

THE VIBE

Greetings, Harrisburg Campus colleagues!

In last month's issue of the VIBE, I addressed the changing landscape of higher education and the challenges facing institutions of higher education throughout our nation. I also stressed the importance of our collective resolve to serving those students and families who deserve our very best effort, despite these challenges for they are counting on us!

Over the past month, I have witnessed (and participated in) numerous events on campus and in the community that illuminated HACC's culture that features resilience, positivity and embraces the pursuit of excellence. Some highlights include:

All-PA Academic Awards Banquet: For 25 years, the PA Commission for Community Colleges has joined Phi Theta Kappa to honor students who have been nominated by their colleges to the All-PA Academic Team. This year, seven HACC students were honored for their scholastic achievements. Among them was **Sharonda Diggs**, a student at the Harrisburg Campus in the Web Development and Design Program! #HACCProud

Paxton Gift: The nearly \$1.3 million gift established the John E. Paxton and Gloria W. Paxton Fund for Excellence in Science, Technology, Engineering, Arts and Mathematics (STEAM). This new fund will advance high-impact initiatives that will enhance STEAM programs! Please take time to visit www.hacc.edu/paxtongift to learn more about the donors and this historic moment in HACC history.

2019 Day of Giving: This annual event reflects the culmination of many months' worth of planning and preparation as we collectively celebrate the transformational power of philanthropy and its impact on our learning community. From the Food Truck Frenzy, to silent auctions, to a bake sale, to restaurant nights, to chair massages, to a car show and more, there was fun and excitement abound. The biggest highlight for me was the \$30,000 in tuition giveaways that were awarded to students on the Day of Giving by generous donors, individuals who either graduated from HACC or are supporters of our mission! There was even a mother and daughter who both received tuition gifts in different drawings!

This exciting annual event relies on the contributions of many of our colleagues and departments on campus whose efforts make the difference! Please check out page 5 for a list of individuals and help celebrate and acknowledge them next time you see them!



Mother and daughter both win a tuition giveaway at the Day of Giving on April 11! From Left: Lurlei Rutkowski, student, Noah Roufos-Abbey, vice president, Harrisburg Campus and Hailey Rutowski, student.

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VICE PRESIDENT'S MESSAGE Cont.

Admissions and Recruitment Events: The Art Experience Day and Spring Open House brought our colleagues from the Offices of Academic Affairs and Student Affairs to showcase the College's many high-quality offerings and inject a dose of excitement for prospective students! Thank you to all employees who helped make the events a success for potential students. Read more on Page 15.

Thank you!

Noah

2019 DAY OF GVING



DAY OF GIVING CAR SHOW

On April 13, HACC Harrisburg Campus hosted the 2019 Day of Giving Car Show! Fifty participants from all over came to participate and show off their prize vehicles! Our very own HACC Welding team designed and created the seven trophies that the winners took home! We had food trucks, music from Wink 104, Harrisburg City Fire and HACC's Public Safety Department vehicles for everyone to see and explore! Thank you to all of the volunteers who made this day a success!



DAY OF GIVING SPONSORS



Thank you to our generous HACC Harrisburg Campus Day of Giving sponsors!

Presenting Sponsor:

Capital Blue Cross

HACC YEAH! Sponsor:

Geisinger Holy Spirit

HAWK Sponsors:

First National Bank M&T Bank **Phoenix Contact**

Harrisburg Campus Tuition Giveaway Sponsors:

Belco Community Credit Union Boyer & Ritter, CPAs and Consultants Donna and David Schankweiler Capital View Wealth Management Fulton Bank Gannett Fleming, Inc.

Jim and Jean Grandon John K. Hummel

Patty Kim

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PP&L Electric Utilities River Wealth Advisors Dan and Patty Schwab Smith, Elliott, Kerns & Company S&T Wealth Management Sun Motor Cars Automotive Group TE Connectivity

I GAVE Sponsor:

Skelly & Loy Engineering, **Environmental Consultants**

Jonathan and Diane Williams



DAY OF GIVING VOLUNTEERS



Thank you to our HACC Harrisburg Campus Day of Giving volunteers!

