



ADVANCING STUDENT SUCCESS THROUGH THE SEAL OF EXCELENCIA

Flex Day Presentation

September 21, 2026

AGENDA

- What is the Seal of Excelencia Framework
- Data Institute
- Example of Excelencia – Transfer Academy
 - *Telling our Story through Data*
- Activity
- Timeline

WHAT IS THE SEAL OF EXCELENCIA?

Excelencia in Education partners with colleges and universities to advance excellence for Latino students knowing that an intentional, mission-driven investment in serving them ensures all students, their communities, and our country are served.

The Seal of Excelencia framework reinforces four essential components of higher education value: 1) Ensuring all students succeed; 2) Supporting continuous improvement institution-wide; 3) Enhancing economic/social mobility; and 4) Demonstrating effective use of public funds.

SEAL OF EXCELENCIA FRAMEWORK

Data

Institutions collect, disaggregate, and analyze three to five years of data for impact in six key data areas:

1. **Enrollment** of Latino, and all, students;
2. **Retention** of Latino, and all, students;
3. **Transfer** in and out of Latino, and all, students;
4. **Financial support** of Latino, and all, students;
5. **Representation** of Latino, and all, in administration, faculty, and staff to further model success; and,
6. **Degree completion** of Latino, and all, students.



2026 SEAL OF EXCELENCIA DATA INSTITUTE

Day One: Building Data Informed Culture

- *Identify data needs and sources.*
- *Examine institutional structures and governance of place-based dashboards*
- *Learn from Seal of Excelencia representatives.*
 - SAC
 - CSUSM <https://www.csusm.edu/hsi/seal-of-excelencia.html>

Day Two: Key Data Questions for Serving

- *Examine how to use disaggregated data to inform who you SERVE and who needs to be served.*
 - Disaggregated vs Intersectional data
- *Learn how to use disaggregated data to inform strategies, practices, and initiatives to more intentionally SERVE Latino, and all, students.*
 - Creating Personas - Personas are a representation of your student

Day Three: Leveraging & Making Sense of Disaggregated Data to SERVE

- *Learn strategies for disaggregated data*
 - Five Strategies for Using and Making-Sense of Data Disaggregated by Race in Equity-Minded Ways.
- *Learn ways of thinking that avoid deficit-mindedness*
 - Action-oriented
- *Examine recent research*

Integrating Excelencia Work with Campus Initiatives

Operationalizing Data Institute Insights to Expand IR Capacity, Empower Staff, and Ensure Fall SSITA Readiness

QUADRANT 1



Campus Engagement & Narrative

- **Faculty Flex Presentation:** Share key takeaways and insights from the Data Institute.
- **Humanize Data:** Personify quantitative data by pairing metrics with authentic student stories.
- **Inclusive Dialogues:** Engage Faculty, Staff, Managers, and Students in joint discussions.

QUADRANT 2



IR Capacity & Data Infrastructure

- **Expand IR Support:** Secure additional Institutional Research capacity to meet growing demand.
- **Empower Data Usage:** Enable campus teams to actively leverage data for decision-making.
- **Scale Analytics:** Build infrastructure for continuous monitoring of student equity outcomes.

QUADRANT 3



Staff & Faculty Empowerment

- **Inclusive Staff PD:** Involve staff in professional development to expand data literacy.
- **Move the Needle:** Empower frontline teams to impact student success and retention directly.
- **Latino & All Students:** Focus outcomes on advancing equity for Latino and all student cohorts.

QUADRANT 4



SSITA Integration & Metrics

- **Define Meaningful Data:** Bring groups together to identify and agree on key metrics.
- **Align Existing Work:** Connect ongoing campus student success programs with Excelencia.
- **Fall SSITA Readiness:** Prepare structured evidence and documentation for Fall SSITA self-assessment.

Examples of Excelencia – Transfer Academy

EXAMPLES OF EXCELENCIA – FOUR SUBMISSION AREAS

Examples of Excelencia – Four submission Areas



Teaching & Learning

Practices focused on curriculum design, classroom engagement, and academic instruction.



Career & Workforce

Practices that prepare students for the workforce through training, internships, and other work-related educational experiences.



