

Campus Courier



October - November, 2015

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Fall 2015 Open House

Thank you! The Admissions team would like to thank all of the faculty, staff, and students who took time out of their Saturday to assist with the Fall Open House! We had over 120 attendees visit our beautiful campus on Saturday, Oct. 17th. With your help we were able to showcase over 25 academic programs, host four different breakout sessions, and award \$1000 to **Jacklyn Hightoneer**.



Welcome Jacklyn to HACC's Lancaster Campus!

Jacklyn comes to our campus from Reading, PA with the hopes to pursue an Associate's degree in Cardiac Sonography. At open house, Jacklyn had the opportunity to tour our Allied Health lab and meet our fabulous Allied Health faculty. She is very excited to join us in the spring and looks forward to starting her HACC journey. Please welcome Jacklyn to our lovely campus.



Dr. Jennifer Price, interim campus dean Student Affairs and Enrollment Management



HACC's Lancaster Campus Student Ambassadors Left to Right: **Jean Berno, Danielle Shaver, Anaida Martinez, Karl Angrand.**

Lancaster Campus Improvements

Renovations to the Welcome Center entrance and the 2nd floor corridor are in the works.

- Bid meeting for this work was held in late Aug. 2015 and bids results came in on September 10th.
- Wagman Construction won the bid and was awarded the project on 10/6.
- Construction will begin Dec.14, 2015 with a completion date of Jan. 15, 2016.
- More information on rerouting foot traffic in these areas will be forthcoming.
We will be open, even with no classes.

Scope of Work – replacing the flooring in selected areas throughout the Main Building, 2nd floor corridor and upgrading finishes to match the recently completed Welcome Center. In addition, a new storefront entry system will be constructed at the main entrance to enlarge the existing vestibule.

SGA 2nd Annual Hunger Games Food Drive

October 7th - November 6th

Because Hunger is Not a Game

Donate Nonperishable Food items to Support HACC Students

**Choose your “District” and drop donations in Barrels located
outside SGA Office (Main) or the Bookstore (East)**

**Canned Vegetables & Fruit
Canned Soup
Boxed or bagged snacks
Bottled salad dressings**

**Canned/pcket Gravy & Sauces
Boxed Potatoes, Rice, Noodles or Stuffing
Boxed baked goods, breads, muffins
Boxed cereals, breakfast bars**

Cash, check or credit card donations accepted at the Bookstore

**District 1 - Students
District 2 - Faculty
District 3 - Staff**

Bragging rights and trophy to the District with the largest collection (by # of items)

Department Updates

Academic Affairs

“lingua franca”

Saturday, October 3 – **Dr. Mojob Maula** (BIOL) & **Dr. Todd Allen** (BIOL) attended the Human Anatomy and Physiology Society Eastern Regional Meeting in Salisbury, MD.

Wednesday, October 7 – **Patty Hanahoe Dosch** (ENGL) was one of nine award-winning Lancaster County poets to read at a release event for the latest issue of Fledgling Rag, a national poetry journal based in Lancaster, at Tellus360. Proceeds from the event were donated to Lancaster Cleft Palate Clinic.

Friday, October 9 – **Dr. Sarah Jacobson** (SOCI) presented “Mind Mapping Your Course,” a CITE offering, in East 329

Thursday, October 22 – **Paul Martin** presented “Special Needs as a Part of the Learning Community,” a CITE offering, East 329

Friday-Sunday, November 13-15 – **Sue Gao** (ESL) and **Dr. Ming Gao** (PSYC) will attend The Science of Character: Using Brain Science to Raise Student Self-Regulation, Resilience and Respect in Boston, MA

Monday, November 16 – **Christine Nowik** (Student and Academic Success) will present an ESL-themed workshop, a CITE offering, in East 329.

If you have anything that you would like published in “*lingua franca*,” please email your submissions to mjgoodma@hacc.edu.



Department Updates

Academic Affairs

THANK A TUTOR! During National Tutor Appreciation Week (October 5-9), we recognized our dynamite tutors. Faculty, staff, and administration helped celebrate and show their appreciation for the hard work tutors do every day to help our students. Tutors enjoyed cards and notes of thanks, candy grams, treats, and daily prizes. Celebrated at colleges and universities across the country, National Tutor Appreciation Week was developed by the National Tutoring Association over a decade ago to recognize the contributions of tutors on college campuses.

