



## **From the Desk of the President**

On Monday, April 29, 2019, I engaged over 150 faculty to address resolutions they presented to me two weeks earlier and which you have either [seen](#) or heard about.

During the 75-minute meeting, I expressed my appreciation for the resolutions and their teaching and learning efforts in and outside the classroom. I also expressed gratitude for the numerous examples of working with faculty and the other three constituency groups over the years to resolve challenges. I expect that will continue.

During my remarks, I reviewed the external challenges facing the College to include declining enrollment, changing student demographics, increasing competition for our current and future learners and reducing funding from all levels of government.

With HACC's enrollment down 25% over the past decade and with declining enrollment in our foreseeable future, I commended the Classified Employee Organization and Administrative and Professional Organization for reducing their employee base accordingly. I then reminded the full- and part-time faculty that we will need to refine the faculty ranks accordingly to better align with 6,000 fewer learners.

I reminded our colleagues that if it were not for the outstanding work of our admission counselors, our enrollment declines would have been steeper than they were. Nonetheless, we now need to focus our efforts on being obsessed with retaining learners and helping them complete their academic goals, since our retention and completion numbers are of some of the lowest of the 14 Pennsylvania community colleges.

With the numerous federal and state policy changes presenting themselves, I believe we will need to focus our sights on:

- Being one College, where we are able to reduce redundancies in positions and processes
- Being a smaller institution
- Being obsessed with learner retention and completion efforts
- Refining and reducing transfer programs and related courses
- Refining and revising curriculum to ensure it meets the ever-changing needs of our learners and employers
- Enhancing our emphasis on workforce development activities and providing micro-credentials and industry certificates
- Enhancing our emphasis on virtual learning since about two-thirds of our learners are now taking both online and on-site classes, which is where most of the virtual growth is coming from

- Implementing technology in new ways to address the ever-changing needs of learners and employees
- Creating new programs and courses to meet employers' needs

Therefore, bold and uncomfortable decisions are now necessary. To that end, the members of the HACC Board of Trustees, who are my bosses, have directed me to present them a thorough reorganization of the College at a fall Board meeting with the expectation that we will execute the enhancements on or by July 1, 2020. Even though these next several months will be difficult, I hope you will join me and Cabinet members in thoughtfully, positively and creatively disrupting our own institution to ensure we remain relevant for our learners and employers for years to come.

### **Legislative Update**

Over the past several weeks, we have seen state legislative committee chair positions shuffled including our own Senator Ryan Aument, who vacated the education committee chair position after being elected caucus secretary.

Late last week, the Pennsylvania Department of Revenue reported revenue numbers for April 2019, showing revenues are tracking 3% above earlier estimates. Senate and House Republican leadership want to put the excess monies in reserves. Gov. Wolf wants the monies to be put into the Rainy Day Fund, which is not good news for any agency requesting additional revenues, including community colleges.

Rest assured, however, I/we are working with our elected officials as they discuss, deliberate and vote on numerous bills, including some that impact HACC, as work on the 2019-20 budget continues behind the scenes.

Over the course of the next week or so, the nuclear power issue will garner most of the legislative attention in addition to judicial selection and campaign financing.

Finally, there will be three special elections occurring simultaneously on May 21, primary election day.

So, as we successfully conclude another academic year, please know of my gratitude and pride regarding the positive impact you had on the lives of those you served. It is with this gratitude and pride that I remain confident and hopeful that the foundation we laid this year will help us create a culture that is even more obsessed with student success next year.

Please enjoy a safe and enjoyable summer.

You earned it!  
#HACCProud #HACCYeah!



## **Outsourcing Update**

**Custodial** – The Custodian Request for Proposal (RFP) Committee met on April 25, 2019 to review the overall project status, goals, and timeline. In this meeting, it was determined that the committee will now be reviewing all seven proposals, therefore, they will need further time to analyze the additional three proposals. Based on the results of the top two vendors, the committee will discuss whether outsourcing is a viable option or make the recommendation to senior management that the College should not pursue the outsourcing option.

If the committee determines that outsourcing is a viable option to the College, the following steps will need to occur in May 2019 and early June 2019:

1. Schedule follow-up interviews with the two top perspective vendors and have them present formally to the committee
2. Schedule on-site visits to locations that these vendors currently support
3. Provide feedback to the RFP committee on what the sub-committee observed

The RFP committee will provide senior management their final recommendation by June 30, 2019.

**Payroll** - The procurement department is in the process of developing the scope of work for the payroll RFP. This document is being crafted from the information received from the payroll office through meeting with and by referencing the thoroughly defined duties and responsibilities categorized by functional areas. The first draft of the RFP has been established and is currently being refined by the procurement department.

## **Celebrating the Past and Preparing for our Future**

Shortly, the College will be finalizing the 2015-19 strategic plan. Together, we have accomplished much. Please see [Journey to Excellence status update](#) for latest updates.

I would like to thank everyone who completed the recent SWOT survey. We received over 1,000 responses. The table below indicates the highest responses in each category.

