

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

2011-12
ANNUAL REPORT



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ANNUAL REPORT

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MESSAGE FROM THE 2011-2012 CHAIRMAN OF THE BOARD OF DIRECTORS

Greetings,

We have all heard the figures indicating that Hispanics are now the largest ethnic group in the United States. HETS is well positioned to be a leader in the university community when it comes to the use of technology as it applies to the education of Hispanics. So, as we are the beneficiaries of this confluence of forces in this period of time, it is up to us to take advantage of the situation and make the best of it.

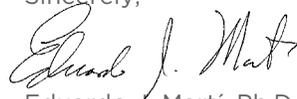
The HETS Online Journal is a good vehicle to promulgate the good work that is being done by the university community in using technology in imparting knowledge. We must ensure that we market this publication to ALL institutions, not just our members. We must ensure that this becomes the source of choice for those looking for best practices in our field. Our editorial board is strong; our staff is excellent; our publication is solid. What we need is your help in promulgating this publication; ensuring that your fellow faculty members knows about it, use it, and write for it.

The HETS Best Practices Showcase is another vehicle for promoting educational methodologies that are geared to Hispanics. We need to be supportive of this activity and we need to make this a venue of choice for those interested in attracting more Hispanics to their universities and retaining and graduating more Hispanics students who attend our colleges.

The HETS workshops are extraordinary in that they were developed by Hispanic educators who understand our students. We should use these workshops for faculty development and training of new faculty so that universities who are interested in serving Hispanic students can do so with supportive faculty and staff. Cultural differences sometimes lead to misunderstanding that can lead to loss of students. These workshops can and will help universities retain students.

My term as Chair has ended, but my commitment to Hispanic education will never end. I know that our organization is in good hands. The new officers combine experience and expertise with a deep commitment to HETS; our Executive Director is exceptional; and our membership is supportive. We are well positioned; it is the right time, we have the right leadership; and we have the right staff. Let us move forward and have the best year yet!

Sincerely,



Eduardo J. Martí, Ph.D.

Vice Chancellor for Community Colleges
City University of New York (CUNY)



Eduardo J. Martí, Ph.D.
2010-2011 Board Chairman
Vice Chancellor for Community Colleges
City University of New York (CUNY)

MESSAGE FROM THE ELECTED CHAIRMAN

Greetings,

It is an honor to be elected for a second time Chairman of the HETS Board of Directors and have the opportunity to write this HETS Annual Report message as the elected Chairman. For many years, I have had the opportunity to watch this organization evolve and it is a pleasure for me to continue supporting its growth from this position again. HETS is an organization that is positioned well to help many institutions to serve Latino students, and these are the best of times for Latino students are rapidly becoming a majority of the population attending our colleges, especially our community colleges.

In these times when technology plays a vital and varied role in the learning process, institutions with large numbers of students of Hispanic descent may be helped by a consortium of colleges and universities that pool their talents and resources to better serve this population. From sharing information about the integration of new technologies in education, to the creation of vehicles to promulgate collaboration among the institutions, to direct services to support students and faculty, to joint grant applications and collaboration with corporate partners, HETS is really a wonderful platform that can be used to advance student progress, time to degree and completion rates.

The continued development of any consortium is dependent on the involvement of the members. As always, I appreciate the involvement of all the members of the Board of Directors and the corporate members. But our ambitious agenda calls for greater involvement, greater participation by the faculties of the member colleges and universities. We are expanding our reach beyond the mainland to use our capabilities in online instruction to enhance the work of individual institutions, so as to interact with colleges and universities in Latin America, and the Caribbean.

I look forward to another year of great collaboration and good work.



Manuel J. Fernós, Esq.

Chairman of the HETS Board of Directors



Manuel J. Fernós, Esq.
Chairman
HETS Board of Directors
President
Inter-American University of Puerto Rico

MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Members and Colleagues:

Through these lines, I would like to express my deepest appreciation for the ongoing support of our members, the collaboration of our corporate affiliates, and the consistent trust and guidance of the Board of Directors. This was a year of many important accomplishments for HETS, including the publication of the second volume of our peer reviewed HETS Online Journal. Also, this year, one International member and two new corporate partners joined the organization. Workshops, which were previously accessible only face to face, are now available also online, in English and Spanish as a way of extending our reach and allowing all member institutions and their constituencies to take full advantage of our services.

As part of the HETS strategic planning process, three major focus areas were established: access, retention, and assessment. Assessment is one of the areas we are fully covering for the first time and have started to encourage collaboration among members to identify common issues and best practices. With the new strategic direction, year 2011-2012 opened the doors to numerous new projects, especially as we continue working together towards the transformation of teaching and learning and the success of Hispanic students.

We continue enhancing opportunities for our member institutions and opening spaces for collaboration with other partners and organizations. Together with the promotion of technology in education, collaboration is a key strategy in reaching our goal of improving opportunities for Hispanics in Higher Education. As always, thank you for your trust and your invaluable contributions to the HETS Consortium.

Sincerely yours,



Yubelkys Montalvo, M.A.
Executive Director



Yubelkys Montalvo, M.A.
HETS Executive Director

OUR VISION:

To become the leading Hispanic bilingual technology-oriented consortium to efficiently and effectively enhance Hispanic student success and opportunities in Higher Education.

OUR MISSION:

To promote, support, and increase the capabilities of member institutions to enhance Hispanic/Latino student success and opportunities by: providing training and support for faculty, staff, and students from member institutions; facilitating, promoting, and nurturing strategic alliances among HETS members and the academic, government, and corporate sectors; supporting the integration of new education technologies; and identifying and gathering expert support and resources for member institutions.