If you missed National Tutor Appreciation Week, don't worry. Stop by tutoring or send a note of thanks for a tutor any time in the semester! Your encouragement is always valued and appreciated!

IT'S NOT TOO LATE TO GET HELP!

Are your students...

- overwhelmed by their coursework?
- feeling stressed that midterms didn't go as planned?
- worried about their final papers or exams?

Remind them that tutors are here to help in Main 232 (at the back of the Library). **Free, walk-in tutoring is available throughout the week**, including Saturdays, for many subjects. Students can see the weekly tutoring schedule posted in the tutoring center or online at www.hacc.edu – click on Current Students, Tutoring, and Lancaster Tutoring.

COACHES CAN HELP STUDENTS GET BACK ON TRACK: Academic coaching is a voluntary program for students referred by their professor/advisor, placed on academic probation, or motivated to improve their academic and self-management skills. Coaches take a personalized approach to help students develop action steps and utilize study tools and college resources to overcome barriers to their academic success. If you have students who may benefit from coaching, refer them to Lori or Tim in Tutoring & Testing (Main 232). We are happy to help!

Department Updates

Academic Affairs

IT'S EASY TO USE TESTING SERVICES! Academic make-up testing is offered daily, on a walk-in basis. Students do not need appointments; they can simply stop in during open hours. Students must show a photo ID to take any test. Cellphones/electronic devices are NOT permitted in the test room. Students should visit the Lancaster Test Center webpage (at www.hacc.edu – click on Current Students, Test Center, Lancaster Test Center) or check in the test center for test schedule changes.

Reminder: To submit a test, complete a Test Center Request Form and attach it to a paper copy of your test. Forms can be found in the faculty handbook, test center, or faculty bays.

Fall 2015 Test Center Hours:

Mondays: 9 a.m. – 4 p.m.
Tuesdays/Wednesdays/Thursdays: 9 a.m. – 8 p.m.
Fridays: 9 a.m. – 4 p.m.

Test Center Schedule Changes:

- Wednesday, Nov. 25: closing at 4 p.m.
- Thursday, Nov. 26 and Friday, Nov. 27: closed all day
- Wednesday, Dec. 16: closing at 4:30 p.m.
- Wednesday, Dec. 23: closing at 4 p.m.
- Thursday, Dec. 24 - Sunday, January 3, 2016: closed all day

Main 318-320 Celebrates Fall Birthdays with Pumpkin Party

Faculty in the Main building, third floor office bay enjoyed a lunch of all pumpkin dishes including soup, chili, cheesecake, pie, cookies and hummus. It was a delicious lunch.



Far left: **Heather Pasewicz, Pam Capwell, Kim Hall, Susan Cooper-Nguyen**
Above right: **Tim Smith, Seth Martin and Jeff Ihlenfeldt**

Department Updates

Student Affairs

Greetings, Lancaster Campus Business and Communication Faculty!

We invite you and **your business and communication classes** to our **HACC Lancaster Campus Student/ Alumni Networking Dinner** on **Thursday, November 12, from 5:30pm to 7:30pm, Main Building, Room 222**. The event is sponsored by the Lancaster Campus Career Services, and the HACC Alumni Association.

The dinner will enable our students enrolled in the business and communications majors to meet and interact with alumni and successful community and business leaders. We believe opportunities like these are extremely beneficial to our students and their career development. After all, as you know students face many choices in the communication and business fields. Through this networking dinner, the college seeks to help students explore their many career options by interacting with alumni who have already lived the experience.

There will be no cost to you and your students for attending the networking dinner; however, pre-registration will be required. To register for this event, we would encourage you to contact Cindy Lucarelli, Executive Assistant, at calucare@hacc.edu.

If bringing your entire class, we will need a list of the students who plan to attend. Students can also contact Cindy Lucarelli directly to register for the event. The registration deadline has been extended to Friday, November 6th.

Our campus leaders have been involved in planning the event and look forward to attending as well. We hope you will assist in promoting this event.