<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
1. Being affordable	1. Retaining Students	1. Capitalize on demand for trained/skilled workers	1. Federal and state funding reductions
2. Being an open access institution	2. Budgeting/allocating resources	2. Educational programming for new/emerging technologies	2. Increasing cost of higher education
3. Providing online learning opportunities, programs and/or services	3. Advertising, branding, marketing, public relations	3. Establish and/or strengthen business and community partnerships	3. Family and/or work demands on students
4. Offering academic programs that the community needs	4. Communicating internally	4. Expand/enhance articulation agreements with four-year institutions	4. Other higher education institutions (both two and four-year, public and private, and for-profit)

5. Providing programs/ classes (quality)	5. Graduating, completing and/or transferring students	5. Expand/enhance online learning	5. Inflation/cost of living
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As we turn our focus to the 2019-22 plan, I would like to provide the College community with other updates.

As you know, the Next Generation Task Force (NGTF) was charged with exploring innovative options to help the College position itself for the future. After presenting their proposals to the president’s Cabinet and constituency leaders, the NGTF made four recommendations to the Board of Trustees. Those recommendations are included in the draft strategic plan.

On April 22, I met with Strategic Planning Committee to gather input and recommendations from the committee. As a reminder, the [committee membership](#) is comprised of two members from each constituency group, including students. On April 23, the draft strategic plan was shared with the NGTF for additional feedback.

On May 7, the constituency group leaders and the NGTF met with Cabinet for further conversation. As we continue with developing the 2019-22 strategic plan, other opportunities for conversation will become available. Our goal is to have the Board of Trustee approve the new strategic plan this summer. If you have questions or would like to provide additional feedback, please contact your constituency group leader or strategic planning committee representative.

## Exciting Happenings from Workforce Development: Corporate and Business Services

- ★ The 2019 #HACCBrew, SMASH no. 55 launched on April 13, 2019 at Zeroday Brewing Company. This single malt, single hop beer was brewed by our 13 brewing science students and named in honor of HACC’s 55 years as Central Pennsylvania’s Community College
- ★ Our Medical Cannabis Business Specialist program will launch on May 14, 2019. This program includes 128 hours of classroom instruction and an 80-hour internship. The program is the first of its kind and it articulates as six credits to the Health Care Management degree program. This program is welcomed by the medical cannabis industry and we have received great support in the building of the curriculum
- ★ **Krista Beljan**, Education Specialist with Corporate and Business Services, recently completed a 4-day training and testing to obtain the National Association of Interpreters Certified Interpretive Guide



certification. This certification focuses on techniques and theories to develop, interpret and present high-quality, impactful learning sessions to diverse groups. Krista adds this Certified Interpretive Guide certification to her Senior Professional in Human Resources (SPHR) certification, and DiSC trainer certification as part of a professional development goal to meet and exceed internal and external customer needs

## **New Program for HACC’s Healthcare Education/WFD Division is a Success!**

As the aging demographic trend plays out, there will be an increased demand for services providing care for the elderly, and HACC is helping to meet that demand by offering training for individuals wishing to become a Nursing Home Administrator (NHA).

The 16-module NHA program is held at Homestead Village in Lancaster, a continuing care resident community. Ten students recently completed the spring 2019 program. The fall program will begin on Sept. 6 and students are actively registering!

Homestead Village president Douglas Motter is not only a licensed nursing home administrator and an NHA instructor for HACC’s program, but he also completed HACC’s Nurse Aide training program several years ago so he could assist his staff with resident care when needed. A leader who is passionate about long term care and a role model for others in the field, Mr. Motter stated, “No other institution of higher learning in Central Pennsylvania provides the scope of training and program opportunities that HACC offers to those interested in caring for older adults. From nurse aide training, gerontology programs, and LPN and RN degree programs and now the Nursing Home Administrator program, HACC is doing more for the nursing home field than any other school in the area.”

## **Adams County Housing Summit Hosted at HACC’s Gettysburg Campus**



On Friday, March 29 HACC’s Gettysburg Campus hosted the Adams County Housing Summit featuring Princeton sociologist Dr. Matthew Desmond. Over the course of the last year, the President’s Cabinet and the Gettysburg Campus engaged in reading and discussing Matthew Desmond’s book *Evicted: Poverty and Profit in the American City*. The book validated what faculty and staff already knew, that poverty and lack of housing undermines student success. The Gettysburg Campus hosted multiple book discussion groups that began a conversation at HACC that aligned with the conversations the Adams County community was having about housing.

In addition to Dr. Desmond’s keynote the summit included a panel discussion featuring HACC Gettysburg Campus students, **Melissa Addis** and **Quentina Smith**, who articulated how critical access to affordable housing is to the success of HACC students. The afternoon consisted of breakout sessions on Housing Development Financing, Shared Housing Models for seniors and Special Needs Populations and Local Zoning Regulations and Smaller Sustainable Housing Models. For more information on this community engagement effort go to

<https://www.homeinadamscounty.org/>. Thank you to the HACC Foundation for joining Gettysburg College and Wellspan Gettysburg Hospital in sponsoring Matthew Desmond’s lecture.