CORE AREAS:

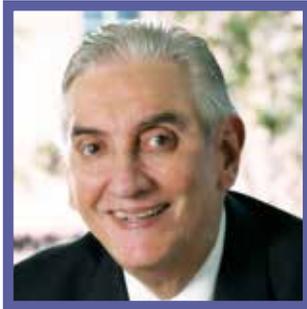
Access, Retention and Assessment

HISPANIC EDUCATIONAL TECHNOLOGY 2011-2012 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



Dr. Eduardo J. Martí, **Chairman**
Vice Chancellor for Community
Colleges (CUNY)
Former President, QBCC



Dr. José F. Méndez, **Vice-Chair**
President
Ana G. Méndez University System



Dr. José Jaime Rivera, **Treasurer**
President
University of the Sacred Heart



Manuel J. Fernós, Esq., **Secretary**
President
Inter-American University
of Puerto Rico



Dr. Wendy Lawrence,
Regional Representative
University of Texas - Pan American
(Designated Representative)



Dr. Ivonne Chirino-Klevans,
Regional Representative
Walden University
(Designated Representative)

MEMBERS



Dr. Antonio Pérez
President
Borough of Manhattan
Community College (CUNY)



Dr. Carole M. Berotte Joseph
President
Bronx Community College
(CUNY)



Dr. William L. Pollard
President
Medgar Evers College (CUNY)



Jeremy Travis, Esq.
President
John Jay College of Criminal
Justice (CUNY)



Dr. Jorge I. Vélez Arocho
President
Pontifical Catholic University
of Puerto Rico



Dr. José Lasalde
University of Puerto Rico
(Designated Representative)



Dr. Ricardo Fernández
President
Lehman College (CUNY)



Dr. Tomás D. Morales
President
College of Staten Island
(CUNY)



Dr. Robert Messina
President
Burlington County College



Dr. Ileana Rodríguez García
President
Carlos Albizu University



Dr. Kojo Quartey
City Colleges of Chicago
(Designated Representative)



Dr. Clair Goldsmith
University of Texas
at Brownsville
(Designated Representative)



Ms. María del Mar López
President
Huertas Junior College



Dr. Félix Matos Rodríguez
President
Hostos Community College
(CUNY)



Dr. Lilliam Negrón
President
*Universidad Central
de Bayamón*



Prof. Martha Hinojosa
Fort Hays State University
(Designated Representative)



Dr. Jerónimo C. Domínguez
University of New Mexico
(Designated Representative)



Dr. Ana E. Cucurella-Adorno
President
Caribbean University



Dr. Darío A. Cortés
President
Berkeley College



Mr. Juan Carlos Mejía Cuartas
*Universidad Cooperativa de
Colombia*
(Designated Representative)

