



## FROM THE OFFICE OF THE CAMPUS VP

Spring is always an exciting time at HACC, especially at the York Campus. We are well into another busy and fulfilling semester. The spring semester is especially significant as we will be kicking off the Second Annual Day of Giving on April 20<sup>th</sup>. Back by popular demand is the kissing booth, a dress down day, pie-in-the-face throw, and paint night. New events this year include a car wash and a Chili Cook-Off. On the Day of Giving, we are also seeking faculty, staff, and student volunteers to assist with our campus fund-a-thon. Volunteers will receive training and will telephone York campus alumni to seek pledges and gifts throughout the day. Volunteers will receive HACC apparel along with lunch and dinner. If you would like to serve as a volunteer, please contact Jill Mitzel at ext. 513210.

As Campus Vice President, and Chair of the York Campus Diversity Committee, I am deeply committed to promoting inclusive excellence on campus. Towards this end, and in conjunction with Dr. Warren Anderson, Chief Inclusion and Diversity Officer, a working committee comprised of dedicated faculty, staff, and students is currently engaged in the following strategic initiatives:

- Develop a diverse and inclusive campus environment that supports the whole person
- Sustain a commitment to access, recruitment, engagement, and promotion of a diverse Campus community
- Enhance opportunities for cultural and intercultural engagement, scholarship, learning, and leadership
- Commit to the success for the diversity-rich communities where our campus exist
- Develop cohesion of campus-based and institution –wide inclusion and diversity initiatives

A special thank you to the following staff who have volunteered to serve on the York Diversity Committee; Marjorie Mattis, Lise-Pauline Barnett, Tom Frye, Errol Wizda, Cynthia Donnell, Teresa Graham and David Satterlee. While there is much to be accomplished on our campus, I am confident that we are on the right path and that our efforts will further advance our core educational and service mission.

Thank you for taking the time to read this letter and I encourage everyone to learn more about what makes HACC York Campus such an amazing place to study, learn, educate, and work. This is an exciting time for the entire HACC Community, so let's celebrate.

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## DAY OF GIVING

*What do you ♥ about HACC?*

HACC's Day of Giving is back!

**April 20** is the day to share your story of the moment you became forever connected to HACC, Central Pennsylvania's Community College.

We're bringing the entire HACC community together for this special event to invest in what HACC represents to the community – access to a supportive academic environment that provides the first step on the journey to personal and professional success. For thousands of students, alumni, faculty, staff, board members, donors, partners and friends, HACC is a source of pride.

How can you demonstrate your support for HACC on the Day of Giving?

We're glad you asked...

- Pledge your support through one of our convenient [ways to give](#).
- Encourage your family, friends and social network to support HACC by tagging #HeartHACC in all of your posts.
- [Participate in planned activities](#) at a HACC campus near you and bring a friend and/or family member!

Join us and show how much you ♥ HACC on April 20!

Thank you!

## MORE THAN 80 HACC EMPLOYEES DISCUSS RECRUITING MINORITY POPULATIONS

On Jan. 24, 2017, leaders from across the College – including academic affairs deans, admissions counselors, Cabinet members, classified employees, faculty senate members, integrated marketing communications coordinators and student affairs deans – came together for a minority population retreat at the York Campus.

The purpose of the four-hour event was to discuss a very important subject: recruiting African-American and Hispanic students. Instilling inclusivity is part of the College's strategic plan, and recruiting African-American and Hispanic students is a high priority and focus for HACC. These two populations are the current focus, because they are the largest minority populations in HACC's student body.

The retreat was organized by the Office of College Advancement (OCA) as a result of research that was conducted in July and August 2016. During these months, focus groups and online surveys were conducted with African-American and Hispanic employees at HACC to make sure we are not guessing about how these populations think, feel or react to college-related communications.

