# HETS
## Hispanic Educational Technology Services

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

**Status Report**
2023 Fall Semester

Yubelkys Montalvo, Ed.D.
Board Meeting
February 2, 2023

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# REPORT BASED ON STRATEGIC CORE AREAS

## 1. Access

Increasing Hispanic access to Higher Education and achievement of a Higher Education degree.

## 2. Retention and Successful Completion

Promoting the strategic use of technology to support, drive, and optimize retention and successful completion of Hispanic students at member institutions.

## 3. Online Learning / Technology Integration

Promoting and encouraging effective integration of online learning and technology innovation, as means to support student access, retention, and successful completion, placing emphasis on quality teaching and learning, and assessment.

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# Core Area 1:

## Access

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## Faculty: HOJ & BPS



| Objectives | Key Activities | Results |
|---|---|---|
| Publish at least **4 articles annually** (2 per issue) on Hispanic access to Higher Education during the 2017-2022 period. | **Publication of articles on the HOJ** | **2 articles** from 1 *HMI & 1 **NMIs in Fall 2022 **vs.** **1 article** from 2 **NMIs in Fall 2021 |
| Include at least **3 BPs on the use of technology** to help overcome barriers to Hispanic access to Higher Education | **HETS' BPS** | **2023: 4** presentations from 4 *HMIs vs. **2022:** 4 presentations from 3 *HMIs & 1 **NMI |

* HMI : HETS Member Institution | ** NMI: Non Member Institution

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# Student: Academic Fair

- **The SUMM: Student Experience Summit**
  - **First event of this nature to be celebrated in PR**
- **Results**
  - **5,000+** students attended the event
  - **Four (4) *HMIs** took advantage of the HETS Corner:
    - Albany College of Pharmacy and Health Sciences
    - Borough of Manhattan Community College
    - *Universidad Cooperativa de Colombia*
    - University of Houston Downtown
  - Other *HMIs participated with their own booths:
    - Albizu University
    - Colegio Universitario de San Juan
    - Columbia Central University
    - EDP University
    - UAGM
    - Inter American University
    - NUC University
    - Universidad Central del Caribe
    - University of Puerto Rico
  - ** NMIs participated:
    - Atlantic University
    - Escuela Hotelera de San Juan
    - Escuela Técnica de Electricidad
    - Huertas College
    - Instituto Tecnológico de Puerto Rico
    - Life University
    - Neo Esthethic
    - Pontificia Universidad Católica
    - Universidad del Sagrado Corazón
    - Universidad Politécnica de Puerto Rico
    - UPDCJBR - Universidad Profesional Dr. Carlos J. Borrero Ríos

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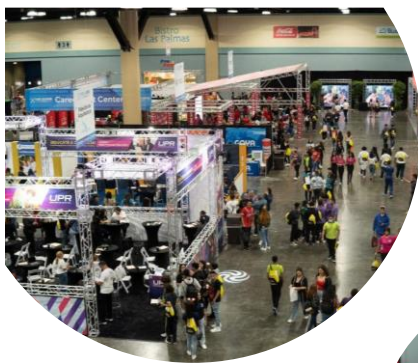
# The Summ: Student Experience Summit
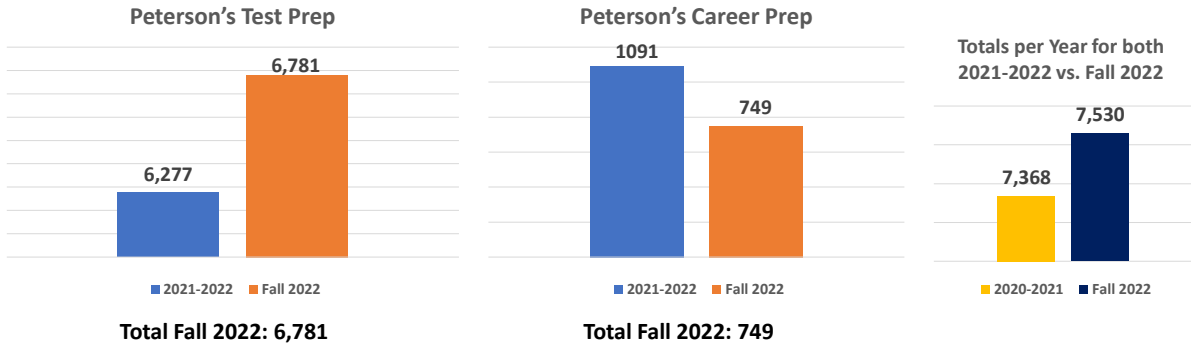
92% of students indicated that T**he Summ** helped them decide their academic & professional future.
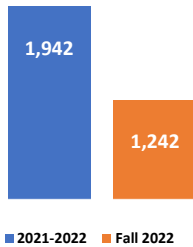