**NEW
MEMBER**



Dr. Javier Cevallos
President
Kutztown University
of Pennsylvania



Eng. Gladys Nieves
President
EDP College



Dr. Gloria Baquero
President
National University College

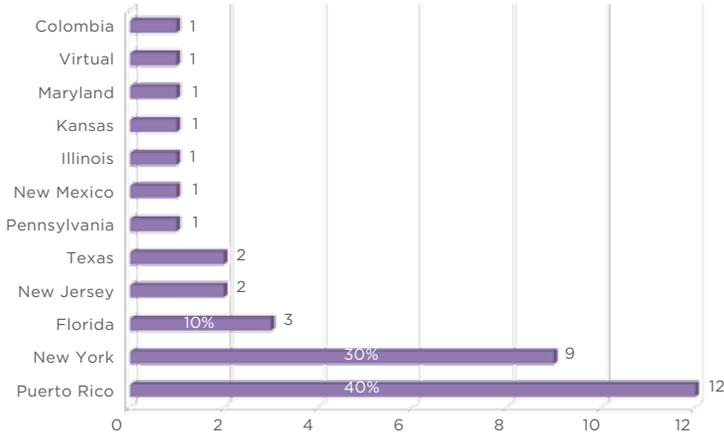


Dr. Ernesto Vázquez-Barquet
President
Polytechnic University
of Puerto Rico

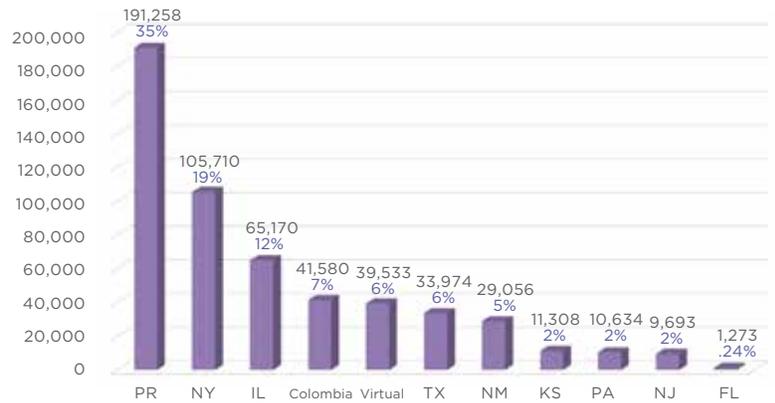
**AFFILIATED
INSTITUTION**

HETS MEMBERS PROFILE 2011-2012

HETS MEMBER INSTITUTIONS BY STATE OR COUNTRY

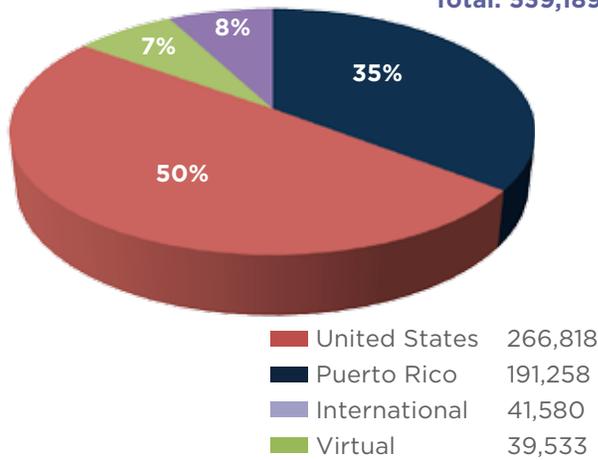


HETS MEMBER INSTITUTIONS: ENROLLMENT BY STATE OR COUNTRY

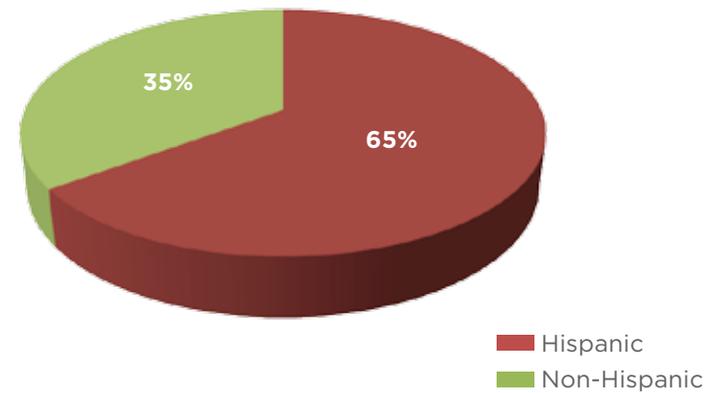


HETS MEMBER INSTITUTIONS: TOTAL ENROLLMENT

Total: 539,189

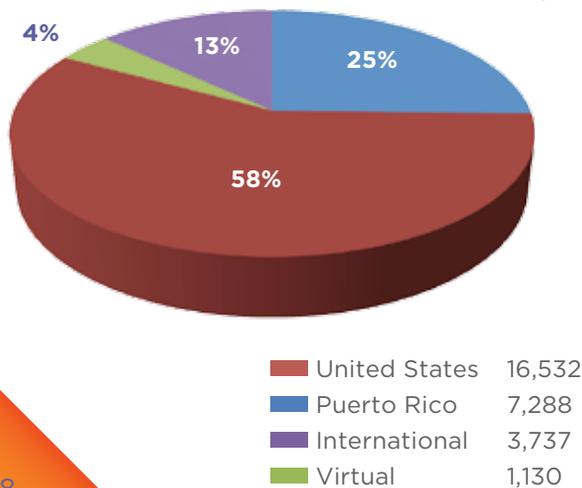


HETS MEMBER INSTITUTIONS: HISPANIC ENROLLMENT

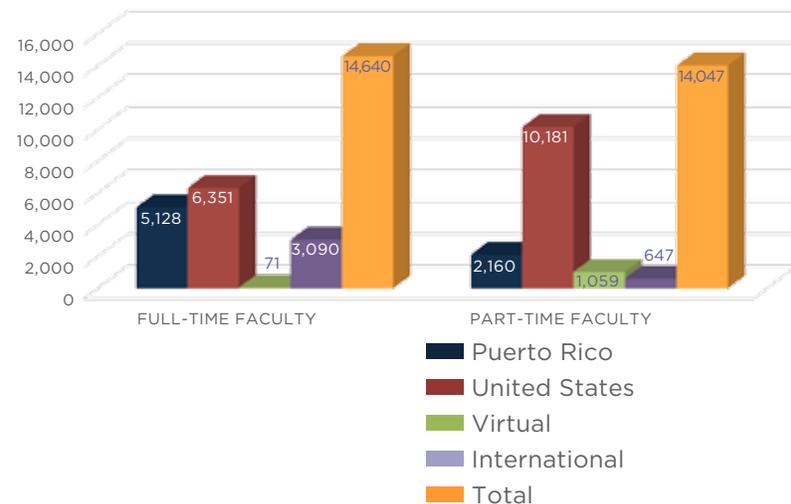


HETS MEMBER INSTITUTIONS: TOTAL FACULTY

Total: 28,687



FULL TIME AND PART-TIME FACULTY AT HETS MEMBER INSTITUTIONS



COLOMBIA

Universidad Cooperativa de Colombia

PUERTO RICO

Ana G. Méndez University System - Puerto Rico,
Florida & Maryland
Caribbean University
Carlos Albizu University - Puerto Rico & Florida
EDP College
Huertas Junior College
Inter American University of Puerto Rico
National University College
Polytechnic University of Puerto Rico - Puerto Rico & Florida
Pontifical Catholic University of Puerto Rico
Universidad Central de Bayamón
Universidad del Sagrado Corazón
University of Puerto Rico

NEW YORK

Berkeley College - New York & New Jersey
Borough of Manhattan Community College (CUNY)
Bronx Community College (CUNY)
College of Staten Island (CUNY)
Lehman College (CUNY)
Hostos Community College (CUNY)
John Jay College of Criminal Justice (CUNY)
Queensborough Community College (CUNY)
Medgar Evers College (CUNY)

TEXAS

University of Texas at Brownsville
University of Texas - Pan American

NEW JERSEY

Burlington County College

ILLINOIS

City Colleges of Chicago

KANSAS

Fort Hays State University

NEW MEXICO

University of New Mexico

PENNSYLVANIA

Kutztown University

VIRTUAL COLLEGE

Walden University

CORPORATE

Ramona Munsell & Associates (Major Corporate Partner)
Blackboard, Inc. (Major Corporate Partner)
Knowlity (Major Corporate Partner)
Cengage Learning

NONPROFIT ORGANIZATIONS

Hispanic Information and Telecommunication
Network (HITN)
Educational Testing Services (ETS)
Consortio de Bibliotecas Metropolitanas (CoBiMet)
Consejo de Educación de Puerto Rico
(Puerto Rico Council of Education)
Embassy of Spain, Trade Commission (Miami, FL)



GOALS FOR 2011-2012

- **Enhance HETS' Sustainability**
- **Provide direct services to member institutions**
- **Develop new initiatives**
- **Reinforce internal relations and increase members participation**
- **Develop operational plan for the 2012-2017 strategic plan**

KEY ACHIEVEMENTS & ENHANCING OUR SUSTAINABILITY

During 2011-2012, HETS focused on three main strategies to enhance its level of sustainability: membership, professional development events, and sponsorships. Ninety-eight percent (98%) of membership revenues proposed for the fiscal year were achieved. In addition, one new institutional member, *Universidad Cooperativa de Colombia*, joined the Consortium at the International Member category. The organization was also able to continue strengthening the relationship with its three first Major Corporate Partners: Ramona Munsell & Associates, Blackboard Inc., and Knowlity Corporation. More than \$180,000 in revenues was collected as part of the membership and partnership/ sponsorship strategies, 82% of the Consortium's total income for 2011-2012. Through workshops and special events,

HETS was also able to collect more than \$30,000. Altogether, these revenues were crucial to support the development and delivery of services to member institutions and their constituencies.

Outreach efforts took place in order to continue fostering membership increase and partner base. During fiscal year 2011-2012, the HETS office approached institutions in Puerto Rico and the United States. Outreach activities were also conducted in México and Colombia. Several organizations were approached to join the organization as corporate partners and they collaborated with HETS during 2011-2012. HETS continues working on new strategies to diversify its resources like: educational events face to face and online, corporate alliances, and identify external funds.

