**Messaging Guidance**

**“*Excelencia*” is always italicized**

This is because *Excelencia* in Education wants to denote that the first word in their name is in Spanish. We recognize there are limitations with websites, headlines, and some apps that prevent italicization, but if it is possible, please italicize Excelencia in your copy.

**NOT a ranking or award**

Per *Excelencia* in Education, the Seal of *Excelencia* is NOT a ranking, nor an award. It is a rigorous verification process that culminates with the prestigious Seal of *Excelencia* certification. (Avoid using the label “ranking” or “award,” please)

**Inclusive Language**

“Latino” is the term used by *Excelencia* in Education, so in some material from TXST about the Seal, you’ll see “Latino” is used. You’ll also see other inclusive terms used in quotes and messages as part of the announcement. “Latinx” is the gender-neutral alternative to Latina or Latino. It is a term used to describe a diverse group of people who have roots in Latin America. “Latine” is also a gender-neutral form of the word Latino, created by gender non-binary and feminist communities in Spanish-speaking countries. “Latinx/e” is the most recent and inclusive iteration of “Latinx/o/a.” It goes a step beyond gender-inclusivity to include language and came out of Spanish-speaking countries. The lexicon of language continues to expand in many cool, complex, and important ways.

**General Talking Points about the Seal**

* Seal of *Excelencia* institutions are exemplars and represent trendsetting leadership that transforms colleges and universities to engage, enroll, and graduate today’s students—including Latinos.
* Institutions earn the Seal of *Excelencia* by demonstrating alignment across three core areas of data, practice, and leadership.
* Texas State is one of only six institutions certified in 2022 and joins a group of 30 colleges and universities nationally with the prestigious recognition.
* The Presidents and Chancellors of the Seal of *Excelencia* certified are a leadership cadre advancing the role of higher education to intentionally SERVE Latino students.
* For more info, visit the Seal announcement landing page - [TXST Earns Seal of Excelencia](https://news.txst.edu/inside-txst/2022/txst-earned-the-seal-of-excelencia.html)