AI Innovation

Practices that leverage artificial intelligence to enhance student-facing practices, improving academic engagement, and/or improve operational effectiveness.



Student Support

Practices that support students in accessing higher education, persisting to graduation, and achieving strong learning outcomes.

Examples of Excelencia – Transfer Academy

Showcase of our Transfer Academy Program, specifically the growth and evolution of the program since its inception in 2022-2023. Highlighting Latinx transfer success, for example earning the highest Latinx transfer rate to CSU's in 2024.

Evidence of Effectiveness:

Qualitative

Quantitative

QUALITATIVE DATA

“The Transfer Academy allowed me to gain a tangible understanding of the transfer process and deciding where to move forward with my educational journey... Most of all, it levied my anxieties of transferring as a first-generation, Latina college student. Today, I am proudly saying that I will be transferring to Cal State Long Beach to earn a bachelor in Psychology. That would have never been possible without my transfer readiness.”

“The Transfer Center team believed in my potential... as an immigrant student navigating the educational system without prior knowledge or support... I would always step out with a renewed sense of understanding and a mindset of growth and determination to succeed.”

QUANTITATIVE DATA

	2022-2023		2023-2024		2024-2025	
	Academy	Other First-time	Academy	Other First-time	Academy	Other First-time
	93	2,705	165	2,608	213	2,427
Transferred to a university	52 (56%)		50 (30%)		11 (5%)	
Still enrolled in spring 2026	12 (13%)	306 (11%)	60 (36%)	564 (22%)	137 (64%)	1084 (45%)
Completed a degree or certificate	45 (48%)	657 (24%)	56 (34%)	423 (16%)	12 (6%)	178 (7%)
Stopped Out	26 (28%)		48 (29%)		67 (31%)	
Average GPA	2.78	2.54	2.69	2.61	2.64	2.74

QUANTITATIVE DATA

	Transfer Academy Participants		Comparison Students (Other First-time Students)	
Amer. Indian/Alaska Native	3	0.5%	13	0.2%
Asian	165	26.5%	2,431	31.4%
Black/Afr. American	10	1.6%	146	1.9%
Hispanic/Latinx	282	45.3%	2,605	33.7%
Nat. Hawaiian/Pac. Islander	4	0.6%	44	0.6%
Two or more races	26	4.2%	365	4.7%
Unknown	35	5.6%	494	6.4%
White	98	15.7%	1,642	21.2%
	623		7,740	

The logo consists of three horizontal bars of increasing length, colored yellow, green, and blue from top to bottom.

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ACTIVITY



Teaching & Learning

Practices focused on curriculum design, classroom engagement, and academic instruction.

Liquid
Syllabus,
Equitable
Grading
Rubrics



AI Innovation

Practices that leverage artificial intelligence to enhance student-facing practices, improving academic engagement, and/or improve operational effectiveness.

AI
Academy,
Canvas
shells



Career & Workforce

Practices that prepare students for the workforce through training, internships, and other work-related educational experiences.

Work
Experience
Program,
Social
Work
Fieldwork



Student Support

Practices that support students in accessing higher education, persisting to graduation, and achieving strong learning outcomes.

Transfer
Academy,
My
Academic
Plan,
Outreach
AB928

SMALL GROUP DISCUSSION

Get into small groups of 3.

Within your groups share a practice in your area that intentionally serves Latine students, and all students

- *What is the practice?*
- *What problem/challenge is the practice trying to address?*
- *What are early signs of impact on Latine students?*
- *What data do you have or need to collect to demonstrate impact?*

After everyone has shared, pick one project that you will report on.



SHARE OUT DISCUSSION

TIMELINE & NEXT STEPS

- *April*
 - Examples of Excelencia – Transfer Academy
- *Summer 2026*
 - New Cohort Onboarding
 - Data Institute
- *Fall 2026*
 - SSITA Fall Cohort (Seal Serving Institutional Transformation Assessment)
 - Fall Convening in Washington D.C.
- *Spring 2027*
 - *Seal of Excelencia application*
 - *18 examples of Excelencia*



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QUESTIONS