

Campus Courier

MAR/APR 2017

Message from the Campus Vice President...

With the end of the semester just around the corner, I ask you to reflect on the successes of this past year, the impact that you and our colleagues have had on our students, and those challenges that we need to focus on to ensure an even brighter future.

Our busy, but productive March and April saw us put together high-profile events like the Humanities Symposium, a Donor and Scholar reception, Early Childhood Education panel, Earth Day fair, Wellness fair, Job fair, and Day of Giving. These are just a few samples of initiatives that, without your help in planning, recruitment, and execution, would never had the opportunity to take flight.

We started some new initiatives like the In Class Tutor program, YOUR Mentor program and Fulton Forward. Thank you to Tim Smith, Nakia Eckert, and Connie Ludwig, respectively, for being the driving force behind these student success initiatives.

We had over 350 students cast votes to elect Terry Mulumba as Student Government Association (SGA) president for 2017-18. 350 VOTES....WOW! This is the most participated-in election in recent years, and it is because of the significant efforts of Monica Dixon Howard, director, Student Development/SGA, and the newly created Student Planning Board's outreach to our campus community.

We had some successful outreach to the community in securing financial commitments and partnerships. Two of the partnerships that we are especially proud of are with the Lancaster County Career and Technical Center (LCCTC) to provide library services for their Veterinary Technician program, and with the Lancaster Workforce Development Board and LCCTC on a grant to increase dual enrollment in high-demand careers.

We are also seeing positive enrollment statistics for both the summer 2017 and fall 2017 semesters. While it may be too early to celebrate, the needle appears to be moving in the right direction.

This is but a snapshot of some of the campus successes for the academic year. All of us played a role in these successes, and I very much look forward to seeing more in the future.

Thank you for all that you do and continue to do for our students and each other.

Victor Ramos
Campus Vice President

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DONOR & STUDENT RECOGNITION RECEPTION



Pictured from Left to Right: Victor Ramos, Sue Reber, Brossman Foundation donor, Moneeka Sneed, student scholarship winner and guest speaker, Danielle Beck, Brossman Foundation donor and Dr. Ski.

On Thursday, Mar. 23, 2017 the Lancaster Campus hosted donors and student scholars at a reception in room Main 222.

The HACC Foundation/ HACC campuses host annual receptions as a way to thank our generous donors and allow them to hear first hand how much their gifts impact students.

Guest student speaker this year was Moneeka Sneed, a mother of two and transplant from New York, who shared her heartfelt story about why she chose to continue her education at HACC, and why her scholarships are so appreciated.



Student Katie Martin and her guest, Cody Wilson, on the red carpet.



Student, Danielle Shaver, and her mother, Diane Lambert with Dr. Ski.



Donor, student and faculty participants network during the pre-program Donor & Student Recognition Reception.



SECOND ANNUAL HACC DAY OF GIVING



The winning team for the whoopie pie eating contest was the faculty and staff team (left to right): Mike Corradino, academic dean, Jonathan Schlotzhauer, security officer, Jen Kyle, director of clinical education/RADT, Sara Crill, director of clinical education/RADT, and Mary Noone, campus director, enrollment services and financial aid.



Hyein Hong, SGA member, serves cotton candy to a fellow student.



HACC adjunct instructor, Gloria Mast, leads the Yoga Retreat in Main 227.



HACC donor, Jeffrey Gelburd, vice president of Murray Securus, hits the target to dunk Campus Vice President, Victor Ramos on his first shot.

SECOND ANNUAL HACC DAY OF GIVING



BASKET RAFFLE WINNERS:

Life is a Garden-Yoselyn Batista
Uncork & Unwine-Miriam Gonzalez
Backyard B&B-Peggy Andrews
Wine Time-Brianna Lugo



ART AUCTION WINNERS:

Election Year Politics by Victor Capece – Mike Corradino
Watercolor Flowers by Ilene Rosenberg – Matthew Goodman
Imagine by Cindy Rose – Erin Richwine
Daisies by Ilene Rosenberg – Geremea Fioravanti
Owl by Ilene Rosenberg – Jen Alleman



Cindy Lucarelli, executive assistant, shows The “HACC” pizza, just one of many pizzas donated by campus partner Pasquale’s Restaurant.

DAY OF GIVING THANK YOU!

A huge thank you to all those who volunteered their time on making the Day of Giving activities here at the Lancaster Campus so successful.

Thank you to the Day of Giving Committee members:

Trudy Bauer
 Lori Corradino
 Monica Dixon (and her team in SGA on the day of)
 Cindy Lucarelli
 Nakia Eckert
 Becky Lee
 Tracey Smith

Thank you to all those who volunteered to on the Day of Giving to run the activities, participate in the events, and sell the goodies. Your help is very much appreciated.

Facilities Staff
 Welcome Center Staff
Alumni Dinner
 Jonathan Schlotzhauer
 Danielle Shaver – student
 Tina Tran—student
 Christina Kelley

Art Auction
 Dennis Wimer
 Ruth Bernard
 Ilene Rosenberger

Whoopie Pie Contest
 Jen Kyle
 Sara Crill
 Mike Corradino
 Mary Noone
 Jewel Brown
 Allena McCloud

Yoga

Gloria Mast

Basket raffle / signage

Etta Drabick

Dunk Tank

Chris Bachman
 Allena McCloud
 Dennis Shoemaker
 Terry Mulumba
 Jonathan Schlotzhauer
 Thomas Erickson
 Sarah Jacobson
 Lori Corradino
 Mike Corradino
 John Corrigan
 Matthew Goodman

Pizza and Baked Goods

Peggy Andrews
 Holly King
 Matthew Goodman
 Nakia Eckert
 Monica Dixon
 Marcus Stauffer
 Tyrae Williams
 Hyein Hong
 Allena McCloud
 George Brown
 Jazmin Betancourt

ALUMNI & STUDENT NETWORKING DINNER

On Thursday, Apr. 20, 2017 the HACC Lancaster Campus Student and Alumni Networking Dinner closed out the 2017 Day of Giving festivities with the networking dinner, which enabled our students to meet and interact with alumni and successful community and business leaders.



