

# HETS



Hispanic Educational Technology Services

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

## **Status Report**

Academic Year 2022-2023

Yubelkys Montalvo, Ed.D.  
Board Meeting at CSUS  
Long Beach, California  
June 29 & 30, 2023

# REPORT BASED ON STRATEGIC CORE AREAS

## 1. Access

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

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## 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.

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## 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.



# Core Area 1:

## Access



# Faculty: HETS Online Journal

	Objectives	Key Activities	Results 2022-2023 VS. 2021-2022
Progress	Publish 4 articles annually (2 per issue) on Hispanic access to Higher Education	Call for Articles and publications	2 articles in Fall and 2 in Spring from 2 *HMI and 2 **NMIs vs. 2 articles from 2 **NMIS
	<b>Exceeding expectations</b>	Expert consultant and Editorial Board meetings	Digital Object Identifier (DOI) per article and New Editorial Platform



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



# 2023 Best Practices Showcase



Progress	Objectives	Key Activities	Results 2022-2023 VS. 2021-2022
	<p>Include at least 3 BPs on the use of technology to help overcome barriers to Hispanic access to Higher Education</p>	<p>Call for Presentations HETS' BPS</p>	<p>2023: 4 presentations from 4 *HMIs vs. 2022: 4 presentations from 3 *HMIs and 1 **NMI</p>
<p><b>Exceeding expectations</b></p>	<p>New track for students focused on Technology Integration</p>	<p>6 Presentations with 11 students from 4 HMIs</p>	



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



# Student: Academic Fair

## The SUMM: Student Experience Summit

First event of this nature celebrated in PR

- **Results: 5,000+** students attended
- **Four (4) HETS Members** took advantage of the HETS Corner:
  1. Albany College of Pharmacy and Health Sciences
  2. Borough of Manhattan Community College
  3. *Universidad Cooperativa de Colombia*
  4. University of Houston Downtown

## Other \*HMLs participated own booths:

1. Albizu University
2. Colegio Universitario San Juan
3. Columbia Central University
4. EDP University
5. Inter American University
6. NUC University
7. Universidad Central del Ecuador
8. University of Puerto Rico
9. UAGM



**HETS**  
Hispanic Educational Technology Services  
IN COLLABORATION WITH:  
**THE SUMM 2022**  
STUDENT EXPERIENCE SUMMIT

IS INVITING YOU TO PARTICIPATE OF THE ACADEMIC SUMMIT WHERE INDUSTRY AND HIGHER EDUCATION WILL MERGE TO OFFER STUDENTS:

- EXHIBITIONS
- EXPERIENTIAL PAVILIONS
- PLENARIES ABOUT THE INDUSTRY AND EDUCATION
- CONCURRENT WORKSHOPS

Register free of charge at: [thesumm.com](https://thesumm.com)

**NOV 30 . DEC 1 . 2022 | 8:00am - 1:30pm**  
Puerto Rico Convention Center

This event is endorsed by: **DEPARTAMENTO DE EDUCACIÓN**

**For more information contact:**  
Dr. Yubelkys Montalvo: [info@hets.org](mailto:info@hets.org) | 787-616-3201  
Jonnathan Falcón: [eventos@thesumm](mailto:eventos@thesumm) | 787-919-0568





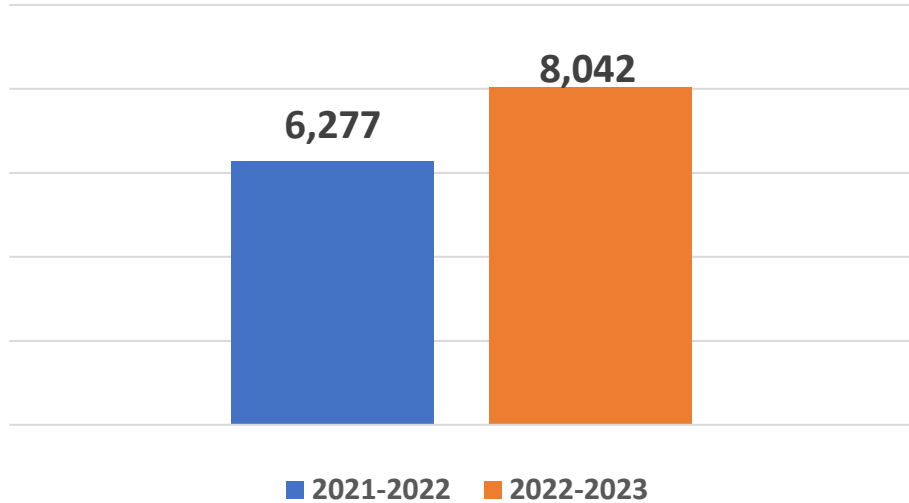
# Save the date: November 14-15, 2023 The Summ: Student Experience Summit

92% of students indicated that The Summ helped them decide their academic & professional future.



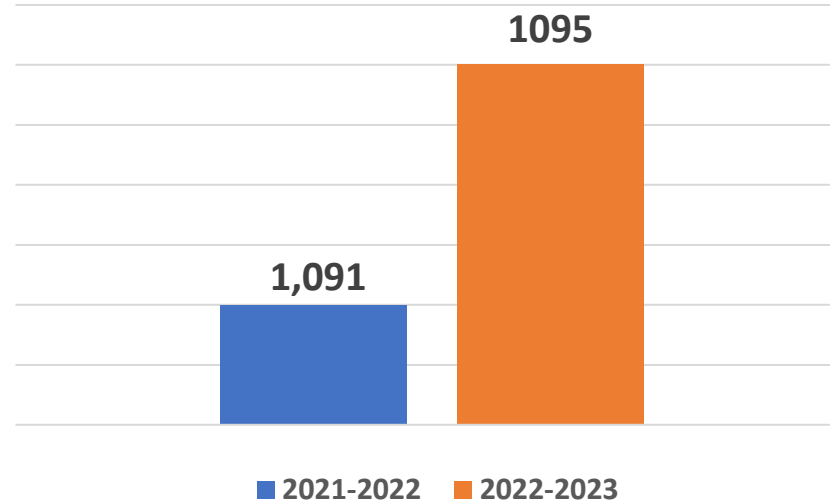
# Usage Peterson's Test & Career Prep

### Peterson's Test Prep



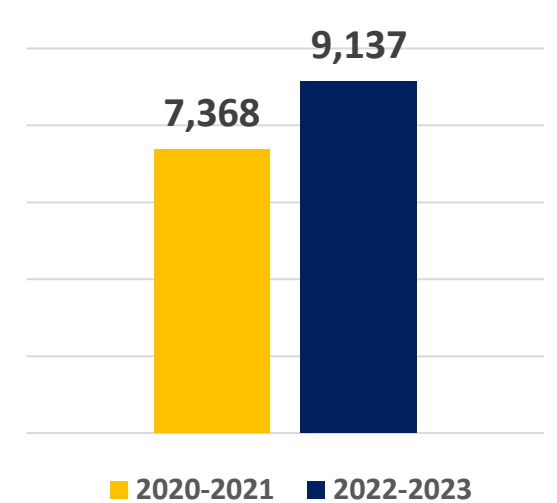
**Total Spring 2023: 1,261**

### Peterson's Career Prep



**Total Spring 2023: 346**

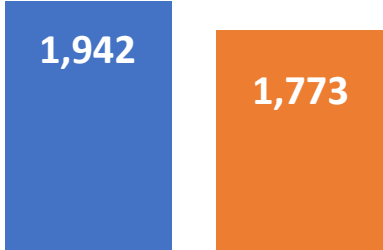
### Totals per year for both 2021-2022 vs. 2022-2023





# Student Leadership Showcase & Fairs

- **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
  - SLS Virtual Spanish Edition: April 2023
  - SLS Virtual English: May 2023
  - EdUAGM College Night: May 2023
- **Results:**
  - **1,140** participants for the SLS Hybrid Spanish Edition
  - **102** participants for the SLS English Edition
  - **423** participants for the SLS Tour Spanish Edition
  - **108** participants for the SLS Tour English Edition



■ 2021-2022 ■ 2022-2023

**STUDENT LEADERSHIP SHOWCASE**

Viernes, 16 de septiembre  
10:00 AM  
Teatro INTER Metro | Zoom

¡Regístrate hoy!  
Libre de costo

**Invierte en tu conocimiento: estudia + emprende + triunfa**

Conoce más sobre las tendencias globales de los mercados y cómo la educación es fundamental para el éxito. Escucha las historias de varios influencers que han logrado su grado académico y han emprendido.

