



## BANNED BOOKS READ IN

The Library, in partnership with Student Life & Multicultural Programs, had a successful Banned Books Read-In on September 30, 2015. Several students and faculty members read from their favorite banned books and participated in a lively discussion!

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## RISING STARS CELEBRATION

On Thursday, October 22, 2015, HACC York hosted its 2<sup>nd</sup> Annual Rising Stars Reception to honor and congratulate students who hold a 3.0 GPA or higher and have successfully completed ENGL 001, ENGL 002, ENGL 003 within the past Fall or Spring semester.

**Nearly 100 students, families, and administrators attended.** Certificates were awarded to each student and everyone enjoyed light refreshments afterwards. Special thanks to Dr. Ski, Dr. Marjorie Mattis, Angela Stephens, and Lisa Miller who spoke at the ceremony and provided encouraging words of wisdom to the honorees and their guests. The Rising Stars Committee enjoyed hosting this memorable event for students and their families, and are looking forward to next year's reception.



The Rising Stars committee – Left to right: Dan Houloose, Lisa Miller, Cathy Rosenkrans, Samantha Shoup, Carolyn Veit, Angela Stephens, Rabyia Ahmed and Key Note speaker, Dr. Ski

## “BUZZ” FROM THE CAREER SERVICES OFFICE

Recently, our contact with UPS (United Parcel Service) was on campus recruiting for openings in the Harrisburg area. He shared the following about our students.

“Out of five recent local college visits I found HACC York students to be the most interested in my opportunities in the Harrisburg area, and they seem to be very motivated to work when comparing them to the students at the schools I visited last week. **This campus has been the best for my recruiting efforts.** I ran out of applications, because many students took them. Of the students I spoke to, 80%-85% will be interviewed and provided with a tour of the work site. I can't wait to come back the HACC York Campus, your students are motivated and seem like good candidates for my company”.

## PC LOAN PROGRAM

**Do you know students who might need a desktop computer to use at home? Let them know about the PC Loan program!**

The application for the Spring 2016 PC Loan program is available October 26 until January 29, 2016. **To apply:** log into **MyHACC>Student Success Resources>Helpful Links>PC Loan Application**

More info: <http://libguides.hacc.edu/pcloan>  
Questions: [pcloan@hacc.edu](mailto:pcloan@hacc.edu)



## HUMANITIES SYMPOSIUM ON CENSORSHIP

Join us for a Symposium on Censorship on November 4<sup>th</sup> in the Glatfelter Community room!

Instructors and students from multiple disciplines will be presenting mini-lectures and panels discussing censorship. This is a great opportunity to involve your classes!

If you are interested in presenting, or participating in a speaking panel, please contact Errol Wizda

[ejwizda@hacc.edu](mailto:ejwizda@hacc.edu) or Allyson Valentine

[afvalent@hacc.edu](mailto:afvalent@hacc.edu)

For more information please visit our libguide:

<http://libguides.hacc.edu/censorship>

## CENSORSHIP ART PROJECT

Students, staff, and faculty are encouraged to participate in a censorship art project. Share your experiences, fears, or perspectives on being censored, silenced, or suppressed. Blank cards and a submission box are available in the library. Your card can include stories, ideas, poetry, artwork, drawings, photos and more.


Secrets about

# CENSORSHIP

You are invited to anonymously contribute a secret about censorship to a group art project. Your secret can be an opinion, experience, confession, or fear of being suppressed, restricted, or silenced. Reveal anything - your secret is safe and will NEVER be censored in this project.

**STEPS:**  
 Take a postcard or two.  
 Tell your secret anonymously on the back.  
 Place postcard in the dropboxes at any campus library by Tuesday, October 27th.

**TIPS:**  
 Be brief - the fewer words the better.  
 Be legible - use big, clear, and bold lettering.  
 Be creative - let the postcard be your canvas.



Humanities Symposium  
on Censorship

HACC - York Campus  
November 4th  
8am-4pm  
Cyttec Building

## PAINT NIGHT FUNDRAISER

On Tuesday, October 27, sixteen novice artists enjoyed the first ever York campus Paint Night. Our friends at Gavin Advertising (Mandy Arnold, Campus Advisory Committee member) allowed us to use their space and our very own Will Guntrum, art instructor and Department Chair, served as our patient teacher. The results were impressive. Thank you to everyone who came out and enjoyed the evening. The money raised will benefit York campus scholarships.



