



THE UNIVERSITY OF ARIZONA  
**Hispanic Serving  
Institution Initiatives**



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**2024**  
ANNUAL REPORT

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# BY THE NUMBERS

**25.7%**

Total Hispanic  
Enrollment

**27.2%**

Hispanic  
Undergraduate  
Enrollment

**19.8%**

Hispanic  
Graduate  
Enrollment

**80.7%**

Hispanic 1st Year  
Retention Rate

**63.6%**

Hispanic 6 Year  
Graduation Rate

**35.9%**

New Hispanic  
Transfer Students

**24.9%**

Hispanic/ Latinx  
Staff

**10.7%**

Hispanic/ Latinx  
Faculty

**30.2%**

Arizona Online  
Hispanic  
Undergraduates

Source: University of Arizona- University Analytics & Institutional Research

## Recognitions



## Affiliations



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# COMMUNICATIONS

HSI Initiatives (HSII) has a full suite of communication tools to disseminate opportunities and announcements and highlight collaborations and aligned practices. Following HSI Initiatives on social media and receiving the monthly newsletter helps cultivate awareness, connection, and engagement.



X followers: **3,271**  
97.64% increase over 2023



Instagram followers: **1,651**  
12.62% increase over 2023



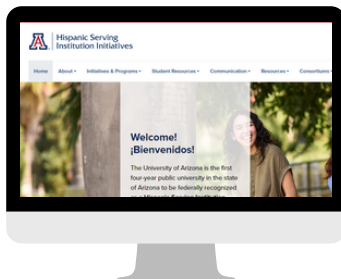
YouTube Channel: **41 subscribers**  
17.14% increase over 2023



Facebook followers: **1,475**  
7.43% increase from 2023



Monthly Newsletter: **827 recipients** nation-wide  
[Click here to receive the newsletter](#)



## HSI Initiatives Website

**28,713 Sessions** (1,379% increase from 2023)  
A single visit to the website

**15,922 Total users** (786% increase from 2023)  
An individual person browsing the website

**44,950 Total Views** (1,539% increase from 2023)  
A single visit to a page

## Top 5 viewer locations



Phoenix, AZ- 11%  
Tempe, AZ- 5%  
Tucson, AZ- 27%



Los Angeles, CA- 2%



Ashburn, VA- 2%



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# HSI PROGRAMS

Learn more about our signature programs and efforts designed to strengthen servingness in collaboration with campus and community partners.

## UA HSI Ambassadors

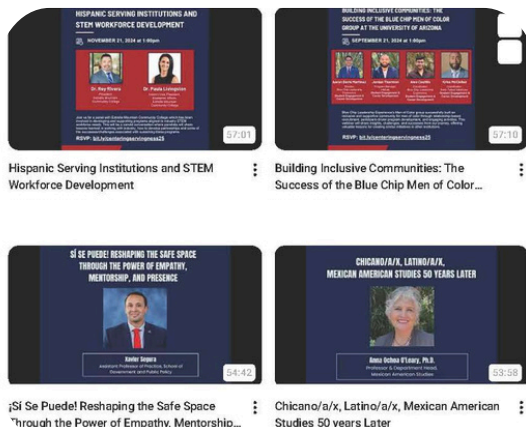
Launched in fall 2023, the HSI Ambassadors program aims to cultivate an informed network that can quickly and intentionally mobilize to connect our campus and local community to HSI-related opportunities.

**30**  
total Ambassadors  
since 2023



## Centering Servingness Webinar Series

The Centering Servingness Webinar Series features the scholarship of UArizona faculty and staff, who engage in servingness efforts. The series is free and open to the public. Recordings can be viewed on the HSII YouTube Channel.



**7**  
Total Webinars  
2023-2024

**401**  
Total Registrants  
2023-2024

## HSI Directors' Collective

Launched in 2024, the goal of this collective is to build a strong and connected network of HSI Directors to exchange resources, foster conversation, inquiry, and innovation, source new and evolving partnerships, and offer support amidst an ever evolving state of higher education and the growth of HSIs across the nation.