WE APPRECIATE YOU!

Rick Albright Eric Hansburg Kimberly Aldinger Chris Holtzinger Jennie Baar Thelma Kleckner Alexis Baker Brenda Krebs Vadim Basov Cynthia Kuntz Larry Berger Jessica Layton Susan Bingaman Mary Lee Lefever Leslie Boon Christina Leslie Jay Lohman Randall Campbell Rich Cardamone Chef Tom Long **Sharon Chase** Gretchen McDonel Brian Cigic Davis Mehaffie Rose Miller Gina Crance Vito Damone Heather Pragel Jamie Eckrode Angela Sandeen Luann Englehart Brandon Sheppard Beth Evitts Cindy Shirk Maria Fortini Mandy Six Chris Fox **Bob Stakem** Nolan Straub Chris Gable Jeff Gieniec Don Stull Ron Givler John Todd Andrew Groff John Williamson

[&]quot;Alone we can do so little; together we can do so much." ~ Helen Keller

#HeartHACC

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! Hopefully, you also participated in some of the fun activities at our campuses.

To view Day of Giving photos, videos and updates, please visit hacc.edu/HeartHACC.

Fundraising totals are still being calculated. However, our students are grateful for your gifts at any time throughout the year. If you missed the opportunity to give on

April 11, please consider making a gift today.



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

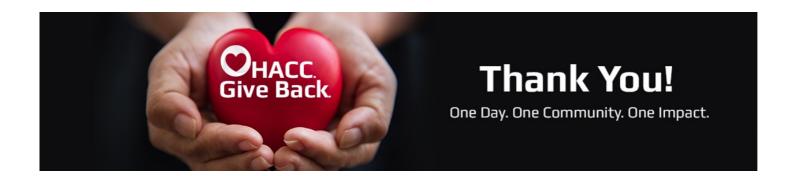
- Providing renovated spaces for student engagement and support
- Improving services and accessibility
- Supporting innovative projects
- Providing money for those facing unexpected financial burdens

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 <u>2019 sponsors</u>, including <u>WHTM abc27</u> (media sponsor) and <u>Barley Snyder</u> and <u>Capital BlueCross</u> (presenting sponsors).

Together, we CAN make a difference!

Thank you!



NEW HACC FOUNDATION BOARD MEMBERS

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



<u>La-Verna Fountain</u> 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.

<u>Tuan-Linh Nguyen</u> 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.

<u>Aaysha Noor</u> 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!

#HACCSurprise

HACC Receives Nearly \$1.3 Million Gift for STEAM Programs



What would you do with a gift of nearly \$1.3 million? On April 10, 2019, HACC leaders announced a transformational gift of \$1,295,305.30 from the estate of Mrs. Gloria W. Paxton. In accordance with Mrs. Paxton's wishes in her last will and testament, the gift was used to establish the John E. Paxton and Gloria W. Paxton Fund for Excellence in STEAM.

Dr. Ski, HACC's president, said, "It is the largest single contribution to HACC and the HACC Foundation in the College's 55-year history and will impact all HACC campuses, Central Pennsylvania and the world. Mrs. Paxton left 70

percent of her estate to HACC. We received the gift last month. While the Paxtons did not have children of their own, the impact they will have on approximately 18,000 students at HACC cannot be overstated."

We appreciate the Paxtons more than words can express and will never forget their life-changing generosity.

For more information, please visit http://newsroom.hacc.edu/article_display.cfm?article_id=2867.

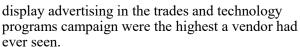
MARKETING HACC'S PROGRAMS

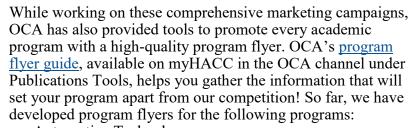
Marketing HACC's Programs to Increase Enrollment

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.

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





- 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





MARKETING HACC'S PROGRAMS, Cont.

