

HETS



Hispanic Educational Technology Services

**IT'S MORE THAN
HIGHER EDUCATION...
IT'S A HIGHER VISION**

**Strategic Plan
Focus Areas for 2022-2025
&
30th Anniversary Strategic
Celebration and**

Strategic Plan Results & Proposed Focus Areas

Results 2017-2022

Core Area 1 Access	Core Area 2 Retention & Successful Completion	Core Area 3 Online Learning & Technology Integration
<ul style="list-style-type: none"> •BPS •HOJ •Student Placita •Academic Fair •Student Leadership Showcase •Admission Directors task Forc •Student Passport 	<ul style="list-style-type: none"> •BPS •HOJ •PDEs •Student Placita •Training Student Affair Staff •SLS & Tours •Ambassadors Program •Webinars •Student Services bilingual tutorials 	<ul style="list-style-type: none"> •BPS •HOJ •Workshops •Webinars •Faculty and Administrative Placita •Task Forces •BPS Proceedings •HETS Academy

Pending tactics: Task Forces; HETS Commons; and Increase the inventory of online workshops

Pending for Development and Sustainability: Board Member Referrals Initiative; Develop a candidate/talent database to support recruitment of bilingual faculty and nurses; Continue the Leadership Perspectives; and establish partnerships with the National Hispanic Council of Community Colleges and EDUCAUSE.

Proposed Focus Areas for 2022-2025

Core Area 1 Access	Core Area 2 Retention & Successful Completion	Core Area 3 Online Learning & Technology Integration
<ul style="list-style-type: none"> •BPS •HOJ •Student Placita •Academic Fair •Task Force •Student Passport 	<ul style="list-style-type: none"> •BPS •HOJ •Student Placita •Training Student Affair Staff •SLS & Tours •Ambassadors Program •Webinars •Student Services bilingual tutorials 	<ul style="list-style-type: none"> •BPS •HOJ •Workshops Webinars •Task Forces •BPS Proceedings •HETS Academy

Development and Sustainability

- Internal Relations
- Marketing and Communications



30th Anniversary

Strategic Celebration 2022-2023

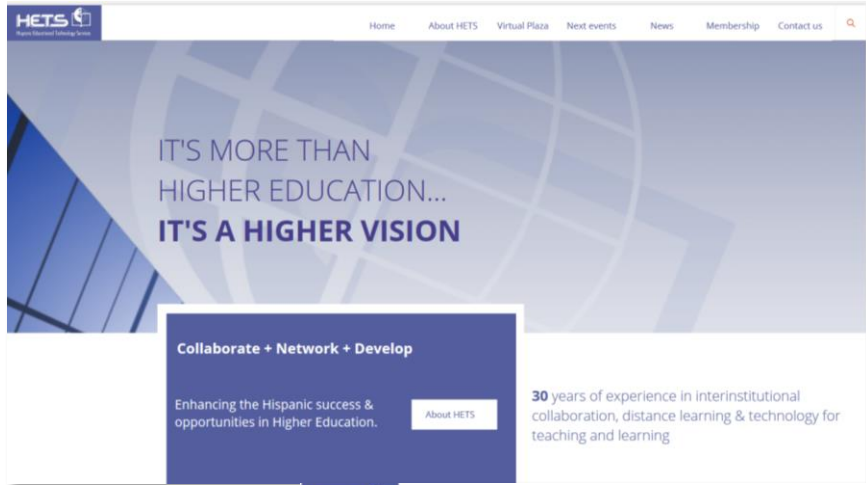


Strategic Celebration

- Focused on highlighting HETS expertise and contributions to the academic community for 30 consecutive years.
- Core areas:
 - Enhance platforms to increase access to online resources for students and faculty
 - Increase reach and visibility with research from HETS expert resources
 - Expand outreach efforts to grow corporate partnership base
 - Expand services for our core audiences with new and innovative offerings
 - Take HETS to the next level!