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# Usage Peterson's Test & Career Prep

**Peterson's Test Prep**



6,781

6,277

■ 2021-2022  ■ Fall 2022

**Total Fall 2022: 6,781**

**Peterson's Career Prep**



1091

749

■ 2021-2022  ■ Fall 2022

**Total Fall 2022: 749**

**Totals per Year for both 2021-2022 vs. Fall 2022**



7,368

7,530

■ 2020-2021  ■ Fall 2022

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# Student Leadership Showcase (SLS)

- • **Objective:** Increase by **25%** the number of students impacted through the Student Leadership Showcase/Tour & graduate fairs.
- • **Key activities:**
  - • SLS Hybrid Spanish Edition: September 2022
  - • SLS Virtual English Edition: December 2022
  - • Open House at IAUPR, Law School October 2022
- • **Results:**
  - • **1,140** participants for the SLS Hybrid Spanish Edition
  - • **102** participants for the SLS English Edition



1,942

1,242

■ 2021-2022  ■ Fall 2022



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# Student Leadership Showcase (SLS)



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# Core Area 2:

Retention and Successful Completion

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# Faculty: HOJ & BPS

**Objectives**

**Key Activities**

**Results**

| | | |
|---|---|---|
| Publish at least **6 articles** on Hispanic Student Support & Retention (3 per issue). | **Publication of articles on the HOJ** | Fall 2022: **2 articles** from 1 *HMI & 1 **NMI vs. Fall 2021: **3 articles** from 2 *HMIs |
| Include at least **3 BPs** on the use of technology to improve Hispanic student retention levels | **HETS' BPS** | **2023 BPS:** 5 presentations from 4 *HMIs & 1 **NMI **vs.** **2022 BPS:** 6 presentations from 4 *HMIs & 1 **NMI |

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Volume XIII, Fall Issue
November 2022

HETS ONLINE JOURNAL

HETS
BEST PRACTICES
SHOWCASE
Celebrating Technology Innovation
for Hispanic Success in Higher Education

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# Online Resources for Students

**Objectives**

**Key Activities**

**Results**

HETS VIRTUAL PLAZA

| | | |
|---|---|---|
| Achieve at least **5,000 unique visits** to the student support sections at the Student + Faculty Placita | **E-mail Campaigns, Webinars, & Ambassadors Program** | 26,389 / 14,399 / 14,419 — Fall 2022 - Student / Fall 2022 - Faculty / 2021-2022 — 83% |
| Increase the number of unique **visits by 25% annually to the Virtual Plaza** during Year 3 (36,557), Year 4 (35,807) & Year 5 (10,374 as of Dec-2021) | **E-mail Campaigns, virtual trainings & Ambassadors Program** | 40,788 / 17,475 — Fall 2022 / 2021-2022 — 133% |
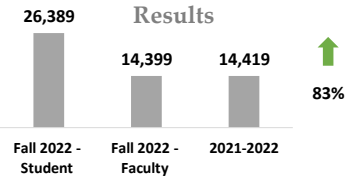
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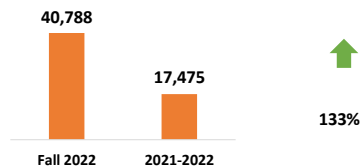
# Student: SLS & Services Trainings Fall 2022



