intercultural development of each student and gives the student the ability to use this experience, not only as part of their education, but also in their life.

3:30 - 5:00 p.m.
Town Hall Meeting
Imperial Ballroom A - Marquis Level
This interactive session will feature a panel discussion on a higher education topic of interest. A question and answer session will follow.

6:30 - 10:30 p.m.
Networking Dinner/Dance
Atrium Ballroom - Atrium Level
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. 9

8:30 a.m. – 1:30 p.m.
HACU Seventh Annual Deans’ Forum on Hispanic Higher Education
(Post–conference event. Additional registration required.)
M103 - M105 - Marquis Level
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.
Limited Scholarships are available for undergraduate students

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/adelanteleadership.

Student Track / HACU ¡Adelante! Leadership Institute

In conjunction with the Annual Conference, the Student Track, renamed the HACU ¡Adelante! Leadership Institute, is offered for undergraduate students. Students from colleges and universities throughout the U.S. and Puerto Rico representing a wide range of majors participate in this three day event. Students 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. 5
Noon – 5:00 p.m.  Student Registration

Saturday, Oct. 6
8:00 – 9:00 a.m.  Student/Employer Networking Breakfast
9:00 – 10:00 a.m.  Orientation/Networking Session
10:15 – 11:30 a.m. Financial Literacy Bootcamp
11:30 – 12:00 p.m. President’s Welcome
12:00 – 1:00 p.m.  Student Lunch
1:15 – 2:30 p.m.  Sessions (4)
2:40 – 3:55 p.m.  Sessions (4)
4:00 – 5:30 p.m.  Opening Plenary
5:30 – 7:00 p.m.  Exhibit Hall Opening – Round 1

Sunday, Oct. 7
8:00 – 9:00 a.m.  Student/Employer Networking Breakfast
9:00 – 10:15 a.m.  Orientation/Networking Session
10:30 – 11:45 a.m.  Sessions (4)
12:00 – 1:30 p.m.  Student Exhibitor Mixer – Round 2
1:45 – 4:00 p.m.  Power Lunch

Monday, Oct. 8
8:00 – 9:00 a.m.  Student/Employer Networking Breakfast
9:00 – 10:15 a.m.  Sessions (4)
10:30 – 11:45 a.m.  Student Exhibitor Mixer – Final Round
12:00 – 1:30 p.m.  Lunch
1:45 – 3:15 p.m.  Professional Networking: Making Strategic Moves
3:30 – 5:00 p.m.  Final Event
6:30 – 10:30 p.m.  Networking Dinner/Dance

Scholarships Available

June 29  |  Online Application Deadline

Undergraduate 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

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/adelanteleadership.

University Sponsored Students package available

HACU offers a Sponsored Student Scholar package that includes registration and travel coordination by HACU staff. The package is available for colleges and universities sponsoring one or more student scholars to attend the HACU / ¡Adelante! Leadership Institute. For pricing information and details contact HACU by August 24, 2018, via email: development@hacu.net, or by calling (210) 692–3805.
**Exhibit Hall**

**Program Advertising**

**EXHIBITOR SCHEDULE**

**Saturday, Oct. 6**
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. 7**
10:00 a.m. – 5:00 p.m.  |  Cyber Café
10:00 a.m. – 5:30 p.m.  |  Exhibit Hall (Closes 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. 8**
8:00 a.m. – 2:00 p.m.  |  Exhibit Hall (Closes 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 GES’ exhibitor kit. Internet and electricity can be ordered directly through the hotel. The exhibitor application and additional information can be found at www.hacu.net.

**Ad reservation contact**: development@hacu.net

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>HACU Member</th>
<th>Non–Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,600</td>
<td>$1,900</td>
</tr>
<tr>
<td>Half Page</td>
<td>$800</td>
<td>$1,100</td>
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<tr>
<td>Center spread</td>
<td>$5,000</td>
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</table>

**Trim Area**

- Full Page: 8.75” w x 11.25” h (with bleeds)
- 8” w x 10.5” h (with no bleeds)
- Half Page: 8” w x 5” h (horizontal)
- 3.75” w x 10.5” h (vertical)
- Center spread: 17.25” w x 11.25” h (Total size of the two pages) (0.125” bleed)

**Program Advertising**

**August 17, 2018 | Ad Space Reservation Deadline
August 24, 2018 | Camera-Ready Ad Deadline**

**Ad reservation contact**: development@hacu.net

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

Ads must be submitted as camera–ready originals or PDF files, 300 DPI in color only.
Sponsorships
Sponsorship and Partnership Opportunities for HACU’s 32nd Annual Conference are 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. Sponsorship levels are also listed online. Visit www.hacu.net.

Register Online at www.hacu.net
Pricing

| Registration Includes: Opening Reception • Sunday and Monday Lunch • Monday Dinner and Dance • Opportunity to meet exhibitors |
|---|---|---|
| **REGISTRATION TYPE** | **By May 31** | **After May 31** |
| HACU National Member College or University | $615 | $810 |
| HACU International Member | $470 | $650 |
| HACU Faculty/Staff Affiliate/Trustee Affiliate or HACU Alumni Association Member (circle one) | $450 | $620 |
| Non-Member College or University | $720 | $915 |
| K-12 Administrator/Staff/Graduate Student (circle one) | $315 | $360 |
| Government Agency | $680 | $880 |
| Nonprofit Organization | $680 | $880 |
| Corporate | $750 | $950 |
| Presenter | $210 | $210 |
| One-Day Rate (Check applicable day) | | |
| Saturday | $250 | $400 |
| Sunday | | |
| Monday | | |
| **HACU Student Track †/¡Adelante! Leadership Institute** | | |
| Undergraduate Student (must submit copy of student identification card) | $280 | $350 |

**Pre/Post-conference Events**

<table>
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<tr>
<th><strong>Early Bird † Deadline 05/31/18</strong></th>
<th><em><em>Regular/On-Site</em> Begins 06/01/18</em>*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino Higher Education Leadership Institute (pre-conference)</td>
<td>$240</td>
</tr>
<tr>
<td>PreK-12/Higher Education Collaboration Symposium (pre-conference)</td>
<td>$205</td>
</tr>
<tr>
<td>Deans’ Forum on Hispanic Higher Education (post-conference)</td>
<td>$185</td>
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</tbody>
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Online registration or faxed forms will be accepted at the HACU office until September 21, 2018. On-site registration will be available if conference is not sold out before then. 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, or (210) 576–3208.

**REFUND POLICY:** Cancellations will be accepted until September 3, 2018, and charged a $200 administration fee. After September 3, 2018, registrations are nonrefundable. A person from the same organization may substitute for a change fee of $50. No-show registrants will not be refunded.
Topics in the following tracks:

- Grants and Fundraising Opportunities
- Partnerships that Work
- Executive Leadership for Presidents, CEOs and Trustees
- Academic Success for Hispanic Students, Research and Practice
- Advocacy and Policy
- International Partnerships
- And More!

Visit hacu.net for details and registration.

Sponsors and Partners (As of April 2018)

Gold

- American Student Assistance®
- MillerCoors®
- Southwest

Silver

- FIELD

Bronze

- TIAA 100 Years
- Sodexo

Media Partners

- Diverse
- Hispanic Network
- Hispanic Outlook on Education Magazine
- INSIGHT into Diversity
- Latina Style
- STEAM