

HACIA

TOWARD THE UNIVERSITY 

A Project of Southwest Creations

OUR ORGANIZATION & PROGRAM



SOUTHWEST CREATIONS COLLABORATIVE

Southwest Creations is a women-driven social enterprise that provides contract manufacturing for sewn soft goods and hand-crafted products. We have a social mission to **alleviate poverty** and **build economic and educational opportunity across generations**. Since 1994 we have provided **dignified employment while improving access to education** for employees and their families.

HACIA: TOWARD THE UNIVERSITY

HACIA: Toward the University [HACIA] is Southwest Creations' vehicle to apply our best practices to impact a much greater number of families in addition to those we employ in our market-driven enterprise. This two-generation **family engagement program** inspires and supports whole families as they **navigate the pipeline from Pre-K to higher education**. HACIA builds an intergenerational culture of engagement and lifelong learning that is sometimes lacking in families with low levels of formal education. For vulnerable children, this translates to **family support** for reading and other home learning activities and improved school attendance, key indicators for academic achievement, high school graduation and first generation college attendance.

We completed a 4-year pilot of HACIA in Albuquerque Public Schools in May of 2016 by engaging 310 families in building skills, systems literacy, and social capital to attain educational goals. The HACIA pilot achieved a **93% high school graduation and 81% college attendance rate**.

HACIA is building upon our successful momentum and expanding our reach to engage over 600 families.



HACIA PARTICIPANT OUTCOMES



93% GRADUATE FROM HIGH SCHOOL



81% ATTEND COLLEGE



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FAMILY ENGAGEMENT PIPELINE



COMMITMENT:

HACIA is committed to inspiring working families by creating **high expectations** for college attendance and by delivering **proven strategies** that equip all students with the tools for success.



ENGAGE:

HACIA's two-generation family engagement program inspires and supports whole families as they **navigate** the pipeline from Pre-K to higher education.



SUCCESS-PLANNING:

HACIA engages families in setting **academic goals** aimed toward improving grades, attendance and extracurricular participation.



PEER-TO-PEER:

HACIA's tutoring and mentoring helps build the skills, and networks in a **dynamic, peer-to-peer atmosphere** that first generation college students need to be college-ready.



OPPORTUNITY:

HACIA connects families with **360° support services** in education, mental health and violence prevention.



NAVIGATE:

HACIA coordinates special family and student tours of **UNM and CNM campuses** that focus on career exploration, college life, admissions, financial aid, as well as student support and cultural programs.



TRANSITION:

HACIA supports families as they learn tools to **prepare for** the transition to college.



MOMENTUM:

HACIA guides families through the **college admissions process** and supports them as they apply for scholarships, grants, student loans and work study.