| Objectives | Key Activities | Results |
|---|---|---|
| Develop **mini-workshops** focused on specific student support skills on Year 5. | **SLS + Webinars** | **Fall 2022:** 2 SLS + 6 webinars **3,905 registrants** **v.s.** Fall 2021: **8** webinars **3,252** attendees |
| Train student support staff from **at least 80% of *HMIs in Puerto Rico** by June 30, 2022 | **SLS + Virtual Trainings** | **100% (16) HMIs** trained |

* HMI : HETS Member Institution

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# Student: Services Trainings (Fall 2022)

**Objectives**

Train at least **50** student support staff annually.

**Key Activities**

**Virtual presentations**

**Results**

**Fall 2022: 19 st**udent support staff from **3 *HMIs in PR (AU, EDP & UCC)** & **2 the US** (CSUF & WCSU) **vs.** 2021-2022: **63 st**udent support staff trained from **6 *HMIs from PR** & **5 *HMIs from the US**



* HMI : HETS Member Institution

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# Student Ambassadors Program

| Objectives | Key Activities | Results |
|---|---|---|
| Recruit & train **30 student ambassadors from *HMIs in Puerto Rico** in Year 1 & **20 from *HMIs in the US** in Year 2. | **Recruitment & training** | **December 2022:** 9 (8 PR & 1 US) **Vs.** **May 2022:** 12 (10 PR, 1 US & 1 COL) |
| Reach **10% of the total student population** at each campus participating in the **Student Ambassadors Program**. | **Outreach efforts** | **December 2022 32%** ( 2,827 out of 8,889) vs. **December 2021 40%** (2,974 out of 8,889) |

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# Core Area 3:

## Online Learning and Technology Integration

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# Faculty: HOJ & BPS

**Objectives**

**Key Activities**

**Results**

Publish at least
**6 articles annually**
(3 per issue) on **online learning**

**Publication of articles on the HOJ**

Fall 2022:
**5 articles** from 2 *HMIs      &
3 **NMIS
vs.
Fall 2021:
**3 articles** from 3 *HMIs

Include at least **3 BPs** on the use of technology to support online learning

**Call for Proposals**

**2023 BPS: 9** presentations from
8 *HMIs
vs.
**2022 BPS:** 12 presentations from
9 *HMIs  & 1 **NMI

Exceed by **20%** BPS participants

**Conference program e-mail campaigns**

62 registered as of January 20, 2023
vs.
**131** registered as of February 3, 2022

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# BPS

HETS presenters will be invited to submit their presentations abstracts for the **2023 Best Practices Showcase Proceedings** (BPS) to showcase the insightful research and work of this event's speakers for future reference.
**Exppected to be distributed & published on HETS website:** May 2023

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# Faculty: HOJ & Metrics

**Objectives**

**Key Activities**

**Results**

Increase by **20%** annually the # of articles submitted for publication in the HOJ

**Publication of articles in the HOJ**

■ 2021-2022 ■ Fall 2022

Submitted 22 11
Approved 17 9

**Views**

Google Analytics 10,956 / 13,579 ↓ 19.32%

EBSCO Stats 18,674 / 17,987 ↑ 4%

■ Fall 2022 ■ 2021-2022

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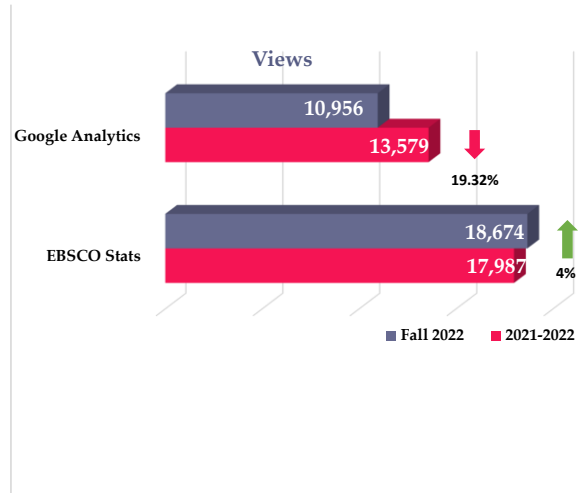
# SLS + Webinars Fall 2022
## Faculty & Students

