

CELEBRATE



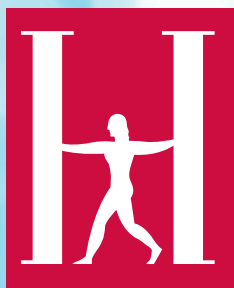
HACU

**NATIONAL
HSIS WEEK**

SEPT. 11-17, 2023

NATIONAL HISPANIC-SERVING INSTITUTIONS WEEK

2023 Toolkit



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

Hispanic-Serving Institutions Week Toolkit

PURPOSE OF THE TOOLKIT

This toolkit has been developed to aid Hispanic-Serving Institutions (HSIs), partners, supporters, policymakers and any individuals and organizations who want to celebrate and amplify the work being done by HSIs across the country. Tagging HACU on any social media platform that you use will allow us to like and boost your post.

National HSIs Week Sept. 11-17, 2023, takes place during National Hispanic Heritage Month, celebrated Sept. 15-Oct. 15. Each year, HACU works with members of Congress to recognize the contributions of Hispanic-Serving Institutions in their communities. HSIs are defined as having 25% or more undergraduate Hispanic student full-time equivalent (FTE) enrollment.

In 2021-22, there were 572 institutions that met the definition of an HSI and they enrolled 65.6% of all Hispanic undergraduates and 30.5% of all undergraduate students in nonprofit postsecondary education. These are some of the reasons HSIs Week is observed by colleges and universities across the nation - to celebrate the vital role these institutions play in educating the fastest growing demographic in the U.S.

This social media toolkit is designed to help you heighten awareness of the important role HSIs play in improving access to education and advancing equity for traditionally underserved students.

We encourage you to share this toolkit with others in your organization, as well as partners and other stakeholders to help celebrate HSIs.

The toolkit includes graphics and text that can be easily copied for inclusion with your own social media posts. Using the hashtag **#HSIsWeek** allows HACU and other institutions, partners and individuals to find and amplify your posts during HSIs Week, even when you use your own text as the body of the post.

HISPANIC HIGHER EDUCATION FACTS TEXT

19% of all higher ed colleges and universities in the U.S. are Hispanic-Serving Institutions and serve two-thirds of all Hispanic college students. #HSIsWeek

The majority of the top 20 institutions with the highest ROI at the bachelor's level are Hispanic-Serving Institutions and emerging HSIs. #HSIsWeek

Hispanic students earned 15.9% of bachelor's degrees conferred in 2021, compared to 9.2% in 2011. #HSIsWeek

Hispanic students earned one out of four (25.4%) associate degrees conferred in 2021, compared to 13.2% in 2011. #HSIsWeek

In the fall of 2021, 3.14 million Hispanic undergraduate students were enrolled in nonprofit postsecondary institutions. #HSIsWeek

The percent of STEM degrees conferred to Hispanic students rose from 9.2% to 15.2% between 2009 and 2020. #HSIsWeek

Hispanic enrollment in higher education is expected to exceed 4.0 million students by 2026, far surpassing the growth rate of any other racial-ethnic group by over 10%. #HSIsWeek

There are 3.47 million Hispanic graduate and undergraduate in nonprofit postsecondary education. HSIs enroll 31.2% of Pell Grant recipients. #HSIsWeek

HSIs enroll 5 million students. Graduate total = 474,042. Undergraduate total = 4,528,955. Total students = 5,002,997. #HSIsWeek

HSIs and Emerging HSIs are present in all but 8 states, including those less known for their Hispanic population, such as such as Tennessee, Kansas, and Georgia. #HSIsWeek

HSI growth from 2010, when HSIs numbered 311, has now reached 572. This has shown an increase on average by 25 institutions per year, prior to the COVID pandemic. In 2021, there was an increase by 13 institutions after a decrease in 2020 due to the pandemic.

