



NATIONAL HISPANIC-SERVING INSTITUTIONS WEEK

SEPTEMBER 13-19, 2021

Each year, the Hispanic Association of Colleges and Universities (HACU) calls on Hispanic-Serving Institutions (HSIs) to join in observance of National HSIs Week. This week recognizes the 569 HSIs throughout the nation for their work and critical role in educating and empowering Hispanic youth. This year, HSIs Week will take place Sept. 13-19, 2021, coinciding with Hispanic Heritage Month.

Celebrating HSIs Week

Below are some suggestions of how colleges and universities can celebrate HSIs Week:

HSIs Week is observed by colleges and universities across the nation. Social Media, virtual events and campus activities are encouraged to heighten awareness of the important role HSIs play in improving access to education and advancing equity for traditionally underserved students. Plans are underway for several members of Congress to recognize the contributions of HSIs in their communities.

- 1. Raise awareness** - Partner with your local newspaper or radio station to advertise National HSIs Week and the events sponsored by your institution. This increased visibility can highlight the contributions made by HSIs on a local, national and international scale. Mention your membership with HACU.
- 2. Host a campus forum** - Organize a town hall meeting with students, faculty, staff and community leaders to explore issues of particular interest to the HSI community.
- 3. Organize a community-wide activity** - Build and promote campus-community partnerships to address various issues impacting the local community.

- 4. Use Social Media** - Share your HSI stories and/or how your institution plans to celebrate National HSIs Week. Have your president share a video clip on the importance of HSIs. Tag @HACUNews on Twitter, Facebook and Instagram. Use hashtag #HSIs #HSIsWeek
- 5. Showcase your students** - Arrange for your institution's choir, band, cheerleading squad to perform during National HSIs Week. You may also highlight the week during a sporting event any day that week.
- 6. Celebrate National HSIs Week** in a way unique to your institution.

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