



July 2019

Welcome to HACC Highlights, a quarterly e-newsletter created specifically for HACC retirees to keep you connected with YOUR HACC community. We hope you enjoy this issue.

The HACC Foundation Makes a Difference!

More than \$90,000 allocated to key projects that benefit HACC

The HACC Foundation recently provided funding for key projects at HACC, Central Pennsylvania's Community College.

The HACC Foundation, a nonprofit organization that raises private contributions in support of HACC, approved more than \$90,000 for projects at the College. This funding is made possible through generous contributions from individual and organizational donors.

The HACC Foundation funded the following projects:

Application	Purpose of HACC Foundation Funding	Benefit to Students and College	Funded Amount
1.	Live at Rose Lehrman 2019-20 Season Support	Funding will provide support for the 2019-20 Live at Rose Lehrman Performing Artist Series.	\$35,000
2.	Sim Lab Medication Carts	Funding will support purchasing six medication and computer charting carts for the Nursing Program at HACC's Harrisburg Campus.	\$15,000
3.	Paralegal Westlaw Resources	Funding will support purchasing the legal research resources that are necessary for the Paralegal Studies Program to maintain their American Bar Association approval.	\$13,500
4.	High Fidelity Nursing Simulation Mannequins	Funding will support the acquisition of two auscultation simulation mannequins for the Nursing Program on HACC's Harrisburg Campus.	\$11,000

Application	Purpose of HACC Foundation Funding	Benefit to Students and College	Funded Amount
5.	Gettysburg Campus Mechatronics Upgrade Programmable Logic Controller (PLC) Panels	Funding will support upgrading and expanding the PLC boards used within the Mechatronics Program at HACC's Gettysburg Campus.	\$7,500
6.	Student Affairs Student Focus Group Response Analysis	Funding will support hiring a consultant to analyze data collected from student focus groups at HACC's five campuses. Results will help to improve student advising.	\$4,589.66
7.	Gettysburg Campus Dual Enrollment Support	Funding will support students dually enrolled in high school and at HACC.	\$2,475
8.	Brenton Good: An Edge is First a Cut	Funding will support guest artist Brenton Good's exhibit of his paintings and prints in the Rose Lehrman Art Gallery.	\$1,000
9.	Perkins Career and Technical Education (CTE) Graduate Survey Incentive to Improve Response Rate	Funding will support the purchase of incentives for individuals who complete the Perkins CTE Graduate survey.	\$500
		Total	\$90,564.66

Funding from the HACC Foundation supports programs and projects that benefit students collegewide, including students enrolled in the Mechatronics Program at HACC's Gettysburg Campus.



Please Join Us in Extending Our Condolences

We are saddened to share with you the passing of Fred Gantz, professor emeritus of sociology. Professor Gantz retired in May 2018 after seven years of full-time teaching and more than 20 years as an adjunct instructor.

An article about Professor Gantz's life was [featured in the Gettysburg Times](#). Please read his full obituary [online](#).

Dedicated to HACC – An Interview with Betty Summerford



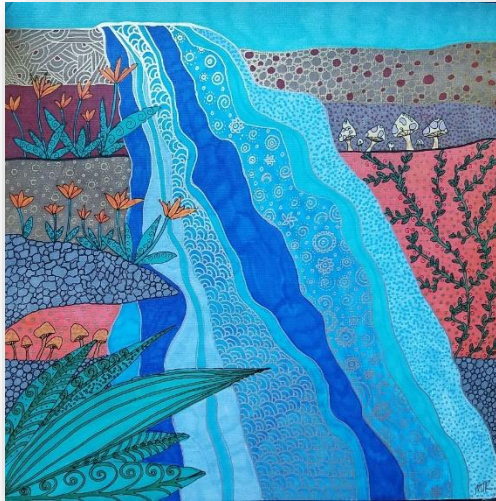
Recently, the Office of College Advancement interviewed Betty Summerford, a member of the Facilities Management Department team and HACC's oldest employee. To watch Ms. Betty's interview and learn more about her love for HACC, please visit

<https://youtu.be/QAXE4P4gjZE>.
#MsBettyIsAGem

Gettysburg Campus to Showcase Regional Artists

A series of public exhibits at HACC's Gettysburg Campus will highlight regional artists who work in a variety of mediums. Artists are showcased each year to provide cultural experiences to the community and help HACC students expand their horizons through unfamiliar artistic ideas and themes.

