



Lebanon Campus Update



From the Campus Executive Director

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Hello Lebanon Campus!

As our fall semester has begun, I hope you find time to join us at one of the many different events happening on campus. We hosted a successful “Let’s Taco Bout It” session on medical marijuana, student engagement day, Circulo Familiar and so much more already. We have lots more planned for the remainder of the semester, and I hope you can find time to attend and join us!

Our campus continues to connect to the community and create lasting partnerships. Recently, working with migrant families, the campus, under Laura Nalls and Annette Beamesderfer’s leadership, hosted a LatinX outreach event. Presentations were provided in Spanish to cater to the needs of the attendees.

We also continue to stay very busy beyond the campus walls. As a committee member and community partner, we were involved in the county cultural diversity conference held in August. HACC’s Lebanon Campus will host a diversity evening on Oct. 10, and we are a partner for the multicultural festival being held on Eighth Street in Lebanon on Oct. 12. Great things continue to grow in our community!

Laurie Bowersox



Lebanon County Cultural Diversity Committee members, left to right: Evelyn Colon; Janine Mauer; Melanie Wolfe; Laurie Bowersox.; Jessica Grier; Tony House; Dr. Brittany Caro; Starsheema Drake; and Lorita Valente.

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Wedding Bells!



On June 1, a member of our Facilities team, Ashley Klug, married Robert Hardy. Lebanon Campus employees shared in Ashley's excitement when we surprised her with a cake just a few days before the wedding.

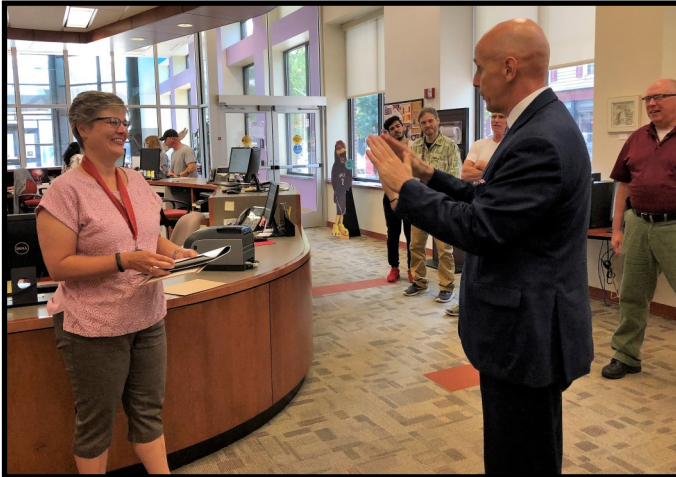


Congratulations and best wishes, Ashley and Robert!

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Congratulations!



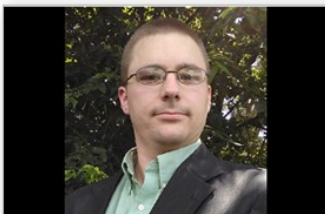
Angie Bentz, administrative office specialist, Academic Affairs, was selected from HACC earlier this year for the [National Institute and Organizational Development \(NISOD\) Excellence Award](#) for her dedication to our faculty, staff, and students. Because Angie was unable to attend the Employee Recognition Ceremony held in May at the Harrisburg Campus to receive her award, Dr. Ski personally delivered it to her on July 25. Several of our staff met Dr. Ski in the Welcome Center for an impromptu celebration and presentation of her prestigious award, followed by a group photo to memorialize the event.

Show Off Your Achievements and HACC Programs!

OCA knows that the quality of faculty members is a key factor for students when choosing a college and programs. HACC employees and students have the continued opportunity to submit their story and achievements through the [online story bank](#).

The short online survey includes questions, such as:

- What do you want future students to know about the classes you teach?
- What inspires you to teach, and why?
- What is your favorite thing about HACC?



"We help create jobs, we help sustain jobs, we help improve jobs, we help facilitate jobs. HACC is a link for anyone and anywhere." – Adam Walter, M.S., accounting faculty member

Adam Walter, M.S., accounting faculty member, submitted his testimonial through the online story bank and his quote is now embedded directly on the [business program webpage](#)!

Your submission may give current and future students the encouragement and connection they need to enroll in YOUR program and classes.

[Please consider sharing YOUR HACC story today!](#)

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Welcome to Lebanon!

