



## November 2014 Issue

*This is a special edition of HACC Connections. We plan to publish this e-newsletter six times per year. It will be emailed to our generous donors for whom we have email addresses. We hope you enjoy the issues. Please contact us at [foundation@hacc.edu](mailto:foundation@hacc.edu) to share feedback and ideas with us. Thank you!*

### **A Glimpse into ReDISCOVER HACC Week**

In honor of HACC's 50th anniversary, the College invited the public to ReDISCOVER HACC! A lot has changed in 50 years, so we welcomed the communities across our region to attend more than 140 events including FREE lectures, movie screenings, open houses, campus tours, open classes and more. As part of the open classes, individuals had the ability to reconnect with biology or learn something new, like criminal justice.

We encourage you to view the videos and photos taken at the various ReDISCOVER HACC events by clicking on the event titles and campus names below.

***A String of Pearls: Memory, Mystery and Batman*** - An honors lecture presented by HACC professor, Dr. Brett Stumphy.

***1,000 to 1: The Cory Weissman Story Movie and Reception*** – The Gettysburg Campus hosted a screening of this heartwarming story of a Gettysburg College basketball player who overcame the odds and returned to basketball after a stroke. Scenes from the movie were filmed at the Gettysburg Campus with faculty and students acting as extras!

***Third Annual Student Symposium: 50 Years of Student Innovation*** – This event highlighted the many successes of our HACC students.

***ReDISCOVER HACC: Harrisburg Events*** – Photos include an open class, *Remembering HACC Through the Decades: What Has It Been Like to Teach and Learn Here* and 50th anniversary tree dedications.

***Arbor Day Celebration and Dedication*** - Community members, students and employees joined together to plant flowers in the parking lot “islands” of the Gettysburg Campus parking lot.

***Dr. Ski's Miles of Gratitude – Tour de HACC*** - In honor of HACC's 50th anniversary, John J. "Ski" Sygielski, Ed.D., HACC's incomparable president, expressed his gratitude for all that Central Pennsylvania does for HACC by biking 170 miles throughout the region with stops at HACC's Gettysburg, Harrisburg, Lancaster, Lebanon and York campuses.

### **Dr. Ski Burns LOTS of Calories to Support Our Students**



To celebrate HACC's 50<sup>th</sup> anniversary and to thank alumni, board members, community members, donors, employees and students for their support, Dr. Ski kicked off Dr. Ski's Miles of Gratitude – Tour de HACC on April 22, 2014. In three days, he biked 170 miles and more than 1,200 people joined together as he entered each of the five campuses to give away scholarships, bicycles and other giveaways.

HACC thanks everyone who cheered Dr. Ski on and congratulated the winners of the 41 \$1,000 scholarships, 23 bicycles and more than 50 giveaways. A list of the scholarship winners is below under each appropriate campus.

### **If you weren't able to join us, check out the videos and photos!**

- Video: [Lebanon Campus welcomes Dr. Ski to his first stop](#)
- Video: [Gettysburg Campus waits for Dr. Ski's arrival](#)
- Video: [Dr. Ski enters his final stop: Harrisburg Campus](#)

Check out any of the campus Facebook pages and the [collegewide Facebook page](#) for photos of the events. Photos are also available at <https://www.flickr.com/photos/hacc/sets> for you to download and tag yourself on Facebook! Remember, #HACC50!

Finally, we wouldn't be able to celebrate our 50th anniversary without our sponsors' generosity. We are truly grateful to the 50th Golden Anniversary and Dr. Ski's Miles of Gratitude – Tour de HACC sponsors listed on the HACC 50<sup>th</sup> website page: at <http://www.hacc.edu/Anniversary/Thank-You-Sponsors.cfm>.

### **Scholarship Award Event Enhancements**



Thank you to everyone who attended our scholarship award celebrations in March and April! They are a great way to celebrate the hard work of our students and the generosity of you, our loyal donors. Recently, many of you also completed a donor

survey. Through this survey and through talking with you at the celebrations, we have learned that you want to be more engaged in the College and with your scholarship recipients.