## **International Education Administrators (IEA) Seminar Attendee**

**Shannon Harvey**, Gettysburg Campus vice president, has been selected to participate in an International Education Administrators (IEA) Seminar in France, a U.S. Fulbright program. The IEA seminar is designed to help US international education professionals and senior higher education officials create meaningful connections with the societal, cultural, and higher education systems of other countries.

The Fulbright IEA program is a prestigious academic exchange program and highly competitive. Shannon is one of 12 people nationwide selected for the program. This two week seminar in October of 2019 will consist of briefings, campus visits, appointments with selected government officials, networking and cultural activities and meetings with French international education professionals.

During her visit to France, she will serve as an expert in community college administration and speak with French colleagues about how the American community college system works, how HACC serves students, and how programs and course offerings are determined. Major goals are to establish relevant connections with international French colleagues to develop, initiate and sustain new study-abroad opportunities for HACC students and faculty and gain insight on France's innovative higher education system and successful business and industry partnership experiences.

### **HACC's Gettysburg Campus S.T.E.P. Academy**

The Gettysburg Campus S.T.E.P. Academy featuring students from Littlestown and Biglerville High Schools participated in mock Interviews on Thursday April, 4, 2019. The following industry partners were on hand to interview the students; Aerotek, HACC Public Safety Center, Hain Pure Protein, Home Builders Association, Pella Corporation, Penn State Health, and RH Sheppard. Thank you to STEP instructors **Diane Crawford, Kristen Cieza and Nattalie Castro** for preparing these students with the professional and foundational skills to be successful. HACC's STEP Academy is a program that addresses a need to train future workers for high-demand jobs in the region, especially in advanced manufacturing and healthcare.



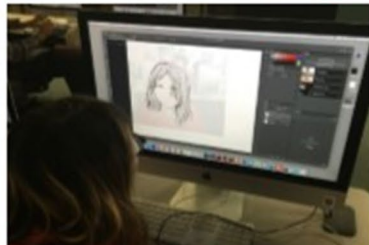
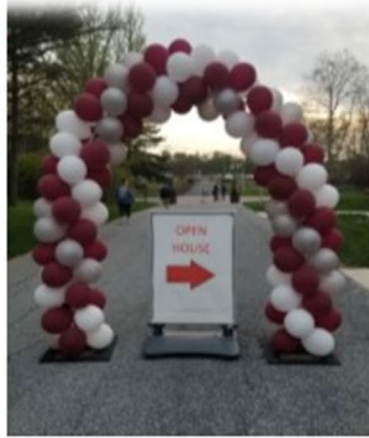
### **HACC - Lancaster Career Services Escape Room Event**

HACC - Lancaster Career Services offered a new fun and exciting event, "*Escape the Undecided Room*"! The event was designed to engage students and assist in career exploration as well as enrollment and retention efforts. Past research suggests that having clear academic and career goals is the strongest factor associated with persistence and degree completion. With that in mind, we know that many students enter college without clear career or academic goals in mind and it's not uncommon for them to change their mind.

In addition to the learning about the various factors that influence career decisions, we also provided a station with information majors offered at HACC as well as general information on dual admission and special partnerships. This way all students had something to gain from participating in the event. Not just learning about major's and careers but the benefit of earning an associate's degree at HACC.

## HACC's Harrisburg Campus Admissions and Recruitment

April featured several admissions and recruitment events that are helping to drive enrollment. Among them were the Art Experience Day and the Spring Open House. In both instances, academic affairs and student affairs worked collaboratively to enhance the efficacy of these programs, showcase the College's many high-quality offerings and inject a dose of excitement for prospective students! Thank you to the faculty and staff involved for your commitment and leadership as we continually refine new standards of excellence.



## Community for Cooper Brick Paver Program

The Harrisburg Campus has launched the Community for Cooper Brick Paver Program! The bricks will be featured prominently in the center of HACC's Harrisburg Campus surrounding the newly renovated and expanded Cooper Student Center! For more information or to purchase YOUR brick today visit the Brick Paver [webpage!](#) #HeartHACC



## Various Harrisburg Campus Facilities Updates

The following is a list of projects that are planned this summer on HACC's Harrisburg Campus. Facilities will provide periodic updates throughout the summer as the projects progress.

