



From the Desk of the President

As we begin our 55th year of providing quality education and training, I want to thank you (in advance) for unselfishly committing yourself to our efforts, in light of your hectic professional and personal schedules. Your obsession with helping our learners achieve their goals in and out of the classroom will continue to change their lives and family trees.

I also want to share some insights I gained recently from a variety of meetings I've attended as either the Governor's appointed representative to the Woodrow Wilson Foundation Fellows or as the newly-elected president of the Council of Pennsylvania Community College Presidents.

ALIGNING K-12 and POST-SECONDARY EDUCATION

In aligning K-12 and post-secondary education, the research has shown that it is generally "better to have been born wealthy than to be have born smart" for \$1.3 billion will be spent on remedial classes, annually, and these classes will be taken disproportionately by underrepresented learners. Only 10% of these learners will graduate on time. In Tennessee, for example, math remediation now happens in the senior year of high school. In five years, seniors requiring remediation went from 73% to 58%.

In a study I read recently, it showed a significant number of Americans viewed higher education as irrelevant is because the public links degree attainment to career opportunities. This is one of the reasons states, including Pennsylvania, are looking into establishing performance-based funding models. Finally, according to the study, we need to provide our learners with information on careers earlier in their collegiate experience since there seems to be a general lack of knowledge about careers, especially, those that do not require a bachelor's degree.

WORKFORCE and CAREER and TECHNICAL EDUCATION

In listening to a panel of employers, there are four skills that employers are requiring. These include (1) 21st century foundational skills (including critical thinking and writing); (2) digital competencies; (3) business skills; and (4) domain expertise (including co-op, internship and practicum). The panelists strongly suggested that employers not only serve on



college advisory committees, they also need to be a part of the instruction. Delaware and Texas were mentioned numerous times as the states who best align strategic plans of numerous agencies together effectively. Western Governor's University was mentioned many times as a next century educational institution that was transforming higher education as witnessed by [one of their initiatives with healthcare employers](#) in California.

Finally, college leaders were strongly encouraged to develop and offer pathway programs that also engage our part-time and adult learners.

One college used as an example for being innovative and responsive to employer needs was Boise State University (BSU). BSU has created an online college to be more nimble in offering credentials and degrees than its traditional institution. By doing so, they have accomplished the following:

1. [Passport to Education](#): BSU partnered with the second largest credit union in Idaho to create a monthly subscription program for education and training programs for any of their members at a 30-percent discount compared to regular on-campus classes.
2. Credentialing: BSU partnered with Amazon and Microsoft to provide stackable credentials (both credit and non-credit) for learners.
3. Partnerships: BSU partnered with Revature, which aggregates needs of employers to create certain programs.
4. [Co-op: WorkU](#), a co-op, takes hundreds of BSU learners and grants them credit for time on the worksite.
5. Funding: [BSU is working closely with industries](#) to create the credentials learners need to become employees. By doing so, industries are investing in the College at a time when the state limits its allocations to higher education in Idaho.

[Competency-based education](#) was discussed at length and it is a growing element within community colleges and higher education, in general. [Salt Lake City Community College](#) was mentioned many times as an institution within our sector of higher education who was doing it well.

With many communities throughout the nation having no broadband, libraries and schools are the two places that provide access. Therefore, how can HACC better leverage libraries in providing instruction, especially in some of our rural areas?

EXPANDING PARTNERSHIP WITH THE STATE SYSTEM

The PA Commission for Community Colleges and I are in conversations with the Pennsylvania State System of Higher Education chancellor about ways HACC and the State's 13 community colleges can strengthen our transfer pipelines.

TECHNOLOGY

As we work together to find ways to obsess about how we can better serve our learners, I thought you might find the following information insightful. In soon-to-be released research, learners who were interviewed about their use of personal devices said the following:

- Using personal devices in the classroom have improved a learner's ability to learn: 75%
- Taking pictures with their phones of lecture slides has helped learn the material better: 58%
- Accessing a digital textbook with their personal device has contributed to increases in engagement and grades: 39%
- Coaching in-person versus online showed that 56% of the learners preferred online activities
- Ratings of college mobile apps were low since many colleges do not yet offer mobile apps for a variety of learner needs. They graded colleges a C-.
- [Calbright College](#) was also mentioned as an innovative community college worth studying regarding their use and integration of technology within the classroom

2019-20 STATE BUDGET

As you may know, Pennsylvania's 14 community colleges are the primary provider of education and workforce training in the Commonwealth, serving more than 300,000 credit and non-credit learners. Therefore, the Commission will be asking the Governor to consider adding \$10 million to our collective operating budget and \$5 million to our capital fund next year. These funds will allow Pennsylvanian to make progress towards its postsecondary attainment goal of 60% of Pennsylvanians age 25-64 with a postsecondary degree or credential by 2025. We will be asking for other funds too; however, those requests are not 'ironed out' yet.

Finally, Act 70 of 2019 establishes the Public Higher Education Funding Commission to review and make recommendations related to higher education funding, affordability and effectiveness. A 19-member Commission has been established with 16

representatives from the General Assembly and three from the Wolf Administration. Not to be left out of the discussion, the Pennsylvania Commission for Community Colleges will establish a committee to develop our position and recommendations related to performance-based funding. I will be a member of that workgroup.

STAFFING UPDATES

It is with sadness that I inform you that, while his condition is improving, Stephen Ampersand, vice president of student affairs and enrollment management, is no longer with the College due to health reasons.