**Moderador:** Dr. Ángel Toledo  
Abogado y consultor

**Panelistas:**

- Arnaldo Santiago**  
"Diary of Trips"  
Bloguero, influencer, y dueño de negocio
- Jafet Santiago**  
"Sparkle"  
Emprendedor y productor en la industria del entretenimiento
- Nicole Chacón**  
Reportera y animadora de noticias  
Noticiero y Viva la Tarde  
Influencer y fundadora de...

¿cómo para registrarte:

**Participa de la rifa (solo para estudiantes):**

- 10 tarjetas Visa de \$100 cada una cortada
- 6 pasajes a varios destinos del Caribe: Thomas, 2 a Santa Cruz y 2 a...

**LEADERSHIP SHOWCASE**

30 years  
**HETS**  
Hispanic Educational Technology Services

Friday, December 2, 2022  
3:00 p.m. - 4:30 p.m. (AST/ PR Time)  
Zoom

**Social Emotional Intelligence**

Learn social emotional intelligence strategies and their application to daily life, communication processes and leadership. Finally, learn how to develop yourself to be an emotionally intelligent leader!

**Dr. Bárbara Flores Caballero**  
Assistant Professor, Bronx Community College (CUNY), New York

How to register free of charge: [www.hets.org](https://www.hets.org) (Next events)

Participate in the raffle (only for students):

- 11 Amazon card of \$50
- 14 Amazon card of \$25

CampusCare | anthology



# Student Leadership Tours & Fairs



**HETS**  
STUDENT LEADERSHIP  
SHOWCASE



30 years  
**HETS**  
Hispanic Educational Technology Services

📅 **Viernes, 14 de abril 2023**  
🕒 **10:00 a.m. - 11:30 a.m. (EST | Hora de Puerto Rico)**  
📍 **Zoom**



**Marca personal 101: cómo definir tu propósito y encontrar tu voz**

**Jonnathan Falcón**  
Fundador y Estratega de Marca de Pinomo



**Presentación proyecto estudiantil: Lunar 3D Printer**

**Iris Bernard y Sebastián Medina**  
Estudiantes, Universidad Interamericana de Bayamón

Regístrate libre de costo aquí: [hets.org](https://hets.org) (Next events)

Participa de la rifa (solo estudiantes):  
• (4) Tarjetas de regalo de Amazon \$25














**HETS**  
STUDENT LEADERSHIP  
SHOWCASE



30 years  
**HETS**  
Hispanic Educational Technology Services

📅 **Friday, May 12, 2023**  
🕒 **2:00 p.m. - 3:30 p.m. (EST | Puerto Rico Time)**  
📍 **Zoom**

**What is your IX: Expert discussion about how to navigate when Title IX and Cancel Culture clash on your college campus.**



**Dr. Jesenia Minier**  
Chief Diversity Officer/ADA and Title IX Coordinator  
Western Connecticut State University

You will learn what Title IX is. We will have an expert discussion that will help you answer your questions and help you navigate when Title IX and culture collide on a college campus.

Register free of cost here: [hets.org](https://hets.org) (Next events)

Don't miss the raffle (only for students):  
• (4) Amazon card of \$25














HETS

Hispanic Educational Technology Services

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



# Core Area 2:

## Retention and Successful Completion



# Faculty: HETS Online Journal

	Objectives	Key Activities	Results 2022-2023 VS. 2021-2022
<b>Progress</b>	Publish 6 articles annually (3 per issue) on Hispanic access to Higher Education	Call for Articles and publications	4 articles (2 in Fall & 2 in Spring from 3 *HMI & 2 **NMIs) vs. 7 articles (3 in Fall from 2 *HMIs & 4 in Spring from 2 *HMIs and 1 **NMI)
	<b>Exceeding expectations</b>	Expert consultant and Editorial Board meetings	Digital Object Identifier (DOI) and New Editorial Platform



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



# Faculty: Best Practices Showcase



	Objectives	Key Activities	Results 2022-2023 VS. 2021-2022
<b>Progress</b>	Include at least 3 BPs on the use of technology to improve Hispanic student retention levels	Call for Presentations HETS' BPS	<p>2023 BPS: 5 presentations from 4 *HMIs &amp; 1 **NMI</p> <p>vs.</p> <p>2022 BPS: 6 presentations from 4 *HMIs &amp; 1 **NMI</p>
	<b>Exceeding expectations</b>	New presenters from *HMIs and **NMIs	13 out of 40 presenters



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



# Online Resources for Students



## Objectives

Achieve at least **5,000 unique visits** to the student support sections at the Student Placita



## Key Activities

E-mail Campaigns, Webinars, & Ambassadors Program

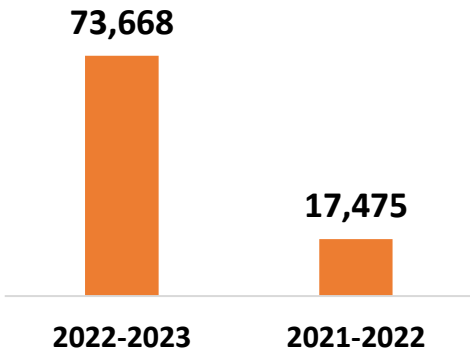
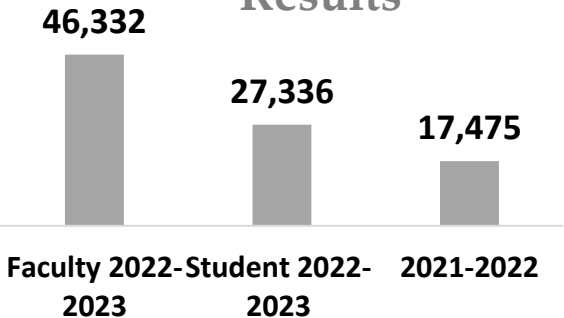


## Results



Increase the number of **unique visits by 25% annually** to the Virtual Plaza during Year 3 (36,557) & Year 4 (35,807)

E-mail Campaigns, virtual trainings & Ambassadors Program



321%



# Student: SLS & Services Trainings 2022-2023



30 years HETS Hispanic Educational Technology Services

Recursos / servicios disponibles en: THE VIRTUAL PLAZA STUDENT PLAZA

**WEBINAR EN ESPAÑOL**  
**EL PERFIL INDICADO PARA LA BECA DE TUS SUEÑOS**

FECHA: VIERNES, 31 DE MARZO DE 2023  
 HORA: 2:00-3:00 P.M. (EST/ HORA DE PUERTO RICO)  
 MODALIDAD: VÍA ZOOM  
 REGISTRO: HETS.ORG (BAJO NEXT EVENTS)

¡WEBINAR LIBRE DE COSTO!

@HETSORG

**Solimar Marie Álvarez Cruz**  
 Estudiante de la Universidad de Puerto Rico, Recinto de Aguadilla



30 years HETS Hispanic Educational Technology Services

Recursos / servicios disponibles en: THE VIRTUAL PLAZA STUDENT PLAZA

**WEBINAR EN ESPAÑOL**  
**EL PODER DE LAS PALABRAS**

FECHA: VIERNES, 24 DE FEBRERO DE 2023  
 HORA: 10:00-11:00 A.M. (AST/ HORA DE PUERTO RICO)  
 MODALIDAD: ZOOM  
 REGISTRO: HETS.ORG (BAJO NEXT EVENTS)

¡WEBINAR LIBRE DE COSTO!