Durante el 2011-2012, HETS centró sus esfuerzos de sustentabilidad en tres estrategias principales: membresía, eventos de desarrollo profesional y auspicios. Este año, logró un 98% de su meta de ingresos por membresía y un 84% de sus metas de auspicios, principalmente como resultado de la continuidad del programa de socios corporativos y los auspicios para la celebración del *2012 Best Practices Showcase*. La organización logró continuar y estrechar la relación con las tres corporaciones que forman parte del programa de socios corporativos: *Ramona Munsell & Associates*, *Blackboard Inc.* y *Knowlity Corporation*. Otros ingresos provinieron de talleres educativos y eventos especiales, entre otros. Estos ingresos fueron cruciales para apoyar el desarrollo y la provisión de servicios a las instituciones afiliadas. HETS continúa implantando estrategias para diversificar sus recursos como: el ofrecimiento de servicios educativos presenciales y en línea, alianzas corporativas, e identificación de fondos externos.




PROFESSIONAL DEVELOPMENT IN PUERTO RICO



impact of these new technologies in education, as well as helping participants achieve a richer and innovative experience. Delivering these workshops online allows participants more time to practice their skills. In addition to this, there is no need for faculty to leave the institution and the certification can be completed in less time. At the same time, HETS is able to offer simultaneous workshop sessions and has the opportunity to expand this offering to other audiences and countries.

In 2011-2012, a total of 8 sessions of the online version of the basic and advanced level of this Certification were delivered. Not only more than 70 registrants from five of our member institutions took advantage of this workshop, but also participants from Puerto Rico's Department of Education, corporations, and other non member higher educational institutions, as well. Through these practical online workshops, participants are able to enhance their skills in the delivery, implementation, and use of new technologies in their teaching-learning practice. During the 2011-2012 academic year, a group from three of our member institutions became the first group that achieved the advance level of this Certification.



HETS professional development strategy continued to diversify and grow during 2011-2012. During the reporting year, workshops from the HETS Certification: **Integration of New Technologies in Higher Education**, were highly accepted. The innovation provided with the new completely online modality on two different platforms (Blackboard and Moodle), promotes knowledge on the

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Las estrategias de desarrollo profesional de HETS han seguido creciendo y diversificándose durante el 2011-2012. La Certificación de HETS: **Integración de Nuevas Tecnologías en la Educación Superior** ha sido muy aceptada gracias a la innovadora modalidad completamente en línea en dos plataformas diferentes (*Blackboard* y *Moodle*). Durante el 2011-2012, se ofrecieron 8 sesiones de la versión en línea de estos talleres en las cuales más de 70 participantes de cinco de nuestras instituciones miembros se beneficiaron, así como del

Departamento de Educación de Puerto Rico, corporaciones, y otras instituciones de educación superior tomaron ventaja de los mismos. A través de estos talleres prácticos, los participantes tienen la oportunidad de mejorar sus destrezas de integrar y utilizar las nuevas tecnologías en su experiencia de enseñanza - aprendizaje. Durante el curso 2011-2012 un grupo de tres de nuestras instituciones miembros se convirtió en el primer grupo en obtener la Certificación Avanzada.

HETS has been recognized for its commitment to achieve excellence in Higher Education, especially among the Hispanic community. As part of the Collaboration Agreement with Blackboard, HETS has been able to reach international audiences not only in Mexico, but also at Bb Forums in several cities in Colombia. During the academic year 2011-2012, several workshops focused on design and delivery of learning modules, and the use of rubrics in Blackboard's 9.1 grade center, were delivered to more than 90 participants. As a result of these international workshops, HETS opened the door and welcomed its first International Members from Colombia: *Universidad Cooperativa de Colombia* and *Universidad Autónoma de Bucaramanga*.

In February 2012, HETS coordinated a workshop in Puebla, Mexico with an attendance of more than 50 participants. Representatives from the following institutions and organizations participated: *Benemerita Universidad Autónoma de Puebla*; *Educación Superior de Celaya A.C.*; *Fundación Universidad de las Américas de Puebla*; *ITAT*; *Sistema Tecnológico de Monterrey*; *Sistemas CBT*; *Colegio de Estudios de Posgrado de la Ciudad de México*; *Centro de Investigaciones y Estudios de la Salud*;



OCC Mundial; *Universidad del Valle de México*; *Universidad del Istmo*; *Universidad Iberoamericana Puebla*; *Universidad Estatal a Distancia (UNED)*; *Universidad Anáhuac México Norte*; *Universidad Autónoma del Estado de Hidalgo (UAEH)*; *Universidad Pedagógica Nacional*; *Universidad Politécnica de San Luis Potosí*; *Universidad Popular Autónoma del Estado de Puebla*; *Universidad Virtual en Ciencias de la Salud*; *Athenea- Global Network Technologies*; *Consutoría en Redes*; *Contaduría República BUAP* and *Soluciones 4G*. These institutions took advantage of two workshop sessions conducted by two HETS experts: Prof. Alfredo Calderón and Prof. Eric Barrios.

In April 2012, in Bogotá, Colombia, more than 45 faculty and staff members from

the following institutions took advantage of the workshop offered by Prof. Alfredo Calderón: *Los Nogales College*; *Fundación Universitaria Católica del Norte*; *Fundación Universitaria Los Libertadores*; *Pontificia Universidad Javeriana*; *Servicio Nacional de Aprendizaje - SENA*; *Universidad Autónoma de Bucaramanga*; *Universidad Autónoma de Occidente* at *Cali*; *Universidad Católica Andrés Bello*; *Universidad de La Sabana*; *Universidad de los Andes*; *Universidad del Magdalena*; *Universidad del Norte*; *Universidad del Rosario*; *Universidad EAN*; *Universitaria Virtual Internacional*; officers representing the Colombian Armed Forces and Police Department; and *Universidad Cooperativa de Colombia*.

HETS ha sido reconocida por su compromiso para lograr la excelencia en la educación superior, especialmente entre la comunidad hispana. A través del Acuerdo de colaboración con *Blackboard*, HETS ha sido capaz de llegar a audiencias internacionales en repetidas ocasiones en eventos celebrados en Colombia y México. Durante el año académico 2011-2012, varios talleres sobre diseño y ofrecimientos de módulos de aprendizaje y el uso de rúbricas en el centro de calificaciones de *Blackboard 9.1*, fueron parte de las actividades del

último Foro de *Blackboard* celebrado en Puebla, México y en Bogotá, Colombia. Más de 90 participantes tomaron ventaja de estos talleres de desarrollo profesional. Como resultado de estos talleres internacionales, HETS abrió la puerta y dio la bienvenida a sus primeros miembros internacionales en Colombia: la Universidad Cooperativa de Colombia y la Universidad Autónoma de Bucaramanga.