- **Roof Replacements** – As you may recall, we started several roof replacement projects last fall. Unfortunately the weather did not cooperate and we had to delay portions of the projects. Both North Hall and Hall Tech will begin work again in the next week or two and be completed in May or June. North Hall's roof was completed in the fall, but repairs to the exterior façade remain. Hall Tech's roof project involves continuing to replace the main portions of the roof
- **Midtown 1 Welding Lab Electrical Upgrade** – The welding program received funding from Perkins grant to purchase new welding machines and the electric is being upgraded in the lab to accommodate the new commercial grade equipment
- **Overholt Bookstore Apple® Repair Room** – A new Apple® repair room is being constructed in the warehouse portion of the bookstore. This new room will provide efficiencies by locating the repair room in the bookstore, instead of currently in Whitaker Hall, and provide adequate space to increase the number of customers served
- **Select Medical Dental Lab** – The dental program received funding from the HACC Foundation and Perkins grant money to renovate the dental lab. The renovations includes installing new cabinetry and equipment. The new design is more reflective of modern dental offices and provides sufficient space for faculty to work closely with students performing dental work
- **Whitaker Hall Classroom Technology Upgrades** – The campus will be upgrading four classrooms in Whitaker Hall during the summer to the new technology standards. The rooms include Whitaker 230C, 230D, 230E, & 231 and will receive all new technology, furniture, and finishes. In addition they will be outfitted with computers around the perimeter



- **Rose Lehrman Arts Center Room 117** – In preparation of the moves out of Midtown 2 we will be renovating Arts 117 to become a computer lab for the Music Business Program. The program is expected to move out of Midtown 2 and offer classes in the newly renovated space this fall
- **McCormick Library and Tutoring** – There are plans to refresh the second floor of the library and to relocate the tutoring center from Whitaker Hall to McCormick. The project includes new furniture, finishes, and rearranging the layout. There are no structural changes to the building, but the proposed changes will greatly improve the aesthetics and functionality of the space
- **Whitaker Hall Chiller Replacement** – The chiller is an integral part of the heating, ventilation, and cooling (HVAC) system. A new efficient unit will be installed to replace the current unit that has exceeded its useful life
- **Fixed Wall Addition to Hall Tech 209 & 211** – As we prepare for the Midtown 2 moves we will be installing a permanent fixed wall between Hall Tech 209 and 211 to provide better sound attenuation. Currently the room is underutilized because of the sound transmission between the moveable partition walls
- **Hall Tech Gallery Space** – The space between Hall Tech 226 and Hall Tech 228, which currently features student art work, will be refreshed to be a more defined gallery space. The refresh will include updated finishes and lighting

## The Wildwood Writers Festival

The festival held its 39th annual event on Friday, March 29 at the Harrisburg campus. Attendees, which included 177 students, were treated to a variety of readings and workshops. Many thanks to the organizers and volunteers for the day, **Dr. Geri Gutwein**, Professors **Kim Allen Gleed**, **Paul Cockeram**, **Rick Kearns**, and **Linda Mininger**.

Save the date for the 40th anniversary of the event: March 26 – 27, 2020!

## “Life by the Water” by Danielle Shaver

**Danielle Shaver**, HACC Alumna and Artist in Residence, shared a little bit about her photography and her current exhibit, *Life by the Water*, in Hawk’s Peak on the second floor at HACC’s Lebanon Campus:



“I don’t remember how old I was when I received my first camera; I just always remember having one. After some setbacks in her photography journey, Danielle “found HACC and talked with some people here and decided to take another chance. It truly was one of the best decisions I have ever made in my life.”

“Everyone I encountered while at HACC went above and beyond to help me. The professors here truly only have one goal—to help students succeed. I never had anyone who was able or willing to take the time to teach me to draw and paint as I was growing up. For me, the most

challenging classes at HACC were Drawing and 2D Design. With the help of two amazing professors I made it through and learned a lot in the process. These two classes taught me how to look at my photographs differently and to think about the image a little more before I hit the shutter. The foundation art studio and art history courses are extremely important in helping beginning photographers to see things in a new way, and these classes help students experience where photography came from. The photography professors really helped me to not only hone my craft and teach me to not be so critical of myself, but they helped me realize my true passion in this business. I

turned to photography as a way to clear my mind and document the natural world around me. This program has taught me so much about life, being more patient, being more aware of what's around me—and appreciating what's around me.”

## **Financial Aid Mobility**

HACC's York Campus Financial Aid department recently received funding from the HACC Foundation Fund for Excellence York Campus. The funding proposal was entitled: Financial Aid Mobility. This grant funded the purchase of 20 iPads and two 65-inch commercial televisions.

The purpose of the Financial Aid Mobility Grant was to create a mobile and accessible Financial Aid department for new, returning, and prospective HACC York students. Additionally, through the implementation of the iPads and television monitors, the financial aid department will provide the following student services:

- ✓ Sustain the advancement of current technology by transforming the Financial Aid department into a portable, hands-on department
- ✓ Modernize the process of applying for financial aid
- ✓ Increase the number of students that submit the Free Application for Federal Student Aid (FAFSA) application by the priority deadline date
- ✓ Eliminate financial aid barriers students face by not receiving the maximum amount of financial aid available
- ✓ Promote financial aid announcements and campus and college-wide updates to students
- ✓ Present students with the tools they need to enter the workforce and continue their education

## **How to Become a Skilled Tradesperson**

The April 2019 edition of Popular Mechanics magazine featured HACC's York Campus trades programs and students. The cover story, *How to Become a Skilled Tradesperson* featured pictorials of several students and a faculty member actively engaged in hands-on activities in Welding, Electrical, Automotive, and heating, ventilation, and air conditioning (HVAC). The trades are not merely an alternative to college, a trade is equal to college.



