

February, 2014



DEE GERBER AND JEFF FAZIO

## RUNNING 4D

Last February, **Jeff Fazio**, Director of Student Life and Multicultural Programs, went outside to prove he could run a mile only to find he could not. In order to improve his health and fitness, Jeff decided to start running regularly. By the end of May, he had run in three 5Ks (5 kilometers or 3.1 miles) and was feeling terrific.

**Dee Gerber**, Accounts Payable Technician, had been following Jeff's running progress on Facebook. In June, she found out Jeff was running a 5K in Harrisburg, and she decided to ask something of Jeff that would influence both of their lives over the next year and affect many people across the country.

Dee was born with Congenital Myasthenic Syndrome, a form of Muscular Dystrophy, and her request was simply that Jeff think of those who can't run when he gets to mile one.

Dee's request got Jeff thinking about how lucky he was to be able to run. He decided to create a pin to attach to his racer's bib that read 4D to signify he was running "For Dee" because she could not.

As circumstances had it, the Harrisburg 5K was the first race Jeff entered that had a long hill as part of the course. To finish the race, runners had to complete two laps, which meant running the hill twice. By the time Jeff reached the top of the hill on the first lap, he was extremely tired and doubtful he could do a second. He began to question why he put himself through the misery and pain when he could just stop running.

Then he remembered the 4D pin on his shirt and he pressed on with new

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**DO YOU HAVE INTERESTING NEWS STORIES TO ADD TO THE HARRISBURG VIBE?**

*If so, please send info and pictures to **Amy Beth Martin**, [amartin@hacc.edu](mailto:amartin@hacc.edu).  
Deadline for the March issue is **Friday, March 14<sup>th</sup>***

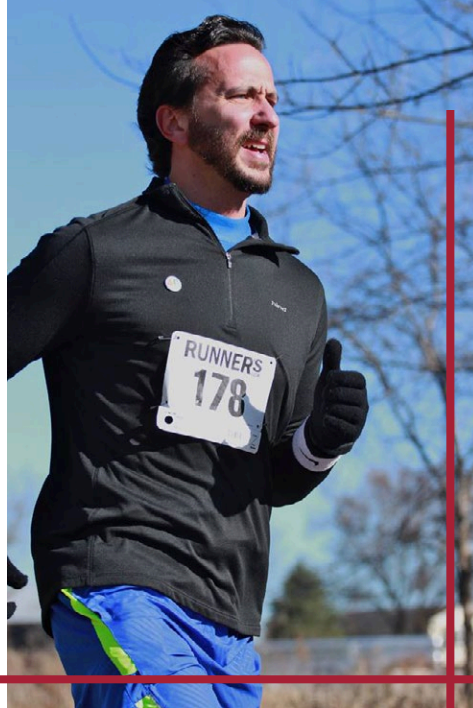
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inspiration to finish the race.

Well, one race led to another. Jeff ran a 4D 5K in New York City next. After that race, he decided he was going to run a 4D 5K in all 50 States. With the popularity of 5K racing, he quickly realized that it was easy to string a few states together in one weekend so he increased the challenge to running in all 50 States in one year!

January 1, 2014 marked six months since the 50-State, one-year 4D 5K project started, and Jeff, with Dee as a virtual co-pilot, has completed 40 states and Washington D.C so far. The "Final 10" will take place from spring break into June.

Although Dee with her Dystrophy was the original inspiration behind 4D, she and Jeff decided that 4D should represent everyone who cannot run for whatever reason. They created new pins that read "4D - I Run For Those Who Can't" and they encourage runners everywhere to wear their pins to raise



JEFF FAZIO

awareness and show support.

It all began with an idea; it has become something much greater. The 4D 5K story signifies the incredible power of perseverance, and it is as inspirational as those who gave it life. )))

## HARRISBURG CAMPUS STUDENT RETENTION EFFORT

During the week of March 3-7, Student Affairs and Academic Affairs are collaborating on an effort to increase student retention and registration for summer and fall semesters.