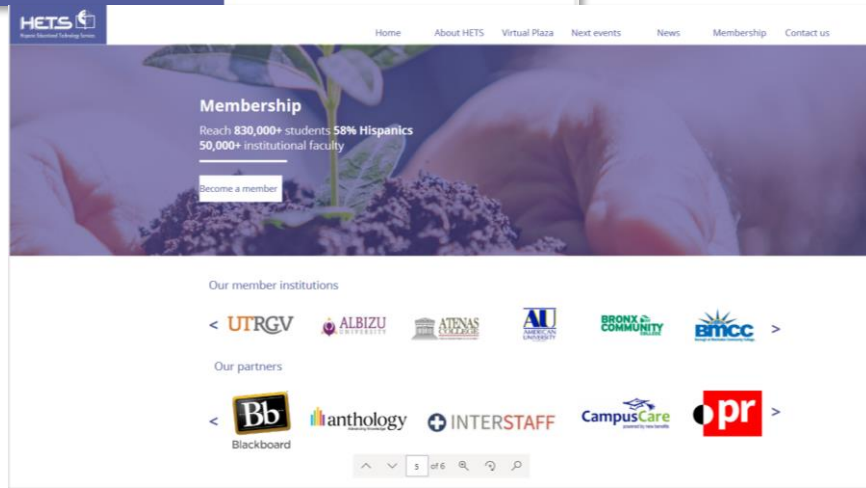


Initiatives Academic Year 2022-2023



First Semester 2022

- Launching of a redesigned website, featuring:
 - Technology upgrade to be compatible with new browser versions
 - Enhanced security protocols for a safer navigation and interaction with the website
 - New navigation menu
 - Ease of new navigation
 - Frequently visited highlighted
 - Multiplatform adaptability (desktop, mobile & tablet)



Initiatives Academic Year 2022-2023

First Semester 2022-2023

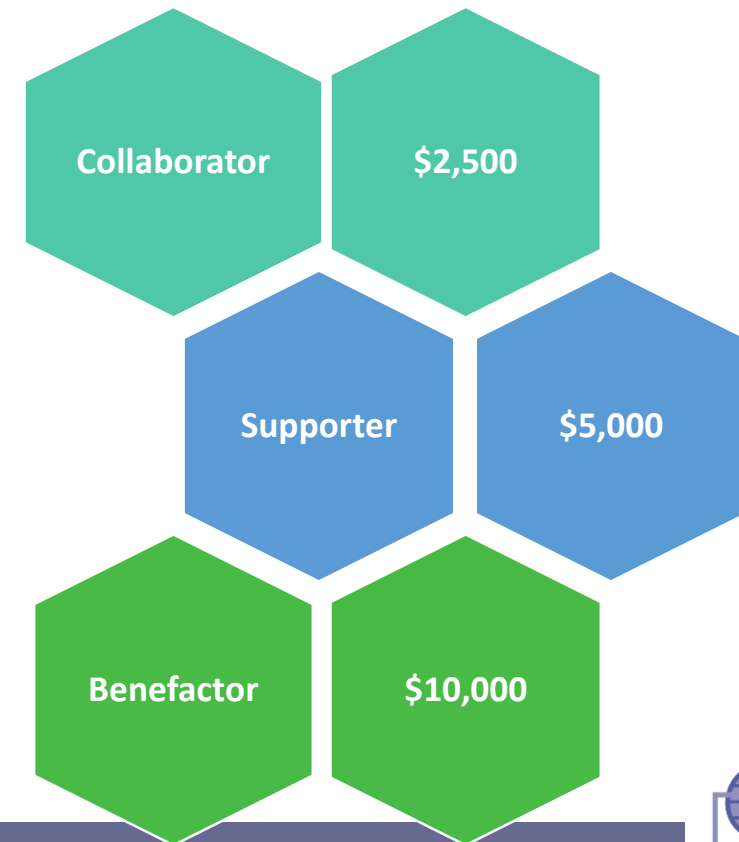
- Launching of a new Open Access (OA) platform
- New guidelines for article submission
- Standardized template for articles
- Publishing Agreement for alignment with the Creative Commons license
- Benefits:
 - Opportunity for increase citation rate for the author (DOI)
 - Increase reach
 - Increased visibility of the HETS Online Journal
- Objective: capitalize on the potential of the *HOJ* as a public relations strategy for HETS and its members to be positioned as expert resources in the integration of new technologies in online education



Initiatives Academic Year 2022-2023

First & Second Semester 2022-2023

- Enhance HETS *Social Responsibility Partnership Program*
- Enhance outreach efforts to strengthen current corporate partnerships and identify new collaborators
 - Review of corporate benefits
 - New partnership categories
- Current negotiations with:
 - Hispanic Heritage Foundation
 - Merck
 - NASA
 - National Hispanic Corporate Council



Initiatives Academic Year 2022-2023



Second Semester 2022-2023

- Opportunity to create an Anniversary Edition with:
 - Offerings for students, faculty and administrators
 - Opportunity to reach to a wider audience with a hybrid modality
 - Create a track specifically by students for students



Initiatives Academic Year 2022-2023

Second Semester 2022-2023

- HETS Leadership Academy for Students
 - Create a student track focused on developing the next generation of young leaders/entrepreneurs
 - Offer a curriculum focused on leadership skills and entrepreneurship
 - Expert resources from the academia and industry leaders (i.e. government, private, and non-profit sectors)
 - Mentoring and internship opportunities



Thanks!

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