**48**  
total participants in the  
inaugural meeting



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## HSI Seed Grants

Established in 2021 in collaboration with Research, Innovation and Impact (RII), and the Office of the Provost, the UA's HSI Seed Grants fund scholarly research and creative work that enriches UA's designation as an HSI and fulfills UA's Purpose and Values. Seed grant awards range between \$15,000-\$25,000, depending on how many investigators are involved. Project abstracts are available online at the HSII website.

2024

10

Proposals  
Awarded

2024

\$200,000

Total Awarded

Since 2021

31

Proposals  
Awarded

Since 2021

\$650,000

Total Awarded



## UA Hispanic Alumni Club

Visionary Hispanic leaders joined together in 1982 to establish the UA Hispanic Alumni Club. The Club has provided millions in financial aid to thousands of scholars. What once began as a band of students has evolved to a community-wide impact. Their fundraising efforts have grown to include multiple endowments and scholarships.



More Than

\$1.8 M

Endowment

Scholarships  
Awarded to

3,800 +

Scholars

Since 1986

\$10.7 M +

Scholarships  
Awarded

## Día de los Muertos

To celebrate Día de Los Muertos, an interactive art installation was created by 20 UA student interns. The event included musical performances, speakers, and a mercado. Thank you to the Co-chairs, Dr. Nadia Alvarez Mexia, W.A. Franke Honors., Dr. Sandra Bernal, School of Landscape Architecture, and Dr. Karla Silva, HSI Initiatives.

## Organizers & Sponsors

Hispanic Serving Institution Initiatives, W.A. Franke Honors College, College of Architecture, Planning & Landscape Architecture, University of Arizona Campus Store, Student Engagement & Career Development, ADELANTE, & Latinx Faculty and Staff Association



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## UA HSI Forum

The 2024 UArizona HSI Forum provided participants with university-wide highlights on HSI capacity building efforts, connection with others seeking to advance servingness, an HSI grant awardees panel, and the opportunity to deliver input on future priorities.


**86**

Registrants


**14**

 Departments  
Represented

## Arizona Experience & Hispanic/Latinx College Day

Designed for prospective undergraduate students and their families, The University of Arizona Admissions, The Guerrero Student Center and HSI Initiatives hosted an immersive recruitment experience with programs and sessions, including a performance by Miztontli- UA student Folklórico club, resource fair, and a bilingual program.

**207**

 Total Prospective  
Student  
Attendees

**501**

 Total  
Attendance

**88.4%**

 Total In-State  
Students

**51.7%**

 Identified as  
Hispanic/Latinx

### APARTA LA FECHA

#### ARIZONA EXPERIENCE & HISPANIC/LATINX COLLEGE DAY

El Centro Estudiantil Adalberto y Ana Guerrero, la Oficina de Iniciativas HSI (Institución al Servicio de los Hispanos) y la Oficina de Admisiones te invitan a conocer nuestra oferta educativa a través de sesiones especialmente dirigidas a la comunidad hispana. ¡Descubre la experiencia de convertirte en un Wildcat! Acompáñanos en este evento inmersivo y conoce más sobre nuestros planes de estudio, ayuda financiera, servicios estudiantiles, residencias ¡y mucho más!

Este evento busca resaltar la diversidad cultural de la Universidad de Arizona, así como sus grupos y organizaciones estudiantiles. Además, tendrás la oportunidad de conectar con estudiantes, docentes y personal.