## **Banner Updates**

The Banner database, and Banner Application Navigator, are upgraded on a quarterly basis. Each quarter the updates are tested in the Development instance before being deployed to Production. Typically, the testing of these upgrades is done by a small group of employees in each functional area and goes relatively unnoticed by most users of Banner Application Navigator. But this quarter, HACC is preparing for a significant upgrade that will affect the underlying operating system of the Job Submission servers and has implications on a much broader scale. The upgrades will affect custom jobs, Banner baseline jobs, emails generated from Banner, reports, printing, and other processing.

- Project Summary: New Job Submission Servers for Banner – Ellucian announced they have discontinued support for the IBM AIX operating system as they are dropping support for Microfocus COBOL on that platform. This change necessitates HACC to build and test new Job Submission Servers running Fujitsu Net COBOL on Red Hat Enterprise Linux.
- Testing Window: March 25, 2019 - May 23, 2019
- Banner Quarterly Upgrade: Sunday, June 2, 2019

A system maintenance notification will be sent to all employees prior to the upgrade with details regarding planned downtime for system maintenance. Due to the scale of this upgrade, the scheduled downtime may be longer than usual. Any questions or concerns about this project may be directed to the functional process owner or to the Enterprise Applications team.

To report a Banner issue to the Enterprise Applications team:

1. Login to the myHACC portal
2. On the Home tab, find the Office of Information Services and Technologies section
3. Under 'Request IT Support' click 'Banner Issue - FootPrints Submission Director'

## **Marketing HACC's Programs to Increase Enrollment**


Several years ago, HACC debuted the “YOURS” campaign to build brand awareness of the College in our community. Now that we have general awareness, we have begun to focus on one of the key factors in a students’ decision to attend a college – awareness of our academic programming. We know that we need to promote the key points of pride of our programs and share compelling student and faculty stories to grab prospective students’ attention. Our strategy dedicates one-college marketing resources to high-profile marketing campaigns while improving marketing materials for all of our programs.

In 2017, the Office of College Advancement (OCA) and Office of Academic Affairs developed a comprehensive strategy to promote programs that are low enrolled and forecast to have the highest job growth in south central Pennsylvania. So far, OCA has developed marketing campaigns for our trades and technology programs (including automotive and [HVAC](#)) and our Administrative Office Management Program. This year, we are working on our dental assisting and business programs.



These campaigns have seen great results!

- [Read](#) how our applications more than doubled after our Administrative Office Management Program campaign
- [Read](#) how our click-through rates for the online display advertising in the trades and technology programs campaign were the highest a vendor had ever seen



**Take Gerontology Classes Online through HACC!**

*"The online classes were phenomenal. The Gerontology Program suited my career because I was interested. They had the online courses that suited my busy lifestyle."*  
 - Crystal Atland, PCHA, HACC Gerontology Program alumna

The Gerontology Program at HACC – a course of study that can be completed entirely online – allows you to:

- Gain knowledge and skills to enter into or enhance your career in the high-demand field of aging services.
- Graduate with your diploma or certificate in two semesters or receive an associate degree in two years.
- Transfer credits to another school to receive a bachelor's degree.
- Study when it is convenient for YOUR schedule.

HACC.edu  
 HACC  
 Gettysburg • Harrisburg • Lancaster  
 Lebanon • York • Virtual Learning

**Academically YOURS**

While working on these comprehensive marketing campaigns, OCA has also provided tools to promote every academic program with a high-quality program flyer. OCA's [program flyer guide](#), available on myHACC in the OCA channel under Publications Tools, helps you gather the information that will set your program apart from our competition! So far, we have developed program flyers for the following programs:

- Automotive Technology
- Business Administration
- Early Care and Education
- Early Childhood Care and Education
- Early Childhood-Elementary Education
- Gerontology
- Heating, Ventilation, & Air Conditioning/ Refrigeration
- Human Services
- Mechatronics
- Medical Assisting

Department chairs are provided with the final flyers. Our Office of Student Affairs and Enrollment Management colleagues also share the flyers with admissions counselors. Faculty are encouraged to work with their department chairs to develop a new program flyer or revise an existing one. You may [apply for IMC funds](#) to pay for the printing.

We are also revamping the cluster brochures for our programs: Business, Computer Technology, Culinary and Hospitality, Education, Engineering, Liberal Arts, Math and Science, Trades, and Visual and Performing Arts. Marketing materials for our programs are visually attractive and show students what they can do with a HACC credential.

Our next step in promoting programs is to include faculty testimonials on our program webpages. This is a way to highlight our excellent faculty. We encourage faculty to submit story bank submissions to include a quote and a photo. The faculty can be the best promoters of our high quality academic programs.

Want to learn more about HACC's marketing and advertising efforts? Read the following articles in past issues of OCA Today and our previous marketing assessment reports!

