

# Lebanon Campus Update



## From the Campus Executive Director

Greetings, Lebanon Campus!

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Can you believe we have drawn the spring 2019 semester to a close?! The semester concluded with a variety of diversity events, celebrations and award ceremonies. Congratulations to all of our employees honored at the Employee Recognition Ceremony held at the Harrisburg Campus on May 3 (pictured here), and to our students and staff recognized for their accomplishments at the Lebanon Campus Student Awards and Recognition Ceremony held on May 1 (see page 7).



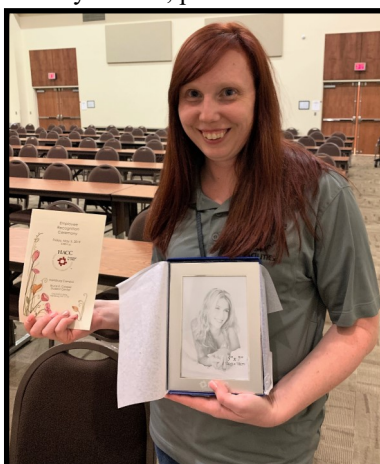
As summer begins with the Memorial Day holiday weekend, take time this summer to relax, plan for a fantastic fall and do something amazing that will create a lasting memory.

### Laurie Bowersox

Pictured at the Employee Recognition Ceremony, top photo, **Peggy Lenton** (center), with **Laurie Bowersox** and **Ski**. Peggy was recognized for 10 years of service; center photo, **Laura Davis**, also recognized for 10 years of service; photo below right, **Margo Boman**, who received the Dale P. Parnell Distinguished Faculty Award; photo below



left, **Ashley Klug** proudly shows her 10 year service recognition gift received via inter-office mail, as she was unable to attend the ceremony. Others recognized from Lebanon, who were unable to attend, include **Angie Bentz**, **Brian Haldeman**, **Linda Huber**, and **Wendy Seeger**.



# Lebanon Campus Update



## Lebanon Campus Artist Guild Participates in Art Walk

### Eclectic Metamorphosis Celebrating Growth and Building Community

On April 5, the HACC Student Artist Guild participated with the Lebanon Valley Council on the Arts to host an exhibit of student artwork transformations through time, media, college art courses and onto alumni private and professional work at HACC's Lebanon Campus during the April First Friday Art Walk. Despite cold temperatures and rain, there was a heartwarming turnout of visitors, including students' friends, friends with adorable babies,



co-workers, grandparents, mothers, fathers, brothers and sisters, significant others, a former college professor and a former high school teacher, who all visited to celebrate the beautiful and thought-provoking work by our current art students and HACC alumni.

Returning Art Alumni were Amanda Downs with paintings, Sarah Kelly with digital illustrations, Vandon Tricamo with paintings, and guest Photography Alumna Danielle Shaver with archival prints on canvas. Featured art students were Grace Capobianco, Artist Guild president; Lee Somni, Artist Guild secretary; Ashton Haulman, Artist Guild member; and art students Ashley Carroll, Anthony Gonzalez, and Clever Tassi. Also participating were current Fundamentals of Three-Dimensional Design students and Painting students with artwork displayed throughout the campus. Culinary arts were supplied by Artist Guild member Ellen Weaver, with homemade chocolate chip cookies and lemon bars, which were a huge hit.

Visitors noted it was wonderful to see the talent of the Lebanon artists and how excited the students and alumni were in sharing information on their work and creative process. Several guests shared it was nice to see how the courses at HACC have helped students develop their skill, and how kind and genuine the students and professors were when greeting them and answering questions about the programs.



# Lebanon Campus Update



## Art Alumni Share Inspiration

HACC's Lebanon Campus was proud to host guest alumna Danielle Shaver and returning alumnus Vandon Tricamo this spring semester. Both alumni, as well as the HACC Student Artist Guild and current HACC art students, participated in the Lebanon Valley Council on the Arts April First Friday Art Walk.