Stephen joined HACC in January 2017 as the dean of enrollment management and was promoted to vice president a year later. We are grateful to Stephen for role in increasing dual enrollment, improving the orientation for online learners, coordinating Commencement ceremonies and leading several other initiatives contributing to the College's success.

Clarresa Morton will continue to serve as interim vice president of student affairs and enrollment management for at least the fall semester.

NEXT GENERATION TASK FORCE WORKING GROUPS

The working groups have been working diligently throughout the summer on the first four key initiatives identified by the Next Generation Task Force. Each working group prepared a video to introduce the College community to the initiatives, the work done so far and to provide information on the next steps they will be taking. These videos are now available on myHACC, the Home tab, under the Next Generation Task Force channel. Ongoing monthly updates will be posted in the same location by September 30, October 31, November 22, and December 20 throughout the fall semester.

A Win for Student Success!

Recent developmental math-related enhancements had a notable impact on HACC's student success rates during the spring 2019 term.

Specifically:

- ✓ The SAT score was lowered from 590 to 550 to allow students into algebra and other math courses
- ✓ A new class was established in developmental math (Math 090) geared to accelerating students' progress
- ✓ Exit exams in developmental math were replaced with a more typical final exam

After implementing these changes, we saw a 46% drop in the percentage of new students placing into our developmental math class:

- ✓ In fall 2018, 85% of students placed into developmental math
- ✓ In spring 2019, with the new Accuplacer test and reduced SAT scores, only 58% of students placed into developmental math

Additionally, we are seeing very promising results from our Math 090 class. In this class, students are assessed on the areas in which they need developmental math coursework and only take those modules via computer-guided instruction with an instructor available if needed.

As a result, rather than having to take up to five developmental math classes in sequence, costing a year of classwork and more than \$2,000 in tuition and fees, students can take Math 090 in one term.

Of the 275 students who successfully completed Math 090 in fall 2018:

- ✓ 78% were able to skip at least one developmental math class
- ✓ 21% were able to skip all other developmental math classes



Myself and Officer Daryl Harang, York City Police Department with two future HACC students at the 115th Police Academy graduation

In spring 2019, of the 292 new students who registered for Math 090, 18% were able to skip all other developmental math classes.

Kudos to our math faculty for implementing these changes and keeping student success at the forefront of their decision making!

Closing the Gender Pay Gap is Possible. HACC is Doing It

According to data published by the [National Women's Law Center](#), women in Pennsylvania make 80.5 cents for every dollar that men make, ranking 24th among states and the District of Columbia in lifetime wage gap losses for women. It isn't until age 70 that women's career earnings catch up to men's career earnings at age 60.

At [HACC, Central Pennsylvania's Community College](#), we are committed to gender equality by obtaining parity in one of the most crucial aspects of a woman's life: her pay. Adequate compensation for a woman provides a means toward economic independence, while confirming her worth and rights through fair and equal practices.

We are closing the gender pay gap through recruitment and compensation practices that are fair and equitable. For example, HACC does not ask for previous salaries during the recruitment process. Instead, starting pay is based on the applicability of the individual's experience and education to the position, not their negotiating skills.

These practices also work to eliminate the unconscious bias – a thought that “men make better leaders and managers whereas women are more nurturing and make better caretakers” according to “[Unequal Pay, Unconscious Bias, And What To Do About It.](#)”

An October 2018 study of annual salaries of full-time employees at HACC indicates that, on average, women earned 98% of male earnings. Significantly, there is no wage gap between male and female faculty members at HACC, as female faculty earn 101% of what male faculty earn.

HACC is also closing the gender pay gap by promoting and hiring women into leadership positions. Women comprise 66% of HACC's total workforce, 64% of full-time faculty and 50% of the president's Cabinet. A diverse workplace at HACC that includes multigenerational colleagues, employees with disabilities and other cultures and backgrounds affords our colleagues an opportunity to learn from their peers whose work experiences, styles and attitudes may vary from their own. Diversifying our Cabinet in which women constitute half of the senior management provides the College community with diverse personal and professional viewpoints, insights and ideas, more expansive problem-solving and innovative thinking. This has made it possible for us, as a COMMUNITY college, to better serve an increasingly diverse student and employee population.

Institutions of higher learning like HACC have the ability to implement best practices that not only impact their workforce but also their most important stakeholders – students. When students are connected to a culture of gender equity and see women in positions of influence, they receive the message that they can be successful as well. Women in the classroom and boardroom can inspire future generations of academics, entrepreneurs, public officials and business leaders.

Equal pay activist [Lilly Ledbetter](#) said, “We still are not paid equally. And if you believe that it's a myth, do the math.” We have done the math at HACC, and we are proud of the results. Through strong leadership and sound and equitable compensation practices, HACC is not only closing the pay gap but continuing to foster an inclusive community that recognizes and values everyone.

Expanded Call Center Update

Early in the spring, the **Office of Information Services and Technology (OIST)** partnered with Randstad Technologies to expand HACC's call center technical support operations. OIST is pleased to share the June 2019 support statistics summary.

June 2019

Total number of support incidents created:	1,411
• Incidents created during working hours	1,202
• Incidents created after working hours:	209
Phone calls were received on days the college was closed	133
• Friday – 82 calls	
• Saturday – 27 calls	
• Sunday – 24 calls	
Phone calls were received between the hours of 8:00pm - 6:00am	74
Total # of support incidents resolved as of June 30, 2019	1,349
June 2019 incident resolution rate:	95.6%

Top incident call topics:

Service	Category	Percentage
Web Services	MyHACC Portal (requests/issues)	54%
Account and Access	Login	4%
Software	Software Issue/Request	10%
Hardware	Hardware	2%
Web Services	Brightspace D2L/HAWKMail/Banner	6%

Strategic Planning Funds

The first round of fiscal year 2019-20 strategic planning funding cycle includes \$125,000 to support the initiation and implementation of the College's *new* 2019-22 Strategic Plan.