@HETSORG

**Dr. Gabriel Paizy,**  
 Decano de la Escuela de Comunicación Ferré Rangel de la Universidad del Sagrado Corazón y fundador de En Buen Español



Objectives

Develop mini-workshops focused on specific student support skills

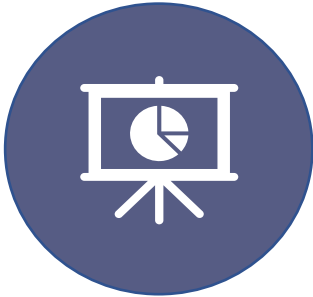
Train student support staff from **at least 80% of \*HMIs in Puerto Rico** by June 30, 2022



Key Activities

SLS + Webinars

SLS + Virtual Trainings



Results

2022-2023:  
 4 SLS & Tours + 10 webinars  
**6,439** registrants  
 v.s.  
 2021-2022:  
 4 SLS & Tours + 12 webinars  
**7,201** attendees

**100% (16) HMIs** trained

\* HMI : HETS Member Institution



# Student: Services Trainings 2022-2023



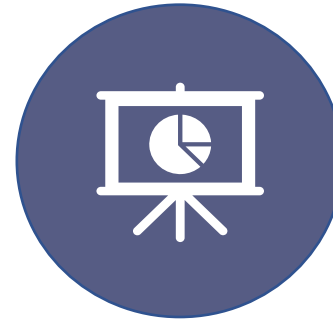
## Objectives

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



## Key Activities

Virtual presentations



## Results

Fall & Spring: 46 student support staff from 6 Members in PR (AU, EDP, UCCaribe, UPR, UAGM, CUSJ), UCColumbia & 4 in the US (CSUF, WCSU, LTCTS & TCC)

vs.

2021-2022: 63 student support staff trained from 6 Members in PR & 5 in the US





# Student Ambassadors Program



## Objectives

Recruit & train  
**30 student ambassadors** from  
**\*HMIs in PR in Year 1**  
&  
**20 from \*HMIs in the US** in Year 2.



## Key Activities

### Recruitment & training



## Results

**May 2023:**  
9 (8 PR & 1 from US)  
vs.  
**May 2022:** 12  
(10 PR, 1 US & 1 COL)

### Outreach efforts

**May 2023**  
**51%**  
( 4,550 out of 8,889)  
vs.  
**May 2022**  
**33%**  
(2,974 out of 8,889)



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



# Results SLS & Webinars evaluations surveys

**!** Over 55% of respondents responded that they did not know their institution's password to access Peterson's Test Prep and Peterson's Career Prep vs. 50% in 2021-2022



- ✓ **Peterson's Career Prep (former CT) services:**
1. Job Search
  2. Templates to create resume
  3. Explore New Careers and Career and College Information

- ✓ **Peterson's Test Prep (former TERC) services:**
1. Practice exams
  2. Electronic books
  3. Scholarship information

- ✓ **Recommended strategies to promote HETS services among students, faculty and staff at their Institutions are:**
1. Send information about HETS services by email
  2. Invite students, faculty and staff from your institution to HETS events
  3. Posting information from HETS services on social media (Facebook and Instagram)

- ✓ **Main needs for students at your Institution are:**
1. Search for scholarships
  2. Search for jobs
  3. Promotion of internship opportunities in agencies and organizations

- ✓ **Ways they consider most efficient to receive information from HETS are:**
1. Emails of your institution
  2. HETS Emails
  3. Email invitations to participate in HETS events

- ✓ **Students: Other events would you like HETS to develop, and which topics?**
1. Strategic Leadership
  2. Emotional Intelligence & AI
  3. Effective communication

- ✓ **Faculty: Other events would you like HETS to develop, and which topics?**
1. LMS Management
  2. Artificial Intelligence and Chat GPT
  3. Student Retention



# Core Area 3:

## Online Learning and Technology Integration



# Faculty: HETS Online Journal

	Objectives	Key Activities	Results 2022-2023 VS. 2021-2022
<b>Progress</b>	Publish 6 articles annually (3 per issue) on on online learning to Higher Education	Call for Articles and publications	9 articles: 5 rticles in Spring and 4 in Fall from 6 *HMIs & 3 **NMIS vs. 7 articles: 3 articles in Fall 2021 from 2 *HMIs & 4 in Sring 2022, 4 from 2 *HMIs and 1 **NMI
	<b>Exceeding expectations</b>	Expert consultant and Editorial Board meetings	DOI implementation and new editorial platform



# Faculty: 2023 Best Practices Showcase



Objectives

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

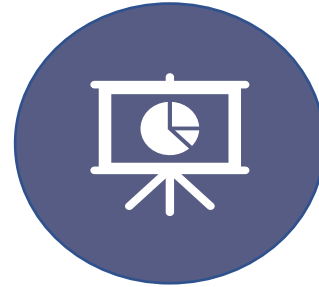
Exceed by **20%** BPS participants



Key Activities

**Call for Proposals**

**Conference program and e-mail campaigns**



Results

2023 BPS: 9 presentations from 7 \*HMIs

vs.

2022 BPS: 12 presentations from 9 \*HMIs & 1 \*\*NMI

145 registered in 2023 vs.

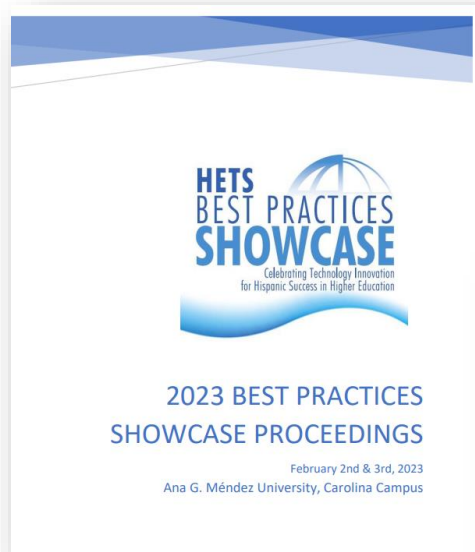
**131** registered in 2022



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



# BPS



HETS. 2023 Best Practices Showcase. Proceedings, February 2<sup>nd</sup> & 3<sup>rd</sup>, 2023

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## 2023 Best Practices Showcase Proceedings now available



HETS is pleased to announce the 2023 Best Practices Showcase Proceedings (BPS) to summarize the insightful research and work of this event's

speakers for future reference. This Conference Proceedings is an Open Access research repository that contains the permanent records of the research generated.

This year's HETS BPS featured more than 20 presentations highlighting innovative projects in the tracks of Access, Retention, Online Learning and Technology Integration, and for the first time, we opened a new track to forum talented students who showcased innovative projects they had been working within the academia.

HETS Best Practices Showcase is a space for knowledge-sharing to find solutions

HETS. 2023 Best Practices Showcase. Proceedings, February 2<sup>nd</sup> & 3<sup>rd</sup>, 2023.

A. Howard and S. Mejia

### STUDENT RETENTION AND ENGAGEMENT THROUGH SMALL BUSINESS INTERNSHIPS

#### Presenters

Assuanta Howard  
LaGuardia Community College (New York, USA)  
[ahoward@lagcc.cuny.edu](mailto:ahoward@lagcc.cuny.edu)

Sandra Mejia  
LaGuardia Community College (New York, USA)  
[smejia@lagcc.cuny.edu](mailto:smejia@lagcc.cuny.edu)

#### Abstract

In the Fall of 2021, a small business internship program was piloted at LaGuardia Community College that connects historically underrepresented college students with local small businesses. The project targets small business owner engagement, provides a rigorous matching and curation process, offers a comprehensive training curriculum, and fair wages for interns, aligns Work-Based Learning elements, and provides students with career engagement and exposure. By providing resources and pathways, the project creates a win-win situation in communities, addressing challenges small businesses and college students face. The rigorous matching and curation process saves time and effort for small business owners while providing students with higher engagement and commitment. The project also provides timely training, individualized coaching, and other resources to guide both small business owners and students through a successful internship. The program offers interns a fair wage to ensure greater diversity and equity within the program. Overall, the program is designed to incorporate elements of Work-Based Learning to provide students with increased career opportunities and exposure. The project can be considered a best practice and should be replicated due to its unique components and ability to address challenges faced by small businesses and college students in communities.

#### Key Words:

Small business engagement, first-generation students, student retention, internships, experiential learning, work-based learning, career exposure, professional development, skill building, community engagement, economic growth

Published on HETS website in May 2023, the **2023 Best Practices Showcase Proceedings** (BPS) is an Open Access research repository that contains the permanent records of the research generated.