Beginning March 3, 2014 we are requesting that all faculty make an announcement in every class to remind students that Priority Registration for current students will begin March 31st. To help assist and prepare students, the Counseling and Advising Department will have stations in each academic building the week of March 3-7 during peak class times to answer general questions about advising and registration.

Faculty, please let your students know these three important items:

**1** **Priority Registration for current students** begins March 31st and will run for two weeks. Once this window closes, registration will open up to the general public and new students.

**2** **Students are encouraged to meet with their advisor** before registration begins so they have the best opportunity to get the classes and schedule they want.

**3** **The deadline to apply for scholarships is April 1st.** The scholarship application process is quick and easy through the new online system and students should go to <https://hacc.academicworks.com> to complete an application.

Thank you for helping our student retention efforts! )))

## CRIME PREVENTION ON CAMPUS: WHAT CAN YOU DO?

**Campus Safety and Security** cannot be everywhere at once, so your involvement by recognizing and immediately reporting incidents of suspicious and criminal activity will greatly influence their effectiveness.

Oftentimes, crime solving depends upon how accurately and promptly the incident is reported.

It is important that you be able to provide as much of the following information as possible:

- The nature of the incident.
- When and where the incident occurred.
- Number of persons involved (names, sex, race, age, height, hair style/color complexion, distinctive characteristics, i.e. facial features, scars, physical defects, glasses, clothing, etc.).
- Direction and method of travel.
- Vehicles involved (color, type, make, model, license plate number and state, distinctive characteristics, i.e., decals, bumper stickers, damage, number of occupants, etc.).
- Description of stolen property (item, manufacturer, model number, serial number, value, color, dimensions, etc.).
- Any other applicable information.

Remember, safety is everyone's responsibility! Have a question for security or want to schedule an assessment of your work area?

Please contact your campus lead officer or supervisor. We will work with you to provide guidance and develop a plan of action in the event of an emergency or an active threat situation.

To learn more about Safety and Security, please visit <http://www.hacc.edu/AboutUs/Security/index.cfm>. )))



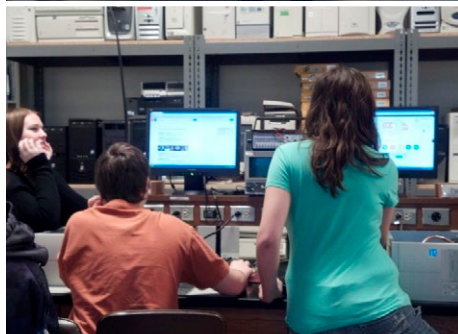
# MIDTOWN TRADE & TECHNOLOGY CENTER HOST CAREER DAYS IN FEBRUARY

CAREER DAY EVENTS BRING IN OVER 600 HIGH SCHOOL STUDENTS TO LEARN ABOUT CAREERS IN THE TRADES AND TECHNOLOGY.

**O**n Friday, February 7, students attended one of three offered Career Days: Computer Career Day and Construction Career Day at the Midtown Trade and Technology Center, and Transportation Career Day at North Hall. These events brought in 350 High School students from 12 different schools. Faculty presented and facilitated hands on activities with the students introducing them to the variety of career options and the academic training programs available at HACC including: Computer Information Systems and Security, Computer Networking, Web Development and Design, HVAC, Welding, Mechatronics, Electronics, Carpentry and Automotive Technology.

In addition, Engineering Career Day was held on Thursday, February 20 and was attended by approximately 250 high school students from eight different area schools.

The events are the combined effort of Midtown Student Services, College Pathways and the faculty and administrative support in the Engineering and Technology Department. )))




## TEACHING TECHNOLOGY SERVICES

**Do you have questions about how to incorporate learning technology into your course?**

Contact TTS staff to schedule a consultation. TTS provides design and development guidance for your enhanced, blended, or online course.

**Are you new to Desire2Learn?**

Check out the new video available in the Faculty Resource Center. Entitled, "An Introduction to D2L." This exciting 26-minute presentation captures the information covered at the Harrisburg Campus Adjunct Faculty Inservice on January 8th.

**Do you want to learn more?**

You can register for these open workshops and training sessions by visiting:

<http://www.hacc.edu/FacultyandStaffDevelopment/index.cfm>.