**Marketing-Related Articles in OCA Today:**

Title	Issue
Administrative Office Management Certificate Program Increases Its Applicants by 109 Percent	<a href="#">February/March 2018</a>
HACC Advertising Beats National Averages	<a href="#">February/March 2018</a>
OCA's Progress with YOUR HACC Program Webpages	<a href="#">February/March 2018</a>
Changing the Perception of HACC	<a href="#">August 2018</a>
Using Superpowers to Change Lives	<a href="#">October 2018</a>
Has HACC's Marketing Improved?	<a href="#">December 2018</a>
HACC's Marketing Efforts Impact Student Recruitment and Success	<a href="#">December 2018</a>




**Do You Have an Interest in Business, Hospitality or Music?**  
 We have you covered at HACC

**Academically YOURS**

## **Marketing-Related Items on myHACC:**

- [Collegewide Marketing Plan for 2018-19](#)
- [Collegewide Marketing Plan for 2017-18](#)
- [2017-18 Assessment of Collegewide Marketing](#)
- [2016-17 Assessment of Collegewide Marketing](#)
- [2015-16 Assessment of Collegewide Marketing](#)

## **AAA Central Penn Proud HACC Supporter!**

Commencement is a tremendous milestone for our students and their family members and friends.

[AAA Central Penn](#) has been a proud Commencement sponsor for the last three ceremonies! Once again, they are a sponsor for our spring 2019 Commencement ceremony!

We cannot think of a better way for an organization to show their commitment to education and our future leaders than by supporting this type of event.

Thank YOU, AAA Central Penn, for supporting YOUR community college!



## **HACC Foundation Welcomes New Board Members**

We are pleased to announce that the HACC Foundation welcomed the following new members to the HACC Foundation Board. With each new Board member, we gain a fresh perspective and dedicated ambassador for HACC and the HACC Foundation.

[Jamie Berrier](#) is the president of RSR Realtors and has worked for more than 20 years in the real estate industry. She holds an associate degree in business administration from HACC and a bachelor's degree in information systems from Penn State University. The HACC alumna joined the Board for the opportunity to promote the value and benefits that HACC has to offer to members of the community.

[La-Verna Fountain](#) retired as the vice president for strategic communications and construction business initiatives at Columbia University. The HACC alumna served as a military police specialist in the U.S. Army until 1978, when she received an honorable discharge. She holds multiple credentials, including a master's degree in negotiation and conflict resolution from Columbia University, a bachelor's degree in public policy from Penn State University and an associate's degree in police administration from HACC.

[Tuan-Linh Nguyen](#) formerly served as the chromatography and laboratory chemicals sales specialist for VWR International, LLC. The HACC alumnus serves on many organizations, including the HACC Alumni Committee. Nguyen holds a bachelor's degree in natural science/mathematics from Thomas Edison State College and two associate degrees in communications and the arts and life science from HACC.

[Aaysha Noor](#) serves as president of Asian American Pakistani Heritage. She strongly believes education should be accessible and inclusive, and supports HACC and the HACC Foundation's push for inclusion and diversity. Noor holds a bachelor's degree from the College of Home Economics and a professional diploma from the National College of Arts. She is currently active in many organizations, including Race Against Racism of YWCA Greater Harrisburg.

Join us in welcoming our new members to the HACC Foundation Board!

## HACC's Mobile Learning

**Prof. Robert Wagner** is a mobile content contributor teaching astronomy. He has been creating and uploading daily podcasts EVERYDAY since 2011. He now has ELEVEN podcast collections, FOUR iTunes U courses and a number of YouTube lessons. Students can access his mobile content regardless of the types of mobile devices they use.

Robert has also been teaching an iOS device (iPad/iPhone) required credit class since fall 2015.

You can find Robert's open source content here:

- ★ [YouTube lessons](#)
- ★ [ASTR 103](#)
- ★ [ASTR 104](#)

Like many other iTunes U instructors, he continually receives feedback frequently from users around the world. Recently, a disabled veteran wrote, "I just wanted to let you know how much I enjoy your course and the work you do. You make my day go by just a little brighter and to keep my mind occupied. Again thank you for the work you do and then putting it on the web for people like me. I obviously can't not take the tests and I miss the slides, but I can use my imagination. Keep up the good work from a fan of astronomy." Another student from Europe said, "(I) have been studying astronomy for about a year, through university books and online lessons. Thanks to the passion that I have always had and the scientific basis of my studies I am able to learn quickly and with great pleasure. I consider (your courses), although obviously synthetic, an excellent reference and a very complete course."

## Dr. Alfred Siha's Research on Mobile Learning Published

**Dr. Alfred Siha**, assistant professor of English at HACC's York Campus and author/creator of the English Essentials iTunes U and Apple Books series, has published a two-semester research study on students taking iTunes U courses, studying iBooks textbooks and using iPad/iPhone as a learning tool.

The research article, "In the Palm of My Hand: The Efficacy of Mobile Devices in a Community College Developmental Writing Class" was published in *Teaching English in the Two-Year College*, March 2019 issue. You can find it [here](#) for free.

Participants in the study showed increased success in the developmental writing course and expressed an increase in their own confidence moving out of the developmental writing sequence and into college-level writing courses. The article also highlights the success of instructor-created course materials and textbooks and their use in the face to face classroom.