HETS presenters were invited to submit their presentations abstracts for to showcase the insightful research and work of this event's speakers for future reference.



# Faculty: HOJ & Metrics



## Objectives

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

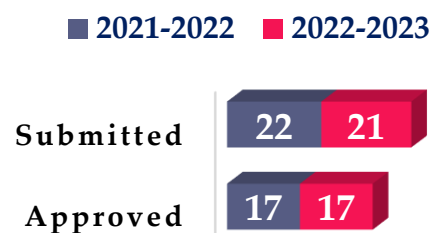


## Key Activities

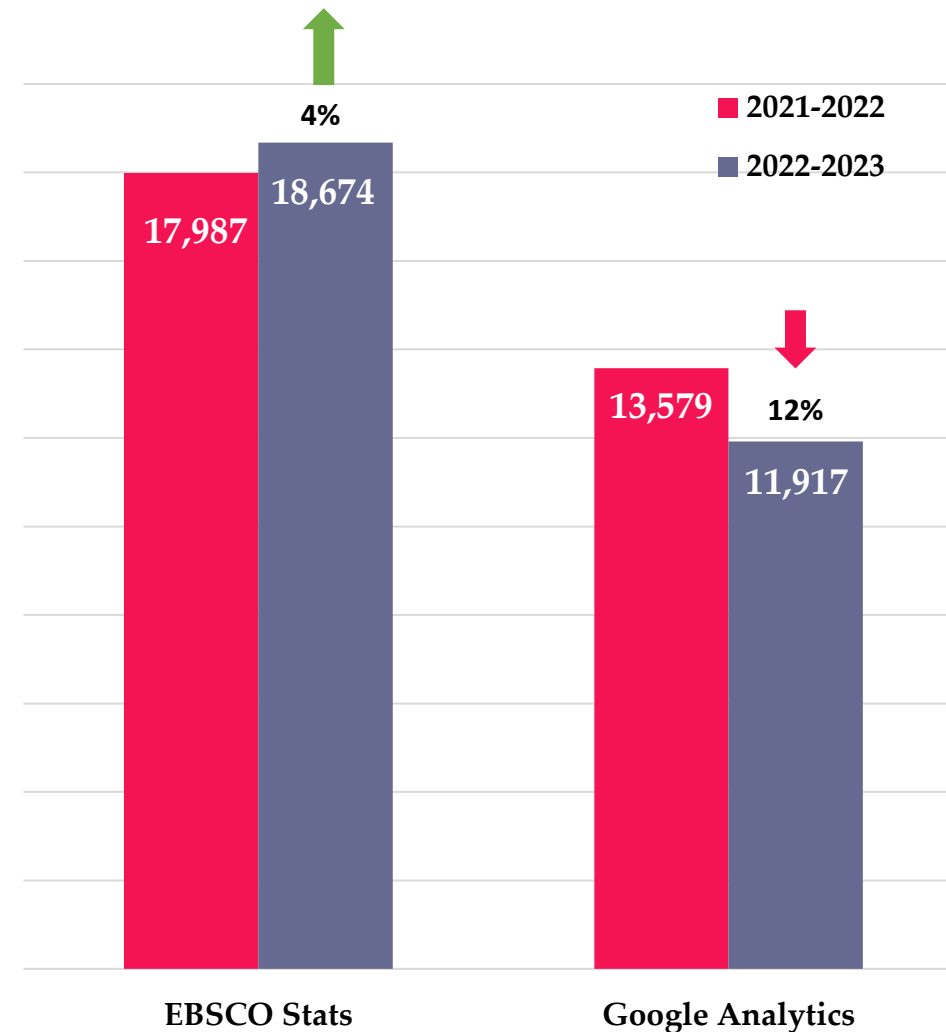
Call for articles, Evaluate and publish



## Results



## Views



English





English



# Total of SLS + Tours + Webinars (21 vs. 16)

## Total Event Registrations

**30 years**  
**HETS**  
Hispanic Educational Technology Services

Recursos / servicios disponibles en:  
**THE VIRTUAL PLAZA**

**WEBINAR EN ESPAÑOL**  
**PRODUCTIVIDAD Y MANEJO DEL TIEMPO... ¿CÓMO LO LOGRO?**

FECHA: VIERNES, 10 DE MARZO DE 2023  
HORA: 10:00-11:00 A.M. (AST/ HORA DE PUERTO RICO)  
MODALIDAD: VIA ZOOM  
REGISTRO: HETS.ORG (BAJO NEXT EVENTS)

**¡WEBINAR LIBRE DE COSTO!**

**Dra. Angie Escalante Santana**  
Directora y miembro de la facultad de la Universidad Politécnica de Puerto Rico

**30 years**  
**HETS**  
Hispanic Educational Technology Services

Resources / services available at:  
**THE VIRTUAL PLAZA**

**WEBINAR IN ENGLISH:**  
**CYBERSECURITY: PREPARING THE UNTAPPED HISPANIC COMMUNITY FOR THE PROFESSION**

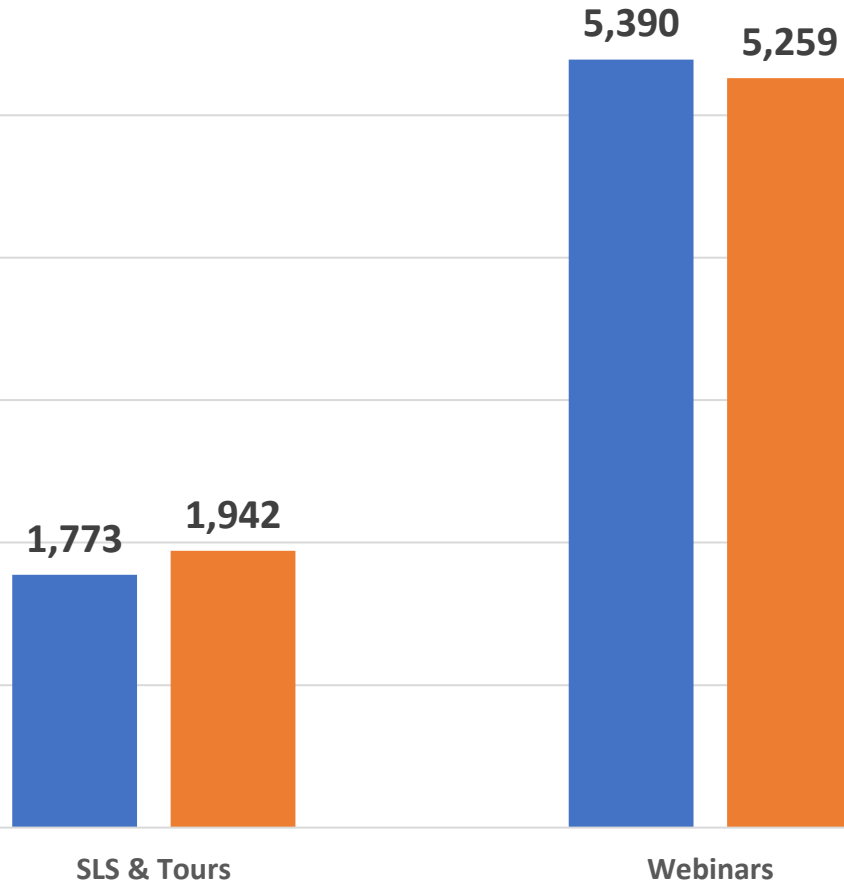
DATE: THURSDAY, APRIL 20, 2023  
TIME: 3:00-4:00 P.M. (EST / PUERTO RICO TIME)  
MODALITY: VIA ZOOM  
REGISTER: HETS.ORG (NEXT EVENTS)