Select Harrisburg for workshops and training offered in Stabler Hall, S-106. Select Virtual for workshops and training offered via Adobe Connect Web Conferencing. New training opportunities are added throughout the semester, so be sure to check often.

**Would you like to discuss your course and its online component?**

Contact **Joseph Mendrzycki**, Senior Instructional Technology Specialist at [jdmendr@hacc.edu](mailto:jdmendr@hacc.edu) or 780-2591. )))

# HACC's Fenêtre Gallery to display 'Constructions'

EXHIBIT OF WORK BY SHAWN WILLIAMS OPENED FEB. 21

**F**enêtre Gallery at HACC's Midtown 2 will exhibit "Constructions," work by Shawn Williams, Monday, Feb. 17 through Saturday, April 5, 2014. A reception was held for the artist on Friday, Feb. 21, from 6–8 p.m., during 3rd in the Burg.

Williams' work is inspired by his family's love of working with their hands. The exhibit is a nostalgic homage to the American middle-class domestic work ethic, where personal pleasure and self-worth can be realized by working

with one's hands to build, repair or to simply keep busy by "tinkering" away on home-improvement projects.

Williams has had solo exhibitions at the Woodmere Art Museum in Philadelphia, Lock Haven University, West Chester University, Millersville University and Elizabethtown College. His work has been exhibited nationally in group exhibitions at the Print Center in Philadelphia, the North American Print Biennial in Boston and the Pleiades Gallery of Contem-

porary Art in New York City.

Fenêtre Gallery is on the second floor of HACC's Midtown 2 at 1500 Third St. The entrance to the building is on Reily Street. The gallery is open on Saturdays from noon–2 p.m. and the third Friday of the month from 6–8 p.m., or by appointment.

Events are free and open to the public. Visit Fenêtre on Facebook for additional information. )))

## Harrisburg campus: African American Read-in

**O**n February 28, 2014 the Harrisburg campus participated in the fourth annual African American Read-In. During the read-in faculty and administrators read aloud from the works of African American authors. The audience was comprised of students, faculty, and staff.

This event was part of the larger African American Read-In sponsored every February by the National Council of Teachers of English. In 2011, English faculty member Mary Jo Keiter started the read-in at the Harrisburg campus. In the years since, the read-in has become a February tradition. )))



ABOVE: PROFESSOR MILSPA W  
READING TO HACC STUDENTS  
RIGHT: MS. JUDI UNGAR, LIBRARIAN, TAKING  
TIME OUT TO READ TO STUDENTS



# HACC'S NEW BRAND LAUNCHES TO INCREASE AWARENESS AND ENGAGE STUDENTS

## HACC proudly launched its new branding campaign

in February to engage and retain students enrolled at HACC's five campuses in Gettysburg, Harrisburg, Lancaster, Lebanon and York and through its global virtual learning program.

HACC is the largest and oldest of the 14 community colleges in Pennsylvania. It's well-known and viewed favorably throughout the 10-county region it serves; however, many residents do not have a complete understanding of the rich and diverse educational and training resources the College offers.

Extensive research was conducted by Interact Communications, the new integrated marketing communications firm, through December 2013 to understand the perceptions of HACC and what the public relates to. The development of the brand must be based on strategic research to ensure it is identifiable with its audiences. The research included:

- On-site campus visits
- Interviews with employees, community and HACC Foundation leaders
- Competitor review
- Communications audit
- Online surveys completed by 1,790 board members, employees and students
- Six focus groups with employees, high school students, parents of high school students, working adults, community and business

