



November 2015

This is a special edition of HACC Connections, a publication of HACC, Central Pennsylvania's Community College. 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!

THANK YOU, 2015 Frank J. Dixon Tournament for Scholarships at HACC Sponsors!



Thanks to our generous sponsors, the HACC Foundation was able to raise approximately \$100,000 for student scholarships at the 19th annual **Frank J. Dixon Tournament for Scholarships at HACC**. This year's event was held Sept. 28, 2015, at the Hershey Country Club's East Course. A total of 82 sponsors and 25 golf teams participated in the event. Not only did the teams get to enjoy a great day of golf, but they were also encouraged to bid on items at our annual silent auction and participate in the post-tournament reception and program.

Special thanks to the sponsors whose support was instrumental in making this year's tournament a success, especially our President's Club sponsor, [TE Connectivity Foundation](#), and our major sponsors, [Capital BlueCross](#), [Eastern PCM, LLC](#), [Enders Insurance Associates](#), Francis J. Dixon Foundation, [Gannett Fleming, Inc.](#), [PinnacleHealth](#), [PSECU](#), [The Law Firm of Barley Snyder](#) and [Wilsbach Distributors, Inc.](#)

To view our [online program book](#), [2015 sponsor thank-you webpage](#), [photos from the event](#) and [videos of HACC supporters](#) explaining why this event is a worthy cause that forever changes the lives of our students, please visit the website links listed below:

- **Online program book:** bit.ly/HACCgolf

- **Sponsor thank-you webpage:** bit.ly/GOLF19thanks
- **Photos** from the 2015 golf tournament are on HACC's Flickr page: bit.ly/GOLF19pics
- **Videos** of HACC supporters explaining why this event is a worthy cause that forever changes the lives of our students are on HACC's YouTube channel: bit.ly/GOLF19video

Get Ready for the 2016 Golf Tournament!

SAVE THE DATE for the tournament's 20th anniversary! For more information, please visit www.hacc.edu/golf20.

- **Sponsorships** for the tournament's 20th Anniversary are available NOW and can be found on this webpage: www.hacc.edu/golf20

If you have any questions, please contact sponsorships@hacc.edu.

Update on HACC Foundation's 2012-15 Strategic Plan



In 2012, the HACC Foundation's Strategic Planning Committee worked tirelessly on a strategic plan that was eventually and unanimously supported by the full HACC Foundation Board.

The three-year plan consisted of five ambitious goals. The plan concluded this year – with very good results.

Goal #1: Organize HACC Foundation Board to support College initiatives and priorities

Keys to Success (*What are the activities involved?*)

- Define roles, responsibilities and purpose of Foundation Board members
- Ensure HACC Foundation Board represents the entire college community and priority constituency base

Outcomes (*What will success look like by 2015?*)

- Achieve 100-percent giving among Board members
- Have five Board members to represent the Gettysburg Campus, 10 to represent the Harrisburg Campus, five to represent the Lancaster Campus, five to represent the Lebanon Campus and five to represent the York Campus
- Have all Board members actively involved in cultivation, solicitation and stewardship of donors

How did we do?

- Achieved 100-percent giving among Board members

- Do not yet have five Board members to represent the Gettysburg Campus, five to represent the Lancaster Campus, five to represent the Lebanon Campus and five to represent the York Campus
- All Board members are not actively involved in cultivation, solicitation and stewardship of donors

Goal #2: Increase total scholarship awards

Keys to Success (What are the activities involved?)

- Refine new online scholarship management system
- Perform a scholarship analysis to determine which academic programs have scholarships and which do not
- Promote scholarship program
- Grow the annual golf tournament

Outcomes (What will success look like by 2015?)

- Increase scholarship awards to \$4 million

How did we do?

Fiscal Year	Total Amount of Scholarships Disbursed
2011-12	\$823,054
2012-13	\$940,092
2013-14	\$1,291,477
2014-15	\$1,181,191
Grand Total (for 2012-15)	\$3,412,760

Goal #3: Accelerate funding from allocations

Keys to Success (What are the activities involved?)

- Solicit fund owners with low balances
- Cultivate, solicit and steward donors whose pledges have been paid or soon will be paid
- Send reminders to donors with outstanding pledge payments

Outcomes (What will success look like by 2015?)

- Increase funding from Allocations Committee to \$1.1 million

How did we do?

Fiscal Year	Total Allocations Awards
2011-12	\$1,577,903.91
2012-13	\$ 687,958.81
2013-14	\$1,464,552.50
2014-15	\$ 625,503.27
Grand Total (for 2012-15)	\$2,778,014.58

Goal #4: Leverage total assets growth

Keys to Success (What are the activities involved?)

- Conduct successful RFP process to select new investment managers
- Implement an investment policy that ensures long-term viability of Foundation assets
- Ensure endowed funds are distributed per donor and fund agreements

Outcomes (What will success look like by 2015?)

- Achieve \$50 million in total assets

How did we do?