WORKING WITH OUR MEMBERS IN THE NORTHEAST



In 2011-2012, HETS member institutions in the US Northeast region were actively involved with HETS initiatives. Four of the eleven articles in the second volume of the HETS Online Journal were from institutions in this region: Queensborough Community College, Borough of Manhattan Community College, and non member LaGuardia Community College. Also, four of the seven Online Journal reviewers were from institutions in this region as well: Bronx Community College, Lehman College, and Kutztown University.

The Northeast region revalidated their support during the HETS Best Practices Showcase held in February 2012. A total of 14 out of the 37 proposals were submitted from: Berkeley College; Bronx Community College; Hostos Community College; John Jay College; Queensborough Community College; Medgar Evers College; and Kutztown University. All of them were selected to be showcased during the event. Furthermore, experts from Kutztown University and John Jay College collaborated as members of the Best Practices Showcase Evaluation Committee.

As part of its work in the US Northeast region, HETS also delivered in June 2012, a face to face special session with Distance Learning Director's in New York. The goal of this event was to identify how HETS can support its member institutions to enhance their retention, access and assessment efforts in Distance Learning. Round table discussions included representation from: Borough of Manhattan Community College; Bronx Community College; Hostos Community College; John Jay College of Criminal Justice; Lehman College; Berkeley College; and Kutztown University. The event was hosted by Bronx Community College and its President, Dr. Carole M. Berotte Joseph. Currently, five institutions from this region continue to participate in the HETS Task Forces, largely contributing this year in the compilation of ideas for the development of the new HETS strategic plan.

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Durante este año académico, las instituciones miembros en la región noreste de los Estados Unidos estuvieron significativamente representadas en varias iniciativas, como la publicación profesional en línea de HETS (*HETS Online Journal*). Cuatro de los once artículos publicados en las dos ediciones de este año fueron de instituciones miembros en esta región, así como cuatro de los siete miembros del comité de revisión de los artículos. Durante la conferencia *HETS Best Practices Showcase* celebrada en febrero de 2012, la región noreste reafirmó su compromiso al someter 14 de las 37 propuestas

recibidas para evaluación. Todas las propuestas resultaron elegidas como mejores prácticas y fueron presentadas durante el evento. Expertos de Kutztown University y John Jay College sirvieron como evaluadores de las propuestas del evento. Como parte de su trabajo en esta área, HETS llevó a cabo un evento especial educativo enfocado en la retención, acceso y avalúo en la educación a distancia. Siete instituciones de esta región participaron activamente de las sesiones de mesa redonda. Por otro lado, actualmente, cinco instituciones de esta región participan en los *HETS Task Forces*.

SHARING OUR KNOWLEDGE

The inaugural issue of the HETS Online Journal (HOJ) was launched in October 2010 through an email campaign that reached more than 6,000 HETS' contacts. During 2011-2012, a total of 12 articles were submitted for evaluation, but only 11 were approved to be published and distributed among more than 6,700 contacts. On the Spring Issue,

several presenters of the 2012 HETS Best Practices Showcase shared the contents of their presentations as articles.

Also, HETS established an agreement with Gale Group to include the Journal in their databases, and it has been included also at the EBSCO Publishing's databases. HETS is confident that this new global exposure through EBSCO

will be an excellent opportunity to share our knowledge focused on Hispanics and the integration of new technologies in education. During the reporting year the Journal, included articles from the following HETS member institutions and one non member:

- Inter American University of Puerto Rico
- University of Texas-Pan American
- Caribbean University
- Universidad de Puerto Rico
- Queensborough Community College
- Universidad del Sagrado Corazón
- Borough of Manhattan Community College
- Universidad del Turabo (Ana G. Méndez University System)
- LaGuardia Community College (HETS non member)



Durante el 2010-2011, HETS publicó dos ediciones de su revista profesional en línea, *HETS Online Journal*. La edición inaugural, lanzada en octubre de 2010, alcanzó más de 6,000 personas. Durante el 2011-2012, un total de 12 artículos fueron sometidos y 11 de ellos fueron aprobados y publicados. En la edición de Primavera, varios presentadores del 2012 *HETS Best Practices Showcase* compartieron el contenido de sus presentaciones a través de artículos. Por otro lado, HETS estableció un acuerdo con *Gale Group* para incluir la publicación en sus bases de datos y también se incluyó como

parte de las bases de datos de *EBSCO Publishing*. HETS confía que esta nueva exposición global a través de EBSCO, será una excelente oportunidad para compartir el conocimiento enfocado en hispanos y la integración de las nuevas tecnologías en la educación.



2012 HETS BEST PRACTICES SHOWCASE

The HETS educational agenda in 2011-2012 included the coordination and delivery of the 2012 Best Practices Showcase, held in February 2012 in San Juan, Puerto Rico. Themed “Celebrating Technology Innovation for Hispanic Success in Higher Education”, the Best Practices Showcase gathered the Consortium’s member institutions, and other Hispanic Serving Institutions to share their innovative initiatives and best practices in the integration of technology and education for the benefit of the academic community. This year, the event was focused on four main tracks: access, retention, assessment, and Science, Technology, Engineering, and Mathematics (STEM) education for Hispanics. Overall, the event was a showcase of innovative technology strategies in Higher Education focused on impacting the Hispanic student population by enhancing retention, college completion, and successful learning outcomes. With this event, HETS experts were able to contribute beyond their institutions and reach out to audiences beyond HETS’ members. In addition, the event helped strengthen partnerships with corporate members in a context of a tangible win-win situation. Finally, the event showcased HETS as a leader in the integration of new technologies and faculty development.

The HETS Best Practices Showcase achieved the participation of more than 70% of HETS total membership. The goal of proposals was exceeded with a total of 37 proposals submitted, including two proposals from Hispanic Serving Institutions not affiliated to HETS. In addition, more than 10 corporate sponsors supported the event, reaching over \$25,000 in sponsorships and \$20,000 through the event’s registration fees. The showcase also included a Panel of Experts on the four main tracks of the event, and the presentation of Dr. Antonio Flores, President and CEO of the Hispanic Association of Colleges and Universities (HACU), as the keynote speaker.