Therefore, effective in 2015, our scholarship award celebrations will be enhanced. The enhanced events will now be called donor and scholar appreciation events. All donors and all endowment owners will be invited to the events. The purpose will be to honor and thank you, our donors, and to honor the beneficiaries of your generous contributions, including scholarship recipients.

These enhancements will enrich the events in the following ways:

- Donors who contribute to funds other than scholarship funds will have the opportunity to be honored, along with those contributing to scholarship funds.
- There are many beneficiaries of your contributions who are not scholarship recipients. This will give you a chance to meet both scholarship recipients and other beneficiaries to hear stories of the great work that is being accomplished at HACC.

Look for more information in the next several months; we look forward to seeing all of you there!

### **Your Gift at Work**



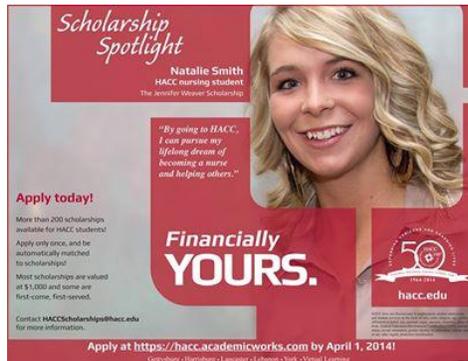
In April, all scholarship fund owners received a Your Gift at Work packet. These packets provide a wonderful opportunity for scholarship endowment owners to see first-hand the impact of their generosity. Included in the packets were the following: a letter from Dr. Ski and Jim Grandon, the HACC Foundation Board chairman, a copy of the scholarship recipient news release that is published at the same time the packets are distributed, a fund balance report and thank you letters from student scholarship recipients. We will be making several enhancements to the packets.

- We will be sending three different types of packets:
  - Unawarded fund
  - Fund awarded last cycle but not this cycle
  - Awarded fund
- The letter will contain an explanation of the contents contained in each packet.
- The news release will detail the number and type of markets

Program fund owners will soon be receiving similar packets, providing valuable information on each program fund.

## Scholarships Pave the Way to Future Careers

The HACC Foundation awarded more than \$1.1 million in scholarships to a total of 845 students during the 2013-14 academic year! In addition, the number of student applications increased by more than 1,000, from 1,633 in spring 2013 to 2,641 in spring 2014.



Natalie Smith, a nursing student at HACC's Gettysburg Campus, is one of the students who received a scholarship in 2013-14. When she received the Jennifer Weaver Scholarship, Natalie said she felt very accomplished. Natalie is from Hanover and graduated from Hanover Senior High School. She works part-time while going to school and has volunteered with the Hanover Food Bank and Homewood Plum Creek Nursing Home. She looks forward to her future career as a nurse.

## Accomplishments

Between July 1, 2013 and June 30, 2014, we raised \$1,870,600 from 1,337 donors! Thank you!

## Donor Spotlight – Harold and Jeanne Swope



Recently, we received a generous gift from the estate of Harold and Jeanne Swope. Harold and Jeanne were long-time residents of Harrisburg. Mrs. Swope worked for the Governor's Office for many years. Mr. Swope was an attorney who worked most of his career in the Harrisburg area. Both were intelligent, kind, thoughtful and charitable individuals who were highly respected by all they came in contact with over the years. They both were passionate about education and saw higher education as a

means for all to succeed.

After Harold's death in 1999, Jeanne continued to work with various non-profit organizations, supporting fundraisers for many civic organizations. She cherished his memory. The co-executors of their estate, in consultation with Jeanne's sister and close friends in the area, wanted to honor both Jeanne and Harold and wanted their funds to be utilized in the area they lived and loved. It is no surprise that Jeanne's main focus in her estate plan was to continue to give back to the community that she and Harold loved and the community they supported wholeheartedly.

There is so much that we as citizens could learn from Mr. and Mrs. Swope. First and foremost we learn to be passionate about what we do in our daily lives, to give back to the community that serves us in good times and bad, and finally, we learn that the ultimate legacy any of us can leave would be to mirror the generosity and lifestyle of Harold and Jeanne Swope.

