Overview of HETS
Strategic Plan
2017-2020 Areas

Yubelkys Montalvo
Board Meeting
June 28, 2017

Borough of Manhattan Community College
New York, NY
Special Event Objectives

- Explore the possibility of **HETS promoting the collaboration between HETS Member Institutions** to facilitate their students’ transfers

- Share your feedback and ideas
Who we are

The Hispanic Educational Technology Services is the first bilingual consortium dedicated to serving the higher education needs of the fast-growing Hispanic communities.
Our Members

Universities and Colleges localized in:
- Puerto Rico
- Florida
- Kansas
- New Jersey
- New York
- Missouri
- Texas
- Washington, DC
- Massachusetts
- California
- Maryland
- Connecticut

Corporate Partners:
- Blackboard, Cengage Learning, Grupo Parada, ETS, Dialpad & Transworld Systems, Inc.
HETS Members Profile 2015-2016

Total Enrollment among HETS Members

- **United States**: 559,057
- **Puerto Rico**: 190,843

**TOTAL**: 749,900
Enrollment among HETS Member Institutions

- Hispanic: 44%
- Non-Hispanic: 56%

749,900
HETS Members Profile

Student enrollment among HETS Member Institutions by State

<table>
<thead>
<tr>
<th>State</th>
<th>Enrollment</th>
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<tbody>
<tr>
<td>PR</td>
<td>190,843</td>
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<tr>
<td>NY</td>
<td>134,421</td>
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<tr>
<td>NJ</td>
<td>18,427</td>
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<tr>
<td>TX</td>
<td>209,579</td>
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<tr>
<td>CA</td>
<td>158,358</td>
</tr>
<tr>
<td>KS</td>
<td>14,210</td>
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<tr>
<td>MA</td>
<td>6,268</td>
</tr>
<tr>
<td>MO</td>
<td>11,987</td>
</tr>
<tr>
<td>Various</td>
<td>2,000</td>
</tr>
<tr>
<td>FL</td>
<td>336</td>
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HETS Board of Directors
(major authority – presidents of all member institutions)
HETS Board of Directors Meeting
(meets twice a year to establish and monitor the organization)
Our Mission

To promote, support, and increase the capabilities of member institutions in order to enhance Hispanic/Latino student success and opportunities in Higher Education.
To become the leading Hispanic bilingual technology consortium to enhance Hispanic/Latino student access and success in Higher Education
To promote, support, and increase the capabilities of member institutions to enhance Hispanic/Latino student access, retention, and success in Higher Education through the strategic integration of technology.
STRATEGIC GOALS

1. Promote and advance innovation, leadership, and opportunities in Hispanic Higher Education.

2. Promote and support the strategic and efficient use of technology to facilitate educational opportunities for Hispanic/Latino students.

3. Create ongoing development opportunities for faculty and administrators in the use of technology to foster quality teaching, online learning, student access, and student retention.

4. Foster leadership development among Hispanic/Latino students in order to widen their opportunities for success in Higher Education.
PRINCIPLES THAT GUIDE OUR WORK

- Innovation
- Collaboration
- Excellence
- Diversity and Inclusion
- Strategic Networking and Alliance-Building
- Culture of Service
- Openness and Organizational Learning
- Leadership Development
- Commitment to Our Members
2017-2020 Strategic Priorities
1. **Access**

This strategic area focuses on increasing Hispanic/Latino access to Higher Education and achievement of a Higher Education degree. HETS will aim to help members enhance the potential of their recruitment efforts and increase Hispanic/Latinos’ understanding about opportunities available to access and succeed in Higher Education.
2. Retention and Successful Completion

HETS will promote the strategic use of technology to support, drive, and optimize retention and successful completion of Hispanic/Latino students at member institutions.
3. Online Learning

Through this core strategic area, HETS will promote the development of online learning as a means to support student access, retention, and successful completion, placing emphasis on quality teaching and learning and assessment.
Strategic Area 1: Access
Goal: Foster Hispanic/Latino student access and opportunities in Higher Education.

Objectives

1. Increase members’ understanding of factors that limit Hispanic/Latinos’ access to Higher Education and strategies to enhance access.

2. Increase awareness among Hispanic/Latino students about existing opportunities to access and succeed in Higher Education.
<table>
<thead>
<tr>
<th>Strategies</th>
<th>Activities</th>
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<tbody>
<tr>
<td>C. Share resources to guide students through career exploration, potential post-secondary institutions, admissions processes, standardized tests, financial aid, and degree programs.</td>
<td>1) Online resources for prospective students through Student Placita</td>
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<td></td>
<td>2) Access to the TERC</td>
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<td>3) Annual Academic Fair</td>
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<td>4) Annual Student Leadership Showcase</td>
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<td>5) Participate in members’ graduate fairs</td>
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<tr>
<td>D. Facilitate processes for students moving to the United States to pursue a post-secondary degree (new undergraduate students, undergraduate transfer students, and graduate students).</td>
<td>1) Online discussion with Directors of Admissions from members in US</td>
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<td>2) Access to online resources and tools in coordination with Admissions staff</td>
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<td>3) Collaboration with Admissions staff to facilitate processes for students moving to the US</td>
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<td>4) Collaboration in the development of a mechanism to track recruitment, retention, and graduation</td>
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<td>5) Serve as clearinghouse for all aspects of Hispanics seeking information about higher education in the USA</td>
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<td>Strategies</td>
<td>Activities</td>
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| E. Promote think-tank discussions among members on key Hispanic/Latino access issues and existing institutional needs in this area. | 1) HETS Task Force focused on “Access”,  
2) Online space through the HETS Commons.  
3) Incorporate Admissions Staff to the HETS Task Force |
ACCESS: MONITORING MEASURES

- Connect with Admissions staff from at least 60% of member institutions in the US
- Participation of Admissions staff from at least 60% of member institutions in the US in regular online discussions
- Commitment from Admissions staff from at least 60% of members in US to participate in collaboration to support students moving to US
- At least 2 HETS Task force interactions/semester (HETS Commons)
- Participation of at least 3 Admissions staff in the HETS Task Force
Thanks for your support and active participation!