As part of the 2012 Best Practices Showcase, HETS also organized an Academic Fair, with the participation of 22 member institutions, including ten institutions from the United States. More than 500 students attended this event and specific contact information was collected from more than 300 students. Prior to the Best Practices Showcase, a group of more than 35 faculty members and institutional staff participated in a pre-conference workshop on Student Retention sponsored by Oracle.

PARTICIPANTS’ REACTIONS TO THE 2012 HETS BEST PRACTICES SHOWCASE

- “Very good conference overall, thank you!”
- “Excellent sessions”
- “Great presentations. Learned a lot!”
- “Excellent presentations, congratulations!”
- “Great!”
- “Excellent cutting edge!”



La agenda educativa de HETS en el 2011-2012 incluyó la coordinación de su segunda conferencia bi-anual: “HETS Best Practices Showcase”. La misma se llevó a cabo en febrero de 2012 en San Juan, Puerto Rico. Bajo el tema “Celebrando la Innovación en la Tecnología para el Éxito Hispano en la Educación Superior”, este evento reunió a las instituciones miembros para compartir prácticas innovadoras de integración de la tecnología en la educación, enfocado en cuatro grandes temas: acceso, retención, avalúo y ciencias, tecnología, ingeniería, y matemáticas (STEM, por sus siglas en

inglés). Más de 20 instituciones miembros estuvieron representadas y más de 140 participantes y conferenciantes asistieron al evento. Un total de 33 proyectos fueron presentados. Además de ofrecer una importante oportunidad a sus miembros, HETS logró recaudar más de \$25,000 en auspicios y \$20,000 a través del registro del evento. Como parte de la Conferencia, también se ofreció un pre-evento auspiciado por Oracle y una Feria Académica con la participación de 22 instituciones miembros y más de 500 estudiantes interesados en estudios universitarios.

USING TECHNOLOGY TO SERVE OUR MEMBERS

HETS has continued to use several technology options to serve its members, disseminate information and resources, and continue expanding its impact. Several of the web strategies used this year included the HETS online workshops, the websites, the HETS Online Journal, and social media. Online workshops were developed in both Spanish and English to deliver the certifications completely online. Also, website contents were significantly and continuously updated to keep members informed and involved. The site was updated with a new “**Our Services**” menu to highlight: HETS Professional Development Events, Publications, Special Events, and the resources included at the redesigned Virtual Plaza. In addition, Twitter, Facebook, YouTube and LinkedIn accounts were created and added to the homepage to facilitate the participation of our constituencies. Visits to the HETS site have duplicated mainly as a result of the HETS Online Journal, among other web initiatives. Also, visits through mobile devices doubled from 2010 to 2011. Changes to the website are expected to support its use as a vehicle to promote and

deliver services and enhance the image of the organization as a service provider. The site is also expected to support outreach efforts nationally and internationally.

In addition, through its website, HETS has continued providing access to the Testing and Education Reference Center (TERC) which offers college entrance practice tests, search for institutions, scholarships and e-books among other resources. It also included access to Career Transition, which includes resources that encapsulate the entire job search process (exploring career paths, assessing interest and skills, creating resumes, applying for jobs, among others). More than 1,700 visits were registered to the TERC from July 2011 to May 2012. Most visits came from students at member institutions in New York (College of Staten Island, Hostos Community College and John Jay College), City Colleges of Chicago, and the University of the Sacred Heart in Puerto Rico.

HETS ha continuado utilizando diversas opciones de tecnología para servir a sus miembros, divulgar información, compartir recursos y continuar expandiendo su impacto. Algunas de las estrategias utilizadas este año incluyeron los talleres educativos en línea, el uso dinámico de sus páginas de Internet, el *HETS Online Journal* y redes sociales. Las visitas al sitio en la Internet han aumentado significativamente a partir de la publicación del *HETS Online Journal* y otras iniciativas como la actualización frecuente de noticias y las campañas electrónicas segmentadas. En adición, HETS ha continuado proveyendo acceso al *Testing and Education Reference Center* (TERC

por sus siglas en inglés) a través de su página en la Internet, el cual incluye acceso a prácticas de exámenes de admisión, búsqueda de universidades, becas y libros electrónicos, entre otras herramientas. También incluye acceso a un servicio adicional con recursos para apoyar a estudiantes universitarios en su proceso de transición hacia la vida profesional (*Career Transition*). De julio de 2011 a mayo de 2012, se registraron más de 1,700 visitas al TERC. La mayor parte de estas visitas provino de estudiantes de instituciones en Nueva York, Chicago y la Universidad del Sagrado Corazón en Puerto Rico.



THE REDESIGNED HETS VIRTUAL PLAZA STUDENT PLACITA



During 2011-2012, HETS completed the goal of redesigning the HETS Virtual Plaza. Through this new layout, faculty members, administrators and students will find specific tools to help them succeed in different areas in Higher Education. In addition, this design improved both, Virtual Plaza's image and functionality. In order to facilitate its navigation, the Virtual Plaza was divided in two main menus: Student Placita and Faculty & Administrators Placita. Both Placitas have added new sections to preserve its innovation and, at the same time, conveys an organized series of modules and resources.

In the Student Placita, students as well as faculty and administrators, can have access to a full spectrum of resources, free of charge, to succeed in higher education. The Testing and Education Reference Center (TERC) allow users to access e-books, practice and get prepared online for admission tests like the SAT, GRE, NCLEX, LSAT, TOELF, among other tests and resources, as well as online career guidance through the Career Transitions Center and Career Exploration Module. In addition, students can have access to the online writing modules of

“English as a Second Language”, and bilingual entrepreneurship courses, services developed by our member institutions. Also new to this Placita, is the STEM section, to explore the exciting alternative this field brings to higher education students. One of the most innovative additions is the Student Readiness section, which helps Hispanic students identify if online or traditional education match them better. And last but not least, a useful section to explore internships and scholarships among our member institutions has been included for the benefit of all Virtual Plaza users.