Previously, first round applications for funding were due in early fall. However, due to our new criteria established for applicants to apply to the HACC Foundation **before** applying for strategic planning funds, dates for both submission of applications and presentations to Cabinet have been moved to coordinate with the Foundation's funding process.

The application process for requesting strategic planning funds will open on Monday, Nov. 4, 2019, with a deadline of Monday, Nov. 18, 2019.

Presentations to Cabinet will tentatively take place on Tue., Dec. 3, 2019.

Updates from around the College

Certified Recovery Specialist Program Offered at Midtown 1

September is National Recovery Month! What better time to share this new program with the HACC community!

This program provides the learner with the educational opportunity to obtain certification as a Certified Recovery Specialist (CRS). Participants in this PA Certification Board-approved course gain the knowledge and skills needed to achieve a fulfilling career helping others overcome addiction. Eleven students recently completed the program and several have already taken and passed the CRS certification exam!

The 9-week evening program is held at HACC's Midtown 1 location (with plans to train at other HACC locations soon), and an articulation agreement for 3 to 6 credits to the HACC associate in applied science degree in Human Services will be in place in the very near future.

(The CRS credential requires the person applying for the CRS certification to attest that they have had 18 months, in a continuous manner, of a personal lived recovery experience.).

Additional information about the CRS program can be found [here](#).

Advocacy Leadership Credential

Gettysburg Campus admission counselors **Andrea Lazarus** and **Sara Maines** (pictured right) met with State Representative Dan Moul as part of an Advocacy Leadership Credential through the Pennsylvania Association for College Admissions Counseling (PACAC) on June 13, 2019 in Gettysburg. Through PACAC's Advocacy Leadership Credential, participants learn how to advocate with local and federal legislators on important issues in secondary and post-secondary education. Lazarus and Maines asked Representative Moul for his support of H.B. 1401, which would set the student-to-counselor ratio in Pennsylvania high schools to 250:1 as recommended by the National Association for College Admissions Counseling (NACA) and the American School Counselor Association (ASCA). They also advocated for the Representative's support of H.R. 134, which urges Congress to enact meaningful legislation to replace the Deferred Action for Childhood Arrivals (DACA) program that would support "Dreamers" so that they can live, work and study legally in the United States. As part of the Advocacy Leadership Credential, Lazarus and Maines will receive a certificate of completion and recognition from PACAC for conducting this legislative visit.



Gettysburg High school graduates Kayla Berger and Michael Riggs with **Shannon Harvey** and **Sara Maines** (pictured left) at their high school graduation ceremony on May 31, 2019. Kayla and Michael were among hundreds of students recognized at HACC's Commencement ceremony on May 9, 2019, at the Giant Center in Hershey. Both earned associate degrees from HACC prior to earning their high school diplomas. Now, with both their high school diploma and associate degree in hand, Kayla will be transferring to Penn State Mont Alto for a bachelor's degree in psychology and Michael to Oklahoma State University for a dual degree in animal science and agricultural education.

Gettysburg Campus Benefits from National Stamp Out Hunger Food Drive

Thanks to community members' generous donations, the Gettysburg Campus received several boxes of nonperishable food items for the HACC Cares Box. Donations were gathered by postal carriers during the 26th annual National Stamp Out Hunger Food Drive - the largest one-day food drive in the nation.

The Gettysburg Campus HACC Cares Box is located by the exit to the GREEN and provides food and other necessary items to those who cannot afford to purchase them. If you would like to learn more about the HACC Cares Box, please contact **Amanda Hartzel** in the tutoring center.

Educational Partnership with Camp Curtin YMCA



HACC's Harrisburg Campus hosted 20 aspiring young leaders and members of the Camp Curtin YMCA leadership academy on campus for four fun-filled, educational, camp days! Throughout the week, campers were hands-on, receiving instruction and active participation from HACC faculty and staff! This included time with the Graphic Design Program, designing and printing t-shirts; Surgical Technology where they "scrubbed in" and experienced a day in the operating room; the Senator John J. Shumaker Public Safety Center where they participated in a team building activity, learned first aid and CPR skills, took a tour of the facilities, and watched as explosives were demonstrated; and an afternoon spent at HACC's Midtown Trade and Technology Center learning about advanced manufacturing and machining using labs and simulators!

Thank you to our faculty and staff who made the week an unforgettable experience for the campers: **Marjaneh Talebi**, professor, Art; **Amy Kennedy** (pictured left), professor, Surgical Technology; **Kelly Mull** (pictured left), clinical coordinator, Surgical Technology; **Bob Stakem**, director, Public Safety Center; **Perry Pierich**, coordinator, Fire Training; **David Floyd**, instructor, Fire Training; **Lenny Yourth**, instructor, Fire Training; **Beth Dombrowsky**, coordinator, Law Enforcement Training; **Jeromy Eickhoff**, education specialist, Manufacturing; **Lauren Holubec**, director, Manufacturing, Logistics & Transportation.

Respiratory Therapist Program Receives Success Award

The respiratory therapist program at HACC was once again honored by the Commission on Accreditation for Respiratory Care (CoARC) with the Distinguished Registered Respiratory Therapist Credentialing Success Award. This is the sixth year in a row that HACC's respiratory program has won this award. To be eligible for the award, programs must meet various criteria including have greater than 90% of the graduates in the year pass the Registered Respiratory Therapist credentialing exam. HACC had a 100% pass rate. Congratulations to the **Curtis Aumiller**, program director for his outstanding work!

