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PRESS RELEASE

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CSUSB earns prestigious Seal of Excelencia certification for 2024-27 for accelerating Latino student success

PALM DESERT, Calif. – California State University, San Bernardino has earned the prestigious Seal of *Excelencia* certification for 2024-27 from *Excelencia* in Education for demonstrating through data, evidence-based practices and leadership the ways in which it is intentionally serving Latino students. *Excelencia* in Education is the nation’s premier authority on efforts to accelerate Latino student success in higher education.

The Seal of *Excelencia* is a national certification for colleges and universities that strive to go beyond enrollment and more intentionally serve Latino students to become institutions where Latino, and all, students thrive. It is the culmination of a rigorous assessment process and is valid for three years.

According to *Excelencia*, CSUSB demonstrated the ways in which it is intentionally serving Latino students with clear articulation of the following:

- An intentional institutional focus on advancing Latino student success by aligning data and practice;
- Deliberate and ongoing assessment to identify and implement strategies throughout the institution that improve Latino student achievement;
- Leadership commitment to continue transforming the institution into an environment where Latino students thrive; and,
- A long-term and unwavering commitment to intentionally serve Latino students, while serving all.

For the past five years, CSUSB has been [consistently recognized](#) as a top institution for Latino student success by *Excelencia*, and in August, two of its [pre-college initiatives](#) were recognized as among the best in the U.S. for students aspiring to attend college.

“I am immensely proud of our institution's recognition by *Excelencia* in Education with the Seal of *Excelencia* certification for 2024-27. This notable achievement reflects our unwavering commitment to intentionally serve Latino students, ensuring that they reach their full potential, thrive and succeed in higher education,” said CSUSB President Tomás D. Morales. “This accomplishment is a testament to our dedication to creating an environment where Latino students, and indeed all students, can excel. We are committed to continuing this vital work, aligning our data, evidence-based practices and leadership to foster a community of achievement and inclusivity.”

In earning the Seal of *Excelencia* certification in 2024, CSUSB is one of 17 institutions of higher education that earned the designation this year. CSUSB is one of eight newly certified along with nine that were recertificated. In total, there are 46 trend-setting colleges and universities from across the country that are ensuring America’s future through their steadfast commitment to develop and advance the talents of Latino students. Together, they represent less than 1% of all institutions but enroll 17% and graduate 19% of all Latino students nationwide.

“The colleges and universities that earn the Seal of *Excelencia* lead the charge in meeting our nation’s degree attainment goals,” said Deborah Santiago, co-founder and CEO of *Excelencia* of Education. “They demonstrate commitment to Latino student success through impact and ongoing self-assessment.”

Excelencia has offered the Seal of *Excelencia* – a national certification valid for three years – since 2018 to recognize institutions that are trendsetters for the transformation needed to accelerate Latino student success and meet the overall mission of higher education. The [Seal of *Excelencia* framework](#) is a comprehensive institutional self-assessment tool for aligning and progressing efforts to intentionally serve Latino, and all, students across data, practice and leadership. It represents learning from over 20 years of working with colleges and universities.

About *Excelencia* in Education

Now in its 20th year of service to accelerate Latino student success in higher education, *Excelencia* in Education leads a national network of results-oriented educators and policymakers to tap the talents of the Latino community and address the U.S. economy's needs for a highly educated workforce and engaged civic leaders. With this network, *Excelencia* accelerates Latino student success in higher education by promoting Latino student achievement, informing educational policies with a Latino lens, and advancing evidence-based practices. For more information, visit EdExcelencia.org.

About the CSUSB Palm Desert Campus: The CSUSB Palm Desert Campus offers bachelor's and master's degrees, teaching credentials and certificates, and plays a vital role in educating the region's growing population.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Marketing and Communications at msinger@csusb.edu or (760) 341-2883, ext. 78107, or visit the PDC website at www.csusb.edu/pdc.