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HETS completó el objetivo de rediseñar el *HETS Virtual Plaza*. A través de esta página de Internet, profesores, administradores y estudiantes encontrarán herramientas específicas para ayudarles a tener éxito en las diferentes áreas de la Educación Superior. En el área de *Student Placita*, se han añadido secciones para preservar su innovación, mientras ofrece una serie organizada de módulos y recursos. Los estudiantes al igual que profesores y administradores pueden tener acceso a una amplia gama de recursos. El *Testing and Education Reference Center (TERC)* permite a los usuarios acceso a libros electrónicos, prácticas y preparación

para los exámenes de admisión en línea como SAT, GRE, NCLEX, LSAT, TOELF, entre otros exámenes y recursos. Los usuarios cuentan también con orientación profesional en línea a través del *Career Transitions*. Además, los estudiantes pueden tener acceso a módulos de escritura en línea de inglés como segundo idioma y cursos bilingües de iniciativa empresarial, servicios desarrollados por nuestras instituciones miembros, además de otras interesantes herramientas.

HETS CORPORATE PARTNERSHIP PROGRAM



Blackboard



Relations with corporate partners continued to be reinforced during 2011-2012. The HETS Corporate Partnership Program seeks to establish mutually beneficial arrangements with corporate partners interested in advancing post-secondary education through targeted partnerships, sponsorships, and gift opportunities. It allows partners and donors to be leading, recognized supporters of the creation and development of programs and specific activities to enhance the role of educational technology and resources in the advancement of Hispanic Higher Education. There are several levels of partnership and gift opportunities available that can accommodate corporate partners' interests, as long as they align with the mission of HETS and its member institutions.

Major Corporate Partners have already begun to take advantage of several

benefits, besides having the opportunity to collaborate with HETS members and share experiences with the Board of Directors. With their contributions, our first ever Major Corporate Partners: Ramona Munsell & Associates, along with Blackboard, and Knowlity, made possible the dissemination of professional development events, among other initiatives, to benefit our members. As part of the Corporate Partnership program our goal is to coordinate and celebrate professional development educational events, from which faculty and administrators can take advantage of, as part of the commitment of offering the best services and benefits to them.

HETS offered, in association with Knowlity Corporation, a conference and live webcast on December 2011, focused on the new Desktop Transformation Model topic. The transmission was possible thanks to the support of the



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Las relaciones con nuestros socios corporativos fueron reforzadas durante 2011-2012. El Programa de Socios Corporativos procura establecer relaciones mutuamente beneficiosas con corporaciones (lucrativas y no lucrativas) interesadas en promover y apoyar el avance de la educación postsecundaria a través de colaboraciones, auspicios y donativos. Los participantes del programa tienen la oportunidad de apoyar la creación y el desarrollo de programas y actividades específicas para optimizar el rol de la tecnología educativa y los recursos tecnológicos en el progreso de la educación postsecundaria de los hispanos. Entre los beneficios del programa se destaca, la colaboración con instituciones miembros y la oportunidad de compartir experiencias e ideas con miembros de la Junta de Directores de HETS. Gracias a las contribuciones de nuestros *Major*

team at the *Universidad del Sagrado Corazón* through their U stream Channel. A group of participants from Caribbean University, Huertas Junior College and Carlos Albizu University joined us at the *Universidad del Sagrado Corazón* to listen to the interesting topic, presented by Mr. Emilio Fuentes, President and CEO of Knowlity. Participants from Berkeley College, University of Texas at Brownsville, and *Universidad Cooperativa de Colombia*, also joined us through the live webcast. During the event, Mr. Fuentes had the opportunity to explain how the Desktop Transformation Model can be useful in higher education institutions. Participants had the opportunity to discover what Virtual Desktops can do for their institutions and how the Desktop Transformation Model can get them started on the right path. To learn more about the topic Knowlity Corporation presented during this event, please access

the HETS YouTube Channel, to learn from the series of recorded transmission.

Blackboard (Bb) and the HETS Consortium celebrated on May 2012, a full day with educational and technology leaders in Puerto Rico and the Caribbean at the Blackboard Teaching & Learning Forum 2012 in Puerto Rico. The event was hosted by the Metropolitan University, (Ana G. Méndez University System-AGMUS). More than 90 participants from 25 higher education institutions, corporations and organizations from Puerto Rico, United States and the Caribbean, learned about new technologies, innovations and trends in education. During the event, attendees had the opportunity to interact with colleagues, share learning experiences, and learn new trends in educational technology, innovation and quality in education and interact with educational leaders' specialists from Blackboard

from Puerto Rico and the Caribbean. In addition, HETS workshop session during the event, provided the opportunity to understand and maximize the use of platforms and its educational tools focused on rubrics and assessment, as well as the grade center features. To conclude the event and concurrent with HETS' workshop, Mr. Juan Lucca conducted a round table discussion in which, Mr. Kenneth Maldonado, CIO/CTO at AGMUS and Mr. René Sainz, Director of ITS Online Learning at the University of Texas, Brownsville and President of the HETS Technology Task Force, talked about how students have changed and how institutions are dealing with these changes.

In addition to the Blackboard Forum in Puerto Rico, HETS experts traveled to provide workshops in Mexico and Colombia, as part of the collaboration agreement with Blackboard.

Corporate Partners: Ramona Munsell & Associates, Blackboard, y Knowlity, en parte hicieron posible la difusión de eventos de desarrollo profesional, entre otras iniciativas para beneficiar a nuestros miembros.

En diciembre 2011, HETS ofreció junto a *Knowlity Corporation*, una conferencia y una transmisión en vivo del tema Nuevo modelo de transformación de escritorios. La transmisión fue posible gracias al apoyo del equipo de la Universidad del Sagrado Corazón. Junto a *Blackboard* se celebró en mayo de 2012, un día con líderes de la educación y la tecnología en Puerto Rico y el Caribe en *Blackboard Forum 2012* en Puerto Rico. Además de este evento en Puerto Rico, expertos de HETS han viajado a México y Colombia para impartir talleres en esta plataforma como parte de la colaboración con *Blackboard*.



REACHING OUT THROUGH SOCIAL NETWORKS

HETS has continued to use several technology options to serve its members, disseminate information and resources, and continue expanding its impact. Social media is the new in-thing and very effective when sharing information and communicating with each other. HETS entered the social media with its pages on social networks like Facebook and Twitter, which has facilitated the creation, sharing and exchange of content, news

and events. Recently, HETS also joined Pinterest, Tumblr and the professional network LinkedIn. The HETS channel in YouTube has been an invaluable resource in sharing and storing videos of our events, showcases and webinars with members abroad. The next phase includes the development and launching of our Blog.

Let's stay connected!