Michael McCloskey, an adjunct faculty member, is new to the Lebanon Campus this semester, teaching Foundational Studies 100. He has taught at the Gettysburg Campus since spring of 2016. Michael's usual discipline is History, and he has given many continuing education (non-credit) seminars at the Gettysburg Campus as well.



Recently for the 75th Anniversary of the D-day landing in Normandy, Michael was part of a PennLive Readers Panel discussion group. You can find it online at the PennLive website, at this link: [PennLive's Reader Panel on D Day and World War II](#). Michael has been a long-time lover of history, with a particular interest in early American settlement and the causes that led up to it, as well as the American Civil War, which got him focused on history in the first place. He has been a re-enactor for approximately 34 years, and his presentations spans many eras from the French and Indian War through to the Vietnam era. Michael also gives historic interpretations to groups at the Army Heritage Education Center (AHEC) in Carlisle.

Communications Hub Training Scheduled for Fall

HACC employees are invited to attend a refresher training on the [communications hub](#) on Oct. 17 from 3-4 p.m. The training will be conducted via Zoom.

The one-hour session will include a demonstration of how to submit a communications hub request and will cover enhancements that have been made to the site since its launch in April 2018.

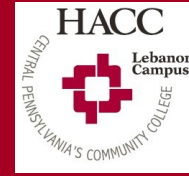
Please [click here](#) to access the training on Oct. 17. If you have any questions, please email IMCprojects@hacc.edu.

Sign up for e2Campus, HACC's Free Alert System

Signing up for [e2Campus](#) is the smart thing to do:

- With [e2Campus](#), you'll be informed quickly when the College has immediate announcements such as [weather-related closings](#), delays, cancellations or emergencies.
- The College has no control over the timeliness of announcements released by TV or radio. However, we can ensure that students and employees are notified quickly through [e2Campus](#) alerts and the [HACC website](#) – the communication methods we do control.
- It is easy to sign up for [e2Campus](#) to get a text message on your mobile device and/or an email. After you sign up, you'll receive an email requesting that you validate the number of your mobile device and/or email address after you have registered. You must take this step in order to receive alerts. If you have Walmart's Family Mobile or Straight Talk plan, Boost Mobile, Cricket or a prepaid phone, choose "other" when prompted to name a carrier.

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Campus Day 2019

The Fall 2019 Lebanon Campus Day was held on Wednesday, Aug. 21, and focused on providing holistic student support through the theme, “Championing Student Success in and out of the Classroom.” The afternoon session from 1 - 4 p.m. was highlighted by a presentation from Kaity Nordhoff of SARCC Lebanon on the “Cultural Humility Framework.”



Melissa Dietrich and John Flavin lead a breakout session on Brightspace (D2L) for Student Success.

This framework reminds us to be open to those with whom we interact and is increasingly important in our quickly diversifying campus body. If we are to support our learners, we must be open to the various backgrounds and cultural characteristics they bring to the classroom.

This presentation was then followed by three presentations from members of our campus community. First, John Flavin (Sociology Professor) and Melissa Dietrich (Instructional Designer) demonstrated simple tools on how to utilize Brightspace (D2L) to promote learner success. Next, Dr. Heidi Devlin (Biology Professor) highlighted how to use instructional pauses during lectures to promote learner retention of information and to implement knowledge checks. Lastly, Laura Nalls (Interim, Director of Student Development and Multicultural Programs) shared the value of co-curricular engagement for our learners and how faculty can partner with the office of Student Development to engage students in content-based and service learning out of the classroom.

Both the afternoon and evening sessions of Campus Day were opportunities for Genesis Santiago, Lebanon Student Government Association (SGA), to highlight the vision of Lebanon’s 2019-20 SGA. This includes not only campus events but identifying and advocating for the needs of Lebanon-based learners. Please consider contributing to the MyHACC Hawk of the Week initiative that the campus SGA will lead to recognize our exceptional learners!