ACT 48 Teaching Certification Credential

As a new academic year begins, this is a friendly reminder to the College Community that Erika Steenland, Curriculum Manager is the College's Point of Contact for those students who wish to have their completed course work submitted to the PA Department of Education to be counted towards their ACT 48 Teaching Certification credential. Therefore, all questions or inquiries pertaining to ACT 48 Certification should be directed to Ms. Steenland. Please have these individuals contact her office via email, ersteenl@hacc.edu, or by phone at (717) 736-4282.

Honors Program Enrollment Increase

Fall 2019 marks the first time the enrollments in honors classes have reached triple digits on the Harrisburg Campus. Seven sections of various honors courses are being offered with 104 seats filled, which constitutes a 30% enrollment increase compared to Fall 2018 and a 117% enrollment increase compared to Fall 2015 when the new Honors program commenced.

Six Professional Performances – One Exceptional Theatre

Live at Rose Lehrman's 2019-20 Season Lineup at HACC

The Live at Rose Lehrman (LARL) 2019-20 season begins Sept. 26, 2019, with the Washington, D.C.-based comedy troupe, The Capitol Steps, a group of U.S. Senate staffers who have elevated political satire to an art form. From contemporary dance to dramatic theatre and world-renowned music, LARL's 2019-20 season performances showcase exceptional artists from around the globe.

- The Capitol Steps – Sept. 26, 2019, at 7:30 p.m. This troupe will help launch the election season with a new show of musical and political comedy. It doesn't matter if you're a Republican or Democrat: neither side is safe from the group that puts the "mock" in democracy.
- Ailey II "The Next Generation of Dance" – Oct. 21, 2019, at 7:30 p.m. Founded by Alvin Ailey in 1974, Ailey II is universally renowned for merging the spirit and energy of the finest young dance talent with the passion and creative vision of today's most outstanding emerging choreographers.
- Sons of Serendip "A Holiday Performance" – Dec. 3, 2019, at 7:30 p.m. Sons of Serendip is a "Billboard"-charting quartet consisting of a harpist, cellist, pianist and lead vocalist. The quartet was a finalist on season nine of "America's Got Talent," gaining popularity by offering fresh interpretations of popular music.
- Nimbus Dance Works – Jan. 29, 2020, at 7:30 p.m. Jersey City-based Nimbus Dance Works focuses on the intersection between high-level dance and innovative ways of involving communities and audiences.
- L.A. Theatre Works presents "Seven" – March 1, 2020, at 3 p.m. "Seven" is a riveting documentary play by seven female writers. The play is based on personal interviews with seven remarkable women who faced life-threatening obstacles before bringing heroic changes to their home countries of Pakistan, Nigeria, Ireland, Afghanistan, Guatemala, Russia and Cambodia.
- Danú - "St. Patrick's Day Celebration" – March 16, 2020, at 7:30 p.m. Hailing from counties Waterford, Dublin, Donegal and Cork, Danú is one of the leading traditional Irish ensembles of today. For over two decades, Danú has performed around the globe and recorded seven critically acclaimed albums.

Tickets for the general public go on sale Sept. 3, 2019. You may also view the upcoming events [here](#).



Me, Leslie Raver, Susie Homoki and Michael Homoki at India Day 2019 which was hosted on HACC's Harrisburg Campus.

Advising Blitz

HACC's Lancaster Campus completed a successful Advising Blitz during the spring semester. This initiative featured advisers making concerted and repeated efforts to engage with students to encourage retention and registration into the fall semester. Creating a greater sense of urgency for students to take the steps necessary to continue their education was a key goal. Scores of counselors, advisers, faculty and staff engaged in this student outreach. Documented meetings alone totaled more than 400 students. The campus recognized 22 students throughout the campaign with gift cards as incentives for connecting with their advisers.

Engineering Program

A collaboration between HACC Lancaster Campus Engineering faculty, **Melissa Harden** (pictured below), interim admissions counselor, **Chala Thomas** and faculty counselor, **Joy Tien**, and the School District of Lancaster made possible for juniors and seniors at J.P. McCaskey High School to hear more about HACC and its Engineering Program.

Through videos, content slides, and engaging activities, the HACC team provided valuable information on Engineering careers, HACC's Engineering program, and Dual Enrollment to students currently interested in engineering and technology. This visit to J.P. McCaskey High School was well-received by students and faculty and the team is currently planning additional visits to other area high schools.



Center for Entrepreneurial Excellence Opens in Lebanon

In an effort to help small businesses in Lebanon County succeed, the Center for Entrepreneurial Excellence opened in the Lebanon Valley Chamber of Commerce building, at 604 Cumberland Street in Lebanon. The Center, free of charge to users, features a work station, conversation area, and a research department. You can learn more about the Center, by clicking [here](#).



Management Professor Attended Australian Conference

Diane Mauro, Virtual Learning professor of Marketing/Management, attended the Center for International Business Education in Adelaide & Sydney, Australia, in July.

Inspired by their location in a small country far from many population and economic centers, some Australian universities have embraced the challenge of becoming the bridge for local and global economies and communities.

During this program, Diane visited Flinders University at the Tonsley Innovation Precinct in Adelaide and Western Sydney University in Sydney to learn about the ways in which these universities are catalyzing innovation and internationalization by linking small regional firms to global opportunities. Both are suburban universities, and the challenges and opportunities presented, in particular in relation to a pivotal role in economic development and transformation, are being approached in unique ways.