LinkedIn:
[linkedin.com/company/HETS](https://www.linkedin.com/company/HETS)



TUMBLR:
hetsorg



Pinterest:
hetsorg



YouTube:
hetsorg



Twitter:
@hetsorg



Facebook:
hetsorg

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HETS ha continuado utilizando diversas opciones de tecnología para servir a sus miembros, divulgar información, compartir recursos y continuar expandiendo su impacto. Los medios sociales son la nueva tendencia y son muy eficientes para compartir información. HETS ingresó a los medios de comunicación social con sus páginas en las redes de Facebook y Twitter. Recientemente, también se unió a *Pinterest*, *Tumblr* y la red profesional

LinkedIn lo que ha facilitado aún más la creación, difusión y el intercambio de contenido, noticias y eventos. El canal de HETS en *YouTube* ha sido un recurso valioso para compartir y almacenar los videos de los eventos, conferencias y seminarios. La siguiente fase de crecimiento en esta área incluye el desarrollo y la publicación del blog de HETS dentro de su página web.

HETS FINANCIAL STATEMENTS

2011-12
ANNUAL REPORT

BUDGET ANALYSIS REVENUES

Description	Revised Budget 2011-2012	Actual Budget June 2012	Variance Budget vs. Actual	Percentage Achieved
Membership Dues	\$131,000	\$128,655	(\$2,345)	98%
Corporate Sponsorships and Donations	\$62,000	\$52,000	\$10,000	84%
Special Event Registration	\$25,000	\$24,559	\$441	98%
Hosting Contribution	-	\$1,250	(\$1,250)	
Workshop Registration	\$22,125	\$8,652	\$13,473	39%
Other Income	\$0	\$4,169	(\$4,169)	
Total Revenues	\$240,125	\$219,285	(\$20,840)	91%

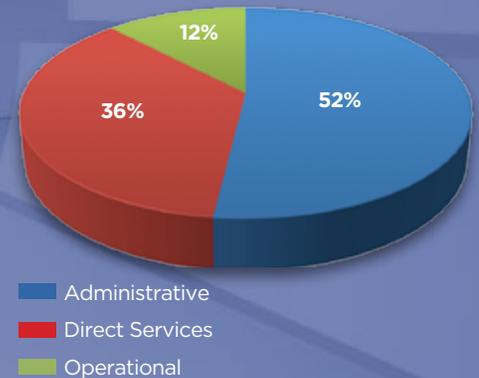
BUDGET ANALYSIS EXPENSES

Description	Revised Budget 2011-2012	Actual Budget June 2012	Variance Budget vs. Actual	Percentage Achieved
Administrative	\$115,100	\$117,898	(\$2,798)	102%
Subtotal	\$115,100	\$117,898	(\$2,798)	102%
Direct Services				
Organizational Development	\$11,760	\$10,930	\$830	93%
Web Development	\$12,000	\$10,004	\$1,996	83%
Programmatic Development	\$18,900	\$10,319	\$8,581	55%
Workshop Coordinator	\$5,760	\$4,404	\$1,356	76%
Faculty Support Services	\$12,700	\$11,440	\$1,260	90%
Student Support Services	\$6,000	\$3,050	\$2,950	51%
Educational Content Development	\$7,000	\$2,900	\$4,100	41%
Special Events	\$20,000	\$28,739	(\$8,739)	144%
Subtotal	\$94,120	\$81,786	(\$12,334)	87%
Operational				
Telecommunications	\$3,200	\$2,746	\$454	86%
Supplies	\$1,500	\$895	\$605	60%
Travel	\$10,000	\$12,978	(\$2,978)	130%
Promotional Materials	\$8,000	\$8,353	(\$353)	104%
Liability Insurance	\$2,000	\$550	(\$1,450)	28%
Miscellaneous	\$255	\$748	(\$493)	293%
Bank Fees	\$600	\$710	(\$110)	118%
Depreciation Expense	\$0	\$248	(\$248)	0%
PayPal Fees	\$350	\$181	\$169	52%
Reserve	\$5,000	\$0	(\$5,000)	
Subtotal	\$30,905	\$27,409	\$3,496	89%
Total Expenses	\$240,125	\$227,093	(\$13,032)	95%
Surplus / Deficit		(\$7,808)	\$7,808	

DISTRIBUTION OF 2011-2012 REVENUES



DISTRIBUTION OF 2011-2012 EXPENSES



DISTRIBUTION OF 2011-2012 EXPENSES RELATED TO DIRECT SERVICES



OUR MAJOR CORPORATE PARTNERS



RAMONA MUNSELL & ASSOCIATES
PUERTO RICO

Ramona Munsell & Associates

Ramona Munsell & Associates Consulting Inc. specializes in institutional development and undergraduate education for public and private two-year and four-year colleges and universities, by securing funds through U.S. Department of Education grant programs: Title III, Strengthening Institutions; Title V, Developing Hispanic-Serving Institutions (HSI); TRIO (Student Support Services, Upward Bound, Talent Search, and McNair Scholars programs); and Gaining Early Awareness & Readiness for Undergraduate Programs (GEAR-UP).

Website: ramonamunsell.com

Blackboard Inc.

Blackboard has been dedicated to improving every aspect of the education experience for millions of learners and educators around the world. It works with thousands of higher education, K-12, professional, corporate, and government organizations, providing them with tomorrow's education experience today. *"From teachers and administrators to students and parents, we build on everyone's best to build a better education experience"*

Website: blackboard.com/International



Blackboard

Knowlity Corporation

Knowlity Corporation was founded in 2002 as a Puerto Rico based corporation specializing in solutions and services for the Information Technology industry, focused on delivering quality and trustworthy technology solutions to their customers, helping them leverage current infrastructures, staying ahead of major technology developments and trends. Their client base is composed of various vertical markets, such as the healthcare, banking, news, services and financial industries. In addition, they provide IT management services to small and medium sized companies, regardless of their particular industries. On May 2012, Knowlity Corporation was acquired by Citrix Systems, Inc. HETS contacted Citrix to renew this collaboration in the near future.

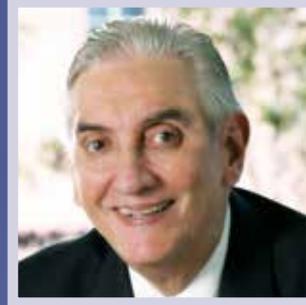


ELECTED BOARD OFFICIALS

2011-12
ANNUAL REPORT



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President
Inter American University
of Puerto Rico



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First Vice Chair
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(Designated Representative)

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