If you have any questions about the Student/Alumni Networking Dinner, please contact Lorie Sonnen, Career Services by email at lsonnen@hacc.edu or call 358-2985 (campus dialing 31-2985).

We hope to see you and many of your students on November 12!

Department Updates

Student Affairs

Celebration of Rising Stars and Shooting Stars - Thursday, Oct. 1, 2015

Congratulations to our Rising & Shooting Stars at HACC's Lancaster Campus! On Thursday, October 1st, we celebrated the educational accomplishments of an amazing group of students along with their families and friends.

A Rising Star is a student who has successfully completed ENGL001 or ENGL002 during the Spring 2015 term, and earned six or more credits with a semester GPA of 3.0 or higher.

A Shooting Star is a student who received a Rising Star award in Spring 2015 and also earned a 3.0 or higher GPA for that term. All award recipients have demonstrated a sincere commitment to their education.

Thank you to ALL for your ongoing support of our Rising & Shooting Stars!

Rising Stars: Moe Arai, Angel Asencio, Kouami Attiogbe, Edrie Dennison, Bereket Enjamo, Gladys Fernandez-Castro, Kristina Giourtis, Latasha Gonzalez, Yeisa Grajales, Mon Gurung, Sonya Hernandez, Ann Marie Lefever, Kim Norward, Salma Ouardi, Kim Pham, Amanda Reich, Anthony Rivera, Zurman Rodriguez, Ashley Rudzinski, Lane Rumsey, Rebecca Smith, Casiano Talacay, Rishi Timsina, Ivonne Torres, Rose Vazquez, Christian Vazquez-Maymi, Nuscharee Wieken, Tira Wooten

Shooting Stars: Eman Alnahhal, Amani Alnahhal, Karl-Doudy Angrand, Matthew Ardini, Raymon Arroyo III, Maria Attoni, Ambriel N. Bowser, Sandy Christian, Radhika Chuwan, Coralís Contreras, Sarah Cunliffe, Minh Do, Jean Elie, Bethany Gohn, Tifani Graver, Natalyn Heinaman, Angela Hoskins, Nathan Kurtz, Isabella Lopez, Nahir Lopez-Quinones, Ashlinbabie Marti, Jasmin Martinez, Abbey Miller, Adrianna Pastorelli, Elizabeth Rivera, Betsy Rodriguez, Cidney Rupp, Heather Rust, Ezzat Samaan, Emili Fagian, Ikuno Sugiyama, Fatime Taher, Elvis Zurita



Rising Stars

Shooting Stars



Jasmine Martinez,
Shooting Star

Department Updates

Student Affairs

Health Careers Exploration Day - Wednesday, Oct. 7, 2015

The offices of Admissions and Career Services offered a Health Career Exploration Day at the Lancaster Campus on Oct. 7. Over 100 local high school students and a number of currently enrolled HACC students attended the event where they heard a panel of local healthcare professionals discuss future trends in healthcare and the soft skills needed to work in these careers.

The students attended various sessions with HACC faculty and program directors who presented information and provided interactive activities on programs offered at HACC to prepare students for careers in healthcare. Programs represented included Nursing, Cardiovascular Technology, Dental, Radiologic Technology, Radiology Informatics, Medical Laboratory Technology, Phlebotomy, Respiratory Technology, Surgical Technology, DMS, Paramedic/EMT and Nurse Aide.



Left:
Amy Kennedy
showing a suture
procedure



Amy Raugh - phlebotomy technician
and medical lab technician



Stephany Yoder - CVT invasive
technologist and cardiac sonography



Lois Schaffer moderates the discussion panel

Lancaster Campus News

THE EXTRA GIVE™ ORDINARY



NOVEMBER 20, 2015

The Extraordinary Give is a one day giving campaign. Last year, nearly \$4.2 million was raised for more than 300 organizations across the Lancaster region, engaging and connecting thousands of people with the organizations that strengthen our community. The 2015 Extraordinary Give will expand on this success, providing more support to Lancaster's local benefit sector than ever before.