Lebanon Campus Update

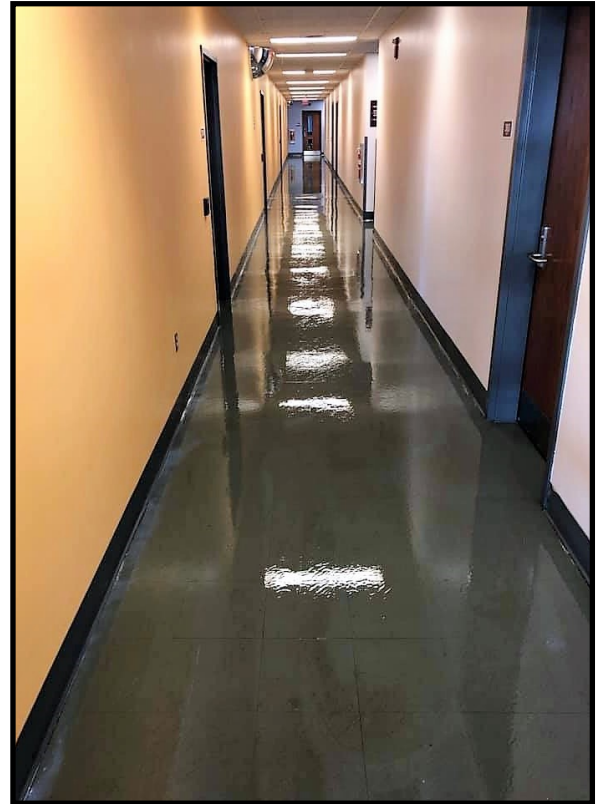


An Update from our Facilities Director

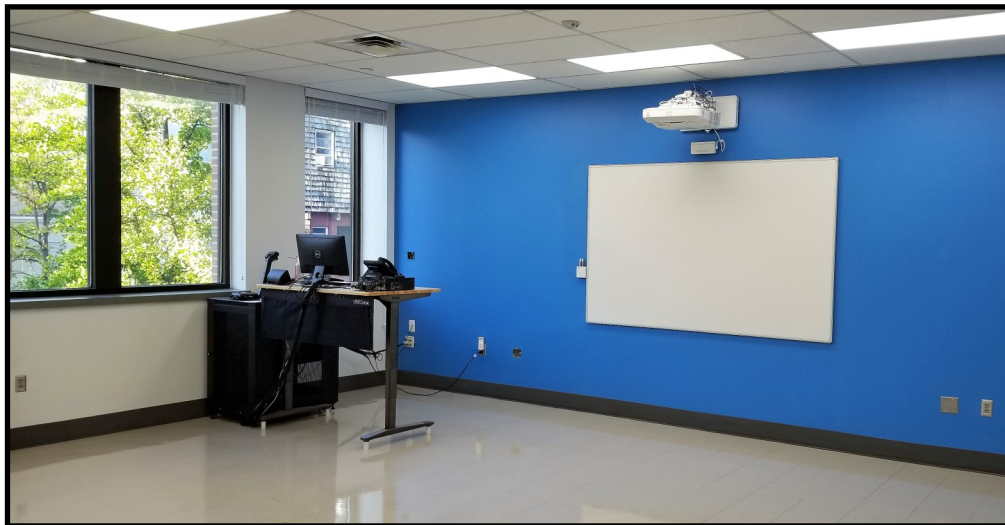
Hello everyone!

Welcome, or welcome back to College! During the time that you were away, YOUR facilities Team was very busy. We renovated two rooms this summer to modernize the Lebanon Campus and, along with the IT folks, to provide better technology. Room 204 was converted into a new presentation room. The room received new paint, wall base, blinds, ceiling tile, flat panel LED light fixtures and new lighting controls. The LED lights save energy and the new day-light harvesting lighting controls actually use the natural light from outside to automatically adjust the room lighting as needed. This feature also saves energy.

Room 314 was converted into a Zoom Room so that classes can be taught over the airways. The instructor can be in Harrisburg, and you can take the class in Lebanon. There are two huge video displays on the wall and some special technology that allows this. This room received the same renovation features as 204 minus the day-light harvesting controls. The reason for the difference is that the sun doesn't provide enough light on that side of the building to be economically feasible for the controls to operate and save energy.



A perfect example of our "mirrored" hallways!



Presentation Room 204

You will also notice that all the hallways and classroom floors look like mirrors! That is because Ashley stripped and waxed them all. They turned out amazing!

Have a great semester!

David Edwards

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News from Student Government Association (SGA) and Student Programming Board (SPB)

Month of August

August was a busy month for the Student Development Office as our SGA and SPB planned and coordinated fall semester activities and programming. This summer the team worked on a Google Doc that provides a monthly calendar of activities and events happening on campus. Events included range from tutoring workshops to the club fair, wellness programming, and much more. Please keep an eye out for the weekly updates from the Student Development & Multicultural Programming (SDMP) Office sent from Laura Nalls.

