



**Program Profile Submission Guide:
Share Your Program's Story of
Latino Student Success**



About Examples of *Excelencia*

Established in 2005, Examples of *Excelencia* is the only national, data-driven initiative to recognize programs at the associate, baccalaureate and graduate levels and community-based organizations with evidence of effectiveness in accelerating Latino student success. Through a comprehensive, year-long process, *Excelencia* in Education identifies and promotes programs increasing academic opportunities and improving achievement for Latino students in higher education.

Purpose of the Submission Guide

This guide is designed to support programs in crafting a strong program profile submission for Examples of *Excelencia*. The guide will outline the information needed to complete the submission form and share information about *Excelencia*'s review criteria.

Additional Submission Resources

1. [Program Profile Submission Form](#) (Microsoft Word version): A blank document of the key parts of the submission form that can be used to draft responses.
2. Submission Planning Checklist: attached as an appendix to this guide. Helps plan what program information to gather before starting your submission form.
3. Resources that explore evidence of effectiveness are available [here](#)
4. Technical assistance sessions and appointments are available on our [Tools and Resources](#) page.

Submission Form Outline

The program profile submission form consists of the following sections:

1. Program overview
2. Program mission and goals
3. History and practices
4. Staff and estimated budget
5. Evidence of effectiveness
6. COVID-19 program response (optional)
7. Additional program contact information (optional and not in this guide)

Program Profile Submission Form: Section-By-Section Guidance

Excelencia recommends that programs craft an aligned and comprehensive narrative across all submission form sections. The alignment between all written pieces of the submission form will make for a compelling and coherent submission form that details a program's objectives, strategy, practices, and impact, especially as this pertains to Latino students served.



Program Overview

The beginning of the submission form requests background information on the program. The responses will provide readers context for your program. This section asks:

Program Location: enter address for the location at which the program primarily operates.

Program Level: Refers to the academic level at which the program operates. Programs can only select one level.

Issue Area: Refers to the type of postsecondary student success work the program operates. The program's issue area is also used to catalog recognized programs in our [Growing What Works Database](#). Programs must select one from the list of five areas found in the online submission form.

Program Focus: Refers to the type of practices the program implements to improve participant outcomes. Programs are required to select one program focus, but can select up to two, as appropriate. Selections are used to catalog recognized programs in our Growing What Works Database. A full list with definitions is available in the online submission form.

HSI Status: Indicate if the program is based at an institution that meets the federal definition of a Hispanic-Serving Institution (HSI). Institutions federally defined as an HSI have at least 25% Hispanic full-time equivalent undergraduate enrollment.

Students Served: Series of four questions to answer the number of all students served since the program's inception and in the most recent academic year. Also asks for the number and percent of Latino students served since inception and in the most recent year.

Section 1: Mission and Goals (250 words max)

Components to Include: In this prompt, programs will want to share their mission statement and goals for their program participants. This section provides an opportunity for programs to describe why they exist and why it is important to include Latino students in their programming.

Reviewers will Consider: Are the stated goals tangible measures the program hopes to accomplish for program participants? Are program goals explicit, attainable, and aligned to other sections? Does the mission describe intentionality in serving Latino students?



Section 2: History and Practices (250 words max)

Components to Include: Programs should describe the need behind their inception and how they have evolved over time. The need analysis should describe how student needs were identified and how the practices and goals meet those needs, plus how Latino students are included in need identification and service delivery.

Reviewers will Consider: Does the program share why it was founded, its evolution, and how Latino students are part of its design/effort? Are practices aligned with the needs being addressed? Are practices culturally responsive and proven to work for Latino students? Does the program history and practice demonstrate asset-based over deficit-based thinking of intentionally serving Latino students?

Section 3: Staff and Estimated Budget (250 words max)

Components to Include: In this section, programs will want to describe staff roles (professional staff and student leaders), diversity, tenure, impact on Latino student success and alumni participation (if applicable). Programs need to share current budget and funding sources including for the current academic year. Programs need to also share future funding sources and amounts.

Reviewers will consider:

Staff - Does the program have dedicated and stable leadership? Is there diversity among staff? Does the staff background and expertise align to the program practices and demonstrate an understanding and ability to meet the needs of Latino participants? Do Latino alumni come back to support program efforts?

Budget - Is the overall program budget clear and do expense amounts align with the amount shared? Does the program share in-kind contributions and their approximated value? Does the program share current and future sources of funding? Does the narrative describe the sustainability of the program over time and its potential replicability with similar resources?

