



July 2017

Welcome to HACC Highlights, an e-newsletter created specifically for HACC retirees to keep you connected with YOUR HACC community. We plan to publish this e-newsletter four times per year. We hope you enjoy the issues.

Cooper Student Center Renovation Nears Completion with Naming Opportunities Available

The Bruce E. Cooper Student Center renovation is nearing completion. The completely renovated facility is slated to open in summer 2017.

The original Cooper Student Center was completed in 1968 and serves as the center of student activities at [HACC's Harrisburg Campus](#). This is the first major renovation to the building since being built.



To see the latest updates and renovation progress, please visit www.hacc.edu/CooperUnderConstruction.

Student-oriented HACC facilities are imperative to student success and, ultimately, the College's success. Your company, foundation, organization or family can make an impact on our students' lives by investing in naming opportunities at any of HACC's five campuses, including space in

the Bruce E. Cooper Student Center. Available naming opportunities can be found at hacc.edu/NamingOpportunities.

The renovation of the Cooper Student Center on HACC's Harrisburg Campus is one of our four fundraising priorities in the [Invest. Impact. Inspire. Campaign for HACC](#). Any donations received for naming opportunities within the Cooper Student Center will be used to fund the renovations in the building. Additionally, donations received for naming opportunities that are not related to the Cooper Student Center will be contributed to the [President's Fund for Excellence](#).

If you are interesting in naming a space at HACC, please contact the HACC Foundation at foundation@hacc.edu.

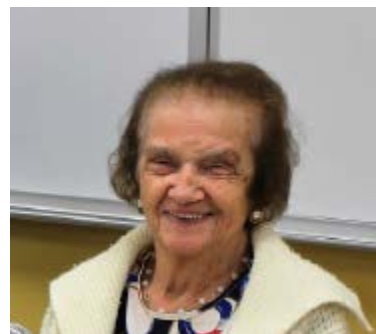
To see the progress of the *Invest. Impact. Inspire. Campaign for HACC* and the four fundraising priorities, please visit hacc.edu/campaign.

Did You Know?

HACC emeriti status has certain privileges, including access to campus libraries. To read more about the benefits from HACC emeriti privileges, please visit www.hacc.edu/retirees.

Facing the Holocaust: A Survivor's Story

On April 25, at HACC's Gettysburg Campus, Bluma Shapiro shared her story of overcoming her experiences during Hitler's Nazi Germany. Ms. Shapiro was born in Bialystok, Poland on Aug. 28, 1923. She was born into a middle class family with five older siblings. Upon graduation from high school, Ms. Shapiro applied to study chemistry at Leningrad University. By the end of her school year, the Germans had occupied Bialystok, and she and her family were forced to live in the Bialystok ghettos. In 1943, when the ghetto was liquidated, Ms. Shapiro was transported to the Auschwitz concentration camp. For additional information on Ms. Shapiro's journey, please visit <https://youtu.be/nmMVsitK9ps>



Please Join Us In Extending Our Condolences

Dr. Jay Franklin Ebersole, 88, passed away on May 31, 2017. Dr. Ebersole was the first executive director of the HACC Foundation. Please read his full obituary [online](#).

Thank You for Supporting HACC's 2017 Day of Giving!



On April 20, HACC's 2017 [Day of Giving](#), we raised funds for the College and our students. The funds raised support the four priorities of the HACC Foundation's [Invest. Impact. Inspire. Campaign for HACC](#).

To view the 2017 Day of Giving - Heart HACC. Give Back. - Gratefully YOURS video, please visit <https://www.youtube.com/watch?v=Y6co3UpE3ms>

For additional updates, please visit hacc.edu/HeartHACC.

Thank you for helping to make a BIG impact for our students!

Invest. Impact. Inspire. Campaign for HACC Totals



The *Invest. Impact. Inspire. Campaign for HACC* kicked off in August 2015. We are making good progress and believe we will reach our \$2-million scholarship goal by December.

We are receiving contributions on a regular basis. Therefore, the fundraising totals change often. For the latest information, please visit www.hacc.edu/campaign. Please join us in investing in HACC! Thank you!