### **Alumni Spotlight – Adam Newborn**



Since he was 6, Adam Newborn wanted to go to New York and perform. Originally, he dreamed of dancing on stage, but when Newborn came to HACC, he got the “acting bug.” After graduating from HACC, Newborn transferred to the University of Long Island, where he earned a bachelor’s degree in fine arts. Shortly after, he was cast in “Orson’s Shadow,” an off-Broadway play at The Studio Theatre, part of New York City’s Theatre Row. “It’s shocking when you’re in the midst of your dream,” he said. “I’ve always wanted to go to New York and act, and I’m doing it.”

Despite the glamour of appearing in an off-Broadway play, Newborn said the work can be grueling and it challenges your confidence. “For me, the biggest challenge was really knowing who you are and bringing that person forward. You have to walk into an audition with so much confidence in yourself,” he said. “The professors at HACC really get you prepared for the professional world. I appreciated their honesty and pushing for nothing less than perfection. They really did help me attain the confidence I have now in my acting. I have HACC to thank for everything.”

### **Frank J. Dixon Tournament for Scholarships at HACC returns to Hershey in 2014**



Now in its 18th year, the HACC Foundation's Frank J. Dixon Tournament for Scholarships at HACC is one of the premier scholarship fundraising events in Central Pennsylvania. Thanks to the generosity of event sponsors, the HACC Foundation has raised more than \$1.7 million since this annual event started in 1996.

Typically, each tournament nets approximately \$100,000 in scholarship support for HACC students with financial need. **This year’s event was held Monday, Sept. 22, 2014**, at the Hershey Country Club and was a resounding success. The total amount of money raised will be announced soon.

## HACC's Golden Anniversary Gala

We dressed up in our evening finest and celebrated HACC's 50<sup>th</sup> anniversary with a gala. HACC was the first community college chartered in the Commonwealth of Pennsylvania. On Feb. 14, 1964, the longtime dream of civic leaders and private citizens became a reality. At last, Central Pennsylvania had an affordable, accessible gateway to a better future for thousands of residents in communities throughout the region.



Stayed tuned and note that pictures from this wonderful event will be posted online.

*Pictured, from left: Mrs. Guy J. Swope, Gov. William M. Scranton, Raiford E. Spencer and William L. Murray place the cornerstone at Blocker Hall on Nov. 29, 1966.*

## Fundraising Priorities

We have a variety of fundraising priorities this year. First and foremost, it is the 50<sup>th</sup> anniversary of HACC, and much of our fundraising is focused around this monumental anniversary. A large emphasis has been placed on sponsorships for our major events, Mile of Gratitude, the Frank J. Dixon Golf Tournament for Scholars and the 50<sup>th</sup> Anniversary Gala in the fall of 2014. Help us celebrate HACC's impact on Central Pennsylvania by contributing in honor of our 50<sup>th</sup> anniversary!



The President's Fund for Excellence is a second, important fundraising priority. The President's Fund for Excellence, an unrestricted fund, is a vital resource that enables HACC to address the immediate priorities of today, while building a stable foundation for the future. Gifts to the President's Fund for Excellence give the College the capacity to meet pressing needs as they arise, launch special initiatives and capitalize on new opportunities to strengthen student programs.

Scholarships are always an integral part of our fundraising. Many students who attend HACC struggle to afford to stay in school. Scholarships enable student success on many levels. Through scholarships, we can help encourage student achievement by lessening some of the financial stress.

## **Cooper Student Center Fundraising Campaign**

When the Cooper Student Center was built in 1968, HACC's anticipated capacity was 7,500 credit students. Today, we have just fewer than 10,000 credit students on campus. So, for the first time in over 45 years, we are making plans to rebuild the Cooper Student Center.



Key findings from the 2007 Community College Survey of Student Engagement showed a direct connection between student engagement and student success. Our goal is to create a "one-stop" welcome center, where students have easy access to a range of student services from admissions and registration to financial aid and advising. By providing enhanced support for students in the new Cooper Center, we will improve student commitment and success at the College.

A feasibility study is being conducted to determine how much support we might raise for this and other projects. New Cooper Student Center renovation plans will be presented to the Board of Trustees for review and approval at its October 2014 meeting. If the proposal is approved, HACC and the HACC Foundation will launch a fundraising campaign in spring 2015.