**SÁBADO, 21 DE SEPTIEMBRE DE 2024**

Universidad de Arizona  
Student Union Memorial Center  
8:30 am - 1:30 pm

¿Preguntas? Si quieres saber más, escanea el código o contáctanos:  
arizona.edu/admissions/visit | 520.621.3641

[https://bit.ly/UAEX\\_9\\_21\\_24](https://bit.ly/UAEX_9_21_24)



## Bilingual Initiatives Symposium

The inaugural Bilingual Initiatives Symposium was held in 2024. This one-day symposium seeks to foster conversations on bilingualism (English / Spanish) across the University of Arizona within the Hispanic-Serving Institution and Borderlands contexts. The symposium was hosted by: Jhonatan Henao-Muñoz, Assistant Professor of Practice in the W.A. Franke Honors College and a member of the UNIV Core Faculty in the Office of General Education.


**40**

Participants


**19**

Presenters



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## National HSI Week

Each year, the Hispanic Association of Colleges and Universities (HACU) calls on Hispanic Serving Institutions to join in observance of national HSI week, to celebrate and build awareness of the work and important role HSIs play. This year, the HSI Initiatives office hosted a webinar: [The Role of Latine Greek Organizations at Hispanic Serving Institutions](#). We were joined by current Greek affiliated students, National Association of Latino Fraternal Organizations President, Greek alumni, and advisors to discuss the role Latine Greek organizations play in building community at HSIs.



**43**  
Registrants



**5**  
Panelists

## Hispanic Association of College & Universities

The HSI Initiatives Team had the opportunity to attend and present at the 38th annual HACU Conference in Aurora, Colorado. The session provided a timeline of the strategies, tools and programs that UA has implemented over the past five years to bring its HSI designation to life, "Standing-up an HSI Initiatives Office: The UArizona Case Study"

The HSI Initiatives office was represented by the following presenters:

- Marla Franco, PhD, Vice President, HSI Initiatives
- Riley McIsaac, Director, Grants & Research Development
- Karla Silva, PhD, Director, HSI Initiatives



The University of Arizona  
**CELEBRATES**  
Hispanic Heritage Month



## Hispanic Heritage Month

Each year, the University of Arizona celebrates the history, culture and contributions of the Hispanic community during Hispanic Heritage Month, commemorated from Sept. 15-Oct. 15.

A number of programs and events are hosted by departments such as: Athletics, UA Campus Store, UA Libraries, The Guerrero Student Center, Eller College of Management, College of Education, and many more!



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# Curriculum Development Institute

Launched in 2021, Curriculum Development Institute (CDI) launched in 2021, is a week-long, summer immersion focused on training and coaching faculty and instructors towards implementation of effective teaching practices into existing courses of all modalities, including distance and online learning environments.

**52**

Faculty participated in 2024

**26,000**

students reached in 2024

**53%**

of courses representing STEM in 2024

**140**

total courses redesigned since 2021

**56,100**

students reached since 2021



## Collaborators and Supporters

HSI Initiatives, University Center for Assessment, Teaching and Technology, Center for University Education Scholarship, College of Education, College of Science, College of Engineering, Office of the Provost, Faculty Affairs

## Latinx Faculty & Staff Association

The Latinx Faculty & Staff Association (LFSA) aims to build a sense of community & belonging through the empowerment of the Latinx identity, values and goals.

### 2024-2025 Co-Chairs



**Marianna Davis Martinez, MLS**

Human Resources Generalist III,  
HR Client Services



**Jhonatan Henao-Munoz, Lic. M.A.**

Assistant Professor of Practice, UNIV Core Faculty,  
General Education, W.A. Franke Honors College

### LFSA 2024 Award Recipients

Promising Employee Award



**Veronique Villalba**

Community Outreach  
Assistant, Pima County Office

Employee Excellence Award



**Ericka Encinas**

Program Specialist, STEM  
Learning Center

Celina Ramirez Award



**Nancy Rodríguez-Lorta**

Senior Director,  
College of Agriculture, Life,  
and Environmental Sciences

Dr. Marla Franco HSI  
Servingness Award



**Kimberly Sierra-Cajas**

Director, Undergraduate  
Research & Inquiry / Co-  
Director, STEM Learning Center



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# CIELO

CIELO integrates travel, multicultural education, and service learning to empower students with knowledge and skill sets to utilize as they continue their careers at UArizona and beyond.



