NEW LOOK FOR THE BOOKSTORE

Welcome back to the 2016 Fall Semester! We hope you enjoyed your summer. There have been lots of exciting new changes to the bookstore over the past few months. We have expanded and nearly doubled in size! Be sure to visit us and check out all the new merchandise.

We are so excited to celebrate the new store that we are planning a fun Grand Re-Opening on October 5th, 2016. Come and meet the HACC York Bookstore staff and explore the new space.

With the new space we are hoping to better serve the HACC York community. We are constantly striving to provide the best service possible and hope to see all of you soon.

Thank you HACC from the York Bookstore Staff!
WELCOME BACK!

HACC Tutoring and Testing at the York Campus held its pre-semester tutor training on Friday, August 26, 2016. Both peer and professional tutors enjoyed a day of reconnecting, learning about changes to the math curriculum, discussing different perceptions and forms of plagiarism, putting notes into TutorTrac, and establishing rapport with students. A good time was had by all! We’re ready for a new semester!

On August 29, 2016, students were welcomed to the Fall 2016 semester. As always, the Student Government Association (SGA) and the Student Programming Board (SBP) were ready to start the semester off with Welcome Back Week events. A cookout and a show with comedian, magician and balloon artist John Cassidy, were among the fun happenings on campus.
BE A HACC BRAND AMBASSADOR

As we prepare for the new school year, the Office of College Advancement (OCA) wants to remind you of the tools available to help you be a brand ambassador.

Every employee is encouraged to be a HACC brand ambassador and share the great opportunities we offer to students and communities. A brand ambassador is someone who represents an organization and its brand in a positive, healthy way. Brand ambassadors live and breathe the organization, understand its mission and educate others about the organization’s offerings.

Under the OCA channel of myHACC is the **YOUR Branding Guide Toolkit** that includes the following items.

- **YOUR Branding Guide Toolkit Tips for Success**: This includes
  - Tips to help ensure a smooth and successful discussion during scheduled and/or non-scheduled visits
  - A link to an online form to order promotional materials
  - An elevator speech guide

- **Promotional Tools Order Form**: This online form allows you to order an information card and/or promotional program brochures. We encourage you to use these materials to educate current and future students about HACC and the programs we offer. This enhancement replaces the [Back to Our Roots form](#).

- **“Brag about HACC” PowerPoint**: This is a PowerPoint presentation with fun facts and important information about HACC. We encourage you to use the slides that are relevant to you and the audience with whom you are speaking. You may remove those slides that do not apply. The slides include talking points to assist you with your presentation. It will be updated quarterly, so please continue to check the OCA channel and download the most up-to-date version.

- **YOURS Branding Tip Sheet**: The document includes six tips for incorporating the College brand into your work, including content writing for the website.

- **Ways to Promote the College During Non-HACC Events**: The document describes how best to promote the College when organizations use HACC’s facilities.

- **Document Templates**: The templates are available for you to develop marketing materials, such as fliers, brochures or posters, targeted to current students and employees.

Supportively YOURS, we hope you find these resources helpful as you speak to organizations and individuals about HACC.

THE COMMUNICATIONS HUB: FROM REQUEST TO SUCCESS

The Office of College Advancement (OCA) team strives to create simple ways to make YOUR marketing goals come to life. The [communications hub](#) is an easy way for HACC employees to submit requests for various marketing materials, such as posters, fliers, postcards and news releases.

On April 21, 2016, HACC made history with the first-ever [Day of Giving](#) raising more than $145,000 – which surpassed the $51,000 fundraising goal!
**But did you know that the communications about the event began with a communications hub request?**

A colleague submitted a communications hub request for the different materials needed to promote the event. The request included:

- Email blasts to update students, HACC Foundation Board members, HACC Board of Trustees, alumni and retirees
- News release
- Posters
- Social media posts for Facebook, Twitter and LinkedIn
- Social media selfie cards
- Webpage

Additionally, the colleague shared information in College newsletters, including the Ski Gram and campus newsletters. The OCA team does not handle the coordination or distribution of these newsletters. However, the communications hub provides the information on how to submit information for these newsletters.

Upon receipt of the communications hub request, the OCA team members completed the requested assignments by the deadlines. The ability to request communications assistance was one of the main factors that those involved with planning the Day of Giving surpassed the fundraising goal.

Should you have questions related to the communications hub, please email IMCprojects@hacc.edu.

Thank you. Successfully YOURS.