**11 new offerings**

**English**

1. Student Leadership Showcase 2022 English Edition: Social Emotional Intelligence
2. Maximizing your college and university experience
3. Regular and Substantive Interaction: Demystifying the DOE Regulations and Engaging in the Online Classroom
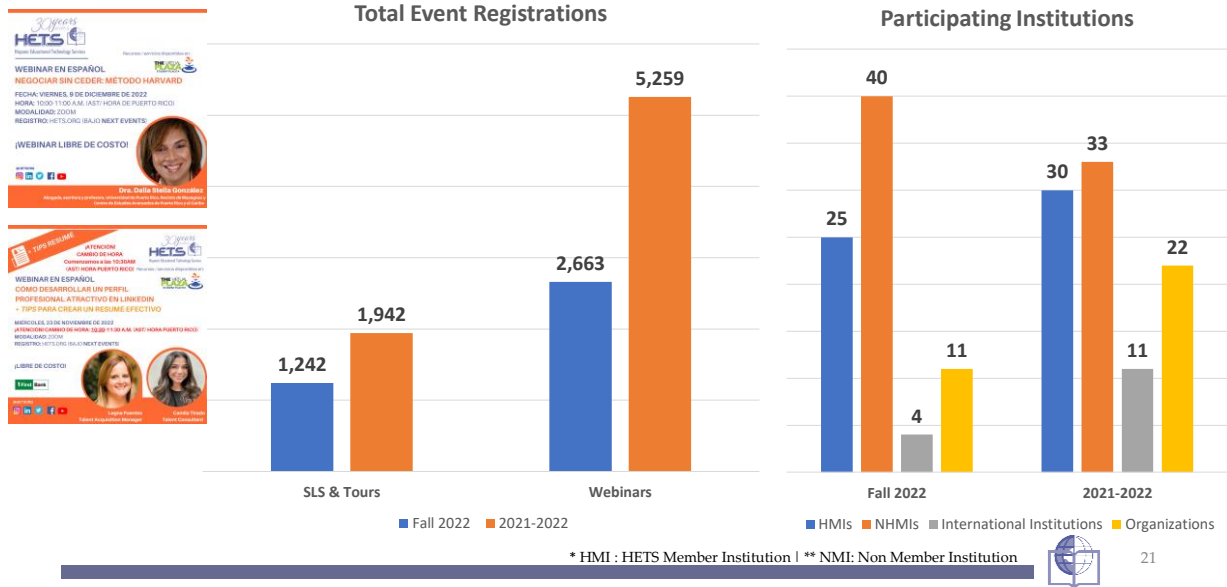4. Open Educational Resources (OER) as a Catalyst for Equity and Inclusion

**Spanish**

1. ¿Cómo prepararse para el semestre académico?
2. SLS: Invierte en tu conocimiento: estudia + emprende + triunfa
3. El docente en línea: Repensando su rol y desarrollo profesional ante un nuevo escenario educativo
4. Descubre tus ahorros
5. Negociar sin ceder: Método Harvard
6. ¿Cómo crear un perfil atractivo en LinkedIn?
7. Cómo desarrollar un perfil atractivo en LinkedIn + tips para crear un resumé efectivo

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# Total of SLS + Tours + Webinars (11 vs. 16)

**Total Event Registrations**

- SLS & Tours: Fall 2022 = 1,242; 2021-2022 = 1,942
- Webinars: Fall 2022 = 2,663; 2021-2022 = 5,259
- Legend: ■ Fall 2022  ■ 2021-2022