## **Alumni Give Back**



With more than 50,000 members, the HACC Alumni Association is a powerful resource for the College or HACC Foundation. To get alumni more involved with HACC, the Alumni Association has established an online Alumni Ambassador Network. This is a group of alumni that the College can call on when help is needed with an event, program, service or legislative initiative. When assistance is needed at a campus or college-wide, an online alert is sent to all alumni in the network.

*Photo caption: HACC alumnus Pete Wambach speaks at a Student Lobby Day event at the State Capitol in Harrisburg.*

Examples of how alumni are helping include:

- Participating in campus student recruitment events
- Giving free HACC alumni t-shirts to graduates at Commencement
- Talking to students in a class or on a career panel about their professions
- Mentoring students online
- Having students shadow them at work for a few hours

- Contacting their legislators to advocate for an issue important to HACC

Alumni benefit by becoming engaged. They reconnect with teachers, meet people, learn new skills, get access to networking opportunities and gain the good feeling that comes from helping others.

### What Were These HACC Students Up To?



Hidden within the depths of [www.hacc.edu](http://www.hacc.edu) lies a treasure - a treasure full of opportunity and valuable information to share. What IS this treasure, you ask? [The HACC Foundation website](#).

As our generous donors, you know firsthand the incredible resource the HACC Foundation is for the College. It provides a multitude of scholarship opportunities for our students and funding opportunities for the College and its programming.

The HACC Foundation website, however, has not been an incredible resource. It is hidden, text heavy and outdated.

Recognizing the growing need for a treasured tool in our fundraising efforts, the HACC Foundation website was submitted – and approved – as a “Web Program Capstone” project for our HACC students. What does this mean? Our HACC Web design students had the opportunity to redesign the HACC Foundation website!

Nate, Ray and Kendra began working with the Office of College Advancement in February 2014, to create a new design and layout. The new design is visual, colorful, streamlined and functional. It will also incorporate HACC’s new brand and will be easier to find!

The new HACC Foundation website will debut this fall. Stay tuned for details!

*Photo caption (from left to right): Nate Richardson, Ray Fisher and Kendra Yoder*

### HACC Website Update



The new HACC website was launched in June 2014. It features a brand new look and feel that was selected by HACC community-wide vote. This includes a new information architecture that places the website’s primary focus on new

students, with secondary focus on students, donors and business and community.

We've also started rewriting all of the website's content to ensure it is written and optimized for web use, is using the same voice and tone and meets all accessibility and Americans with Disabilities Act requirements.

### **High School Students Jumpstart Their College Careers Through EITC**



Thank you to those donors who contribute to the HACC Foundation through Pennsylvania's Educational Improvement Tax Credit (EITC) program. Your contributions help high school students throughout Central Pennsylvania to jumpstart their college careers.

“Many of these families know they will need to rely on financial aid to assist in paying for college,” said Heather Collins, director of HACC's College Pathways program. “With financial aid unavailable to high school students, EITC plays a large role in giving students the opportunity to take college classes.”

In 2013-14, more than 200 high school students took HACC's College-in-the-High-School classes thanks to generous EITC donors. You can support highly motivated students like these by:

- Registering your business in Pennsylvania's EITC program.
- Designating the HACC Foundation as a recipient of your organization's donation in the Educational Improvement Organization (EIO) category.

As an EITC-approved business, you will be eligible to receive a tax credit equal to 75 percent of your gift (90 percent if you agree to contribute the same amount for two consecutive years), up to \$750,000 per taxable year.

Submit your new business application at [www.newPA.com/EITC](http://www.newPA.com/EITC). Only electronic applications are accepted. Typically, all tax credits are awarded the day the application process opens, so don't delay!

### **Green and Healthy HACC**



Dr. Ski recently announced a new phase to HACC's sustainability program as the College hosted environmental cleanup and beautification events during ReDISCOVER HACC week.

The Green and Healthy HACC initiative is part of the College's commitment to promoting sustainability in all aspects of teaching, learning, operations and administration – a key objective in the College's strategic plan.