**Danielle Shaver, a 2018 graduate of the Photography Program and owner of DragonWolf Photography**, is exhibiting her nature-themed archival photography, “Life by the Water” in Hawk’s Peak into Fall Semester 2019. Shaver is always excited to talk about her work. During a recent discussion, she noted her discoveries during a HACC travel course in San Salvador, Bahamas, where she learned that the coral reef ecosystems are struggling due to increasing acidity levels in the water. She eagerly talked about the opportunity and challenges she had while photographing dolphins breaching from a swaying boat in Cape May, New Jersey and a trip via the Environmental Science Club where she was able to visit Delaware to document the largest breeding population of horseshoe crabs in the world, along with other fascinating stories of her photographic adventures.



“Life by the Water,” is Shaver’s first solo exhibit. She shared her insights from the Art Walk, “A lot of people were interested in my work and had questions, and some shared their experiences with me. At first I was disappointed that I did not make a lot of sales, but looking back on the event, I gained exposure and experience—both of which are invaluable. I had some great conversations while meeting new people and got some ideas to improve my work.”

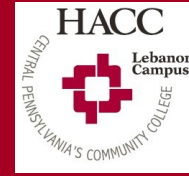
**Vandon Tricamo, a 2016 graduate of the Art Program and co-owner of Zen Cat Creatives**, returned to exhibit in “Eclectic Metamorphosis” a group art exhibit and to host an interactive presentation on April 23, “The Business of Creating,” for students, alumni and faculty in Hawk’s Peak. Tricamo led participants through exercises to help tap into their creative potential.



Alumna Danielle Shaver noted, “Those in attendance were also given journals where they could work through the exercises and write down their experiences without the pressure of answering questions in front of a group. I personally learned a lot and am still thinking about some of the creativity exercises that were discussed. I hope to be able to attend another presentation given by Vandon.” Grace Capobianco, Artist Guild President, followed-up, “It is really important to have a place to be creative, a dedicated space. Having other people there is important, as we feed off of each other creatively.” Lee Somni, Artist Guild Secretary, noted the presentation was “valuable information for all majors, especially those interested in business.” Alumni consistently state the importance of the HACC community in their lives. Danielle Shaver shares, “Coming to HACC truly changed my life.”



# Lebanon Campus Update



## Lobby Day 2019

On Tuesday, April 9, the Lebanon Campus Student Government Association (SGA) participated in Lobby Day at the Capitol building in Harrisburg.

Our students joined students from all HACC campuses in meeting with local representatives and advocating for additional funding for the college. Our Lebanon students had the opportunity to meet with Pennsylvania State Representatives Russ Diamond and Francis X. Ryan. Dr. Ski joined the students during their chat with Representative Ryan.

Below are a few pictures of the day, including a photo of community college students from all over the state of Pennsylvania who participated in Lobby Day.



Left to right: **Representative Russ Diamond; Genesis Santiago; Faith Smith; Rachel Bair; and Laura Nalls.**



SGA President (above), **Genesis Santiago**, and SGA Vice President (below), **Rachel Bair**, take turns sitting in Representative Francis X. Ryan's desk chair.