Alfred has published three public iTunes U courses with over 600,000 subscribers in 155 countries, and two low cost (\$1.99) multi touch Apple Books textbooks that have sold over 5,600 copies in 45 countries. He has also been teaching 1-to-1 iOS classes (English 051 and English 101) since 2015, bringing those public materials to his face to face HACC classes.

## One College Philosophy

[College Policy 008, One College Philosophy](#)

One of the basic philosophies of the College is that **every individual receiving college services should enjoy equality of opportunity**. The college is guided by a **single mission, vision, goals and objectives**. Each operating unit shall conduct its affairs and make decisions within this **unified framework**.

While all resources of the college shall be put to their most effective and efficient use without respect to geographic or divisional factors, units are expected to operate in a fiscally prudent manner so as not to cause continued or significant pecuniary loss. Operating procedures should be standardized. The image and operating principals of the college shall project the reality of a **single institution having a delivery system with multiple points of access**, so unit practices must be in compliance with standard operating procedures.

**Service to students should be the primary motivating factor in creating all standard operating procedures and in reviewing the way those procedures are implemented within college units.** This policy shall not be construed to inhibit innovation in the development of practices throughout the college.

## **Graduation of the Competency-based Leadership Development Academy**

On April 10, 2019, 13 Cabinet-nominated employees graduated from the inaugural Competency-Based Leadership Development Academy (CBLDA). Designed to introduce and instill 25 leadership competencies, this 9-month course was facilitated by the president, Cabinet members, two faculty members, and the director of the Faculty and Staff Development Institute (FSDI). During the CBLDA, the cohort was tasked with two real-time projects (1) Navigate and (2) Data Segmentation.



### **Navigate Team**

The project provides an overview of the research and recommendations into the College's use of the Navigate software package. The foundational research conducted by the "Navigate Team" provides a retrospective analysis of the challenges with the Navigate implementation, addresses the current functionality of Navigate, and provides recommendations for the College to consider in the enhancement of services offered to students in their academic planning.

Pictured from left to right: **Della Archer, Cinnamon Hosterman, Matthew Goodman, Amber Duh, Radecka Appiah-Padi, Jennie Baar, and Kathy Brickner**

### **Data Segmentation and Analysis Team**

The Data Segmentation and Analysis Project addresses the need for segmented data to support decision-making on student recruitment and retention efforts. Part of the overarching goal of the project is to evaluate the use of data to identify opportunities to address the college's enrollment declines. To achieve this, the team identified a variety of assumptions about enrollment trends and sought to validate or disprove those assumptions. Student enrollments were reviewed for the fall and spring semesters in fiscal years 2017 and 2018. The main focus was on new students that enrolled with the College and did not return shortly thereafter.

Pictured from left to right: **Aginah Chambers, Christine Cappuzzo, Richard Cardamone, Denys Pfeiffer, Michelle Myers, and Brandy Skaf**



## Strategic Planning Fund Applications

The next cycle for submitting an application for strategic planning funds will be announced in the fall of 2019. Please start thinking about how you can use this potential funding source to support your college-wide initiatives. The College may consider using a portion of this past year's unused strategic planning funds to support initiatives of the Next Gen Task Force and the 'One College' business model currently being developed.

## HACC York Campus 2130 Building Sale

US Ecology, our current neighbor, has signed a sales agreement with the College to purchase HACC's York Campus "2130" building located at 2130 Pennsylvania Avenue. Settlement is scheduled for late June, 2019. The strategic decision to sell the building was based on extensive research that began in late 2017 with a Campus Space Utilization Study and consideration of the continuing decline in building systems and roof structure. The building houses 5,400 sq. ft. of space and is located on the corner of the 1.41 acre campus lot. The College purchased the building in 2008 and has had not occupied it in the past 10 years and is not scheduled for future use based on the Master Plan. There is currently a tenant in the building who will be relocated on campus.



## Thank YOU for Supporting Our Students on Our Day of Giving!

To those who gave on April 11, thank you for supporting YOUR favorite community college and our students!

We exceeded our goal and raised more money this year than in each of the previous three years! #HACCYeah

To view Day of Giving photos, videos and updates, please visit [hacc.edu/HeartHACC](http://hacc.edu/HeartHACC).

With **YOUR generosity**, HACC is able to help its students by:

- Providing renovated spaces for student engagement and support
- Improving services and accessibility
- Supporting innovative projects





- Providing money for those facing unexpected financial burdens

**Your investment in HACC students is an investment in our communities.**

HACC is grateful to the many donors who gave on April 11 and to our [2019 sponsors](#), including [WHTM abc27](#) (media sponsor) and [Barley Snyder](#) and [Capital BlueCross](#) (presenting sponsors).

Together, we CAN make a difference!

## **HACC Foundation Website Design Winner Announced**

You voted and we listened! HACC community members were invited to [vote for one of three different designs](#) for the new HACC Foundation website.

Votes were tabulated, and the winning design is.... #3!

Look for the new layout to go live in summer 2019!