**WEBINAR FREE OF CHARGE!**

**Shalom Cohen**  
President at  
EZ Tech Assist

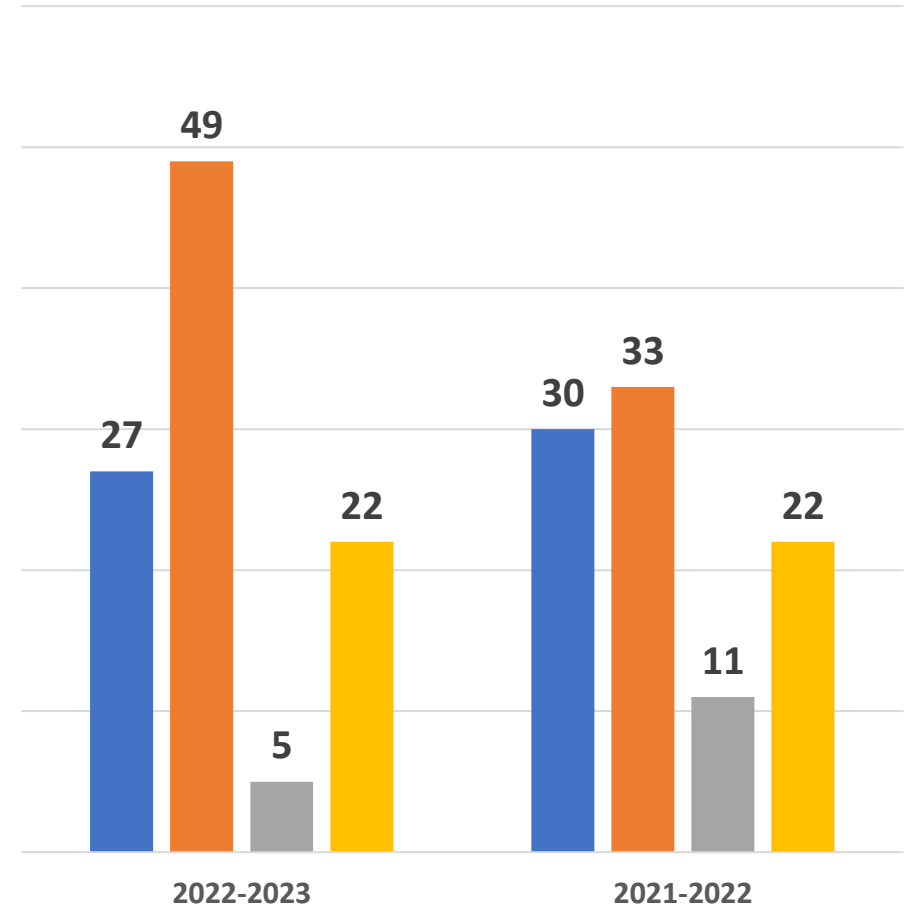
**Amy Ramson, Esq.**  
Professor  
Hostos Community College

**Lisanette Rosario**  
Director of Career Services



■ 2022-2023 ■ 2021-2022

## Participating Institutions



■ HMI ■ NHMI ■ International Institutions ■ Organizations

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

# Online Workshops available



## Objectives

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



## Key Activities

**Online and in-person workshops**

## Workshop availables

### English

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

### Spanish

- ***Retención en línea: elementos básicos para un diseño instruccional efectivo***
- ***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***



# Online Workshops offered



Results

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

## Workshops offered

### Spanish

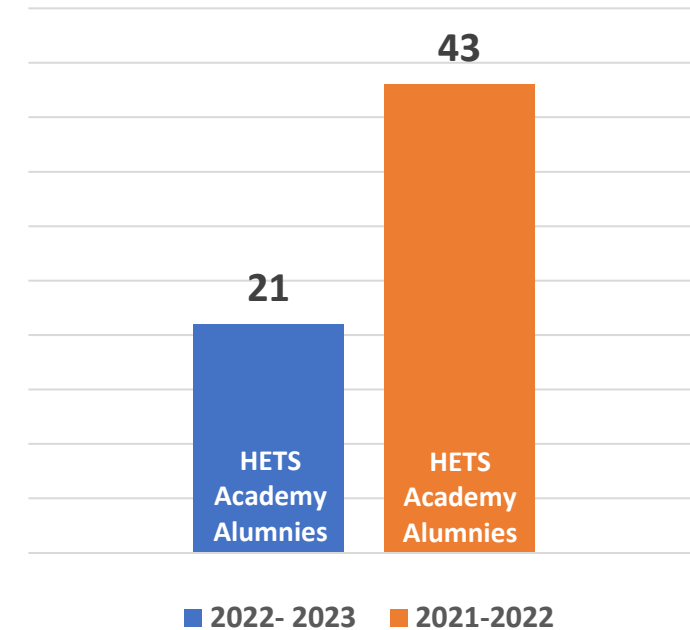
- **Two sessions of: Retención en línea: elementos básicos para un diseño instruccional efectivo (27 participants)**
  - Fall 2022: 15 participants from EDP, NUC, UPR, UCCaribe, IAUPR & PUCPR
  - Spring 2023: 12 participants from UAGM, NUC, EDP, Huertas & CCU
- **In-person workshop to UCCaribe: Online and Hybrid Teaching-Learning for Higher Education**
  - 30 participants from UCCaribe



# HETS Learning Technologies Leadership Academy (H-LTLA)



## Academy Participants



**2022- 2023: 2 editions with 21 participants from 16 HMIs (EDP, ICPR, UPR, AC, CU, NUC, IAUPR, UCC, BMCC, BCC, LaGuardia, LCTCS, NJCU, SEMO, UTRGV, CSUSB)**

**vs.**

**2021-2022: 2 editions with 43 participants from: 5 \*HMIs (EDP, Atenas, UPR, UCCaribe & UCColombia)**



# HETS Learning Technologies Leadership Academy (H-LTLA)

## HETS first digital badges to the Leadership and Learning Technologies Academy June 2023 Edition Alumni



of teaching and learning technologies.

The Hispanic Educational Technology Services (HETS) is delighted to grant its first digital badges to the HETS Leadership and Learning Technologies Academy Alumni. HETS delivered to 21 participants selected, who completed the June 2023 English and Spanish Academy sessions offered concurrently. The HETS Academy is a professional development program focused on enhancing the skills and knowledge of those professionals contemplating leadership positions in distance education. Its primary objective is to develop the next generation of leaders in Hispanic Serving Institutions (HSIs) by promoting and facilitating the adoption

*Credly*

Your badges were issued successfully!



Your file "List\_digital\_badges\_June\_2023.csv20230627-44-t096dc" with 21 records was successfully uploaded and processed 27 Jun 2023 at 6:47PM



# Trainings Faculty & Students



## Objectives

**Train at least 100**  
faculty members



## Key Activities

**Webinars,  
Workshops, &  
HETS Academy**



## Results

**Total registrants:**  
**5,468**  
**(2022- 2023)**  
**vs.**  
**7,328**  
**(2021-2022)**



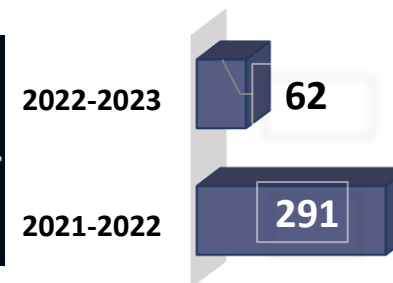
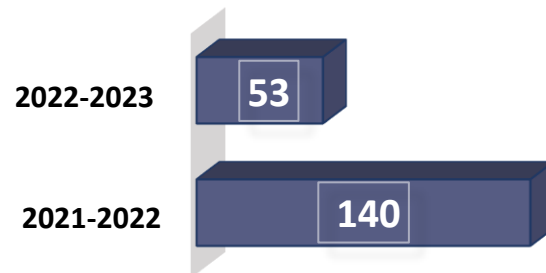
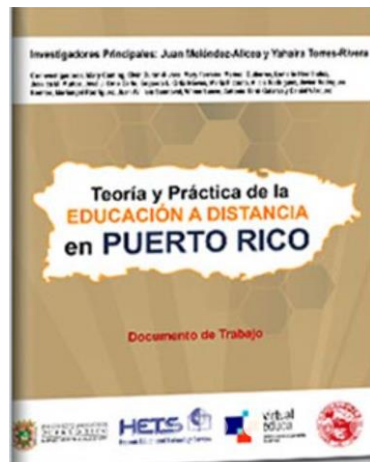
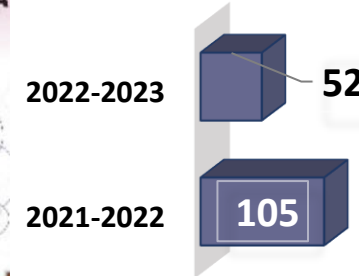
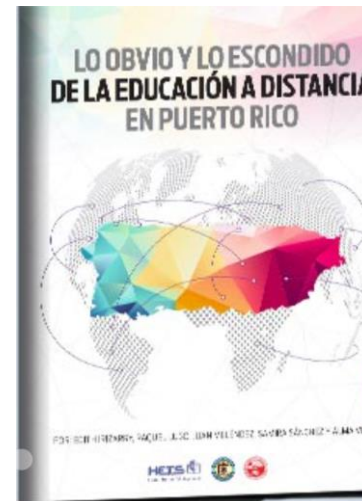
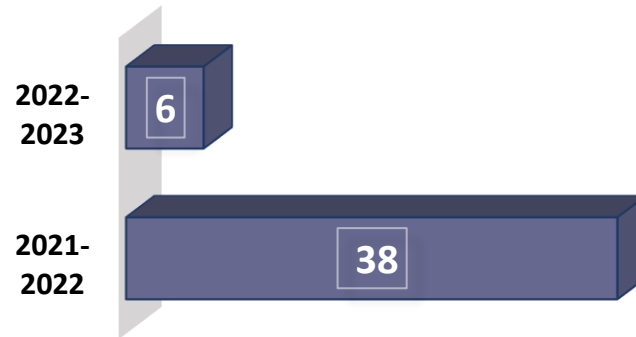
I enjoyed the participation and collaboration among attendees. Everyone contributed by sharing their experiences and interacting with the presenters. Having a variety of expert participants from different positions and institutions makes the sessions more enjoyable, sharing different points of view.