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	February/March 2018
HACC Advertising Beats National Averages	February/March 2018
OCA's Progress with YOUR HACC Program Webpages	February/March 2018
Changing the Perception of HACC	<u>August 2018</u>
Using Superpowers to Change Lives	October 2018
Has HACC's Marketing Improved?	December 2018
HACC's Marketing Efforts Impact Student Recruitment and Success	December 2018

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

CAMPUS FACILITIES



Greetings from the Facilities Management Department (FMD)! With the end of the spring semester and graduation quickly approaching, we encourage you to submit any work orders for items that need addressed during the summer months by May 10, 2019. The busiest time of the year for FMD are the summer months, so please let us know what work you need done and what date it needs to be completed so that we can plan accordingly. Please note, work orders submitted upon your return to campus for the fall semester may not be able to be completed immediately or within a short amount of time due to the volume of work orders FMD may have at that time. Thank you for your cooperation.

CDI - ONE BUTTON STUDIO

One Button Studio

What is it?

The One Button Studio allows users to record lectures while using the interactive whiteboard. To get started using the One Button Studio, all you need is a little bit of training and a properly formatted flash drive.

Where is it?

The One Button Studio is located in Whitaker 126-O. To reserve time in the One Button Studio, you can use the walk

up reservation feature or Microsoft Outlook. Students do not have the ability to reserve this space due to the campus's security policy.

How does CDI provides training?

The Center for Design and Instruction offers monthly 1:1 and small group trainings. To view and register for training, click here. If you would like to learn more, please feel free to contact Joe Tubioli, Harrisburg Campus Instructional Designer.

What can I create using the One Button Studio?

Users can create recordings of live lectures instead of the traditional narrated PowerPoint recordings.





HACC SUPPORTER

AAA Central Penn Proud HACC Supporter!

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

<u>AAA Central Penn</u> 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.



SECURITY'S TIPS FOR RIDESHARING

Tips to stay safe while ridesharing

Here are some safety tips for passengers when using a rideshare service:

Plan ahead.

Before you request a ride, think about where you're headed and review the safety features in the app so you know how to use them.

Request your ride inside.

Avoid spending unnecessary time outside alone with your phone in your hand. Instead, wait indoors until the app shows your driver has arrived.

Get in the right car.

Before you get in the car, check that license plate, driver photo, and driver name all match what's listed in the app. Ridesharing services can only be requested through the app, so never get in a car with a driver who claims to be with Uber of Lyft and offers a ride.

Be a backseat rider.

If you're riding alone, sit in the backseat. This ensures you can safely exit on either side of the vehicle to avoid moving traffic, and it gives you and your driver some personal space.

UBER

Buckle up.

The <u>Centers for Disease Control</u> reports that seatbelt use is the most effective way to save lives and reduce injuries related to car accidents.

Share your trip details with a friend.

While enroute, tap "Share status" in the app to share your driver's name, photo, license plate, and location with a friend or family member. They can track your trip and see your ETA without downloading the Uber app.

Protect your personal information.

There's no need to share your phone number or other contact information with your driver. If a rider and driver need to contact each other, the Uber app automatically anonymizes both phone numbers to protect everyone's privacy.

Follow your intuition.

Trust your instincts and use your best judgement when riding with Uber of Lyft. And if you ever feel you're in an emergency situation, call 911 immediately.

DIVERSITY SPOTLIGHT

ALL ARE WELCOME

JOIN US FOR OUR NEXT HARRISBURG DIVERSITY COMMITTEE MEETING

THURS. MAY. 16, 2019 AT 2:30 P.M. ARTS 103



Thirty faculty, staff and students participated in Safe Zone training on April 24 led by **Ann Burris**, professor, Counseling, Lebanon Campus. Safe Zone training is an opportunity to learn about LGBTQ+ identities, gender, sexuality and examine prejudice, assumptions and privilege.