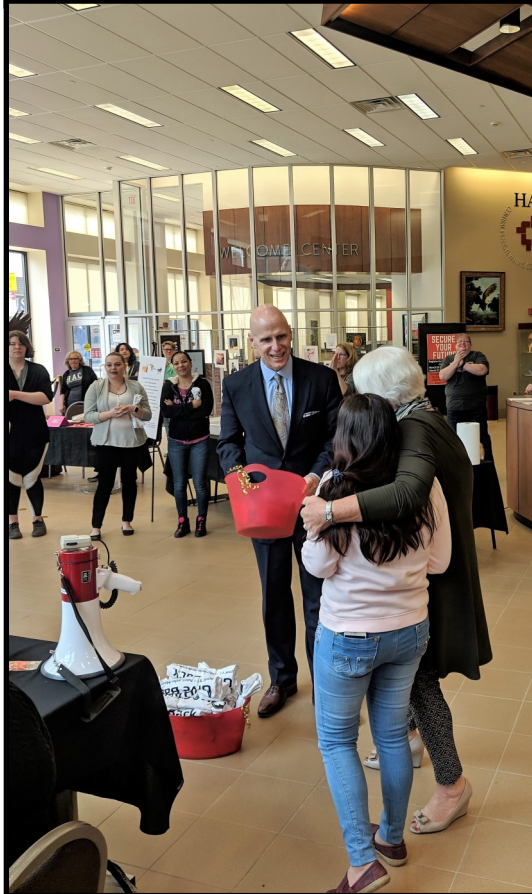
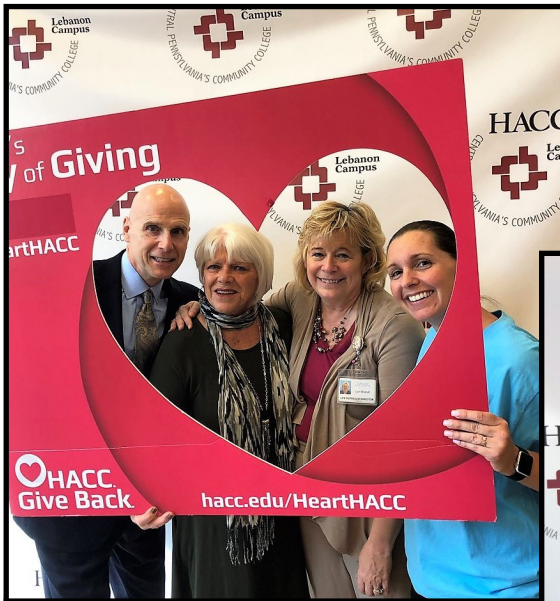


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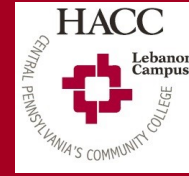
## 2019 Day of Giving!

**THANK YOU TO EVERYONE WHO SUPPORTED OUR 2019 DAY OF GIVING!**





# Lebanon Campus Update



## 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/HearHACC](http://hacc.edu/HearHACC).

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 [2019 sponsors](#), including [WHTM abc27](#) (media sponsor) and [Barley Snyder](#) and [Capital BlueCross](#) (presenting sponsors).

Together, we CAN make a difference!

Thank you!



# Lebanon Campus Update



## Student Awards and Recognition Ceremony



Pictured, left to right, Front row: **Grace Capobianco; Rachel Bair; Monae Davis; Melissa Lineaweaver; and Ashton Haulman;** Back row: **Victor Ramos; Ski; Laurie Bowersox; Willis Boykin; Ashley Carroll; Bryanna Harmon; Kristianna West; Brian Haldeman; Amber Arnold; Mary Grace Beard; Laura Nalls; and Colton Bjerke.**

On Wednesday, May 1, 2019, several students were honored and recognized for their academic excellence and commitment to the Lebanon Campus during the 2018-19 year. Staff were also recognized with the Make-A-Difference and Above and Beyond awards presented by the Student Government Association.

Award winners are listed below:

**Lebanon campus Academic Achievement Awards** – Amber Arnold, Mary Grace Beard, Monae Davis, and Jeffrey Stretavski

**Lebanon Campus Service Award** – Rachel Bair and Willis Boykin

**Outstanding Career Program Student** – Amber Arnold

**Outstanding Transfer Program Student** – Melissa Lineaweaver

**All-Pennsylvania Academic Team** – Willis Boykin, Bryanna Harmon, and Mark Humphries

**Lebanon Campus Art Awards** –

**First Place Winners:** Grace Capobianco, Ashley Carroll, and Ashton Haulman

**Honorable Mentions:** Antony Gonzalez, Grace Capobianco, Amanda Downs, Ashton Haulman, Allena Beamesderfer

**Outstanding Peer Tutor** – Kristianna West

**Lebanon Campus Make-A-Difference Award** – Testing Center Specialist, Brian Haldeman

**Above and Beyond Award** – Interim Director of Student Development and Multicultural Affairs, Laura Nalls



# Lebanon Campus Update



## Annual Campus Clean-up Day



After a two week delay due to weather issues, the Lebanon campus held their annual campus clean-up day on May 10. The day started out overcast with some light rain; however, as the volunteers arrived, the rain stopped and the work started! The outdoor event included planting beautiful flowers, pulling weeds and removing ivy and other invasive plants. With a fresh bed of mulch and the new flowers, the campus looks wonderful!