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

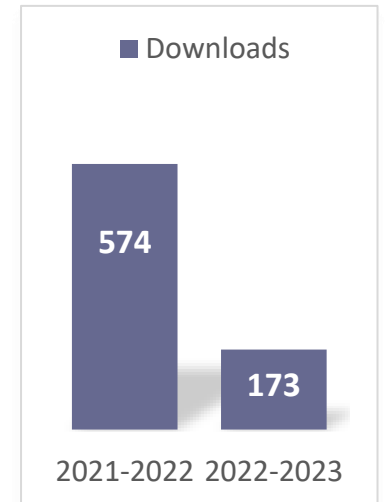
Grateful for the opportunity to receive knowledge from professionals and experts in the field of education. They were certainly pertinent and very appropriate topics for leaders in this field.



# Research Reports: Downloads



## Overall Results

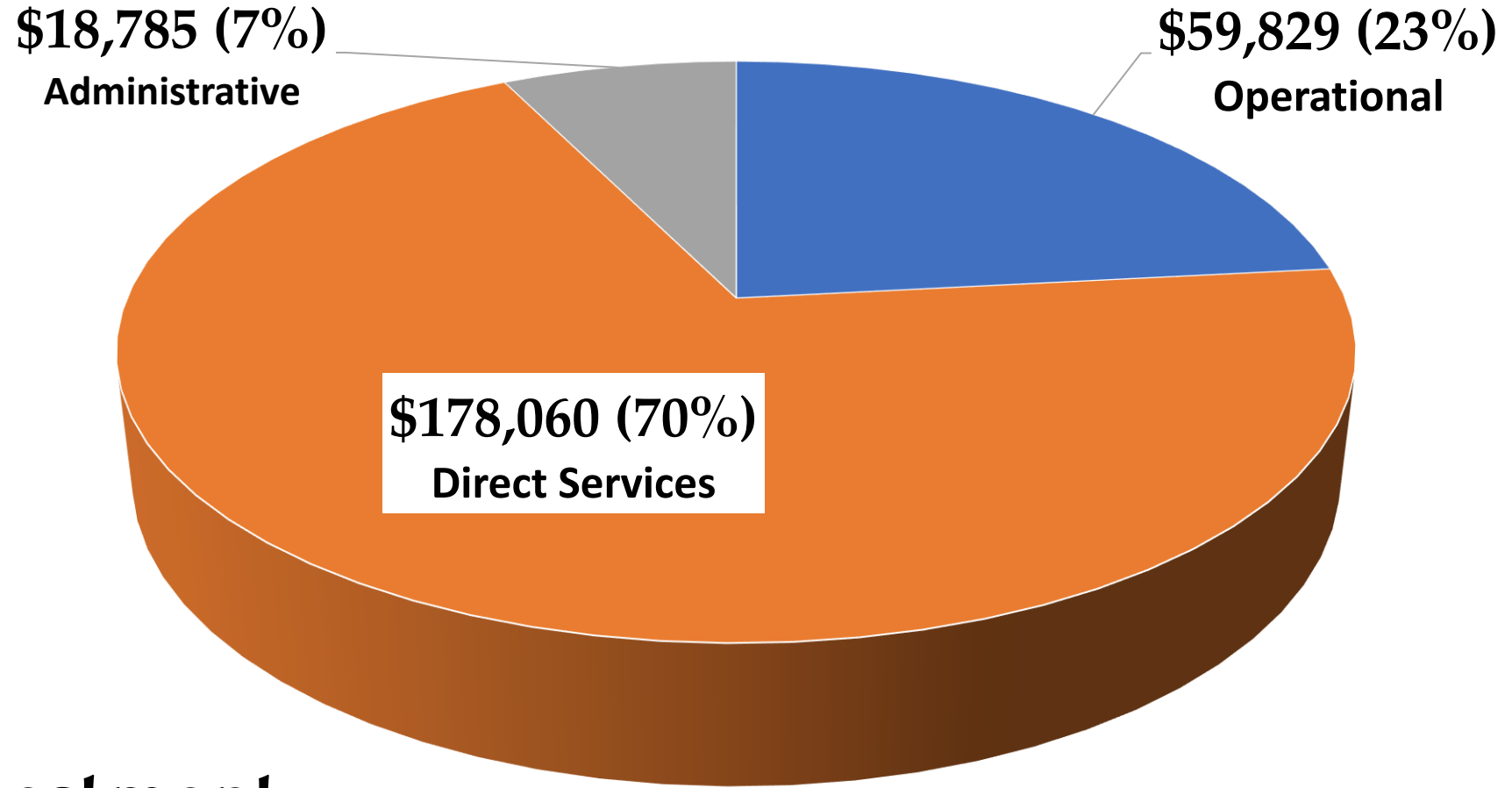


Total downloads:  
2,730





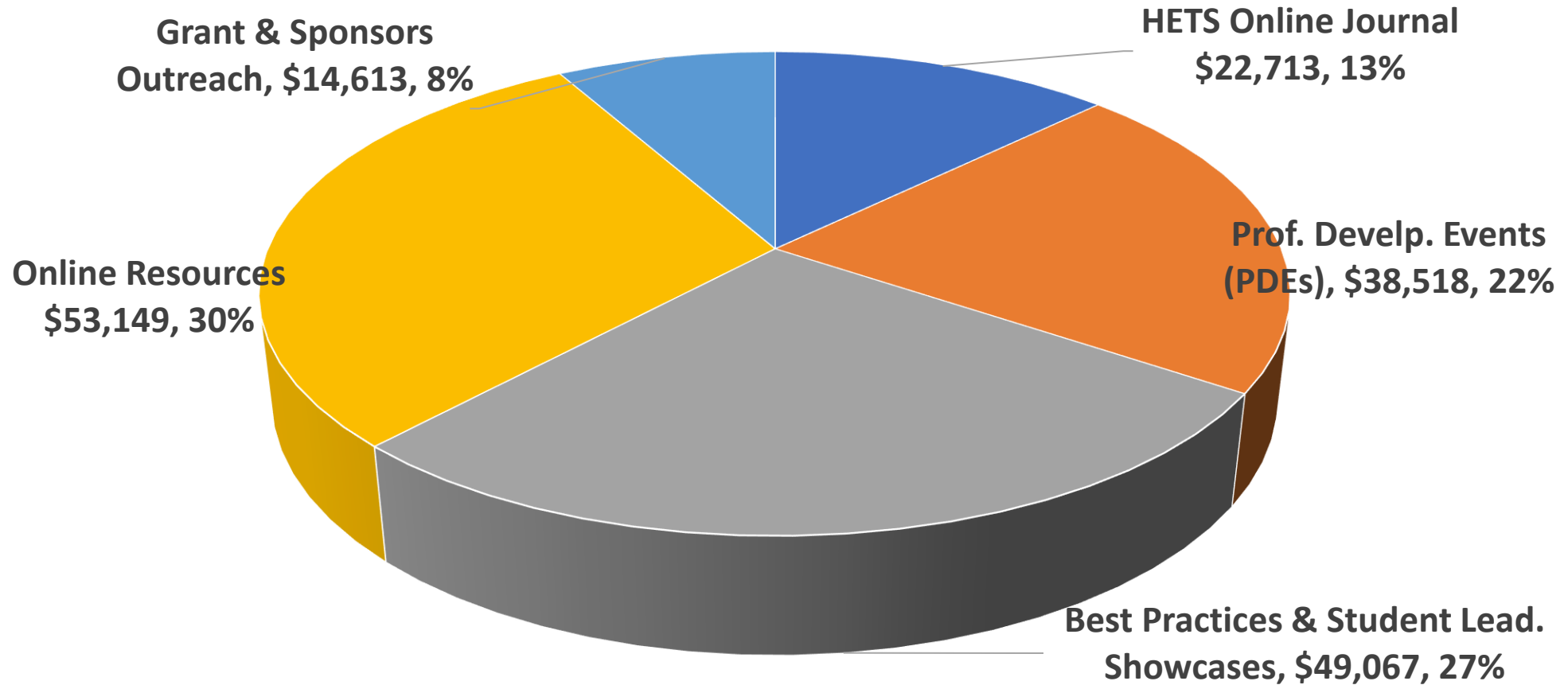
# Distribution of Expenses 2022-2023



**Total Investment:**  
**\$256,674**



# Investment in HETS Direct Services



**Total: \$178,060**



# Growth and Development

Our path to continuous  
sustainability



# Key Accomplishments: Memberships

7 New Members



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**

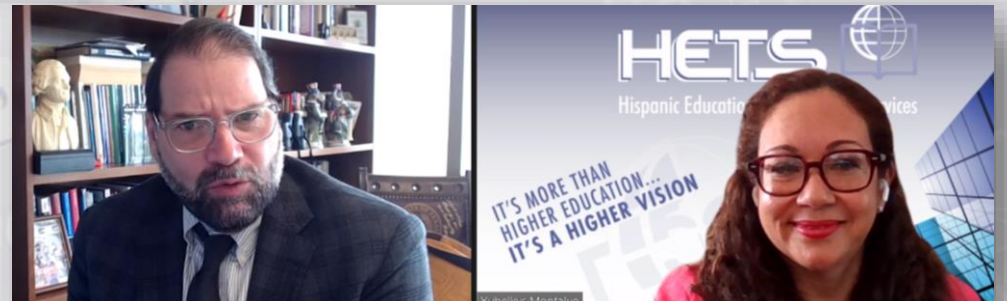
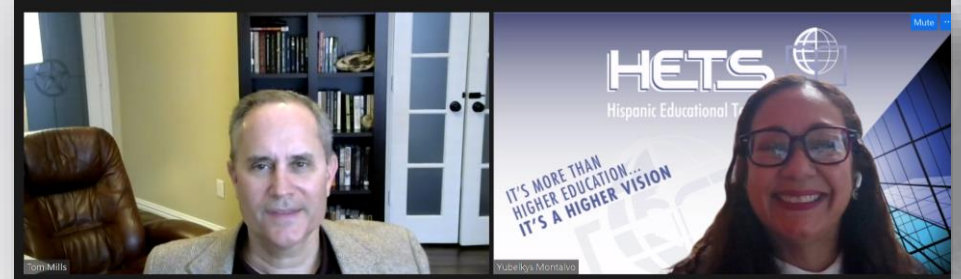
**4 out of 46 members unable to renew**

(Antillian Univ., PHSU, Rowan College of South Jersey, and WCSU)

Promote membership value: Members Reports



# Outreach: Membership



# Campus visits: Membership



HETS

Hispanic Educational Technology Services

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



# 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



# Internal & External Visibility

Editorial Board Virtual Meetings & Prof. Pura Centeno, Expert Consultant



Second edition published on the new Open Editorial platform:

- Provides its users and editors with a better browsing experience