CIELO joined the Hispanic Serving Institution Initiatives office in 2024. The program's mission is to make experiential learning programs accessible and affordable providing short trips, scholarships, and additional funding. CIELO actively seeks to provide a valuable holistic student experience in the form of short-term trips both domestically and abroad. Themes of interdisciplinary learning are explored through CIELO programming.

**2,056+**

Student Participants  
since 2022

**90+**

Faculty & Staff  
facilitators

**54%**

First-generation  
college students

**47%**

Hispanic/Latinx

**16%**

White

**14%**

Black or African  
American

**12%**

Asian or  
Asian American

**6%**

American Indian or  
Alaska Native

**6%**

Other



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# COALITION BUILDING

Coalition building with key stakeholders across HSIs is essential to advancing the work collectively. The UA serves as the founders of the AZ HSI Consortium and the HSI Honors Consortium.

Launched in 2021, the [AZ HSI Consortium](#) seeks to strengthen the individual and collective capacity of Arizona HSIs to intentionally support conditions necessary for Latinx student success in Arizona. The AZ HSI Consortium aims to bring together all HSIs throughout Arizona to develop a community of practice and engage collectively in professional development, support the exchange of evidence-based practices, facilitate the successful transfer of students to Arizona universities, and collaborate across HSIs when seeking funding opportunities and other important partnerships.



## AZ HSI Summit

- The 3rd Annual [AZ HSI Summit](#) took place on October 04, 2024 at Northern Arizona University. The summit is a one-day, in-person conference for faculty, staff, administrators, students, and community partners aimed at:
  - Showcasing and exchanging evidence-based practices
  - Building capacity among faculty and staff to teach and lead at HSIs
  - Creating opportunities for networking and community building across AZ HSIs and Emerging HSIs.

All session materials and an executive summary can be found on the [website](#).



**207**  
Attendees



**8**  
Presidents/  
Chancellors Present



**24**  
Sessions



**17**  
AZ HSIs  
present



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## AZ HSI Evidence-Based Practices

In 2022, the AZ HSI Evidence-Based Practices Committee launched its inaugural nomination process to begin collecting evidence-based practices from HSIs in Arizona. Since 2022, 12 total programs/initiatives have been deemed evidence-based practices.



# 12

Total programs recognized since 2022



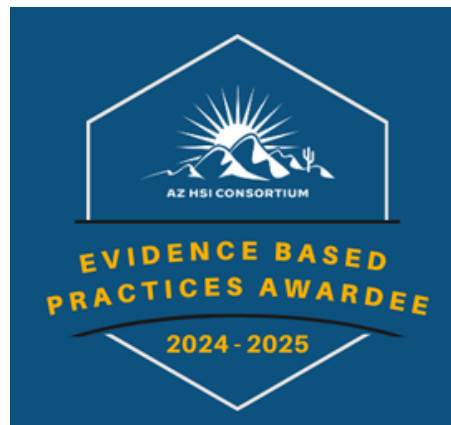
# 7

Awardees in the 2023-2024 cycle



# 3

Awardees in the 2024-2025 cycle



### Awardees

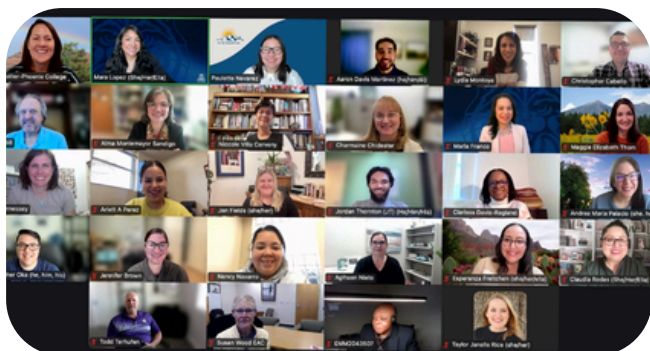
- West Valley (WV) Pathways to Teaching Grow Your Own (GYO) Partnership, Northern Arizona University
- Blue Chip Leadership Experience, University of Arizona
- Project Outreach FAMILIA (Forwarding Academic Mechanisms Integral to Learning in the Academy), University of Arizona

## AZ HSI GATE

In 2024, the AZ HSI Consortium launched the AZ HSI GATE funding opportunities. The AZ HSI GATE funding opportunities support individuals and teams at AZ HSIs in leading efforts that align with the consortium's aims and in an effort towards focused change.