The exhibits and receptions are free and open to the public. Details are below:



Meghan Riordan, "Cynefin"

Aug. 19- Oct. 31, 2019

Artist Reception: Sept. 19, 2019, 10:30-11 a.m.

Ed Wargo, "Town & Country"

Oct. 21-Dec. 18, 2019

Artist Reception: Nov. 14, 2019, 10:30-11 a.m.

Hanover Area Arts Guild

Jan. 10-March 13, 2020

Artist Reception: Feb. 13, 2020, 10:30-11 a.m.

Wendy Sweigart

March 16-May 18, 2020

Artist Reception: April 9, 2020, 10:30-11 a.m.

All receptions will take place in the campus art gallery hallway. Artist remarks will begin at 10:45 a.m. Light refreshments will be provided.

For more information, please contact Judy Redding at 717-339-3509 or jaredding@hacc.edu.

Six Professional Performances – One Exceptional Theatre
Live at Rose Lehrman’s 2019-20 Season Lineup at HACCC

The Live at Rose Lehrman (LARL) 2019-20 season begins Sept. 26, 2019, with the Washington, D.C.-based comedy troupe, The Capitol Steps, a group of U.S. Senate staffers who have elevated political satire to an art form.

From contemporary dance to dramatic theatre and world-renowned music, LARL’s 2019-20 season performances showcase exceptional artists from around the globe.



The Capitol Steps – Sept. 26, 2019, at 7:30 p.m.

This troupe will help launch the election season with a new show of musical and political comedy. It doesn’t matter if you’re a Republican or Democrat: neither side is safe from the group that puts the “mock” in democracy.



Ailey II “The Next Generation of Dance” – Oct. 21, 2019, at 7:30 p.m.

Founded by Alvin Ailey in 1974, Ailey II is universally renowned for merging the spirit and energy of the finest young dance talent with the passion and creative vision of today’s most outstanding emerging choreographers.



Sons of Serendip “A Holiday Performance” – Dec. 3, 2019, at 7:30 p.m.

Sons of Serendip is a “Billboard”-charting quartet consisting of a harpist, cellist, pianist and lead vocalist. The quartet was a finalist on season nine of “America’s Got Talent,” gaining popularity by offering fresh interpretations of popular music.



Nimbus Dance Works – Jan. 29, 2020, at 7:30 p.m.

Jersey City-based Nimbus Dance Works focuses on the intersection between high-level dance and innovative ways of involving communities and audiences.



L.A. Theatre Works presents “Seven” – March 1, 2020, at 3 p.m.

“Seven” is a riveting documentary play by seven female writers. The play is based on personal interviews with seven remarkable women who faced life-threatening obstacles before bringing heroic changes to their home countries of Pakistan, Nigeria, Ireland, Afghanistan, Guatemala, Russia and Cambodia.



Danú - “St. Patrick’s Day Celebration” – March 16, 2020, at 7:30 p.m.

Hailing from counties Waterford, Dublin, Donegal and Cork, Danú is one of the leading traditional Irish ensembles of today. For over two decades, Danú’s master players of flute, tin

whistle, fiddle, button accordion and bouzouki as well as vocalists (Irish and English) have performed around the globe and recorded seven critically acclaimed albums.

Tickets for the general public go on sale Sept. 3, 2019. To order your tickets first, please consider [becoming a sponsor](#).

You may also view the upcoming events at [LiveatRoseLehrman.org](#) beginning Aug. 1, 2019.