- More agile process for authors and reviewers

**Result: 17 articles published**





# Internal & External Visibility

## E-mail Campaigns & News



**115 + 59 = 174**

Strategic email campaigns  
Fall 2022



**11 + 9 = 20**

News articles published on HETS website  
Fall 2022

## HETS News



THE ENGLISH AND SPANISH EDITIONS OF THE HETS LEADERSHIP AND LEARNING TECHNOLOGIES ACADEMY (H-LTLA) WERE OFFERED CONCURRENTLY TO 21 PARTICIPANTS FROM PUERTO RICO, COLOMBIA AND THE UNITED STATES

(Spanish version below) HETS offered for the first time the HETS Leadership and Learning Technologies Academy (H-LTLA) the English and Spanish editions concurrently to 21 participants selected from 16 of its member institutions in Puerto Rico, Colombia, and the United States. Held from June 6 to 9, 2023, the Academy is a professional development program...



HETS ANNOUNCES THE PUBLICATION OF THE SPRING ISSUE OF THE ONLINE JOURNAL ON ITS NEW PLATFORM

(Spanish version below) The Hispanic Educational Technology Services (HETS) Consortium is pleased to announce the publication of the Spring Issue of its peer-reviewed Online Journal (HOJ). This edition of the Journal is published on the new Open Journal platform, which now provides its users and editors with a better browsing experience and allows those who submit their articles for consideration a quick evaluation process and a more agile...

[CONTINUE READING](#)