Awards were made possible by the Helios Education Foundation and the National Science Foundation (award # 2311013).

### Awardees



# 17

Applications received

# \$200,000

Total funding awarded

# 9

GATE awardees



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# HSI Honors Consortium

In October 2022, the W.A. Franke Honors College and HSI Initiatives launched a national HSI Honors Consortium. The consortium is a cooperative community of over 100 Honors Colleges and Programs at HSIs. The HSI-Honors Consortium is centered on servingness as an educational, pedagogical, and cultural practice to develop a community.



At the beginning of November, Franke Honors leaders Drs Nadia Alvarez Mexia and Karna Walter, along with Dr. Andrew Fleck from the University of Texas Rio Grande Valley, presented the inaugural HSI-Honors group at the National Collegiate Honors Council (NCHC) Conference in Kansas City, MO.

In the spirit of strengthening partnerships among institutions, the W.A. Franke Honors College hosted the first HSI-Honors Webinar in September 2024, inviting honors programs from around the country to come together virtually and discuss what it means to be an 'Honors in HSI.'



# 60

Participants attended the Fall 2024 webinar



# 4

Presenters



Ongoing projects include:

- Monthly 90-minute meetings with the steering committee
- 'Honors in HSIs' sponsored by the HSI Faculty SEED Grant
- Proposal to update the Consortium website in coordination with HSI Initiatives
- Participation in the 2025 NCHC Conference in San Diego, CA
- Develop a consortium logo



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# HSI GRANTS & RESEARCH DEVELOPMENT

## Capacity Building Through HSI Grants and Research Development

Receiving HSI designation from the U.S. Department of Education does not provide additional funding. Institutions who apply annually and are granted HSI status are eligible to compete for funding opportunities available to HSIs and Minority Serving Institutions (MSIs). The data below represent the number of proposals submitted in calendar year 2024 at UA that advance our commitment to grants and research development as an HSI. Proposers may be responding to funding opportunities that are 1) for HSIs only; 2) for MSIs only; or 3) any funding opportunity that intentionally involves minority students and/or communities / populations.

**338**

Proposals Submitted,  
totaling

**\$363M**

2024

**71**

Proposals Awarded,  
totaling

**\$67M**

2024

HSI Initiatives  
Supported Awards

**\$31M**

2018-2024

## HSI Grants Development Institute

On November 22, 2024, HSII held its 4th annual HSI Grants Development Institute, hosted by HSI partner, Pima Community College. The purpose of this full-day institute is to: 1) generate awareness of HSI related funding opportunities; 2) strengthen understanding of HSI models and frameworks; and 3) cultivate networks among those with shared interests for pursuing HSI funding opportunities. This year was the first time that participants from HSIs outside of AZ were able to attend. Demand was high, with a waitlist of up to 50 people. This work was supported by the National Science Foundation, awards #2336054 & #2311013.



**78**

Attendees



**8**

States Represented

- Arizona
- Colorado
- New Mexico
- Utah
- Nevada
- Washington
- California
- Kansas

**40%**

had never  
applied for a  
grant

**78%**

had never applied  
for an HSI grant

**65%**

were from  
4 years HSIs

**34%**

were from 2  
year HSIs



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# 2024 GRANT SPOTLIGHT: AWARDED HSI RELATED PROJECTS

Select grant funded projects below highlight diversity of funding agencies, affiliation of Principal Investigators, and project aims. Collaboration on social media highlights of awarded project can be requested.