Enterprise Applications

Over the last year and a half, the Enterprise Applications and Network Infrastructure Teams, in concert with the Office of Student Affairs and Office of Human Resources, have implemented enhancements to the account creation and management processes. These enhancements include:

- Password Reset Portal: A web based password reset tool and a web based forgot password reset tool that eliminated the use of security questions. These enhancements reduced call volume to the support center by 40% during the same timeframe last year
- HIM – HACC Identify Manager: A more robust and reliable account creation tool that automatically creates or assigns access for:
 - Network Logins
 - Outlook 365 accounts (staff email)
 - my|HACC
 - HAWKMail (student gmail)
- Student Account Claim tool: decreased the amount of time to generate accounts for new students. Once a student’s application has been accepted, which may take up to three business days, the time needed for student account creation has decreased from up to 24 hours to just a few minutes
- Account Creation Troubleshooting tool: aids front line staff supporting the account claim process
 - Identifies common data issues
 - Displays account claim/creation status

All of these tools were developed and supported by Office of Information Services and Technology to support our students, faculty, and staff. We are planning for several projects that will enhance systems access and account management in the future!



The Center for Global Education, pictured above from left to right: Jill Matolyak, Cris Quade, Jennifer Daley, Nancy Hile

Additional Information about the 2019-20 Retirement Incentive

After the distribution of the [SPECIAL Edition Ski Gram](#) (Aug. 7, 2019), the Office of Human Resources received a lot of questions about the 2019-20 retirement incentive. We're excited to have this much interest in the initiative!

In response to your inquiries:

- The window to make a decision about retiring with the incentive coincides with open enrollment, Oct. 18 – Nov. 3, 2019. You will receive more information about how to express your interest in retiring closer to the time.
- To receive the incentive you must retire on one of these dates:

Employee Category	Retirement Effective Date
Full-time 9 ½-month Faculty and 41-week Staff	Dec. 13, 2019
Full-time 12-month Faculty and Staff	Dec. 31, 2019
Full-time 9 ½-month Faculty and 41-week Staff	May 15, 2020
Full-time 12-month Faculty and Staff	June 30, 2020

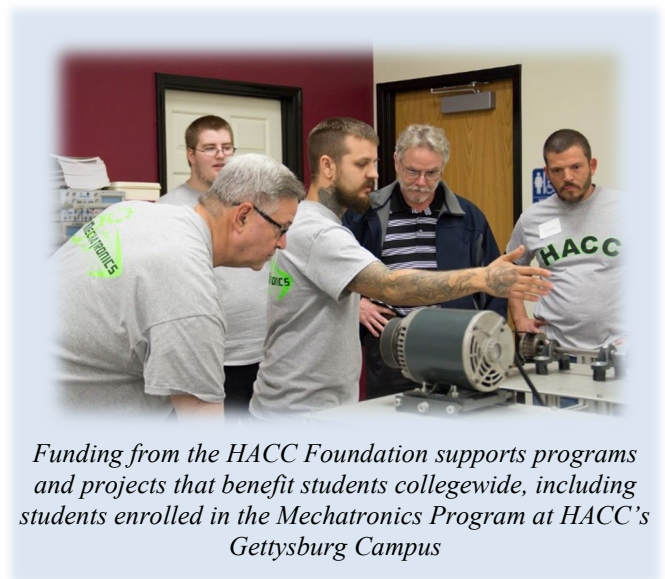
- If you have questions about HACC benefits and turning age 65, please refer to this [frequently asked questions document](#)
- If you would like an estimate of you retirement incentive and leave payout, please use this [Self-Service Retirement Calculator](#)
- Save the date for a “[TIAA: Transitioning from Career to Retirement](#)” workshop so you can hear directly from a TIAA representative
- Please check out [Retiring at HACC](#) for information about healthcare plan costs and more

If you have questions that cannot be answered through these resources, please submit an email to askHR@hacc.edu. We wish you the best in making your decision!

Highlighting OUR HACC Faculty through “Get to Know YOUR Faculty” Videos!

According to market research, the quality of faculty is a key determining factor for future students when selecting an institution. We know that we have great and experienced faculty here at HACC, but we need to continue to remind others. The Office of College Advancement (OCA) has created an opportunity for you to promote your programs through [“Get To Know YOUR Faculty” videos](#). The one- to two-minute video will feature at least two faculty members from a department answering questions such as:

- What classes do you teach?
- What real world experience and previous experience do you bring to the classroom?
- Why are you teaching at HACC?



Please view the newly created [“Get to Know YOUR HACC Business Faculty” video](#) highlighting our business programs faculty. Kudos to **Erica Fleisher**, **Stephen Header** and **Steven Lustig** for participating in the video, and **Jason Nielsen** for coordinating the efforts.

I encourage you to take advantage of this opportunity, it may provide future students the connection they need to enroll in our HACC programs.

Please visit the OCA channel on myHACC for more information and tips to submit YOUR communications hub request.

HACC Foundation Appoints New Board Members

Please join us in welcoming three new members to the HACC Foundation Board:

- ☆ Brandon Flood
- ☆ Joshua Gouker
- ☆ Matthew Staub

The mission of the HACC Foundation is to develop and leverage strategic partnerships for financial support of teaching and learning at HACC. The leadership and support from our Foundation Board members are paramount to achieving our mission.

To learn more about our new members, please read the [news release](#).

To apply for membership on the HACC Foundation Board, please visit www.hacc.edu/recruitboard.

HACC Foundation Website Showcases Everything We Love about HACC!