**Participating Institutions**

- Fall 2022: HMIs = 25; NHMIs = 40; International Institutions = 4; Organizations = 11
- 2021-2022: HMIs = 30; NHMIs = 33; International Institutions = 11; Organizations = 22
- Legend: ■ HMIs  ■ NHMIs  ■ International Institutions  ■ Organizations

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# Online Workshops available

**Objectives**

Offer
**4 online workshop sessions**
(4 SPA & 2 ENG)

**Key Activities**

**Online and in-person workshops**

**Workshop Topics**

**English**
- **General Education Outcomes Assessment**
- **Learning Styles for Online Courses**

**Spanish**
- *Retención en línea: elementos básicos para un diseño instruccional efectivo*
- *In-person workshop to UCCaribe: Online and Hybrid Teaching-Learning for Higher Education*
- *Mejores prácticas para la retención enl: elementos básicos para un diseño instruccional efectivo*
- *Aplicaciones educativas de la Web 2.0*
- *Competencias digitales e informacionales con los nativos digitales*
- *Mejores prácticas en trabajos colaborativos en el aprendizaje en línea: foros de discusión y trabajos en equipos virtuales*

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# Online Workshops available

## Workshops offered

**Spanish**
- **Retención en línea: elementos básicos para un diseño instruccional efectivo**
  - 15 participants from EDP, NUC, UPR, UCCaribe, IAUPR & PUCPR
- **In-person workshop to UCCaribe: Online and Hybrid Teaching-Learning for Higher Education**
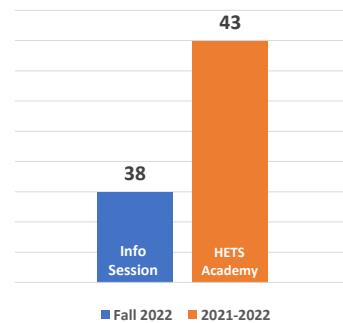  - 30 participants from UCCaribe

**Results**

**1 online session & 1 in-person workshop**
(SPA)
**vs.**
**6 sessions**
(4 SPA & 2 ENG)
In June 2021



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# HETS Learning Technologies Leadership Academy



**Info session Participants**



- Fall 2022
- 2021-2022

**Fall 2022: 3 participants selected to participate**
**vs.**
**2021-2022: 2 editions: 43 participants**
**From: 5 *HMIs (EDP, Atenas, UPR, UCCaribe & UCColombia)**

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# Trainings
## Faculty & Students



"Gracias a HETS por ayudar a los profesores universitarios en la transición a cursos virtuales en este año de la pandemia. Sus webinars educativos han sido de gran ayuda".
**Dra. Adrianne G. Tossas Cavalliery**
Profesora del Departamento de Ciencias Naturales
Universidad de Puerto Rico en Aguadilla
CONOCE DE NUESTROS EVENTOS Y SERVICIOS EN: WWW.HETS.ORG

**Objectives**

Train at least 100 faculty members

**Key Activities**

Webinars, Workshops, & HETS Academy

**Results**

Total registrants: 2,663 (Fall 2022) vs. 7,328 (2020-2021)

"

It was an enriching experience, with a lot of learning and very useful peer interaction. Delighted with the experience.

Excellent academy, very interesting and very good trainers. All of the trainings were dynamic, entertaining and of great interest.