*Photo caption: Dr. Ski joined Shannon Harvey, Gettysburg Campus vice president; Jessica Knouse, coordinator of student life and multicultural programs; Mike Walsh, chief of staff; students and the U.S. Green Building Council in planting perennials on the Gettysburg Campus during ReDISCOVER HACC week.*

HACC's sustainability commitments include:

- **Energy efficiency and financial savings**
  - HACC will procure approximately seven million kWh of electricity from renewable resources over the next three years.
  - Over the past year, HACC's Harrisburg Campus earned approximately \$40,000 in rebates for participating in a program that reduces energy during times of high stress on the electric grid. HACC will expand the energy curtailment program by evaluating energy load and exploring energy curtailment options at the other campuses.
  - The College will increase fuel efficiency by replacing older vehicles with more fuel-efficient models.
  - HACC will create dedicated parking spots for hybrid or electric vehicles that are in close proximity to buildings to promote the use of such vehicles.
- **Healthy food options for students and employees**
- In partnership with Spiral Path Farms of Loysville, HACC students, staff and faculty can purchase locally grown, organic food with convenient pick-up locations at the Harrisburg Campus and 40 other locations in Central Pennsylvania.

## **50<sup>th</sup> Anniversary Support**

Thank you for your growing support. The HACC Foundation is *gratefully* YOURS  
As of August 2014, the total raised through sponsorship of HACC's 50<sup>th</sup> anniversary events is \$313,975. All sponsorships support the President's fund for Excellence, which helps the College with its most critical needs, and the HACC Foundation scholarship program.

In addition to event sponsorship, a number of our donors have helped us to celebrate this milestone through 50<sup>th</sup> anniversary gifts. Thank you! The grand total from both 50<sup>th</sup> anniversary sponsorships and gifts is \$517,944!

## **Did You Respond to Your '15 Minutes of Fame' Email?**

If you haven't responded, please consider participating.  
Your story may be included in HACC publications, on the HACC website, on HACC social media sites and in newspaper articles.

If you are interested in being featured in this way, please:

1. Complete the online form, including selecting the appropriate category
2. Complete and email the Permission for Photography, Quotes, Videography form and a photo of yourself to releaseform@hacc.edu

We will be unable to use your information without a signed release form and photograph. Both are required.

If you have any questions or need additional information, please contact us at releaseform@hacc.edu.

### **Stay Connected with Email Alerts from HACC's Online Newsroom**

Keep up with HACC news through email alerts! You can choose to receive all of HACC's news releases as they are posted to the online newsroom, or select the subjects of particular interest.

Here is how to sign up for the alerts on your computer:

1. Open a browser window (Internet Explorer, Firefox, Chrome, Safari, etc.)
2. Go to HACC's online newsroom - click on the link below or copy and paste this URL into browser window: http://newsroom.hacc.edu/
3. Scroll to bottom of the screen
4. Select the link Email Alerts under Shortcuts
5. Select the Register Me box if you are not a registered user. Follow instructions on the page. Note: your registration will be accepted within 24 hours. Skip this step if you are already a registered user.
6. Log in with your User ID and Password, if you are already a registered user. If you are not a registered user, select the Register Me box and follow the instructions (Allow 24 hours for registration).
7. Follow the instructions on the page by selecting your Notification Preferences
8. At the bottom, select Email Me.
9. Type in the security letters that you see inside the box below the letters
10. Select Submit

Note: You will begin to receive emails from the newsroom about the topics you selected. It will include the name of the news release in the subject line of your email. The body of the email will have the news release title, dateline, an article abstract and a link to the full release in HACC's online newsroom.

### **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.

## **Ways to Communicate With Us**

There are many ways to communicate with us:

<b>Email</b>	<a href="mailto:foundation@hacc.edu">foundation@hacc.edu</a>
<b>Facebook</b>	<a href="https://www.facebook.com/HACC64">https://www.facebook.com/HACC64</a>
<b>Twitter</b>	<a href="https://twitter.com/hacc_info">https://twitter.com/hacc_info</a>
<b>Online Update Form</b>	<a href="http://www.hacc.edu/data">www.hacc.edu/data</a>

We are here to serve you and look forward to hearing from you!