Left photo: back row, left to right – Kelley Engle, Margie Mattis, Kathy Brickner, Mary Prescott, Dennis Shoemaker, Shelly Blanchette; middle row – teacher Will Guntrum, Laura Wukovitz, Lise-Pauline Barnett, Jill Mitzel, Lisa Miller; bottom row – Allyson Valentine, Samantha Mayne, Amie Brown, Crystal Myers and Lori Shoemaker



## TOP FIVE LESSONS LEARNED FROM HACC'S 2014-15 MARKETING ASSESSMENT REPORT

Proudly YOURS, the Office of College Advancement completed its marketing assessment report for promoting the College and enrollment for 2014-15.

The report highlights the various campaigns, such as Open Houses, One-Stop Enrollment events and registration and the results of the assessment of the tactics. The College uses multiple tactics, or types of communication materials, to reach our future students, including but not limited to Facebook advertising, postcard mailings, videos and website pages that correlate with the campaign.

The conclusions are:

**1. Pandora is a successful tool to communicate about HACC – and a more effective tool than radio.**

From June 15-30, 2015, HACC advertised for fall 2015 registration on Pandora. The campaign was divided up so fall registration message targeted mobile users ages 18-49 in HACC's 10-county region and virtual learning message targeted mobile users ages 25-44 in HACC's 10-county region. Listeners were encouraged to click on the ad through the audio and mobile display. The listeners were directed to [hacc.edu/Pandora](http://hacc.edu/Pandora) to sign up to win \$500 for tuition and pointed to enroll following the completion of the online form.

While the audio played on Pandora, the display ad appeared on the screen. In 15 days, the webpage received more than 8,000 unique pageviews. A unique pageview is when the user visits the page, and the visit is only counted once regardless of the number of times the page is visited within a single session.

It's a type of advertising that allows the College to be more targeted with whom it wants to reach.

**2. Advertising on television via local news is more successful than advertising on the cable networks.**

From June 8, 2015 to July 13, 2015, the College aired a 30-second commercial on local news stations, including abc27, WGAL8, CBS21, CW15 and FOX43 as well as cable networks. In the commercial, the viewer was encouraged to visit a webpage ([hacc.edu/YOURTV](http://hacc.edu/YOURTV)) to enter a chance to win a \$1,000 tuition giveaway for fall classes.

The online form was also used to assess which television stations were mostly watched. Of the 152 online submissions, the stations mostly watched were:

- abc27
- WGAL8
- USA
- FOX43
- FX
- MTV

While HACC won't completely remove itself from the cable networks, it will lessen the number of cable stations and increase buying on the local news stations.

**3. Parents of future students are a key audience.**

A self-mailer was designed to speak more directly to the parents of future students ages 18-21. It was mailed to 65,511 households. The reader was directed to a specific landing page ([hacc.edu/parents](http://hacc.edu/parents)) to take the next steps. Parents reacted to the self-mailer more in comparison to other mailers, such as a non-traditional self-mailer.

Facebook advertising was also used to reach adults ages 40-60 with interests in family, college, high school or education in HACC's 10-county region. If the ad was clicked on, the person was guided to [hacc.edu/parents](http://hacc.edu/parents). In only six days, there were 1,043 clicks on the call-to-action button in the ad that takes people to [hacc.edu/parents](http://hacc.edu/parents).

In conclusion, a more focused approach needs to be taken with parents and data needs to be collected on parents to create a more targeted message.

**4. Communications and mailings need to be and remain more targeted.**

In June 2015, HACC distributed mailings to hundreds of thousands of households, including a 10-county postcard mailing and Virtual Learning mailing, which for the amount distributed, did not provide much return.

**5. Facebook advertising and targeted postcard mailings continue to receive high responses.**

When Facebook advertising and targeted postcard mailings are used along with other communication tactics, these two tactics continue to rank high in response rate.

## MEN OF COLOR

The men of color workgroup has completed its research and its recommendations have been submitted to and approved by the VPs in academic and student affairs. The complete document can be found in MyHACC, either by searching the documents channel for "men of color" or by visiting the Student and Academic Success Resources page (HACC Applications, Student Affairs Resources, Student and Academic Success Resources).