**SERIES OF WORKSHOPS FOR HACC COLLEAGUES**

As part of the Journey to Excellence, we are delighted to offer a series of workshops for HACC colleagues. In support of goal three, subgoal 3 and objective 4, we are offering:

- **Efficiency Tips Workshop**: How To Do More With Less - and Save Time, Energy and Money at the Same Time
- **Efficiency Tips Lab**: How To Do More With Less - and Save Time, Energy and Money at the Same Time *(Required Prerequisite: Efficiency Tips Workshop)*
- **Special Events Workshop**: 10 Ways to Ensure Your Special Events are the “Talk of the Town”!

Detailed information about the workshops is online:

http://www.hacc.edu/FacultyandStaffDevelopment/Events/Office-of-College-Advancement-Events.cfm

Please register online by Sept. 16. Thank you!
SEPTEMBER IS NATIONAL SUICIDE PREVENTION MONTH

September is National Suicide Prevention month and our campus’ Counseling Services has wallet cards and handouts to distribute on the topic. York County recorded 87 deaths due to suicide in 2014, according to the York County Suicide Prevention Coalition. Additionally, contrary to what most think, 91% of the completed suicides in York County were in adults older than 24 years of age.

If you know someone who could be having suicidal thoughts, be direct in your questioning and be ready to make a referral. The National Lifeline website (www.suicidepreventionlifeline.org) provides information on how to approach this conversation, as well as explains the services they provide. Locally, York County Crisis Intervention may be reached 24/7 at (717) 851-5320. Be ready to help when others are in need – program the number into your phone now!

COLLEGE TOWN TAKEOVER WITH THE YORK REVOLUTION

Join us for an afternoon of fun and networking with other York county colleges! Dr. Ski and the York campus SGA President will be among those throwing out the first pitch! Watch as the Revs take on the Long Island Ducks!

WHEN: Sunday, September 18th
WHERE: Peoples Bank Stadium
TIME: Game time - 1:00 pm (gates open at 12:00 noon)
TICKETS - $4.00 each. They will be on sale after Labor Day in the Welcome Center – Leader Building!

Bring a canned good to be donated to the food bank and receive free food voucher.

MEMORIAL PLANNED

The family of Dr. David O. Percy invite friends, colleagues and acquaintances to attend a Celebration of Life service and reception on Saturday, September 17, 2016 at 11:30 am. The Celebration will be held at St. Andrew’s Episcopal Church located at 1502 4th Ave. and Ogontz St., York.
UPCOMING DIVERSITY EVENTS

Welcome back, faculty! We are reaching out to you in efforts to promote an upcoming MOC (Men of Color) event at the York Campus. It will be held on Thursday, September 15th, 2:00 – 3:30 PM in the Hawk’s Hideaway (Goodling 119). We are asking that you please share this event and encourage your students to participate. The Men’s Leadership Social is an attempt to bring ALANA (African, Latino, Asian, Native American) students together, offering them a space to socialize amongst themselves with influential community members. Considering the research and data of this population, we are hopeful that such an event will empower and motivate these students to visualize themselves as potential leaders and/or positive influences in our communities. Ultimately, our goal is to encourage and promote academic success amongst this population.

Also, don’t forget about the 7th Annual Diversity Summit on Tuesday, October 11 at South Western High School, annualdiversitysummit.com. If you are interested in attending, please contact Aimee Brough, Chief Human Resources Officer, at abbrough@hacc.edu. If you know of students that might be interested, please contact Warren Anderson, Chief Inclusion and Diversity Officer, at wranders@hacc.edu. All employee travel forms and names of interested students must be submitted by 5pm on September 23.

The York Campus MOC Committee thanks you for your support!

CONGRATULATIONS

Recently, adjunct instructor of management, Nina Kostalas, received her Doctorate in Educational Leadership from Nova Southeastern University. She also holds an MBA in Management and a BS in Business Education from York College of Pennsylvania. Nina’s dissertation is titled *A Program Evaluation of the Online Grading System as a Communication Tool with Parents as an Endeavor to Improve Student Achievement.*

Congratulations, Dr. Kostalas

NURSING STRIPING CEREMONY

On Thursday, August 11, York Campus nursing students gathered in the Arthur J. Glatfelter Community Room to celebrate the half way point for the Class of 2017 day and evening program. They also bid nursing professor LizAnn Brickell farewell as she transfers to serve the students at HACC’s Harrisburg campus program beginning in the fall.

CONGRATULATIONS STUDENTS!
BEST OF LUCK AND BEST WISHES, LIZANN!