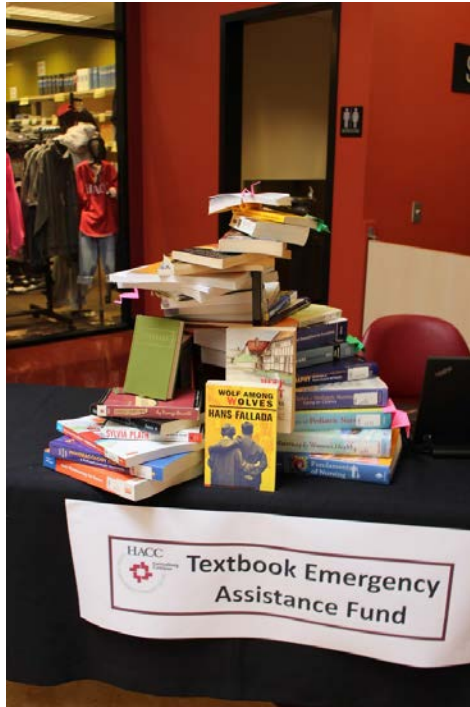
Check Out Our Virtual Campus Tours

If it has been a while since you have been on one of HACC's campuses or if you have not had the chance to visit one of the HACC campuses, please enjoy this bird's eye view of the five HACC campuses:

- [Gettysburg Virtual Tour](#)
- [Harrisburg Virtual Tour](#)
- [Lancaster Virtual Tour](#)
- [Lebanon Virtual Tour](#)
- [York Virtual Tour](#)

Rising Textbook Prices Fuel Creation of Textbook Emergency Assistance Fund

College textbook prices have increased faster than tuition, health care costs and housing prices, all of which have risen faster than inflation.



[College textbook prices](#) are 812 percent higher than they were three decades ago, the American Enterprise Institute, a think tank, reports. Textbook costs have well outpaced the 559 percent [increase in tuition and fees](#) over roughly the same period.

On average, a community college student will spend \$700 on textbooks each year. The high cost of textbooks create a barrier for future and current HACC students. A HACC employee recommended the use of profits from textbook recycling to establish the Textbook Emergency Assistance Fund for students attending HACC’s Gettysburg Campus. The profits from textbook recycling, coupled with employee contributions, allowed for the creation of this unique new fund.

To contribute to the HACC Foundation, please visit www.hacc.edu/givenow.

Source:

http://www.huffingtonpost.com/2013/01/04/college-textbook-prices-increase_n_2409153.html

Crowdfunding Puts the “Fun” in Fundraising!

Crowdfunding is the practice of funding a project or cause by raising money from a large number of people, typically through the Internet. It is a form of peer-to-peer fundraising that harnesses the power of social networks to raise awareness and draw donations from around the world for online campaigns.*

The College began utilizing crowdfunding campaigns in an effort to raise funds for the “[Invest. Impact. Inspire. Campaign for HACC.](#)”

Recently, the College created two crowdfunding campaigns to support our students:

- [Nikki Grissinger](#) (pictured on the right) – April 20 for the Day of Giving
- [Dr. Ski](#) – May 26 to June 2 for Tour De Dr. Ski



In July 2017, we will launch our third campaign. Louise Hyder-Darlington, a cataloging specialist at HACC's Harrisburg Campus, will swim the English Channel and raise money for the College's [student emergency assistance funds](#). Please stay tuned for more details on Louise's event!

If you have an interesting or unique opportunity and are willing to use it to give back to HACC, please contact us at foundation@hacc.edu.

To keep abreast of upcoming HACC crowdfunding campaigns, please visit hacc.edu/Crowdfunding.

**Source: www.youcaring.com/crowdfunding*

Because of YOU, HACC Students Can Succeed in Overcoming Crises!



The [Tour de Dr. Ski](#) was a huge success! Thank you to those who gave! Your tax-deductible contributions will make the difference in the lives of so many HACC students facing personal crises like homelessness, house fires, health emergencies, unexpected vehicle repairs and childcare needs!

The initial goal for the Tour de Dr. Ski [crowdfunding campaign](#) was \$1,500 for [HACC's student emergency assistance funds](#).

However, that goal was reached before Dr. Ski even began his [six-day cycling tour](#). Therefore, we doubled the goal to \$3,000.

