



March 2015

This is a special edition of HACC Connections. We plan to publish this e-newsletter six times per year. It will be emailed to our generous donors for whom we have email addresses. We hope you enjoy the issues. Please contact us at foundation@hacc.edu to share feedback and ideas with us. Thank you!

HACC Foundation Receives More Than \$620,000 to Create New Scholarship

A generous contribution from the late Richard J. McLaren recently established the Richard J. McLaren Scholarship Endowment to benefit students at HACC.

McLaren, who passed away in March 2007, was single with no children. The HACC Foundation received the life-changing contribution of more than \$620,000 from his estate.

The Richard J. McLaren Scholarship Endowment will provide assistance to students with unmet financial need who are enrolled in languages, music and/or theatre programs at HACC. Funds may be applied toward tuition, fees and/or books.

We are in Need of Volunteers to Serve on Our Scholarship Selection Committees



The HACC Foundation will award scholarships for the 2015-16 academic year.

Our online scholarship management system, [AcademicWorks](#), has enhanced the level of service provided to our students and given them an easier and more efficient method to apply for HACC Foundation scholarships. The online scholarship management system allows scholarship reviews to be conducted online. Each reviewer submits reviewer scores individually and online.

We need YOUR help to award scholarships to our students.

We are in need of volunteers to serve on our scholarship selection committees. As a volunteer, you will be asked to log on to AcademicWorks to review scholarship applications anytime between April 6 and April 27. If you volunteer, you will receive specific instructions by April 3. If you would like to volunteer to serve on a scholarship selection committee, please complete this online form **by March 30**:

<http://www.hacc.edu/Paying/CanIGetAid/ScholarshipsandGrants/Scholarship-Reviewers.cfm>.

Your help with this project will ensure we are selecting the right candidates for our scholarships. Please help us recognize our deserving and hardworking students.

HACC Focuses its Marketing and Sees Double-Digit Increase in Number of Applications for Admissions



For the last six months, HACC has focused its marketing efforts on communicating key messages to junior and senior high school students, parents, current students, non-traditional students (age 25-34) and veterans and active military using television, billboards, Facebook and radio advertising, direct mail (postcard), grassroots marketing (fliers, posters) and social media. For example, in November 2014, the College implemented a mini-marketing campaign to reach [veterans and active military](#). The communications included direct mail, a video testimonial from a current veteran student, a [webpage](#) and social media posts.

Following each campaign, assessment is completed to determine the success of it. Many individuals visited the veterans and active military [webpage](#), and HACC's Military and Veteran Affairs Offices noted that recipients of the postcard responded and brought the postcards into their offices to learn more.

Due to the marketing strategies, tactics and leveraging of the College's resources, HACC has seen a double-digit increase in the number of applications for admissions. HACC continues to enhance its marketing efforts by developing videos to showcase the qualities of HACC and its academic programs. The videos will be used in various communications,

including but not limited to: HACC’s website, email blasts, HACC’s YouTube channel and events.

Finally, HACC welcomed a new integrated marketing communications firm to assist in marketing the College to increase enrollment. The firm is working with the College to:

- Conduct research with the College’s primary target audiences in terms of student recruitment and marketing
- Determine the potential enrollment growth based on the target audiences
- Identify where and how the College should market to the target audiences
- Develop marketing deliverables, including brochures, direct mail and more

HACC Welcomes New Alumni Leaders



In December 2014, alumni elected seven new Alumni Council members. Alumni Council is the governing body that sets policy and charts the future of the HACC Alumni Association.

Photograph Caption: Zenoria McMorris-Owens, president of HACC Alumni Council

The following alumni were elected to serve three-year terms.

Alumnus/a	Graduation	Residence	Employment	Campus represented
Heidi Brubaker	1996	Fredericksburg	Coordinator of career services, HACC Lebanon Campus	Lebanon
Nichole Mobley	2004	Lancaster	Volunteer coordinator, Water Street Ministries	Lancaster
Michelle Ressler	2008	Lancaster	Homemaker	Lancaster
Bradley Roller	2010	Etters	Assistant producer, Pennsylvania Cable Network	Harrisburg
Missy Shupe	2006, 2014	Aspers	Health coach, Wellspan Health	Gettysburg
Sean Sims	2006	Waynesboro	Physician assistant, Waynesboro Family Medicine Associates	Gettysburg
Adam Walter	2005	Harrisburg	Finance technician, Pennsylvania Air National Guard	Harrisburg

Congratulations to HACC's new alumni leaders. They joined current [Council members](#) at the first Council meeting of 2015 on Jan. 12, 2015.

HACC's Sen. John J. Shumaker Public Safety Center Wins Dauphin County Planning Commission Premier Project Award



Congratulations to the Sen. John J. Shumaker Public Safety Center (PSC) of HACC. The PSC was named the 2014 winner in the community capacity category of the Dauphin County Planning Commission Premier Project Awards for its education and training programs, all of which serve emergency services personnel and first responders.

The Premier Project Award acknowledges professional leadership in creating projects that aid communities as they make planning decisions, promote smart growth and spark revitalization.

Photograph Caption: J. Marc Kurowski, P.E., K&W Engineers and Consultants, and Beth Dombrowsky, HACC Law Enforcement Training Director

HACC Foundation Allocates More Than \$202,000 for HACC Programs and Projects

The HACC Foundation has approved more than \$202,000 in funding for projects critical to the mission of the College. This funding is made possible through generous contributions from you, our donors. The list of projects funded is available [online](#).

Stay Connected with Email Alerts from HACC's Online Newsroom

Keep up with HACC news through email alerts! You can choose to receive all of HACC's news releases as they are posted to the online newsroom, or select the subjects of particular interest.

Here is how to sign up for the alerts on your computer:

1. Open a browser window (Internet Explorer, Firefox, Chrome, Safari, etc.)
2. Go to HACC's online newsroom - click on the link below or copy and paste this URL into browser window: <http://newsroom.hacc.edu/>
3. Scroll to bottom of the screen
4. Select the link Email Alerts under Shortcuts
5. Select the Register Me box if you are not a registered user. Follow instructions on the page. Note: your registration will be accepted within 24 hours. Skip this step if you are already a registered user.

6. Log in with your User ID and Password, if you are already a registered user. If you are not a registered user, select the Register Me box and follow the instructions (Allow 24 hours for registration).
7. Follow the instructions on the page by selecting your Notification Preferences
8. At the bottom, select Email Me.
9. Type in the security letters that you see inside the box below the letters
10. Select Submit

Note: You will begin to receive emails from the newsroom about the topics you selected. It will include the name of the news release in the subject line of your email. The body of the email will have the news release title, dateline, an article abstract and a link to the full release in HACC's online newsroom.

HACC Publications

HACC produces several publications, and they are available [online](#). Please bookmark this Web page and feel free to share this link with others who are interested in information about the College.

Ways to Communicate With Us

There are many ways to communicate with us:

Email	foundation@hacc.edu
Facebook	https://www.facebook.com/HACC64
Twitter	https://twitter.com/hacc_info
Online Update Form	www.hacc.edu/data

We are here to serve you and look forward to hearing from you! Thank you – for everything!