The mission of the HACC Harrisburg Campus Diversity Committee is to actively promote a campus culture that embraces diversity and inclusivity as core values intrinsic to our organizational success while respecting individuals' unique backgrounds and experiences.

SPRING STUDENT SYMPOSIUM

On April 16, 2019 the Annual Spring Student Symposium was held at Midtown 2 Building.

The focus of the day was to provide a public presentation of student work both in and out of the classroom. Students, faculty and staff had the opportunity to learn about topics studied at HACC and application of theory learned.





GOOD VIBES

Kudos to **Aziza Kasmi**, who was the keynote speaker for the spring naturalization ceremony at Dauphin County Courthouse. Aziza is an administrative program specialist in the Nursing Department at Harrisburg campus. A native of Morocco, Aziza was naturalized in 2009, and since coming to the United States, she has earned her Bachelor's and Master's degrees. She addressed the 84 new American citizens and assembled guests, who included Senator Bob Casey, in Arabic, French, and English. Her story of personal triumph over adversity was an inspiration to all.



ALL PA Academic Team Awards Banquet on April 8.

From Left: Ricole Jaymen, associate dean, Student Success; Radeka Appiah-Pade, dean, Student & Academic Success; Kathleen Heidecker, assistant professor, Library, Gettysburg Campus; Shannon Harvey, Gettysburg Campus vice president; Corinne Crushong, student, Gettysburg Campus; Dr. John J. "Ski" Sygielski, president, Dr. Hector Ortiz, HACC Trustee, Gibson Theobald, student, Lancaster Campus; Victor Ramos, Lancaster Campus, vice president; Laurie Bowersox, Lebanon Campus, vice president; Nicole McCartan, adjunct professor, Business; Noah Roufos-Abbey, Harrisburg Campus, vice president; Front Row: Blasia Drumm, student, Gettysburg Campus. Harrisburg winner, Sharonda Diggs (not pictured), Web Development & Design



On April 10, HACC Harrisburg Campus faculty and staff wait as they receive the news of the #HACCSurprise that more than \$1,295,000 was received to establish the John E. Paxton and Gloria W. Paxton Fund for Excellence in STEAM!





Dr. Ski, president; adjunct professor and business club advisor, Nicole McCartan and Jeff Gerstein, campus director, Student Development and Multicultural Programing, celebrated the Harrisburg Business Club students at the Student Life Banquet.

Harrisburg Business Club was recognized at the Student Life Banquet and received the following awards:

- ♦ Community Service Award
- ♦ Club of the Year
- Emerging Student Leader- Victoria Diller
- ♦ Advisor of the Year- Nicole McCartan



Spring has SPRUNG on the Harrisburg Campus. Take a moment during your busy days to stop and take in the beauty all around you!

COLORFULLY RELEIVING STRESS ON CAMPUS



Angela Campbell, professor, Counseling, hosted a Color and Sip stress free event. Thank you to Monica Smith, sr. professor, Art, who offered the art room and coloring supplies for the event! Students enjoyed jazz music, refreshments and conversation starters. The students spent an hour together where everyone got to speak and share something about themselves that others did not know. Of course they all colored and laughed.

Some of the takeaways from the conversation starters...

- Two students spent a year in France and are fluent speaker
- One student is an introvert but enjoys doing things that are social
- One student dropped out of Art school in York because she was discouraged and came to HACC for business (she hadn't done anything with art since dropping out of school)
- One student worked for a company that provides princess parties
- One student liked playing instruments and has posted music on YouTube



ADMISSIONS AND RECRUTMENT

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.





















#OnFire4HACC Update

Tim DeFoor Benefits HACC's Bruce E. Cooper

On April 9, **Tim DeFoor**, HACC Foundation Board chair, camped out on the roof of HACC's Drill Tower as part of his #OnFire4HACC campaign. On April 10, Tim climbed down from the 50-foot building using the 79-foot ladder our Fire Training Program students use!

The #OnFire4HACC crowdfunding campaign raised more than \$1,000 to support the Bruce E. Cooper Student Center – the heart of the Harrisburg Campus. HACC students look to the Cooper Student Center as a community gathering space that enriches their academic experience, provides social offerings and extends the College atmosphere beyond the walls of the classroom.