Grateful for the opportunity to receive knowledge from professionals and experts in the field of education. They were certainly pertinent and very appropriate topics for leaders in this field.
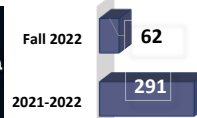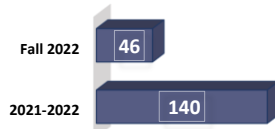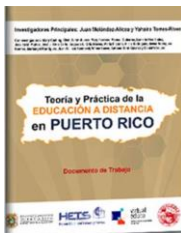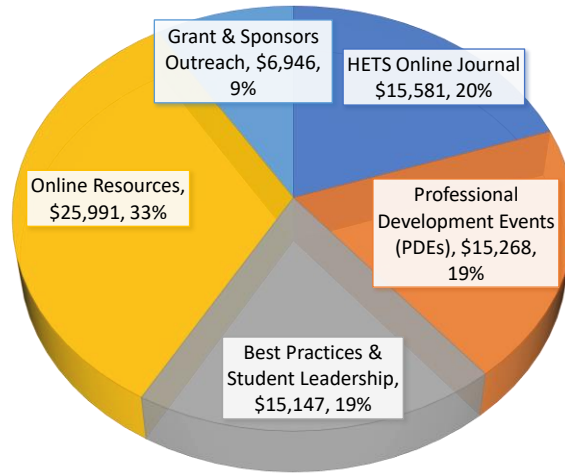
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# Research Reports: Downloads

INFORME: EDUCACIÓN VIRTUAL Y A DISTANCIA EN PUERTO RICO

Fall 2022 — 6
2021-2022 — 38

LO OBVIO Y LO ESCONDIDO DE LA EDUCACIÓN A DISTANCIA EN PUERTO RICO

Fall 2022 — 40
2021-2022 — 105

**Overall Results**

Fall 2022 — 154
2021-2022 — 574

**Total downloads: 2,711**

Teoría y Práctica de la EDUCACIÓN A DISTANCIA en PUERTO RICO

Fall 2022 — 46
2021-2022 — 140

El futuro de la Educación a distancia en Puerto Rico

Fall 2022 — 62
2021-2022 — 291

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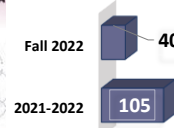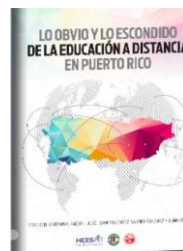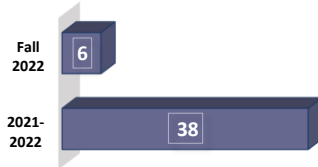
# Investment in HETS Direct Services

Grant & Sponsors Outreach, $6,946, 9%

HETS Online Journal $15,581, 20%

Online Resources, $25,991, 33%

Professional Development Events (PDEs), $15,268, 19%

Best Practices & Student Leadership, $15,147, 19%

**Total Investment: $78,993**

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# Distribution of Expenses

Administrative Expenses, $9,422 8%

Operational Expenses, $23,586 21%

Direct Services, $78,933 71%
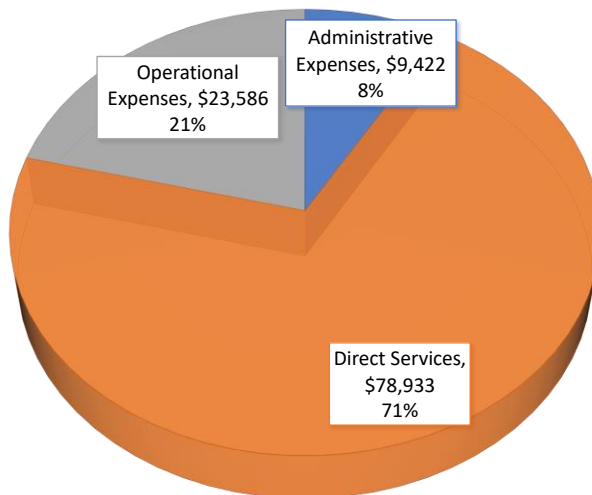
**Total Investment: $111,941**

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# Growth and Development

## Our path to continuous sustainability

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## Key Accomplishments: Memberships

**3 New Members**

CALIFORNIA STATE UNIVERSITY
FULLERTON

SUNY EMPIRE
STATE COLLEGE

Albany College of Pharmacy
AND HEALTH SCIENCES

**Member Referrals**

Invitations by HETS Officers, Dean Gupta & Corporate Partners
**PR Outreach**: 15 former members & 8 institutions
**USA Outreach**: 14 former members & 43 new institutions
**International Outreach**: 19 institutions