As a reward for the hard work by the volunteers, they were treated to a cookout type meal consisting of hamburgers, hot dogs and pasta salad!

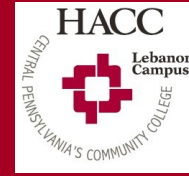


The Lebanon campus always receives many compliments from the general public about how nice the landscaping work by the volunteers looks! A huge "Thank you" goes out to all who were involved!





# Lebanon Campus Update



## **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.



[La-Verna Fountain](#) 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.



[Tuan-Linh Nguyen](#) 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.



[Aaysha Noor](#) 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!**



# Lebanon Campus Update



## Food for Finals



On Thursday, May 2, Lebanon students enjoyed a delicious hot meal to ease their stress during finals. A full buffet lunch was offered free to all our students thanks to the generosity of Pastor Rey from Life Center Lebanon and Global Ministries volunteers. The meal included rice, empanadas, salad, fruits, snacks, desserts, and much more. The HACC, Lebanon community is very grateful to Pastor Rey and his team.



## New Student Government Association President Elected



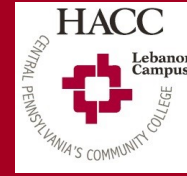
In April, a new Student Government President was elected for the 2019-2020 school year. Congratulations to Genesis Santiago who was elected by her peers to serve in the President role. Joining her in the executive board will be Rachel Bair, Faith Smith, and Mary Grace Beard.

The SGA looks forward to taking time this summer to plan and coordinate fun and educational activities for the fall.

Pictured, left to right: **Rachel Bair; Genesis Santiago; and Faith Smith.**



# Lebanon Campus Update

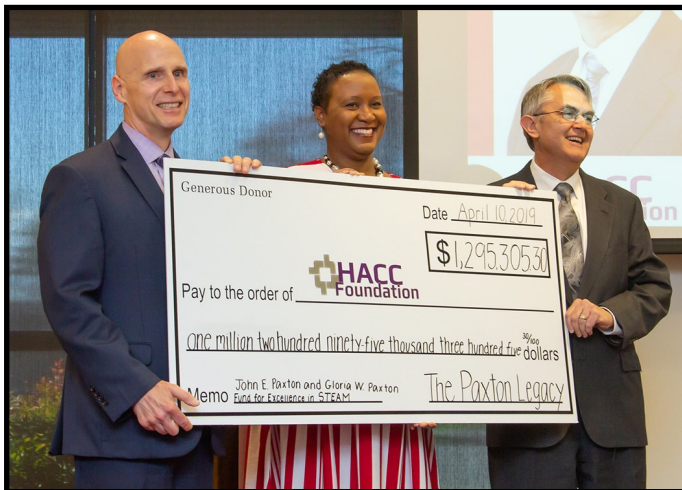


## HACC Receives Nearly \$1.3 Million Gift for STEAM Programs

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 about the Paxtons, the gift and the possible science, technology, engineering, arts and mathematics (STEAM) programs that could benefit from the fund, please visit [http://newsroom.hacc.edu/article\\_display.cfm?article\\_id=2867](http://newsroom.hacc.edu/article_display.cfm?article_id=2867).

