We at the Harrisburg campus continue to celebrate our opportunities to influence lives and create opportunities that foster student success and completion. Two great examples of this were the recent accomplishments of English Professor, Jonathan DeYoung, and Mathematics Professor, Dan Fahringer.

Professor DeYoung’s poems "Building a Fire" and "Why It's Hard to Start a Fire" was recently accepted for publication in the 2015 issue of Welter. In addition, he has been invited to read his work at the Welter launch party at the University of Baltimore’s Student Center.

Professor Fahringer was elected as Mid-Atlantic Regional Vice President for the American Mathematical Association of Two Year Colleges (AMATYC). Founded in 1974, AMATYC is dedicated to the improvement of mathematics education in our community colleges. AMATYC is the only organization exclusively devoted to providing a national forum for the improvement of the instruction of the mathematics in the first two years of college. AMATYC has approximately 2,000 individual members and over 100 institutional members in the United States and Canada.

Congratulations to both Professor’s DeYoung and Fahringer!

I would also like to take this opportunity to recognize the extraordinary efforts of our Student Affairs and Enrollment Services team during our Fall Open House which was held on October 17. The Harrisburg campus had approximately 300 attendees. Future students had the opportunity to attend various breakout sessions that included topics such as Paying for College, Choosing a College Major, Is Online Learning Right for Me, Hot Jobs, and Still in High School, Start College Now. Faculty participated by offering presentations on their disciplines, and providing campus tours.

Thanks again to the Student Affairs and Enrollment Services team for your extraordinary efforts!

In closing, I hope that you are continuing to have a successful semester. I look forward to seeing you at our upcoming campus forums and at the campus holiday party in December!

Irvin T. Clark, Ed.D

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**Announcement**

Please Join the

*Harrisburg Campus Leadership Team for the*  
*Harrisburg Campus Forum*  

When: Tuesday, Nov. 17
Time: 2:30 p.m.
Where: Rose Lehrman Arts Theater

*And*

When: Thursday, Nov. 19
Time: 2:30 p.m.
Where: Midtown 2 room 206
On Friday, Oct. 30, 2015 students from the HACC dental hygiene and respiratory therapy programs saw clients with ALS (Lou Gehrig’s Disease) in the dental hygiene clinic on the Harrisburg campus. Student Laura Kaylor initiated the meeting with Sue Walsh, Director of Clinical Services for the South Central, Greater Philadelphia ALS Association.

“When Laura approached me and asked if there was some way we could see these clients, I immediately thought what a great experience this would be for our dental hygiene students” says Megan Brightbill, HACC’s Dental Hygiene Program Director.

Megan Brightbill reached out to Curtis Aumiller and Joy Hughes in the respiratory therapy program to assist with two clients on ventilators.

Six ALS clients were provided a dental cleaning, examination, and oral hygiene instructions. The dental hygiene students providing the much-needed dental care while the respiratory therapy students assisted with vitals assessment, observed and protected the clients airways throughout the treatment, and were even able to clean a tracheostomy tube for one of the clients at the end of the treatment.

This collaboration made it possible to provide care to a group of individuals who may not have been able to find care otherwise. These clients provided a wonderful learning opportunity for our HACC students and plans for spring semester to continue with this partnership are underway.
A New Look for Registration is Coming!

The changes to the self-service registration pages include a brand new look and, most important, improved functionality for course search and schedule building. **The changes will take effect on Monday, November 9th.**

Since there are changes, please take time to view the [video tutorials](#) now.

The new registration features include:
- Enhanced course search features
- Weekly calendar view of the schedule
- “One-click” registration that allows you to build your schedule on your calendar and click on the “add” button to add all classes
- Conditional add/drop feature that allows you to check for course availability before dropping the first course
- Schedule planning prior to registration that allows you to build your schedule prior to the start of registration and use “one click” registration on the first day of registration
- Select to email a copy of the schedule to your email account
- Send your schedule to your iCalendar

Keep watching your myHACC portal for additional news on this exciting change!

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Community Service Project

What a fantastic turnout!!!! I wanted to thank each of you for participating in today’s community service project.

The Bethesda Mission staff and residents were ecstatic when we arrived with over 600 peanut butter and jelly sandwiches.

On behalf of The Office of Student Development, The Student Government Association, and PSECU, Thank you!!!
Top Five Lessons Learned from HACC’s 2014-15 Marketing Assessment Report

Proudly YOURS, the Office of College Advancement completed its marketing assessment report for promoting the College and enrollment for 2014-15. The report highlights the various campaigns, such as Open Houses, One-Stop Enrollment events and registration and the results of the assessment of the tactics. The College uses multiple tactics, or types of communication materials, to reach our future students, including but not limited to Facebook advertising, postcard mailings, videos and website pages that correlate with the campaign.

The conclusions are:

**Pandora is a successful tool to communicate about HACC – and a more effective tool than radio.**

- From June 15-30, 2015, HACC advertised for fall 2015 registration on Pandora. The campaign was divided up so fall registration message targeted mobile users ages 18-49 in HACC’s 10-county region and virtual learning message targeted mobile users ages 25-44 in HACC’s 10-county region. Listeners were encouraged to click on the ad through the audio and mobile display. The listeners were directed to hacc.edu/Pandora to sign up to win $500 for tuition and pointed to enroll following the completion of the online form.
- While the audio played on Pandora, the display ad appeared on the screen. In 15 days, the webpage received more than 8,000 unique pageviews. A unique pageview is when the user visits the page, and the visit is only counted once regardless of the number of times the page is visited within a single session.
It’s a type of advertising that allows the College to be more targeted with whom it wants to reach.

**Advertising on television via local news is more successful than advertising on the cable networks.**

- From June 8, 2015 to July 13, 2015, the College aired a 30-second commercial on local news stations, including abc27, WGAL8, CBS21, CW15 and FOX43 as well as cable networks. In the commercial, the viewer was encouraged to visit a webpage (hacc.edu/YOURTV) to enter a chance to win a $1,000 tuition giveaway for fall classes.
- The online form was also used to assess which television stations were mostly watched. Of the 152 online submissions, the stations mostly watched were: Abc27 USA FX WGAL8 FOX43 MTV USA
- While HACC won’t completely remove itself from the cable networks, it will lessen the number of cable stations and increase buying on the local news stations.

**Parents of future students are a key audience.**

- A self-mailer was designed to speak more directly to the parents of future students ages 18-21. It was mailed to 65,511 households. The reader was directed to a specific landing page (hacc.edu/parents) to take the next steps. Parents reacted to the self-mailer more in comparison to other mailers, such as a non-traditional self-mailer.
- Facebook advertising was also used to reach adults ages 40-60 with interests in family, college, high school or education in HACC’s 10-county region. If the ad was clicked on, the person was guided to hacc.edu/parents. In only six days, there were 1,043 clicks on the call-to-action button in the ad that takes people to hacc.edu/parents.

In conclusion, a more focused approach needs to be taken with parents and data needs to be collected on parents to create a more targeted message.

**Communications and mailings need to be and remain more targeted.**

In June 2015, HACC distributed mailings to hundreds of thousands of households, including a 10-county postcard mailing and Virtual Learning mailing, which for the amount distributed, did not provide much return.

**Facebook advertising and targeted postcard mailings continue to receive high responses.**

When Facebook advertising and targeted postcard mailings are used along with other communication tactics, these two tactics continue to rank high in response rate.