Section 4: Evidence of Effectiveness

Student Data - Quantitative Measures of Success (350 words max)

Components to Include: Provide data to quantify efforts of achieving or making progress to achieving the earlier stated goals. Data disaggregated by race/ethnicity to emphasize Latino student success. At least three years of data listed individually not as averages. Control groups or baseline data to act as comparison groups to further highlight the impact on Latino students.

Reviewers will consider: Does the quantitative data align with and support program goal, mission and practices provided? Are three years of program data



provided and disaggregated data to show Latino participants? Are there comparison groups or baseline data to emphasize Latino student success? Does the data show positive progress being made toward the program's goals?

Student Impact – Qualitative Measures of Success (300 words max)

Components to Include: This section asks programs to share compelling testimonials from participants or alumni that speak to the program's impact on students and/or communities served. Any other qualitative measures of the program's impact.

Reviewers will consider: Does the narrative share compelling student testimonials not portrayed by data? Do written testimonials encompass and supplement all shared elements of the program story in the profile?

COVID-19 Programmatic Response (400 word count)

Optional prompt: Information included in this section will not be used to assess program but can help inform reviewers of the impact of the pandemic on your program. Throughout the pandemic, *Excelencia* has witnessed innovation and adaptation by previously recognized programs to meet the challenges of this uncertain time. We value the exceptional commitment of institutional programs and community-based organizations to serve their students and communities. We invite programs to share more about their efforts in this section.

Additional Program Content to Consider:

There are a variety of ways in which programs tell their stories and document their achievements. Similarly, there are many ways to evaluate program success and effectiveness. Thus, reviewers also consider other elements when reading profiles such as the following:

- The profile narrative aligns with program practices that address an articulated need reflected in mission and goals, is supported by a sustainable budget, and is supported by evidence.
- Programs located in emerging Latino communities, or in areas where we do not traditionally think of having large Latino populations.
- The use of research-based practices proven to work for Latinos.

Please note: Only the information provided in the profile is reviewed. External links and charts are not considered in the review process.

Submitting the Program Profile Submission Form

To submit a program for consideration, enter the program's information into our [online program profile submission form](#). If you have been working on the submission form in your own document, do not forget to copy/paste your answers in the appropriate sections of the online submission form.



You will know *Excelencia* has received your submission when a confirmation page appears on the screen after you hit ‘save and submit’ at the end of your form. You should also receive a confirmation email. If you do not, please check your spam folder for the confirmation email. If you do not receive this email, please contact our team to confirm your submission was received.

Excelencia kindly requests that you also delete any drafts from your account that you are not submitting. To do this, go to ‘My Applications’ on the left-hand side where your account information is listed. Then select ‘Incomplete’ this will bring up the drafts you have not submitted. Then select the ‘Remove’ button next to the drafts you need to delete. Click ‘ok’ to confirm the delete.

Incomplete

Last Updated ▲	Program	Round	Application #	Category	Title	Action
	2023 Examples of Excelencia Program Profile Submission	Profile submissions	3437			Edit Remove Print

Showing 1 to 1 of 1 entries

To learn more about what happens after a program completes their submission form, please see the annual cycle [page](#) of our microsite.

Questions?

Have questions or need additional guidance in completing the program profile submission form? Feel free to reach out to the *Excelencia* program team at Examples@EdExcelencia.org.

Appendix: Planning Checklist

Program Overview

Program Enrollment

- Total program participants served during the previous academic year.
- Total program participants served since inception.
- Total Latino program participants served during the previous academic year.
- Total Latino program participants served since inception.
- Annual Program Budget.
- The program's estimated annual budget.

1. Mission and Goals

- Program's mission statement.
- Program's goals, or tangible measures the program hopes to accomplish for program participants.
- Program's statement on why it is important to serve its Latino program participants.

2. History and Practices

- Determine the need analysis and provide background information on the program's inception.
- Describe current practices that align to mission and goals.
- The program's insight on how its current practices are improving Latino program participant outcomes.

3. Staff and Estimated Budget

Program Staff

- Roles of staff within the program.
- Staff diversity.
- Staff tenure.
- Program alumni that serve as current staff (if applicable).
- Impact of staff on program participant success.

Program Budget

- Sources of program funding in the current academic year.
- Sources of future program funding.
- Program should consider sharing actual and in-kind revenue.

4. Evidence of Effectiveness

- Disaggregated program participant outcome data from the past 3 years based on the program's mission and goals.
- Ensure data is disaggregated to show outcomes for Latino program participants versus non-program participants.
- Baseline/control group data to compare Latino participant outcome.
- Written testimonials from current program participants or alumni that speak to the program's impact on students and/or their communities.