This year HACC's Lancaster Campus will be participating in the Extraordinary Give! Mark your calendars for Nov. 20, 2015 and plan to visit the website at <https://extragive.org/> to make your donation to our HACC Lancaster Campus students through the Campus Emergency Assistance Fund.

Attention Students, Faculty and Staff – HACC Lancaster Campus now has a Coke Freestyle machine located in our Footnotes Café. This equipment is easy to use. It has an engaging digital touchscreen display and the ability to dispense an enormous selection of beverage brands. Hope all of you enjoy this new style and state of the art beverage dispenser.

Thank you to **Jennifer St. Pierre** for leading the efforts to create a HACC PTK alumni association. The association's first meeting took place on Monday, Oct. 12, 2015 at HACC's York Campus.



(L-to-R) **Victor Ramos**, Lancaster Campus vice president, **Jennifer St. Pierre**, associate professor of Sociology and **Dr. Thaddeus Sampson**, dean emeritus.

Lancaster Campus News

Lancaster Campus Wellness 5K Run - Saturday, Oct. 3, 2015

Despite the gloomy weather, HACC's Lancaster Campus Wellness Committee, had 76 runners at their 3rd Annual 5K Wellness Run on Saturday Oct. 3. The proceeds from the run were \$1,335. These funds will allow the Wellness Committee to award a student scholarship in FY 2016.



Ready - Set - Go!



Keep going, **Dennis Shoemaker!**



A few of the Winners of the 5K Wellness Race

Lancaster Campus News

United Way Kickoff - Oct. 15, 2015

The total proceeds from the UW Kickoff event were: \$345.10!

Congratulations to the winners of the beautiful donated baskets.

Please continue to return your pledge forms to Cindy Lucarelli in Room East 204– they are due by Oct. 30th.

Fall Pumpkin Basket

Donated by Allied Health Office E 207

Won by – Chris Raczka

Pamper Yourself Basket

Donated by East 316

Won by – Yoselyn Batista

Pumpkin Basket

Donated by Library

Won by – Victor Ramos

Sweet Tooth Basket

Donated by Counseling, Advising & Career

Won by – Peg Andrews

Candles Basket

Donated by Counseling, Advising & Career

Won by – Chelsea Bailey

Books Basket

Donated by English Department

Won by - Miriam Cintron

Beverage Basket

Donated by Counseling, Advising & Career

Won by – Dennis Shoemaker

Coffee & Chocolate

Donated by Lisa Weigard

Won by – Lisa Weigard

Lisa Capolupo won the gift bag.



Special thanks to **Vicki Van Hise** for the delicious soup and **Sarah Lupinacci** for the mouthwatering chili!

Lancaster Campus News

Current Show in the Art Space

Artist: Michael Allen

Title of show: "Michael Allen - Drawings - 2008 - 2915"

Duration of show: October 26 - December 9, 2015

Reception: Wednesday, Oct. 28, 3:30 - 5:30 PM

Title of Image: Between Houses, 2008

Michael Allen is a native of Lancaster, Pennsylvania. He received a Master of Fine Art from University of Delaware. He currently is serving as continuing education faculty at the Pennsylvania College of Art and Design in Lancaster.

From the artist: My works are an opportunity to ponder the importance or implications of the relationships within the commonplace. I observe and paint all aspects of my daily routine from the intimacies of my home to the open landscape. Centered on light, I specifically focus the work on relationships when the otherwise unremarkable is suddenly beautiful, when the simple is suddenly complex.



HACC News

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 the fall registration message targeted mobile users ages 18-49 in HACC's 10-county region, and the 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 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) 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:

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

HACC News

Top Five Lessons Learned from HACC's 2014-15 Marketing Assessment Report (cont.)

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) 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, the person was guided to 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.

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.

We are proud to announce the recent publication of the *Libraries & Research: Getting Started* iBook. It is the culmination of efforts by HACC librarians **Jennifer Hummel, Barbara Stockland, Corinne Syster and Elsie Jackson** to develop a resource which assists first-year college students in becoming comfortable with research. Funding for the project came from HACC's Virtual Learning. It is downloadable - for free and worldwide.

Left to right: **Corrine Syster, Barbara Stockland, Elise Jackson, Jennifer Hummel, and President Ski.**