The new [HACC Foundation website](#) is live! This brand-new site is student- and donor-centered and shows off the many projects and initiatives made possible through HACC Foundation funds.

The new website features:

- A bold and colorful slideshow for donor testimonials, storytelling and Day of Giving activities
- Interactive “widget” detailing each of the four fundraising goals
- Infographics that provide a quick look at key statistics
- Student testimonials
- Upcoming events
- Social media wall

Please provide your feedback by [submitting this online form](#).



Next-Level Trades and Technology Marketing

As outlined in the [May 2019 issue of the Ski Gram](#), the Office of College Advancement (OCA) has been working closely with the Office of Academic Affairs on strategies to successfully market HACC's most in-demand programs. Last summer, we focused efforts on promoting HACC's [automotive technology](#) and [heating, ventilation and air conditioning](#) (HVAC) programs.

In order to reach people in the community who might have an interest in pursuing either program, the campaign was built on a variety of different activities, including:

- Facebook advertising
- YouTube advertising (30-, 15- and six-second [video spots](#))
- Online advertising
- Billboards
- Posters
- Flyers
- Email blasts

Get the Real-World **Auto
Tech** Education You Need!



The campaign ads ran in July and August 2018, in advance of fall 2018 registration. The company that executed the online display and YouTube ads for this campaign reported that the results were phenomenal. This campaign achieved an extremely high click-through rate for the online display ads, as well as a very strong completion rate for YouTube ads.

Fun fact: The national average click-through rate for display advertising in the education industry is 0.22%. Our trades and technology online display ads earned a click-through rate of 1.47%!

The campaign would not have been a success without input and participation from HACC students and faculty, especially **Kelley Engle, Jeff Gieniec** and **Ed Burns**. From allowing us to enter the classroom and conduct interviews, to taking photos and recording video footage, they were immensely generous with their time and feedback! Thank you!

Protocol for Use of Student Photography

The use of student photography in HACC marketing, advertising and news releases enhances the College's mission of diversity and inclusion. To ensure photos of students comply with the College's mission, the Office of College Advancement (OCA) requires the use of student photography meets the following standards:

- Photos of our students must be authentic, fit the message and have students' express permission to use those photos
- HACC colleagues are not permitted to use a photograph of a student in a project that presents a false perception of that student
- For example, if a project involves communicating to people with disabilities, it must include a person with a disability. People relate to people. It is false advertising to use photos of individuals who are not receiving student access services for the project in this example
- A false portrayal of a student could cause mental, emotional and economic harm if the student is stigmatized by the representation. Also, false portrayal of a student is unethical and opens up the College to legal ramifications

For a successful project, please:

- Recruit students who use your services and ask them to agree to be photographed for that purpose
- Require each student in the photos to fill out the Permission for Photography, Quotes and Videography form found under "Photography and Videography" in the Office of College Advancement portal on myHACC
- Ensure the form is legible
- Require each student to add this statement in the "Event Description of Project" section: "I agree that my

- photograph can be used for the _____ campaign.”
- Require each student to add this statement: “I use the services of the _____.”
 - Provide the original copy of the signed form(s) to OCA

Note that no materials will be produced without the required signed photo release form(s) provided to OCA in advance.

For additional information, please see HACC’s visual identity standards found under "Publication Tools" in the Office of College Advancement channel on myHACC.

If you have questions, please email imcprojects@hacc.edu.

The HACC Foundation Makes a Difference!

The HACC Foundation recently provided funding for key projects at HACC, Central Pennsylvania’s Community College.

The HACC Foundation, a nonprofit organization that raises private contributions in support of HACC, approved more than \$90,000 for projects at the College. To view the list of projects, please read the news release.

This funding is made possible through generous contributions from individual and organizational donors.

Show Off Your Achievements and HACC Programs!

OCA knows that the quality of faculty members is a key factor for students when choosing a college and programs. HACC employees and students have the continued opportunity to submit their story and achievements through the [online story bank](#).

The short online survey includes questions, such as:

- What do you want future students to know about the classes you teach?
- What inspires you to teach, and why?
- What is your favorite thing about HACC?

Adam Walter, M.S., accounting faculty member, submitted his testimonial through the online story bank and his quote is now embedded directly on the [business program webpage!](#)

Your submission may give current and future students the encouragement and connection they need to enroll in YOUR program and classes.

[Please consider sharing YOUR HACC story today!](#)

Apply for FREE Money To Support Mission-Critical Projects

Four times per year, colleagues have the opportunity to complete the HACC Foundation non-scholarship funding request process. For more information about the process, please visit the OCA channel on myHACC and review the [online instructions](#) in the HACC Foundation Funding Requests section.

Each month, we will highlight a HACC Foundation non-scholarship fund available for use toward an approved project or initiative. This month, please learn more about the Fund for Excellence for Teacher Preparation, a fund available to assist with teacher preparation-related innovative initiatives and projects at HACC.

For more information about this fund and other funds, please review the [HACC Foundation non-scholarship funds matrix](#).

Using Templates to Connect with HACC Students

Communicating with students doesn't need to be difficult. The Office of College Advancement (OCA) has developed document templates for printed materials targeted to current students and HACC employees. These templates allow you to handle internal projects yourself with approval from your supervisor. All you have to do is add YOUR desired text and/or pictures.

Document templates include:

- ✓ Agenda
- ✓ Brochure
- ✓ Campus Video Screen
- ✓ Certificate
- ✓ Flyers
- ✓ Letterhead
- ✓ Newsletter
- ✓ Posters
- ✓ PowerPoint Presentation

The OCA team does not need to provide approval when using the templates. The printed materials should not be distributed off campus or used with external audiences, including on social media and websites.