OCA conducted the research with employees because:

1. Employees, including those who participated in the focus group, are on the front lines with these students. Employees on the front lines know, hear and see a lot.
2. Employees must discuss opportunities and challenges before students are engaged in these types of conversations. Employees have to be on the same page before approaching the students.
3. Employees' feedback will help shape the survey and focus group questions for students.

The employees were asked questions related to high school students and non-traditional students ages 25-34 within their population. The results, along with students' feedback, will be used to help us develop strong marketing plans. However, before we can market to these audiences, the College needs to make sure we are prepared to provide the best education and services to current and future minority students.



LaShana Stokes, department chair of social sciences, interim department chair of engineering and technology and assistant professor of foundational studies, led the African-American focus group and presented the results of the African-American research at the retreat. She presented feedback that was shared by the employees in the focus group and online survey.

**Reasons for Attending College**

High school students	Non-traditional students
<ul style="list-style-type: none"> <li>• Improvement of situation (financial and environmental)</li> <li>• External motivation (parents)</li> <li>• Wider cultural view</li> <li>• Friends are attending college</li> <li>• Success</li> </ul>	<ul style="list-style-type: none"> <li>• Improvement of situation (for their children)</li> <li>• Intrinsic motivation to be a better role model for their children and family members</li> <li>• Job advancement</li> <li>• Initial plans did not work out</li> </ul>

**Factors Impacting the Decision to Attend College**

High school students	Non-traditional students
<ul style="list-style-type: none"> <li>• Access to and successfully applying for financial aid</li> <li>• Support system (at home and high school)</li> <li>• Guilt about leaving family</li> <li>• Transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Access to and successfully applying for financial aid</li> <li>• Current work schedules</li> <li>• Childcare</li> <li>• Family obligations</li> <li>• Transportation</li> </ul>

LaShana also shared challenges at HACC, including:

- African-American students may not feel like they fit into the HACC community.
- There is a lack of African-American faculty.
- There is cultural insensitivity among staff and faculty.
- There is not a comprehensive support system.



Laura Nalls, admissions counselor at HACC’s Lancaster Campus, led the Hispanic focus group and presented the results from the focus group and online survey.

**The reasons for attending college for high school students and non-traditional students are:**

- Family
- Improvement of financial situation for themselves and their families
- Better opportunities

**Factors Impacting the Decision to Attend College**

High school students	Non-traditional students
<ul style="list-style-type: none"> <li>• Financial needs</li> <li>• Lack of information</li> <li>• Parents</li> </ul>	<ul style="list-style-type: none"> <li>• Family responsibilities</li> <li>• Childcare</li> <li>• Work schedules</li> </ul>

Laura also shared challenges at HACC, including:

- There is a lack of bilingual staff and Hispanic faculty.
- The program offerings do not meet the current needs of this population.
- There is confusion when completing our application, the Free Application for Federal Student Aid (FAFSA) and others.
- Transportation is not offered to and from the five campuses. This may impact students’ ability to complete programs.



Following the presentation, great discussions were held among the attendees and ideas were shared on how to address the barriers for these populations. Key student affairs colleagues said the feedback from employees mirrors what they hear from students on a daily basis.

For our next steps, we will continue conducting quantitative and qualitative research with current African-American and Hispanic students and their parents. Afterward, the Cabinet will determine which functional units will implement the action steps that were and will be developed.