A summary of upcoming initiatives includes the following:

- Ten individuals will attend a "teaching men of color in the community college" online course and share their knowledge on each campus via CITE partnerships and other campus-based opportunities;
- Opportunities for students to come together to discuss topical issues such as networking, dressing for success, resume development, etc. will be deployed on each campus;
- A network of support for male students of color will be developed in conjunction with both HACC and external resources;
- We will build a supportive coaching model through counseling and advising.

Many thanks to those who participated and to the strategic planning funding that supported this work:

Alexis Aaronson \* Rabyia Ahmed \* Hayden Allison \* Cavil Anderson \* Mary Arnold  
Tim Barshinger \* Mary Brown \* Wendy Brubaker \* Monica Dixon \* Tannisha  
Fuentes \* Cynthia Garcia \* Ming Gao \* Valerie Gray \* Maurice Jones \* Mary Jo  
Keiter \* Camelia Maianu \* Crystal Myers \* Christine Nowik \* Mary Prescott \* Ruth  
Purgason \* Mary Richards \* Jazmin Simpson \* LaShana Stokes \* Mary Vukoder  
Janice Waltz \* Michael Williams \* Errol Wizda \* Karen Woodring



## YORK COUNTY CORONER CONNECTS WITH YORK CAMPUS STUDENTS AND YORK COUNTY RESIDENTS DURING FORUM



The York Campus hosted a public forum on the heroin epidemic plaguing York County. York County Heroin Task Force members, York County Coroner Pam Gay, Chief Deputy Coroner Claude Stabley, Senior Deputy Prosecutor Dave Sunday, and Charlene Sciarretta, educated students, faculty, and the public on how heroin has hit epidemic proportions in York County, how heroin addiction can be recognized, and how individuals can get treatment.



The event took place on Monday, October 26, 2015, in the Glatfelter Community Room. Nearly 150 students and community members were in attendance.

Prior to the public forum, students from Professor Mummert's and Professor Swatski's General Biology I classes had the opportunity to meet with the heroin task force members and ask lots of questions. The students were very curious as to what effects heroin use has on the brain, how drugs like Narcan work to treat heroin addiction, and how individuals can receive help.



**Thank you to Christine Mummert for working to bring this important program to the York campus.**

## COLLEGE2CAREER



On Thursday, October 29, the College hosted a College2Career event - FaceTime: The Art of Strategic Networking. Over 75 students attended workshops geared to developing social skills in the workplace including wine and golf etiquette, tips for dining out, dressing for success, business v. casual dress, communication rules including social media, and interviewing with confidence. Students also had the opportunity to practice their golf swing and learn the importance of the game in the business world. More than 25 employers attended a networking luncheon and provided pointers on the finer tips of communication while dining. Students were also able to conduct interviews with local employers for internships. Prize drawings concluded the event with winners drawn for iPads, jewelry, and ties donated by Jos. A. Bank.



## HACC ACADEMY FIELD TRIP TO HARLEY

Recently, the HACC Academy Automotive class visited the Harley Davidson Motorcycle plant on Route 30 to see how automation has a role in motorcycle assembly. While visiting, students had an opportunity to talk to managers about safety in the workplace and even sit on a few Harley's during the tour. Instructor Chad Fadley organized the trip for the twenty high school students in the program.



## GUIDANCE COUNSELOR BREAKFAST



On Friday, October 23<sup>rd</sup> we held one of our favorite events and welcomed area guidance counselors and principals to our annual Guidance Counselor Breakfast. School district personnel were greeted by Interim Vice President, Dr. Margie Mattis who provided the attendees with an update on the construction projects within each of the instructional buildings. Dr. Mattis also updated the audience on new programs coming in January 2016 and Fall 2016. The morning ended with a brainstorming session on led by David Satterlee.

## DONUTS WITH THE DEAN

On the morning of Monday, October 19, the York Campus Community Service Club hosted a “Donuts with the Dean” meet and greet. Interim Campus VP and Dean of Academic Affairs, Dr. Margie Mattis, spent an hour meeting students. She listened to their concerns and told them about the new student common space and Subway that will be opening up in the Leader building in the spring. The club plans to host two more meet and greets in the fall semester. They hope to feature Dean of Student Affairs, David Satterlee, and Associate Dean of Academic Affairs, Kelley Engle.