Please consider an investment in the Cooper Student Center by visiting hacc.edu/GiveNow or www.hacc.edu/namingopportunities.

PURCHASE YOUR BRICK TODAY



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!





PROMOTIONS AND TENURE AT HACC HARRISBURG

Congratulations to the following faculty!

Faculty recommended for tenure effective July 1, 2019 (12-month) or August 19, 2019 (9.5 month):

Autumn Patti

Eric Born

Carole Knisely

Faculty recommended for promotion in rank effective July 1, 2019 (12-month) or August 19, 2019 (9.5 month):

Jane Bordner	Eric Born	Paul Gleed	Leisa McAlicher
Megan Brightbill	Lois Colpo	Geri Gutwein	Linda Mininger
Kathy Doherty	Ken DeNisco	Sanda Kroft	Kathy Murren
Sue Gugoff	Brena Eppley	Mark Lieb	Marie Reardon
Mihajlo Balic	Rachel Gifford	Forrest Lysinger	Rosa Seyfried
Jenn Billman	Tamara Girardi	Michelle Macera	Amy Raugh
			Rob Schanke
			Karen Woodring



PHI BETA LAMBDA





From Left: Emma Lupia, Victoria Diller, Nicole McCartan adjunct professor, business club advisor, Arcellia Penel



From Left: Joey Taylor, Luke Weldon, Nicole McCartan, adjunct professor, business club advisor, Arcellia Penel, Emma Lupia, Victoria Diller



From Left back row: Joey Taylor, Tom Crow, Luke Weldon, Emma Lupia, Victoria Diller, Nicole McCartan, adjunct professor, business club advisor. Next Row: Arcellia Penel. Front Row: Scott Thompson, Lena Smith, Cameron Rodgers, Damen Grey, Marisa Matroski, Steve Smith

HACC's Phi Betta Lambda (PBL) just completed a busy weekend of workshops, networking and competing. PBL competed in eight business categories at the State Leadership Conference and came home with three winning categories.

1st Place Business Presentation
1st Place Web Design
2nd Place Web Design
Club Award: 3rd place Gold Merit award out of 31
#HACCProud



From Left: Nicole McCartan, adjunct professor, business club advisor, Joey Taylor, Luke Weldon, Emma Lupia, Victoria Diller, Arcellia Penel

HONORS ART SHOW



For more information, please contact Shawn Williams at smwillia@hacc.edu or 717-780-2478.

HACC BREW RELEASE





Raise a glass! Students in HACC's Brewing Science Program released SMASH No. 55, the new HACC Brew, on April 13, 2019!

SMASH no. 55, a single malt and single hop beer, was created by students in the 10-month <u>Brewing Science Program</u>. The 13 students in the program completed the entire brewing process themselves – from developing the recipe and name to creating the packaging. The name honors HACC's 55 years of service to Central Pennsylvania and its 95,000 alumni.

Check out more pictures from the release <u>here</u>.

BOOKSTORE SPRING SAVINGS



^{*} Sale excludes SNO Merchandise * No further discount applied * Discount applied at register

About HACC, Central Pennsylvania's Community College



HACC was founded in 1964 as one of the first community colleges in Pennsylvania. Over the past 50 years, the College has expanded to include five beautiful campus locations and a robust Virtual Learning program.

About HACC

HACC, Central Pennsylvania's Community College, is the first and largest of Pennsylvania's 14 community colleges. HACC offers over 100 career and transfer associate degree, certificate and diploma programs to approximately 19,000 students. Also, the College serves students at its Gettysburg, Harrisburg, Lancaster, Lebanon and York campuses; through virtual learning; and via workforce development and continuing education training. For more information on how HACC is uniquely YOURS, visit hacc.edu. Also, follow us on Twitter (@HACC info), like us on Facebook (Facebook.com/HACC64) and use #HACCNews.