HACC student organizations are also encouraged to use the templates for on-campus purposes.

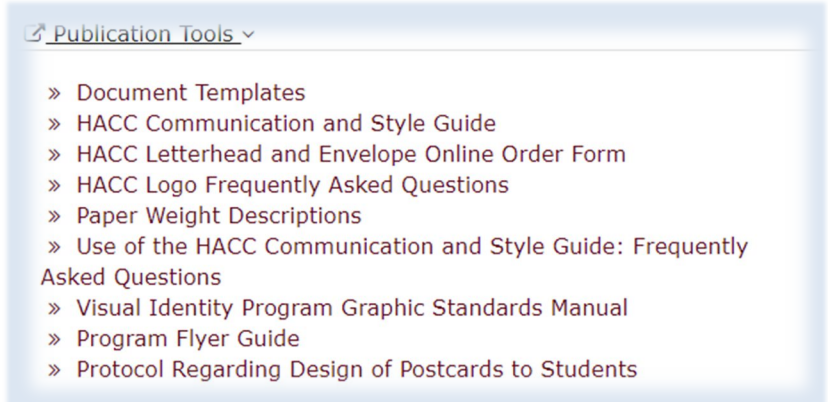
In addition, the [internal marketing contacts](#) are available on myHACC to assist you in marketing materials that require no involvement from OCA.

Please visit the OCA channel on myHACC and select the "Publication Tools" section to find the document templates and more information.

Kudos

Kudos are submitted to the Office of the President, regularly. If you would like to recognize someone, or an entire team of colleagues, send the kudo to presidentski@hacc.edu by the 20th of the month.

- ★ Kudos to **Mallary DeSantis**, and **Matthew Prigel**, for presenting "Math Placement in Higher Education" at the Pennsylvania Council of Teachers of Mathematics 2019 Conference and showcasing HACC's student success with Math 090 to math teachers from across the state
- ★ Kudos to **Daniel Fahringer** and **Todd Stine**, for organizing the first annual HACC Mathematics Professional Development Day on August 19, 2019
- ★ Kudos to **Lori Hockley**, for being recognized recently by the Virtual Learning Student Advisory Committee (VLSAC) as a "Star Faculty" member for the second consecutive year and third time in four years
- ★ Kudos to **Gina Bowers**, who recently visited Belize to explore the possibilities for a proposed study abroad class next spring. She was able to see what the country would be like for her students, gather ideas for local trips and activities and familiarize herself with the culture
- ★ Kudos to **Doreen Fisher-Bammer** for her outstanding presentation to the Board of Trustees on Virtual Learning
- ★ Kudos to **Ken Shur** and **Aimee Brough** for all their hard work and dedication to the 2019-22 Strategic Plan
- ★ Kudos to **Juanita Mort** for her inauguration as chairwoman of the International Association of Administrative Professionals
- ★ Kudos to **Jill Matolyak** for leading the global education office and assisting virtual learning with their admission activities
- ★ Kudos to **Natalie Toma** for all her hard work and commitment to increasing the College's enrollment



- ★ Kudos to **Kathy Doherty** for all the work done behind-the-scenes regarding articulation agreements
- ★ Kudos to **Jennifer Lynch** and **Kristin Graeser** for their hard work to ensure Convocation was successful
- ★ Kudos to **Margie Mattis** for successfully facilitating York Campus faculty professional development exercises during Week 0
- ★ Kudos to **Holly King** for ensuring the Lancaster Campus picnic was a huge success
- ★ Kudos to **Judy Redding, Dory Uhlman, Cinnamon Hosterman, Lorie McKee** and **Shannon Harvey** for helping to register students at New Student Orientation at HACC's Gettysburg Campus
- ★ Kudos to **Jennifer Billman** for her energy and excitement at Assessment Day 2019
- ★ Kudos to **Scott Serapiglia** on receiving the Adjunct of the Year Award
- ★ Kudos to **Holly Campadonico, Vicki Van Hise, Jonathan Schlotzhauer, Ryan Neff** and **Karen Polite** for their support and willingness to serve on the committee for the Opioid Crisis event held in Lancaster
- ★ Kudos to **Sara Maines** and **Andrea Lazarus** for organizing a successful Summer Open House at HACC's Gettysburg Campus
- ★ Kudos to **Todd Stine** and **Daniel Fahringer** for organizing and engaging faculty in the math conference day
- ★ Kudos to **Emily Fox** and **Connie Ogle** for assisting with the Virtual Learning Open Houses
- ★ Kudos to **Joseph McIlhenney** for his positive energy and optimism toward creating a learning commons on HACC's Lebanon Campus
- ★ Kudos to the **Payroll Team** and **Amy Berrier** for all their work on the Fair Labor Standards Act (FLSA) audit
- ★ Kudos to **Khoa Pham** and **Theresa Richwine** for their dedication to developing the new HACC Foundation website
- ★ Kudos to **Lori Hockley, Lori Corradino, Leslie Boon, Kathleen Pratt, Heather Prugel, Ken Shur, Liz Kranzel, Rich Cardamone, Lise-Pauline Barnett** and **Warren Anderson** for serving on the Vision/Mission/Values Work Group