Thank you for voting!



## **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](mailto:presidentski@hacc.edu) by the 20<sup>th</sup> of the month.*

- ★ Kudos to **Aziza Kasmi** (pictured right), who was the keynote speaker for the spring naturalization ceremony at Dauphin County Courthouse
- ★ Thank you to **Nakia Eckert** and **Marcia Waters** for assisting the Lebanon Campus with admissions needs
- ★ Kudos to the **Financial and Support Services Department** (which is part of the Office of Finance and Office of College Advancement) for partnering with the Financial Aid Department in the Office of Student Affairs and Enrollment Management to enhance the HACC Foundation scholarship program and provide new funding for students
- ★ Kudos to HACC's Lebanon Campus facilities team, **Ashley Klug, Dave Edwards, Dave Spancake** and **Dale Hardy**, for all their assistance with ensuring the building projects continue to be completed
- ★ Kudos to **Beth McLucas** for serving two Office of College Advancement (OCA) departments and her favorite vice president so effectively and efficiently
- ★ Kudos to **Ricole Jayman**, who presented a webinar to Foundational Studies faculty entitled "HACC's Best Treasures: Resources and Finds for Faculty and Students"
- ★ Kudos to the **OCA fundraisers, campus leaders** and **Dr. Ski** for securing tens of thousands of dollars in sponsorships for the Day of Giving
- ★ Kudos to the **Website and Multimedia Resources Department** and **Integrated Marketing Communications Department** for leading the charge with redesigning the HACC Foundation website
- ★ Kudos to **Amanda Clemm** for taking the lead with recruiting HACC Foundation Board members and onboarding new Board members
- ★ Kudos to **Laurie Bowersox** and **Ashley Klug** for being the keys to the success of HACC's Lebanon Campus food pantry
- ★ Kudos to **Holly Estrada, Lee Hayes, Lorie McKee, Jami Pannebaker, and Connie Smith**, Procurement and Contracts and Finance team for rolling out the new PNC Procurement PCard training collegewide
- ★ Kudos to HACC's **Harrisburg Campus Counseling and Advising team** who have all used Navigate for appointments and email reminders to students registering for classes
- ★ Kudos to **Dianne Brooks** and **Gina Bowers** for working with Highmark Caring Place to facilitate HACC's first Online Grief Support Group for students
- ★ Kudos **Shelly Blanchette** for going above and beyond to assist a student at the York campus who was struggling to find transportation options to attend class due to life circumstances
- ★ Kudos to **Genita Mangum** and **Andy Marah**, for presenting "Working with Modular Courses" at the Pacific Financial Aid Association conference on March 28-29
- ★ Kudos to **Janelle Heiserman** who successfully defended her dissertation on March 13, 2019 at Penn State! Please join me in congratulating **DOCTOR Heiserman**
- ★ Kudos to **Nicole Ernst** who will be writing three eBooks: Introduction to GIS, Remote Sensing and Cartography
- ★ Kudos to **Annamarie Fazzolari** and **Kathy Sicher** who spent a day at Shippensburg University, where they served as external evaluators of their gerontology minor (housed within their Social Work program) for its 10-year review



- ★ Kudos to **Lori Hockley** co-created/co-founded a group to explore “*Feasibility of meeting the needs women in Adams County for professional networking opportunities.*” They will be launching their first “WE Wednesday” in May. Click [here](#) for their Facebook page
- ★ Kudos to **JuliaGrace Jester** who won the 2019 National Institute for Staff and Organizational Development (NISOD) Excellence award
- ★ Kudos to the English department committee members **Dr. Iva Balic, Paul Cockeram, Dr. Julie Keenan, Matthew Eberhardt, and Dr. Tamara Girardi** for their work on getting the Associate of the Arts English Major
- ★ Professors **Eberhart** and **Ihlenfeldt** for their support of the 2019 edition of the VOICE: Literary and Art Magazine. In addition, **Michael Corrodino** and **Matthew Goodman** for their support and promotion of the Arts at the Lancaster Campus



## Quote

"Colleges do not fail because of competition, environmental changes or even declining or changing student demographics. Colleges fail when leadership ignores warning signs and become paralyzed by tradition or ignorance" ~Ski

## Books That I Am Currently Reading or Have Read:

- ✓ Elon Musk: Tesla, SpaceX and the Quest for a Fantastic Future, Ashlee Vance
- ✓ Reality is Broken: Why Games Make Us Better and How They Can Change the World, Jane McGonigal
- ✓ Scaling Up Excellence, Robert Sutton and Huggy Rao
- ✓ So You've Been Publicly, Jon Ronson
- ✓ The 5AM Club, Robin Sharma
- ✓ The Fearless Organization, Amy Edmondson

## Articles That I Recommend:

- [Being a Black Academic in America](#)
- [Poverty And The College Completion Crisis](#)
- [Five reasons other than costs that students don't graduate](#)
- [12 Habits Of Genuine People](#)

## 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](http://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](mailto: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](mailto:PresidentSki@hacc.edu). Thank you!