## MEET A TUTOR!

From Tutoring & Testing

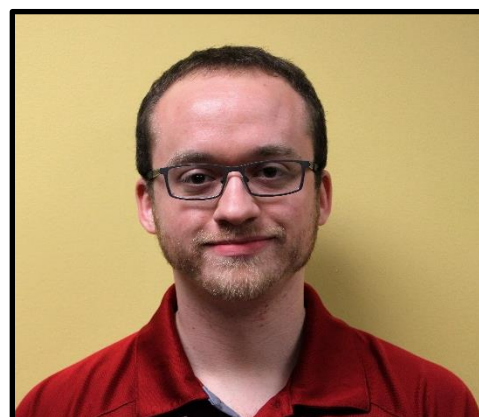


This month's "Meet a Tutor" edition will highlight Larry Deren, a professional math tutor in the Learning Center. **Larry has been working in the Learning Center since it opened in 2005.** In addition to helping students in math, Larry assists in physics, economics, and chemistry calculations – he's a very talented tutor! His favorite thing about being a tutor and working in the Learning Center? Larry says that it is "seeing the students gain confidence in their ability to master the learning objective of their courses!" Many would be surprised to know that Larry was an Army paratrooper and trained with atomic demolitions. Now that he has put handling explosives behind him, what does Larry enjoy doing in his spare time? "I like to garden," he says. "I like to plant seeds and take care of them while they are growing into delicious vegetables." YUM!

Want to learn more about Larry? Visit him in the Learning Center when he is on duty – Mondays and Wednesdays from 11 AM to 4 PM, Tuesdays from 9 AM to 10 AM, and on Thursdays from 9 AM to 10 AM and 2 PM to 4 PM.

## WELCOME

Please welcome Zach Gulden who is currently serving as an intern in the Finance and Facilities departments at the York and Gettysburg Campuses. He will be assisting with the assessment and future preparations of Master Plans and also assist with collegewide initiatives surrounding Shared Governance. Zach will be on board until May of this year. **He graduated from HACC in 2012** with an Associate's Degree in Health Care Management. After graduation he worked for West Shore EMS in Camp Hill, PA as a reimbursement specialist. He graduated from Shippensburg University in 2015 with a Bachelor's Degree in Public Administration. Zach currently works as a graduate assistant for the political science department at Shippensburg University. He will graduate with a Master's Degree in Public Administration (MPA) from Shippensburg on May 12, 2017. He hopes to work in higher education administration and become a political science adjunct after graduation. Zach can be contacted at [zrgulde9@hacc.edu](mailto:zrgulde9@hacc.edu).



## STUDENT CELEBRATION

On Tuesday, February 7, the York Campus celebrated the accomplishments of its Rising and Shooting Stars! A Rising Star is a student who successfully completed one reading course, did well in the course, and earned a cumulative GPA of 3.0 or higher; a Shooting Star is a student who had exemplary grades in two or more consecutive reading courses and held a GPA of 3.0 or higher. Fourteen students attended the ceremony, along with friends and members of their families. In celebration of their achievements, students were awarded with a certificate of accomplishment and then enjoyed a cupcake reception.

Pictured right: The Rising & Shooting Star award recipients along with Dr. Ski, President of HACC, Christine Nowik, Dean of Student and Academic Success, Elizabeth Dunn, Associate Dean of Academic Affairs, and members of the Rising and Shooting Stars Awards Committee



## EXCITING NEWS FROM THE HACC YORK BOOKSTORE!



The Harrisburg campus now sells Apple® Products! Students and staff can view the available Apple® products at [www.bookstore.hacc.edu](http://www.bookstore.hacc.edu) by clicking on the Apple® logo. When ordering Apple® products from the HawkTech Store you can choose to have your purchases sent to the York Bookstore for pick up. Not only can you purchase Apple® products at HawkTech store but there are also several experienced service technicians who can work on any mechanical or technical issues you may run into with your Apple® devices, at the Harrisburg bookstore location.

Another great feature of the HACC HawkTech Store is their trade-in program. There are two main ways to take advantage of the HACC HawkTech Store's trade in program. You can follow a link on the HawkTech Store's site to see if your old device is an item that qualifies for the trade-in program, or bring your device right into the Harrisburg Bookstore to see if it is eligible for trade in. If your older gently used device is accepted, a Hawktech Store staff member will issue you a quote that can be redeemed for a HACC Bookstore Gift card. For more information on the trade-in program please click on the HawkTech store website at [www.bookstore.hacc.edu](http://www.bookstore.hacc.edu).