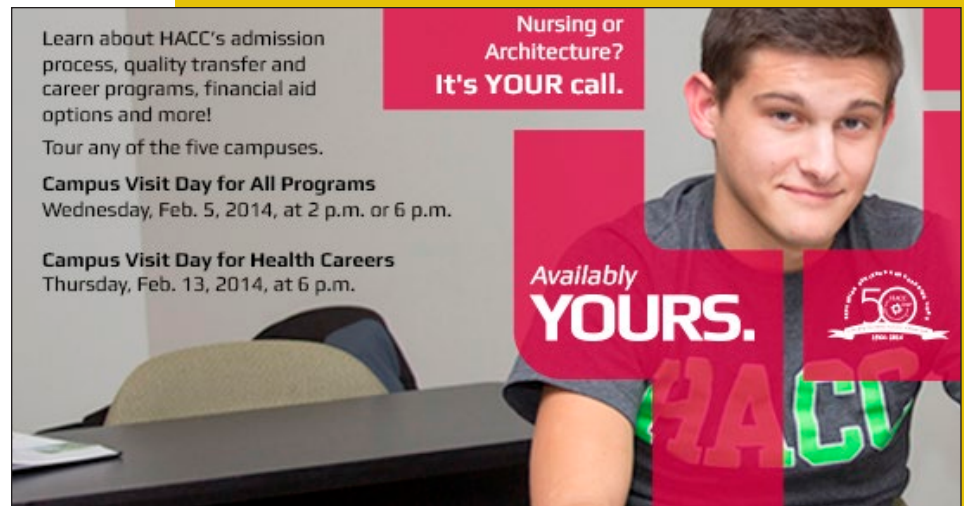
leaders and online high school students

- 500 telephone surveys to test attributes
- Four focus groups to test the brand concept

The research confirmed that many Central Pennsylvania residents believe that HACC belongs to them. They feel a kinship with the College and believe in it. As a result, the new brand needed to

public that HACC supports you – whether you are completing two courses, transferring to a four-year college or completing your associate degree.

The College has worked closely with Interact Communications to re-evaluate the College's advertising, branding, marketing and public relations efforts to adjust the institution's approach and thinking in reaching prospective students and retaining the close to 21,000 students currently enrolled.



SAMPLE 1: WEB SLIDE

be flexible, relatable and unique while also communicating HACC is YOUR college. Using simple words, such as "Completely YOURS." or "Financially YOURS.," HACC is encouraging and showing traditional and non-traditional students, the parents of high school students, community leaders and the

Through this intense process, HACC has gained a more thorough understanding of its diverse audiences, which, in the end, will help the College in meeting its goals to increase enrollment and training programs in business and industry.

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Examples of how the new brand is being used are available on the previous page and to the right.

**SAMPLE 1: WEB SLIDE**

This Web slide for two upcoming recruitment events focuses on the student – “you” – with the compelling message that “It’s YOUR call” to embrace the new branding and emphasize “YOURS.” The Web slide appears prominently in the center of the homepage of [www.hacc.edu](http://www.hacc.edu), drawing attention to the basics of the upcoming event while also driving people to the website to register to attend.

**SAMPLE 2: FLYER**

The new branding, “YOURS.,” emphasizes the student as “everyman” with the message that “you” can imagine yourself at HACC. In this flyer, the eye is drawn to the image in the center of the design, while the information about the event is cleanly displayed on the left.

**SAMPLE 3: FLYER**

This design allows for a testimonial about the importance of scholarships to student success. “YOURS.” takes on a dual role with an appeal to students as shown in the focus on the face of the student in the middle of the design. It also appeals to potential donors who can relate to the importance of their gifts to help others. The content flows with the design, allowing the reader to grasp information in digestible bites. )))

Registered Nursing or  
Licensed Practical Nursing?  
**It's YOUR call.**

**Available  
YOURS.**

**Campus Visit Days**  
Feb. 13, 2014 - 6-7:30 p.m.  
April 10, 2014 - 6-7:30 p.m.  
May 8, 2014 - 6-7:30 p.m.

**Register by visiting [www.hacc.edu/gohacc](http://www.hacc.edu/gohacc)**  
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SAMPLE 2: FLYER

*Scholarship  
Spotlight*

**Lakiesha Mellott,**  
HACC psychology student  
Received the Donald and Dorothy Stabler  
Foundation Scholarship

*"When I received  
the scholarship,  
I felt surprised  
because I never  
expected to even  
qualify for one."*

**Financially  
YOURS.**

**Apply at <https://hacc.academicworks.com> by April 1, 2014!**  
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SAMPLE 3: FLYER