Student Development, Student Worker Training



On Wednesday, Aug.17, our SGA and SPB student workers attended a college-wide training at the York Campus. The students were there all day for teambuilding activities, networking, and brainstorming sessions with the SGAs and SPBs from all HACC campuses, including Virtual. Students had the opportunity to discuss ideas that can be implemented collegewide, as we move towards a one-college model. Our SGA and SPB came back energized and ready to welcome our students back for the fall.

New Student Orientations

Last month, we held three New Student Orientations, which welcomed over 100 new students to our Lebanon Campus. The orientations were held to help new students acclimate to the campus, meet other new students, and learn more about college resources. Those who attended were able to get a campus tour, meet other new students, chat with faculty and staff, and ask any last minute questions they had before classes start. Attendees commented that “the tours were very helpful” and “everyone was super nice and welcoming.”

New Student Worker



In September, the Student Development Office welcomed a new member to our team, student worker Jessica Barr. Jessica is a new student here, majoring in biology. During the 2019-2020 academic year, Jessica will be assisting in SPB as co-chair. We are excited to have Jessica on board with our other four dedicated student workers. You can stop by room 242 and welcome her in the afternoons.

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News from Student Government Association (SGA) and Student Programming Board (SPB) (continued)

Welcome Back Week

For Welcome Back Week, the Student Government Association and the Student Programming Board hosted a table in the lobby to hand out snacks, drinks, lunch bags, PSECU gear, and school planners to welcome the incoming students. It was a great week and the students were very appreciative of the extra effort to help them start a successful semester!

A big thank you to the staff volunteers who helped welcome back the students, too!



Circulo Familiar

On Thursday, Sept. 5, the Campus Diversity Committee held a bilingual information session for current Latinx students and prospects. That evening we offered presentations on admissions, financial aid, student services, and much more. Thank you to our partners at Migrant Education for donating food for the event and helping us to promote the event.



Club & Resource Fair

On Thursday, Sept. 12, our SGA and SPB hosted the fall 2019 Club & Resource Fair. All student clubs were represented as well as student services, Commuter PA, and Lebanon Transit. Students were encouraged to stop by and learn more about opportunities for campus involvement as well as services available to them.

Thank you to all the staff, faculty, and students who participated.



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Next-Level Trades and Technology Marketing

As outlined in the [May 2019 issue of the Ski Gram](#), the Office of College Advancement (OCA) has been working closely with the Office of Academic Affairs on strategies to successfully market HACC's most in-demand programs. Last summer, we focused efforts on promoting HACC's [automotive technology](#) and [heating, ventilation and air conditioning](#) (HVAC) programs.

In order to reach people in the community who might have an interest in pursuing either program, the campaign was built on a variety of different activities, including:

- Facebook advertising
- YouTube advertising (30-, 15- and six-second [video spots](#))
- Online advertising
- Billboards
- Posters
- Flyers
- Email blasts

Get the Real-World **Auto Tech** Education You Need!



The campaign ads ran in July and August 2018, in advance of fall 2018 registration. The company that executed the online display and YouTube ads for this campaign reported that the results were phenomenal. This campaign achieved an extremely high click-through rate for the online display ads, as well as a very strong completion rate for YouTube ads.

Fun fact: The national average click-through rate for display advertising in the education industry is 0.22%. Our trades and technology online display ads earned a click-through rate of 1.47%!

The campaign would not have been a success without input and participation from HACC students and faculty, especially Kelley Engle, Jeff Gieniec and Ed Burns. From allowing us to enter the classroom and conduct interviews, to taking photos and recording video footage, they were immensely generous with their time and feedback! Thank you!

Where to Go for Information about HACC's One College Initiative

Since colleagues often ask for updates about HACC's reorganization, please refer regularly to the [Reorganization Q&A](#) document, which addresses questions, concerns, suggestions and rumors about HACC's One-College Initiative.

If you would like to submit a question, please complete the anonymous online form:

hacc.edu/Feedback

Thank you!

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A Win for Student Success

Recent developmental math-related enhancements had a notable impact on HACC's student success rates during the spring 2019 term.

Specifically:

- The SAT score was lowered from 590 to 550 to allow students into algebra and other math courses.
- A new class was established in developmental math (Math 090) geared to accelerating students' progress.
- Exit exams in developmental math were replaced with a more typical final exam.

After implementing these changes, we saw a 46% drop in the percentage of new students placing into our developmental math class:

- In fall 2018, 85% of students placed into developmental math.
- In spring 2019, with the new Accuplacer test and reduced SAT scores, only 58% of students placed into developmental math.