## **Graduate Communities for Academic Fellowship & Efficacy (Grad CAFE): A Holistic Multi-tiered Mentoring Model**

This project seeks to increase the success of graduate students from diverse backgrounds in STEM through the creation, expansion, and assessment of the Graduate Communities for Academic Fellowship and Efficacy (Grad CAFE) program. Grad CAFE is a strengths-based, holistic, intersectional, interdisciplinary multi-tiered mentoring community that has the potential to transform how underrepresented graduate scholars in STEM are supported by directly addressing three key issues: 1) decreased mental health and well-being among graduate students, 2) the local and national lack of diversity in STEM programs, and 3) gaps in retention and completion for underrepresented graduate students.

**SPONSOR:** National Science Foundation, Innovations in Graduate Education Program, **PI:** Dr. Celeste Atkins, Director, Student Engagement and Recruitment, Graduate College, **AWARD:** \$1M



## **Pathways Into Veterinary Medicine: A Community College Entry To Success Scholars (Access) Program**

The ACCESS program will engage students enrolled in community colleges across the state of Arizona to support their successful entry into the veterinary degree program at UArizona. Ranked 5th in demand for veterinarians in the country, Arizona is experiencing a decline of large animal veterinarians and an increase in pet ownership. The UA-CVM is committed to ensuring access to all, especially to those from those areas in Arizona that are underserved for veterinary health care.

**SPONSOR:** USDA, National Institute of Agriculture, **PI:** Dr. Athena Ganchorre, Assistant Dean, Strategic Engagement, College of Veterinary Medicine, **AWARD:** \$250,000



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# 2024 GRANT SPOTLIGHT: AWARDED HSI RELATED PROJECTS

## Linking Student Assets to Student Success: Pathways to an Engineering Workforce for the Southwest

The overall goal of this project is to increase STEM degree completion of low-income, high-achieving undergraduates with demonstrated financial need. The primary objectives are (1) to improve persistence, retention, and graduation rates and placements in engineering among eligible students from rural and urban campuses using intentional asset-based practices, and (2) to investigate differences in assets, outcomes, engineering identities, and placements between students at a rural campus and those at an urban campus.

**SPONSOR:** National Science Foundation, Scholarships in STEM Program, **PI:** Dr. Vignesh Subbian, Associate Professor, College of Engineering, **AWARD:** \$2.5M



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## ENGAGED in Agricultural Systems and Technology

ENGAGED in Agriculture Systems and Technology (ENGAGED in AST) is an integrated project that provides educational opportunities and research experiences for undergraduate students, particularly those who are underrepresented in engineering, to: develop an understanding of the challenges surrounding agriculture and food production, explore national and worldwide food insecurity issues, experience the research process and create effective technology solutions that enable farmers, ranchers and others to address critical challenges related to agriculture and food production. The goal of ENGAGED in AST is to support underrepresented students' persistence toward engineering degree completion, pursue a career or graduate studies in agriculture systems and technology or a related field and become change agents in their communities.



**SPONSOR:** USDA, National Institute of Food and Agriculture, **PI:** Dr. Noel Hennessey, Director, ENGAGED Program, College of Engineering, **AWARD:** \$744,000



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# MEET THE **TEAM**



**Marla Franco, PhD**  
Vice President  
HSI Initiatives



**Riley McIsaac**  
Director  
Grants Development



**Karla Silva, PhD**  
Director  
HSI Initiatives



**Mara López, EdD**  
Director  
HSI Research



**Dan Xayaphanh**  
Director  
CIELO



**Monique Beltran**  
Executive Assistant  
HSI Initiatives



**Martel Serwenda**  
Senior Coordinator  
CIELO



**Paulette Nevarez**  
Graduate Assistant  
AZ HSI Consortium



**Abigail Chavez**  
Student Assistant  
HSI Initiatives

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