The percentage of U.S. undergraduate students at HSIs by race/ethnicity is Hispanic 65%, Asian 41%, Native Hawaiian & Pacific Islander 34%, Other 24%, Black 24%, American Indian & Alaska Native 21%, White 16%. HSIs enroll 65% of Hispanic undergrads & 30% of all undergrads. #HSIsWeek

California, Texas, Puerto Rico, New York, Illinois, Florida and New Mexico are home to 455 HSIs or 80% of these institutions. #HSIsWeek

A majority of HSIs are in urban areas and concentrated geographically, with 80% located in 6 states and 1 territory: California (170), Florida (32), Illinois (31), New Mexico (24), New York (37), Texas (102) and Puerto Rico (59). #HSIsWeek

In 2021, 3.14 million Hispanic undergraduate students were enrolled in nonprofit postsecondary institutions, earning 25.4% of associate degrees in 2021, and 15.9% of bachelor's degrees conferred in 2021. #HSIsWeek

572 HSIs are in 193 Congressional Districts, in 28 states, Washington D.C., and Puerto Rico. #HSIsWeek

Of all HSIs in the U.S., 165 are 4-year public, 226 are 2-year public, 172 are 4-year private, and 9 are 2-year private. #HSIsWeek

SOCIAL MEDIA SHARES



SAMPLE GENERAL TEXT FOR HSI's WEEK

Today is the first day of #HSIsWeek and we're excited to share the incredible work of faculty and staff in educating our students! Watch our feed as we post about the incredible people who make our school one of the best at preparing our students for their future. #HSIsWeek

We're celebrating the vital work of our HSI in educating Hispanic students and hope you will join us in spreading the word! Tell us how our institution has made a difference for you in your higher education career and afterwards. #HSIsWeek

Are you someone whose life has been changed by a Hispanic-Serving Institution? Tell us your story so we can celebrate your success now during #HSIsWeek

Hispanic Serving Institutions strengthen the culture of our country and educate millions of students. If you're an alum of our school, tell us your story so we can celebrate #HSIsWeek together and let everyone know how an HSI led to your success.

We're joining colleges and universities across the country to celebrate #HSIsWeek by recognizing and expanding awareness of the vital work and critical role HSIs play in improving access to education, advancing equity, and how they contribute to our communities.

We are proud that our university is a Hispanic-Serving Institution, and we are committed to expanding access to higher education and providing resources to ensure students succeed. Join us in celebrating #HSIsWeek starting today!

The celebrations for #HSIsWeek is only one part of Hispanic Heritage Month, a larger recognition of the history, culture, and contributions of the Hispanic community in our nation, whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America.

We're delighted and proud to be joining in the celebration of #HSIsWeek that recognizes the indisputable value and enrichment HSIs bring to the communities they serve.

Happy #HSIsWeek to all of the 572 Hispanic-Serving Institutions including (your school here)! We are proud to be part of the larger effort dedicated to improving access and advancing equitable educational outcomes for our Hispanic students.

As a Hispanic-Serving Institution, we're dedicated to serving our students, the focus and most important part of our work. Let us know how we prepared you for success in life after graduation! #HSIsWeek

Many Hispanic students are often the first in their families to attend college. HSIs are focused on being welcoming and accessible to parents, guardians and students to assure their higher education success, and represent all students and their families. #HSIsWeek

HSIs can offer specialized resources and support services to help students succeed academically, including academic advising, tutoring services, and mentoring programs. HSIs can also have specialized programs and centers to support Hispanic students. #HSIsWeek

In 1976, Hispanic students made up just 4% of all college students but by 2019, that number grew to nearly 22% of college students and now rank as the second-largest ethnic group in higher ed today. #HSIsWeek

Many HSIs also serve other historically marginalized students. There are currently 75 HSIs that also hold the designation of Asian American and Native American Pacific Islander-Serving Institutions. #HSIsWeek

One advantage HSIs possess is gaining access to grants from the Department of Education. Colleges and universities can apply for funds which are usually focused on student success and retention. #HSIsWeek

Many HSIs have strong ties to their local community, an education experience accessible to students of all incomes and backgrounds, a commitment to social equity, and a campus climate where students and employees feel a sense of connection and belonging. #HSIsWeek

Diversity on any campus makes the community better and stronger, to be innovative and creative with diverse ideas and perspectives. HSIs prepare students of every background to interact and thrive in a globally interconnected society. #HSIsWeek