Student Government Association Leadership

POST-CONVOCAION REFLECTIONS

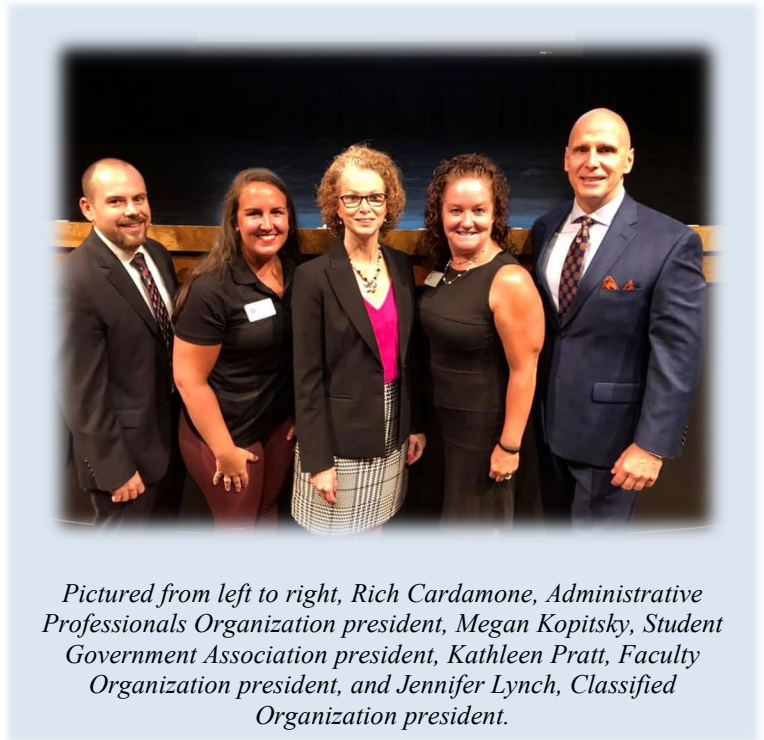
Thank you to everyone who participated in this week's Convocation! I have heard significant feedback from many colleagues, and I am encouraged and grateful for it.

A regrettable, but expected, result of necessary organizational change are negative reactions from a displeased small subset of employees. A more regrettable result of oppositional reactions are the offensive, malicious words and behaviors toward other employees and students who support the reorganization and One-College model.

Such demeaning actions not only undermine the recipient with this degrading behavior, but the negative consequences for the College are a loss of morale, productivity and declining – often longstanding – relationships. Would anyone desire a workplace where no one trusts anyone else?

Mature and healthy adults do not bully people. This is playground behavior.

No matter how we feel about change, we are responsible for our behaviors. Developing the ability to appropriately tolerate the realities of organizational adjustments are personally and professionally learnable and, at HACC, expected. Allegations of [bullying](#) and [harassment](#) will be investigated, and individuals perpetuating this behavior will be subjected to the appropriate disciplinary actions, including termination, if necessary.



Over the eight years I have been privileged to serve you as president, I remain confident we can work together to create and maintain a healthy culture of caring at HACC – even in the most challenging of times. Can I count on you to work with me and others to ensure us and our learners remain #HACCProud?

As discussed in the [SKI Gram Special Edition](#), the [Q&A document](#) has been continuously updated. This document addresses questions, concerns, suggestions and rumors about HACC's One-College Initiative. Please refer to this document for regular updates. Thank you.

Quote

You don't change culture through emails and memos. You change it through relationships... one conversation at a time.

Books That I Am Currently Reading or Have Read:

- ✓ Disrupt-It-Yourself: Eight Ways to Hack a Better Business Before the Competition Does, Simone Ahuja
- ✓ Leading In Turbulent Times, Doris Kearns Goodwin
- ✓ Nine Points: A Journey Through the Money, Medicine and Mysteries of Blood, Rose George
- ✓ Presidents of War, Michael Beschloss
- ✓ The Power of Habit, Charles Duhigg
- ✓ Beyond Blame, Carl Alasko
- ✓ Who, Geoff Smart and Randy Street
- ✓ Finding My Virginity, Richard Branson

How to Handle Freedom of Information Inquiries

When you receive telephone inquiries related to Right to Know or Freedom of Information Act requests, please do the following:

1. Direct the caller to our website: www.hacc.edu
2. Ask the caller to type in “Right to Know” in the search function to find the Web page about the Right to Know process (Note: This is the direct link to the Web page:
<http://www.hacc.edu/AboutHACC/Administration/RighttoKnow/index.cfm>)
3. Ask the caller to follow the detailed instructions on the website
4. Tell the caller that his or her request will be handled when he or she follows the detailed instructions
5. Do not engage in any conversation beyond this, because it might be used against the College later – especially if you share erroneous information with the caller

When you receive email inquiries related to Right to Know or Freedom of Information Act requests, please do the following:

1. Forward the email to righttoknow@hacc.edu (this email address is also listed on
<http://www.hacc.edu/AboutHACC/Administration/RighttoKnow/index.cfm>)
2. Do not respond to the writer

Upon receipt of these telephone and email inquiries, the Office of College Advancement team will handle them and confer with the necessary individuals.

Do You Have Questions About The Organizational Transformation?

I **welcome** feedback from the College community on ideas that would enhance our efficiency and effectiveness. If you have feedback, please submit it directly by clicking [here](#).

Do You Have News For The Next Ski Gram?

If you would like me to share your news in an upcoming issue of the Ski Gram, you may submit it anytime by clicking [here](#).

Publicize YOUR Events!

HACC students and employees are more than books and the classroom. When planning events, remember to submit a [HACC Communications Hub](#) request for coverage. The form can be found under the “Office of College Advancement & HACC Foundation” portal on the home page of myHACC or you can access it by clicking [here](#).

For More Information:

If you have any questions about any of the information contained within this SKI Gram please contact me at PresidentSki@hacc.edu. Thank you!