## LIBRARY NEWS

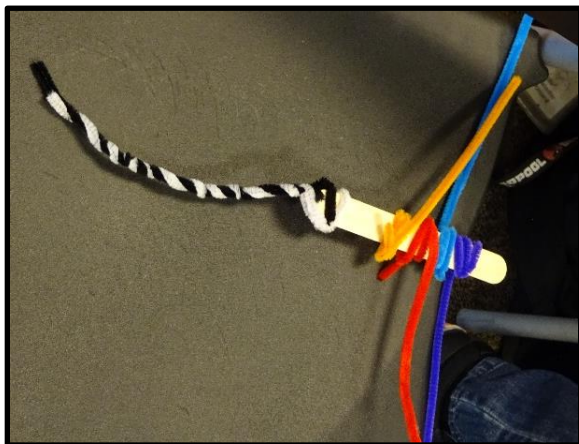
### Passing in Today's Society

- What does it mean to leave behind part of your identity and assume another?
- What risks and benefits does it entail?
- Why do people pass?
- For greater opportunities. Protection from alienation or ridicule. Escape from abuse.

These are just some of the questions and answers explored on February 7<sup>th</sup>, when the Library hosted “Passing in Today’s Society” with visiting workshop facilitator Dr. Michelle Chatman. She began with a conversation about what it means to leave behind a part of your identity and pass as another, using Harlem Renaissance novelist Nella Larsen’s book “Passing” as a catalyst for understanding. Participants were then invited to create artistic representations of the various ways their own identities are in conflict, or require some element of passing in their own lives.

**Many thanks to Jeanne Purtell and all the members of her English 102 class as well as thanks to Errol Wizda, Director of Student Development & Multicultural Programs, for helping plan and support this event!**

We had about 35 participants and needed to pull in extra chairs from the lobby!!



## KEY PHASES OF THE HACC WEBSITE REVAMPING PROJECT

The Website and Multimedia Resources Department of the Office of College Advancement kicked off a website revamping project in August 2016. Given the complexity and size of hacc.edu, the implementation will be in two separate phases. Each phase will include extensive user testing.

Phase I has focused on testing top website tasks and goals, creating a new graphical look and feel and fine-tuning content. Testing methods have included [task-based user testing](#), paper surveys, [online surveys](#), [online 'click' testing](#) and [online navigational 'tree' testing](#).

Testing from Phase I indicated that many of our website visitors did not identify with being either a future student or a current student. Additional in-depth testing for these areas is necessary, so Phase II will focus on the [information architecture](#) of this content. Testing methods for Phase II will include [card sorting](#), [task-based user testing](#) and [online navigational 'tree' testing](#).

The matrix below provides a timeline for testing as well as the benefits that you and other website users can expect when the phases are completed.

Description of Phase	Activities to Occur	Benefits to Website Users	Start Date of Phase	End Date of Phase
<i>Phase I: The focus is on task-based user testing, fine-tuning content and a new graphical look and feel</i>	Conduct user testing	The results were integrated into the new graphical look and feel of the website.	August 2016	June 30, 2017
	Create a new academic program search	HACC's academic programs will be easier to find and visually appealing.	August 2016	June 30, 2017



Description of Phase	Activities to Occur	Benefits to Website Users	Start Date of Phase	End Date of Phase
	Fine-tune website content	Content is being revised based on results of testing, making it easier to quickly scan and find information.	August 2016	Ongoing
<i>Phase II: The focus will be the information architecture for all content residing under new students and current students</i>	Conduct user testing	Information will reside in categories that make sense to new and current students.	July 2017	December 2017
	Create initial layout concepts with several iterations of user testing	This will help ensure that the new information architecture makes sense to everyone.	January 2018	July 2018
	Implement the revised information architecture	A new navigational structure will help visitors find the information they need.	August 2018	March 2019

The ultimate goal is to have a more user-friendly and intuitive website for all of our visitors.

If you have any questions or need additional information, please contact me at [webmaster@hacc.edu](mailto:webmaster@hacc.edu).

Thank you!