**Retention**

## 90% membership retention rate
**4 out of 46 members unable to renew**
(AU, PHSU, Rowan College of South Jersey, and Guttman CC)
Promote membership value: Members Reports

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

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# Outreach and Campus visits: Memberships



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# Costs & Expenditures

Maintain **adequate controls** over costs and expenditures by gathering **in-kind support from HMIs**

| | |
|---|---|
| Expert resources for webinars & events | Promo designs for HETS events and SLS |
| Raffle prizes for SLS | Bb Collaborate license & hosting |
| Host Institution office space and utilities | Ground transportation |

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# Internal & External Visibility
## Virtual Meeting-Editorial Board & Prof. Pura Centeno consultant support



First edition published on the new Open Source platform:
- Provides its users and editors with a better browsing experience
- More agile process for authors and reviewers

**Result: 9** articles published as of December 2022.



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# Internal & External Visibility
## E-mail Campaigns & News



**115**
Strategic email campaigns Fall 2022

**11**
News articles published on HETS website Fall 2022

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# Internal & External Visibility
**Social Media**



**Twitter**

Followers: 902 (2021-2022), 895 (Fall 2022)
Impressions: 15,170 (2021-2022), 5,406 (Fall 2022)

**LinkedIn**

Followers: 575 (2021-2022), 656 (Fall 2022)
Impressions: 15,615 (2021-2022), 5,838 (Fall 2022)

**Facebook**

Likes / Followers: 2,295 (2021-2022), 2,407 (Fall 2022)
Impressions: 32,218 (2021-2022), 15,032 (Fall 2022)

■ 2021-2022    ■ Fall 2022

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# Internal & External Visibility
**Social Media**



**Instagram**

Followers: 473 (2021-2022), 601 (Fall 2022)
Impressions: 9,040 (2021-2022), 1,462 (Fall 2022)

**YouTube**

Subscribers: 412 (2021-2022), 428 (Fall 2022)
Views: 3,936 (2021-2022), 2,390 (Fall 2022)

■ 2021-2022    ■ Fall 2022

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# Metrics of the website



Unique page views

56,194
91,067
78%

Page views

81,092
133,126
64%

■ 2021-2022    ■ Fall 2022

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THE SUMM 2022
STUDENT EXPERIENCE SUMMIT

Internet Society

ICANN
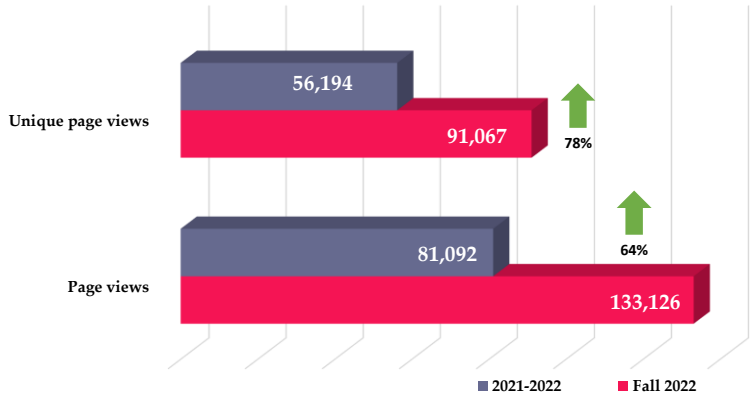
Connect
Connecting People, Places and Ideas

# Alliances & External Relations

virtual educa
Innovación, Desarrollo, Inclusión

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# New Partnerships



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# Distribution of Revenues



Student & Best Practices, $19,550, 8%

Other , 15, 0%

Workshop Registration, $12,800, 6%

Corporate Sponsorships, $22,780, 10%

Membership Dues, $171,650, 76%

**Total: $226,795**

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Thanks for your support!

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