Additionally, we are seeing very promising results from our Math 090 class. In this class, students are assessed on the areas in which they need developmental math coursework and only take those modules via computer-guided instruction with an instructor available if needed.

As a result, rather than having to take up to five developmental math classes in sequence, costing a year of classwork and more than \$2,000 in tuition and fees, students can take Math 090 in one term.

Of the 275 students who successfully completed Math 090 in fall 2018:

- 78% were able to skip at least one developmental math class
- 21% were able to skip all other developmental math classes

In spring 2019, of the 292 new students who registered for Math 090, 18% were able to skip all other developmental math classes.

Kudos to our math faculty for implementing these changes and keeping student success at the forefront of their decision making!

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Let's Get Personal with Recruitment Marketing

HACC, Central Pennsylvania's Community College, is about to get more personal with its recruitment marketing!

In the past, the College has conducted marketing around recruitment events and registration deadlines and used the same messaging and similar marketing activities (e.g. billboard, Pandora, postcards) for all audiences.

Now, the College is changing its approach by marketing around each audience's decision-making process to focus on each audience's needs. As outlined in the [2019-20 collegewide marketing plan](#), the College is going to focus on communicating to:

- Current students
- High school students and their parents
- Nontraditional students
- Workforce students

Our end goal is to motivate future students to register for classes. However, there are phases that the future student will go through to get to that point. At specific times leading up to registration, we will move our target audiences through the following phases and incorporate the recruitment events, such as Open House and Application Day, into the appropriate phase. The recruitment events will serve as a call to action during that phase.

#	Phase	Marketing Goal
1.	General awareness	Build awareness about HACC and highlight the "aha" points
2.	Consideration	Encourage the person to learn more about HACC programs and campus life at a HACC Open House as they have now started to consider HACC as an option
3.	Application	Convince the person to apply online or at an Application Day
4.	Registration	Motive the person to register for classes

How will the College do this?

Using focus group research, online surveys and national research, the Office of College Advancement (OCA) identified motivators, challenges and demographic information for a high school student, nontraditional student and workforce student. From there, OCA developed three personas: Mom Mary (nontraditional student), Job Advancement Jeremy (workforce student) and Juvenile Jayden (high school student).

The chart below gives you a quick glimpse into each persona.



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Let's Get Personal with Recruitment Marketing (continued)

	Mary	Jeremy	Jayden
Profile	<ul style="list-style-type: none"> • 35-49 years old • Female • Mom 	<ul style="list-style-type: none"> • 25-34 years old • Male 	<ul style="list-style-type: none"> • 17 years old • Male • High school student
Who am I?	I want a career and to set an example for my kids, but I have a lot of self-doubt.	I want training quickly so that I can make more money in a job where I can use my hands-on skills.	<ul style="list-style-type: none"> • I want to go to college, and my friends liked HACC. • I think college is a good idea, but I don't know what I want to do.

Using these personas, OCA is developing a year-long campaign that will highlight three real students who exemplify the personas' characteristics. The students will be THE faces of the campaign and help us communicate to the audiences using specific messaging and activities based on the audience type.

Who will the students be?

OCA conducted a [#HACCFamous casting call](#) in June 2019 to search for our "Mary" and "Jeremy."

OCA received 92 submissions, interviewed students on camera and narrowed the choices down to three finalists.

Hang on to your seats as there is more to come about each student and the campaign. Please read future issues to learn who the Mary, Jeremy and Jayden will be for HACC!

www.hacc.edu

Lebanon 735 Cumberland Street 717-270-4222

Gettysburg 717-337-3855 | Harrisburg 717-780-2400 | Lancaster 717-293-5000

York 717-718-0328 | Virtual Campus 717-221-1300, ext. 1510

HACC recognizes its responsibility to promote the principles of inclusion and equal opportunity in employment and education. Therefore, it is the policy of HACC, in full accordance with the law, not to discriminate in recruitment, employment, student admissions, and student services on the basis of race, color, religion, age, political affiliation or belief, gender, national origin, ancestry, disability (physical or intellectual based challenges), place of birth, General Education Development Certification (GED), marital status, sexual orientation, gender identity or expression, veteran status, genetic history/information, or any other legally protected classification. Inquiries should be directed to the Office of the President, One HACC Drive, Harrisburg, PA 17110, Telephone 717-221-1300 ext. 1541.