By the end of the campaign on June 2, 2017, YOU not only reached our goal, but YOU passed it and collectively gave \$4,450 for our HACC students in need! Now, students will be able to “get back on the bike” when they “hit a bump in the road.”

The funds raised for student emergency assistance will be split evenly among HACC's five campuses and Virtual Learning.

Please know that a simple “thank you” will never be enough for the difference you've made for our students! We are beyond #HACCproud of you and our fearless president, Dr. Ski.

The Tour de Dr. Ski was not HACC's first crowdfunding campaign, and it will not be our last. Please continue to check hacc.edu/Crowdfunding for upcoming campaign announcements.

Again, thank YOU!

New HACC Website Launched!

The Office of College Advancement team implemented a newly revamped website on June 28!

The new website design was one of three different graphic designs that HACC students, faculty, staff, alumni and donors voted on in February 2017.

Features of the new website include:

- New graphical look and feel
- New home page layout that incorporates video
- An even more responsive design to better fit mobile devices
- Portal links in the header
- Enhanced navigation
- Convenient, always-present links for Apply, Visit and Give



Congratulations to HACC Employee Award Recipient!

First Name	Last Name	Title	Award
Beth	Evitts	Executive Director, Libraries	Bruce E. Cooper, Esq. Leadership Award

Our spring 2017 cycle of HACC Foundation Faculty and Staff Awards was a success! The following colleague received an award:

To learn more about Beth, please go [online](#).

What are Non-Monetary Contributions?

Non-monetary contributions, sometimes referred to as gifts-in-kind, are charitable giving in which the goods and services themselves are given instead of money.

The HACC Foundation is responsible for raising funds to support student financial assistance, implementing innovative academic programs and providing state-of-the-art training equipment and modernized facilities. Non-monetary contributions from our donors make a substantial impact on these priorities. Generous donors provide non-monetary contributions for the advancement of a program or facility that directly affects the educational experience of students and the College as a whole.

The process to make non-monetary contributions is simple. The HACC Foundation's goal is to ensure donors are aware of the donation process.

When a donor wants to make a non-monetary contribution, the first step is to email foundation@hacc.edu. The HACC Foundation will promptly:

- Verify that the College can utilize the gift.
- Ensure proper gift value verification is received if necessary (neither the HACC Foundation nor the College will pay for an appraisal of any donated goods. The donor is responsible for providing an official appraisal if required).
- Arrange for the donor to complete a [non-monetary contribution form](#)
- Receive the non-monetary contribution for use at the College

Non-monetary contributions are very impactful:

- In 2016, the Reading Hospital and Medical Center kindly donated a Philips HD11XE Ultrasound machine. This contribution allows HACC students to use the equipment when participating in HACC's nursing programs. The equipment provides a vital resource for students to practice using and become familiar with equipment that will be used in the workplace upon graduation.
- In 2016, PinnacleHealth Systems contributed three GE AMX4 portable x-ray units for use in HACC's nursing programs. These x-ray units allow students to have access to and gain experience using state-of-the-art equipment that otherwise may not be available for use.





- Another example of an impactful non-monetary contribution includes donations of vehicles. Donated vehicles provide hands-on repair experience for HACC students who are enrolled in HACC's automotive technology programs. This year, Capital Area Transit (CAT) contributed a CAT bus that will be utilized in HACC's commercial driver's license training.
- In addition, many generous donors contributed non-monetary gifts in support of the 2016 and 2017 [Day of Giving](#) activities.

These are only a few examples of very impactful and useful non-monetary

contributions received by the HACC Foundation.

Do you have a non-monetary contribution that could be utilized by HACC and HACC students? If so, please contact the [HACC Foundation](#) so that we can assist you. We greatly appreciate your generosity and hope you contribute regularly.

Thank you!

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.

Ways to Communicate With Us

Email	foundation@hacc.edu
Facebook	https://www.facebook.com/HACC64
Twitter	https://twitter.com/hacc_info
Online Update Form	www.hacc.edu/data

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.

We are here to serve you and look forward to hearing from you! Please contact us at foundation@hacc.edu to share feedback and ideas with us. Thank you – for everything!