Total Assets 6/30/2015	\$36,927,591
Total Assets 6/30/2012	\$31,976,786
Increase	\$ 4,950,805

Goal #5: Develop creative funding strategies for 2013 and beyond

Keys to Success (What are the activities involved?)

- Solicit all alumni
- Involve more employees in fundraising
- Create a dynamic process that prioritizes funding needs
- Develop tools to assist the fundraising team in securing gifts
- Cultivate, solicit and steward lapsed donors
- Develop a robust major gifts program
- Develop a college-wide planned giving program
- Cultivate, solicit and steward first three graduating classes (for planned giving opportunities)
- Develop a collegewide annual giving program

Outcomes (What will success look like by 2015?)

- Increase number of alumni and individual (non-alumni) donors to 4,000

How did we do?

- Increased number of alumni and individual (non-alumni) donors:

Fiscal year	Total donors	Alumni donors	Non-alumni donors
2011-12	1,127	205	922
2012-13	928	136	792
2013-14	1,321	398	923
2014-15	935	151	784
Grand Total (for 2012-15)	3,184	685	2,499

Goal #6: Enhance public awareness of the College and HACC Foundation

Keys to Success (What are the activities involved?)

- Develop collegewide and campus-specific community impact statements
- Be ambassadors for the College
- Develop communications plans for the College and Foundation
- Develop a speakers bureau

Outcomes (What will success look like by 2015?)

- Increase public awareness within Central Pennsylvania by 50 percent

How did we do?

- Developed a new brand
- Secured newspaper editorials
- Secured newspaper columns
- Developed a video series
- Debuted a new website

HACC Helping to Share Knowledge Across the Internet



We are pleased to announce the publication of **Libraries and Research: Getting Started**. [This iBook](#) is the culmination of the efforts of Jennifer Hummel, Elise Jackson, Barbara Stockland and Corrine Syster and the funding and encouragement provided by HACC's Virtual Learning. The iBook was published earlier in August, and we are spreading the word to our HACC community – and beyond. This iBook

is now downloadable – for free – for all to use. We hope that you share this valuable tool.
Culinary Arts Student Cooks Up a Winning Menu for Fox 43!



HACC's Culinary Arts program was honored to have Fox 43 spotlight one of our students as a guest chef this summer! Stephanie Freedman has completed our Baking and Pastry program and is currently in her second year of our Culinary Arts program. Stephanie is incredibly knowledgeable about our programs and provided an enthusiastic demonstration on how to prepare a grilled Ryebein with fresh sauerkraut. She is an overall significant representative of HACC's quality education.

To view her demonstration of easy and delicious recipes to prepare at home, please take the time to view her appearance: <http://fox43.com/2015/08/31/making-a-grilled-ryebein-with-fresh-sauerkraut/>

Stephanie, along with the rest of the students, is an integral part of our new restaurant, the Chef's Apprentice, located on the Harrisburg Campus. Make sure to stop by the Chef's Apprentice anytime you are on campus. We promise you will enjoy every bite.

Celebrating 15 Years



On Sept. 23, 2015, PSECU and HACC celebrated their 15-year partnership with a Birthday Bash on HACC's Harrisburg Campus. Students enjoyed food, music, the prize machine, a photo booth, a dunk tank and more! In addition, three lucky students were selected to receive a \$500 tuition giveaway!* Congratulations, **Michael Grove, Yousef Hassan and Julia May** on winning the tuition giveaways (*made possible due to [PSECU's](#) generous contribution to the [HACC Foundation](#)*).

Thank you for celebrating 15 years with us!

**The \$500 tuition giveaway may be used for tuition and fees at HACC, Central Pennsylvania's Community College, during the spring 2016 and summer 2016 terms and/or for tuition and fees for noncredit courses at HACC from July 1, 2015, through June 30, 2016.*

Need for a Modest Administrative Fee

As a committed supporter of HACC, Central Pennsylvania's Community College, and the HACC Foundation, your generosity to our institution and its students is greatly appreciated. While your valued contributions are handled with the utmost level of monetary efficiency, we have seen the necessary administrative and investment costs associated with these funds increase.

These costs are similar to what is necessary in handling the funds given to other local, state and national charitable organizations to which you contribute. The HACC Foundation Board has determined a need to assess a 1.5-percent administrative fee annually on all Foundation funds effective Oct. 1, 2015.

Detailed questions and answers are available [online](#). If you have additional questions, please contact us at foundation@hacc.edu.

Thank you!

Consider HACC in Your Estate Planning



Did you know there are creative ways to support HACC, Central Pennsylvania's Community College? Ways in which HACC, you and your loved ones all benefit at the same time?

Such giving techniques are called "planned gifts," because with thoughtful planning, you create win-win solutions for you and HACC. By leaving a planned gift to HACC, you will leave a legacy that will live on

through the students here indefinitely.

For more information, please contact us at foundation@hacc.edu.

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.

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

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.

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