## Center for Entrepreneurial Excellence Opens in Lebanon

In an effort to help small businesses in Lebanon County succeed, the Center for Entrepreneurial Excellence opened in the Lebanon Valley Chamber of Commerce building, at 604 Cumberland Street in Lebanon. The Center, free of charge to users, features a work station, conversation area, and a research department. To learn more about the Center, see:

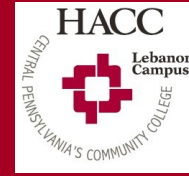
<https://leb.town/2019/04/12/city-score-and-chamber-to-partner-on-center-for-entrepreneurial-excellence/>.



On April 23, community leaders gathered for the ribbon cutting ceremony for the Center for Entrepreneurial Excellence at the Lebanon Valley Chamber of Commerce building.



# Lebanon Campus Update



## 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 student's 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.

In 2017, the Office of College Advancement (OCA) and Office of Academic Affairs developed a comprehensive strategy to promote programs that are low enrolled and forecast to have the highest job growth in south central Pennsylvania. So far, OCA has developed marketing campaigns for our trades and technology programs (including automotive and [HVAC](#)) and our Administrative Office Management Program. This year, we are working on our dental assisting and business programs.

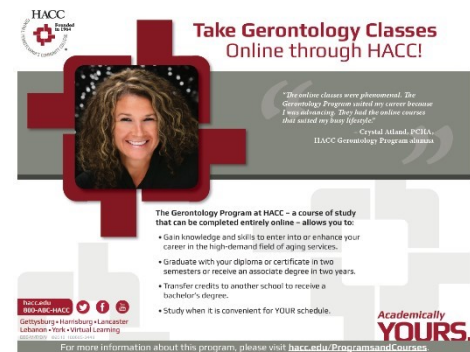


These campaigns have seen great results!

- [Read](#) how our applications more than doubled after our Administrative Office Management Program campaign.
- [Read](#) how our click-through rates for the online display advertising in the trades and technology programs campaign were the highest a vendor had ever seen.

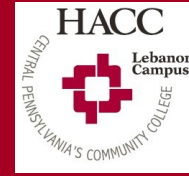
While working on these comprehensive marketing campaigns, OCA has also provided tools to promote every academic program with a high-quality program flyer. OCA's [program flyer guide](#), available on myHACC in the OCA channel under Publications Tools, helps you gather the information that will set your program apart from our competition! So far, we have developed program flyers for the following programs:

- 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





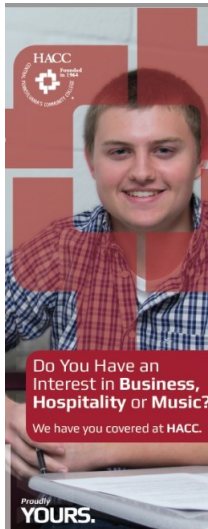
# Lebanon Campus Update



## Marketing HACC's Programs to Increase Enrollment (continued)

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

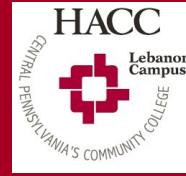
### Marketing-Related Items on myHACC:

- [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](#)





# Lebanon Campus Update



## The “City Moves” in 2019!



# WALK WITH THE MAYOR

A step up to healthier living



**WALK WITH THE MAYOR – Southwest City**

**TUESDAY, June 4, 2019 at 6 p.m.**

Meet on the sidewalk between  
Woodland Estates and the Southwest Elementary School

**Don't miss this great opportunity to Walk with Lebanon City Mayor Sherry Capello!** Meet new friends & neighbors, learn about Lebanon and add some healthy steps into your day. **This walk will include a brief grocery store tour at Weis Markets, 800 S. 12<sup>th</sup> Street** with Licensed Registered Dietitian Kathy Thomas. Kathy will talk about how to smartly shop for healthy foods. **FREE pedometers will be given to all walkers while supplies last.**

**REGISTRATION IS REQUIRED.** Registration forms may be obtained on the City of Lebanon website at [www.lebanonpa.org](http://www.lebanonpa.org). Walkers may also register by calling: **Michelle Remlinger, City Healthy Initiatives at 717-272-6611 Ext. 105**