# Internal & External Visibility

Social Media as @hetsorg



- 12

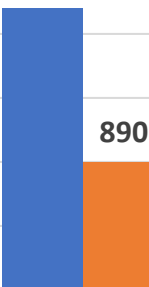


+ 148



+ 148

902



Followers

15,170



Impressions

6,181

723



Followers

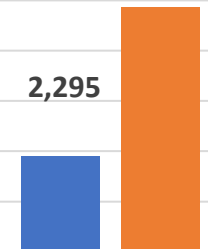
15,615



Impressions

12,321

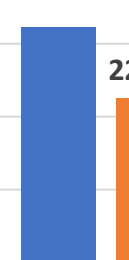
2,443



Likes / Followers

2,295

32,218



Impressions

22,476

2021-2022

2022-2023

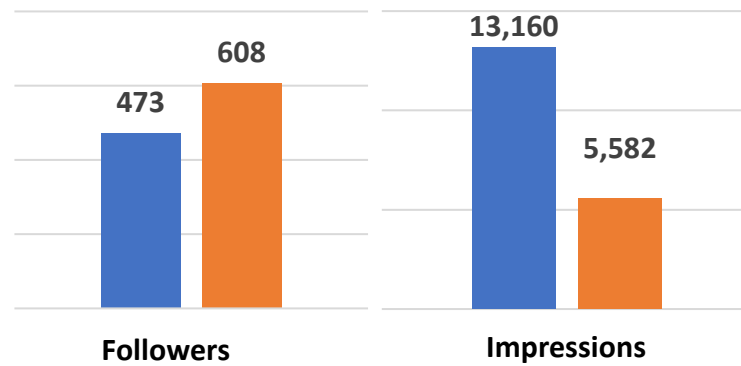


# Internal & External Visibility

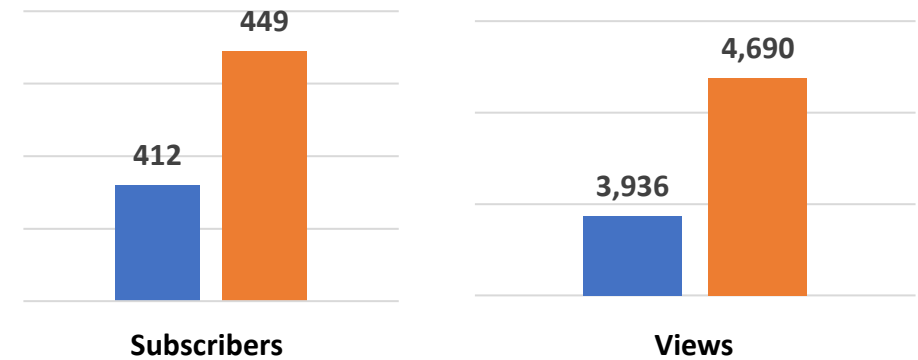
Social Media as @hetsorg



+ 135



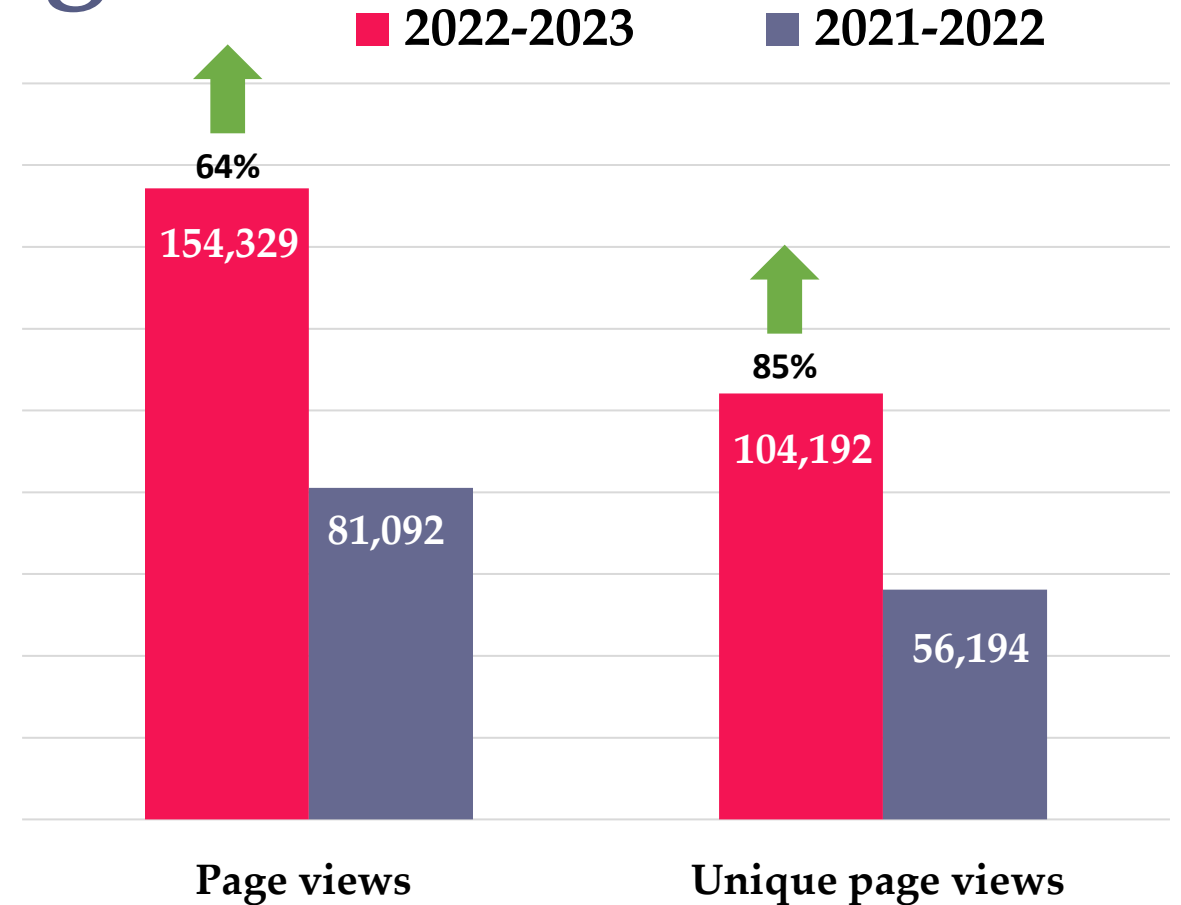
+ 30



■ 2021-2022   ■ 2022-2023



# Metrics of the hets.org



# Internal Visibility and Invitations





# Alliances & External Relations



Credly  
by Pearson



EDUTECHLoft

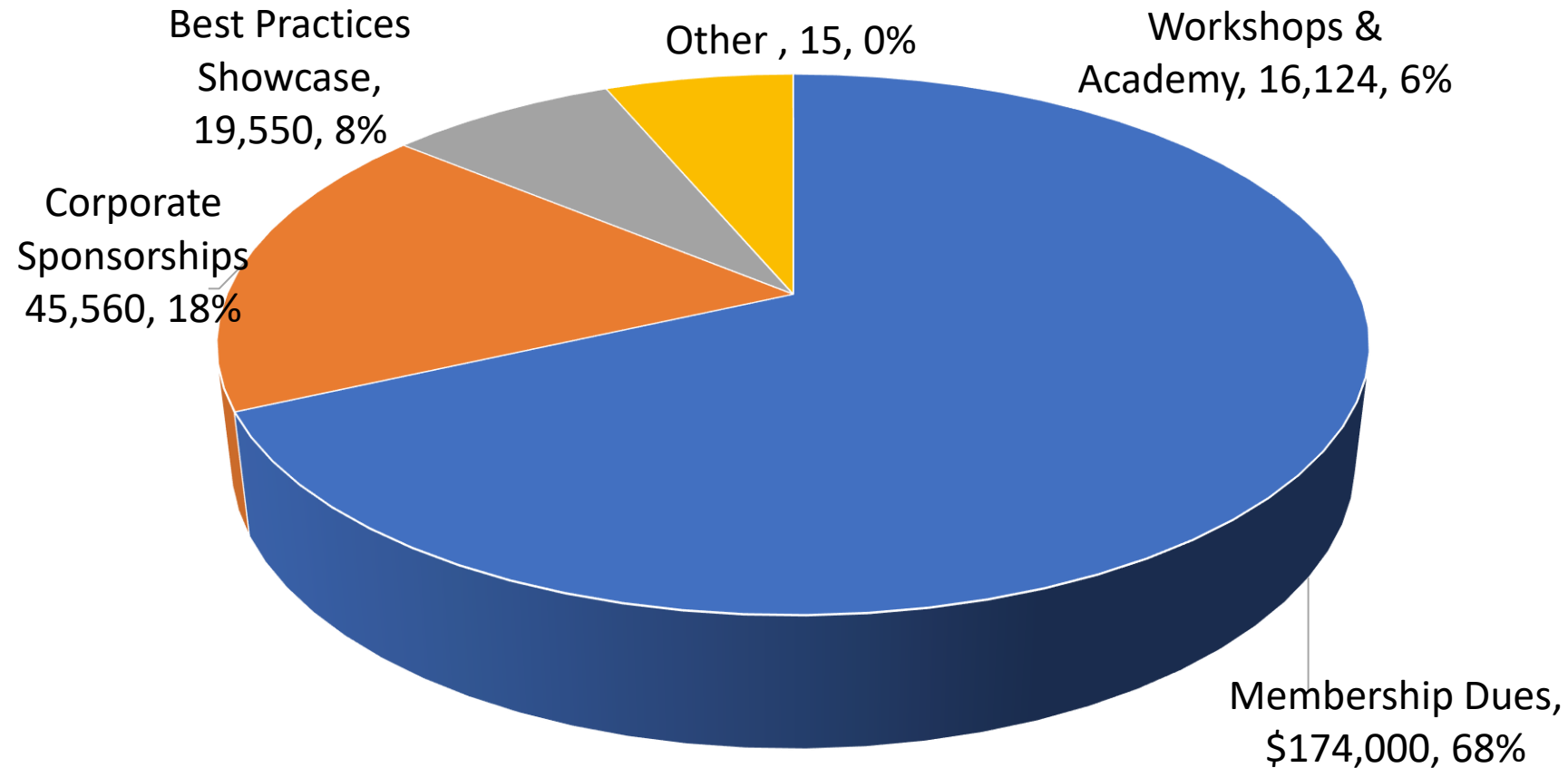


iMEX

# New Partnerships



# Distribution of Revenues



**Total: \$255,249**







Thanks for your support!

