



# NATIONAL HISPANIC-SERVING INSTITUTIONS WEEK

## SEPTEMBER 14-20, 2020

Each year, the Hispanic Association of Colleges and Universities (HACU) calls on Hispanic-Serving Institutions (HSIs) to join in the national observance of HSIs Week. The purpose of HSIs Week is to recognize 539 HSIs throughout the nation for their work and critical role in educating and empowering Hispanics. This year, HSIs Week will take place Sept. 14-20, 2020, coinciding with Hispanic Heritage Month. Despite the constraints placed on colleges and universities by COVID-19, campuses across the U.S. are finding creative ways to celebrate HSIs Week.

### Celebrating HSIs Week

Below are some suggestions of how colleges and universities can celebrate HSIs Week:

Use of social media is highly encouraged to heighten awareness of the important role HSIs play in improving access to education and advancing equity for traditionally underserved students. Plans are underway for several members of Congress to recognize the contributions of HSIs represented in their communities.

- 1. Raise awareness** - Partner with your local newspaper or radio station to promote National HSIs Week and your success stories in the education of Hispanics. This increased visibility can highlight the contributions made by HSIs on a local, national and international scale. Mention your membership with HACU.
- 2. Go Live. Host a campus forum** - Organize virtual town hall meetings with students, faculty, staff and community leaders to explore issues of particular interest to the HSI community.
- 3. Organize a community-wide activity** - Build and promote campus-community partnerships to address various issues impacting the local community.
- 4. Use Social Media** - Share your HSI stories and/or how your institution plans to celebrate National HSIs Week on all social media platforms. Be sure to use #HSIWeek and tag @HACUNews on Facebook, Twitter and Instagram on all your posts.
- 5. Showcase your students** - Showcase your institution's choir, band, cheerleading squad as a way to commemorate National HSIs Week.
- 6. Celebrate National HSIs Week** in a way unique to your institution.

Stay Connected with @HACUNews