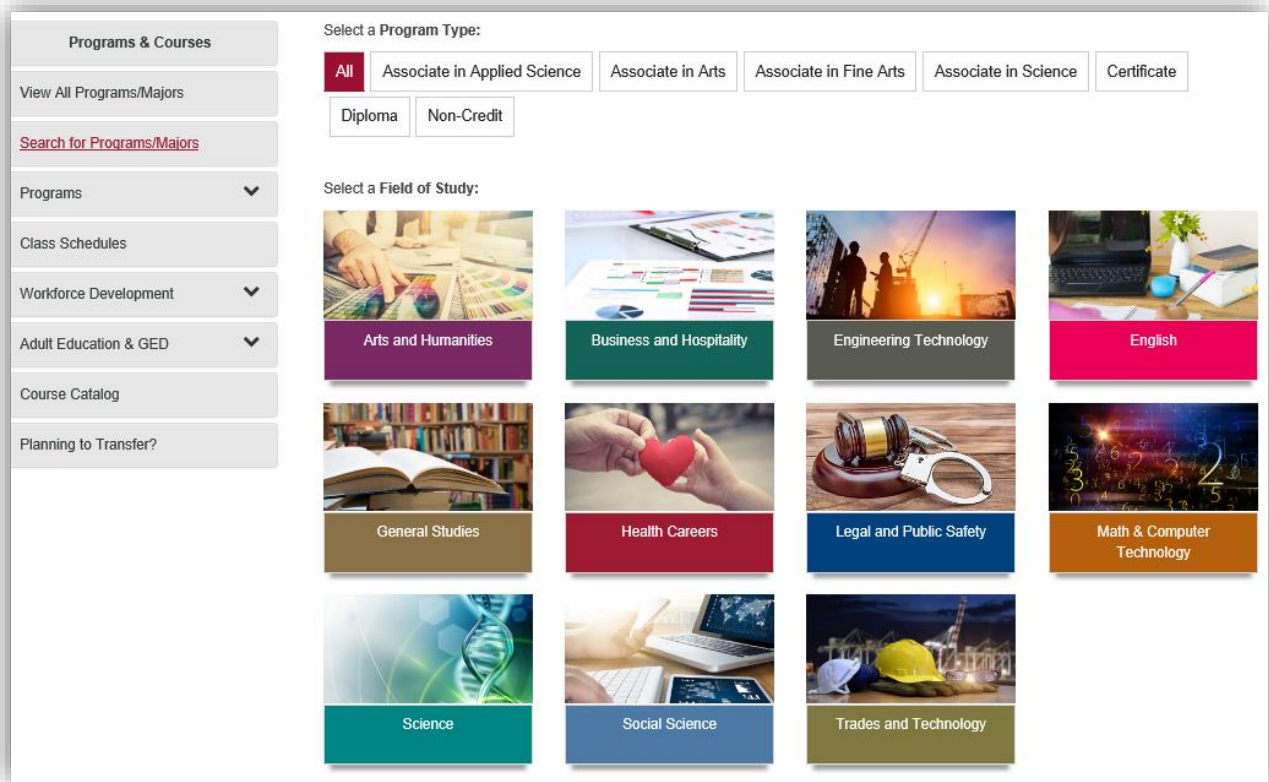
** Programming is subject to change.*

NEW Academic Program Enhancements Now on HACC Website!

Website visitors can now search our programs by field of study and/or program type using a new and interactive search!

Look for the new “[Search for Programs/Majors](#)” link on the Programs and Courses left-hand navigation.

Be sure to check out the new program web pages layout! The new layout features expandable headings that allow visitors to more quickly scan the content. This new layout also provides us the capability to enhance program content more easily.



New HACC Foundation Website is Unveiled!



The new HACC Foundation [website](#) recently debuted and features:

- Slideshow featuring donor testimonials, storytelling and Day of Giving activities
- Interactive ‘widget’ detailing each of the four fundraising goals
- Information graphics that provide a quick look at key statistics
- Student testimonials
- Upcoming events
- Social media wall
- Footer on every web page with contact information

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

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 was 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 colleagues – especially Ed Burns, Kelley Engle and Jeff Gieniec. 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!

Stay Connected with Email Alerts from HACC’s Online Newsroom

Keep up with [HACC news](#) through email alerts!

Here are two easy steps:

- Email your full name and email address to newsroom@hacc.edu.
- Include a request to begin receiving emails from the newsroom.

That’s it!

Note: Within five business days, you will begin to receive emails from the newsroom. The emails will include the name of the news release in the subject lines. The body of the emails will have the news release title, dateline, an article abstract and a link to the full release in HACC’s online newsroom.

Ways to Communicate With Us

Email	foundation@hacc.edu
Facebook	https://www.facebook.com/HACC64
Twitter	https://twitter.com/hacc_info
Online Update Form	www.hacc.edu/data

HACC Publications

HACC produces several publications, and they are available [online](#). Please bookmark this Web page and feel free to share this link with others who are interested in information about the College.

We are here to serve you and look forward to hearing from you! Please contact us at foundation@hacc.edu to share feedback and ideas with us. Thank you – for everything!