Pictured from left to right: Fran Rodriguez, HACC Alumna, Victor Ramos and Francine Childs, CFO of SouthEast Lancaster Health Services, and guest alumni speaker for the evening.



A group of students, alumni and faculty break from their conversation to get their photo taken during the networking dinner.



Marilyne Tsongo Katembo and Tiffany Erickson continue to network over dessert in the East Atrium.

FOURTH ANNUAL HUMANITIES SYMPOSIUM



An actor from the People's Shakespeare Project, and his portrayal of the Porter in Act 2, scene 3 of Macbeth.



Professor Cindy Rose discusses the topic "Speaketh Shakespeare" with a group of students in the East Art Space.



Adjunct Instructor, Dennis Wimer lectures on "Shakespeare's Language" to a group of students and faculty at the Humanities Symposium.

LUVO FOOD SAMPLING



On Wednesday, Apr. 5, 2017, David Smaltz, from **Luvo Inc.** handed out free samples of their new Hawaiian Unfried Rice Vegan meals at Avenue C, located in the East building. This event was sponsored by Canteen.

Thanks to everyone who stopped by to try a sample!

Pictured from Left to Right: Christian Stoltz, Canteen manager, and David Smaltz, Luvo, Inc. representative.



Associate Professor of Biology and Environmental Science Club Advisor (left), and Victor Ramos (far right) pose with students at the SGA Sponsored Club Fair.

SGA / SPB EVENTS



SGA sponsored a club fair on Wednesday, Feb. 8, 2017, in which HACC Lancaster Campus student clubs were represented.



Earth Day was celebrated at the Lancaster Campus on Monday, Apr. 24, 2017. Part of the festivities included a huge kite that students, faculty and staff were asked to sign.



VIRTUAL VINCE



Members of the Student Government Association (SGA) pose with cutouts of the new Virtual Learning mascot, Virtual Vince.



NATIONAL WALKING DAY



Jim Bath, PE adjunct instructor, the Lighten Up Lancaster Apple Mascot, LGH Representative, and Steve Lustig, associate professor of Business Studies, pause from their walk on National Walking Day, Wednesday, Apr. 5, 2017.

HACC-LANCASTER WELLNESS FAIR



Over 20 vendors were present for the Health and Wellness Fair on Wednesday, Apr. 26, 2017, with over 100 visitors attending the event.

TUTORING & TESTING

HELP IS HERE! Encourage your students to visit Tutoring & Testing (Main 232 at the back of the Library) to take advantage of FREE, walk-in tutoring throughout the week, including some evenings and Saturdays. Trained tutors help support over 50 courses each week, including math, English & writing, chemistry, biology, accounting, CIS, and many, many more. Stop in or look online (at www.hacc.edu: click on Current Students, Tutoring, and Lancaster Tutoring) to see the weekly tutoring schedule.

So much more than just tutoring! Take advantage of all the free resources and services designed to help students achieve college success, including:

Academic Coaching:

- Individualized appointments to help you design a plan for college success
- Topics typically include study and test prep, time management, and finding resources

Tutor-led Study Groups:

- Biology 121 (A&P I) and Biology 122 (A&P II)
- NURS 140s

Anatomy Models and Interactive 3D Apps

Podcasts and Videos:

- Check out on-demand college success videos (through HACC's YouTube channel)
- Subscribe to free courses presented by HACC faculty through iTunes-u.hacc.edu

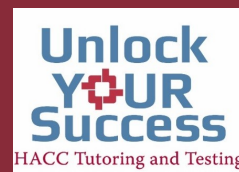
For more information on any of our services or resources, students should stop by Tutoring and Testing in Main 232 to talk with Lori or Tim. We are here to help!

TEST CENTER REMINDERS: Make-up testing is available daily on a walk-in basis during open test center hours. Encourage students to check the Lancaster Campus Test Center webpage for updates to the testing calendar before testing. Also remind students they must show a photo ID to take any test and cell phones/electronic devices and children are NOT permitted in the test center. Thank you!

Spring Hours:

Mondays/Fridays: 9 a.m. – 4 p.m.

Tuesdays/Wednesdays/Thursdays: 9 a.m. – 7:30 p.m.





Greetings!

THANK YOU for supporting YOUR favorite community college and - most importantly - our students during our 2017 [Day of Giving!](#)

We raised tens of thousands of dollars on April 20 and are still calculating our final totals! Please visit hacc.edu/HeartHACC next week for even more updates.

Because of you, we:

- Made an impact for HACC and – most importantly – our students!

Raised funds for the [Invest. Impact. Inspire. Campaign for HACC](#), with a special emphasis on the [student emergency assistance funds](#)

Thank you!
Gratefully YOURS.

#HeartHACC

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 on the following page** provides a timeline for testing as well as the benefits that you and other website users can expect when the phases are completed.

CONTINUED 

Website revamping **TIMELINE**

Description of Phase	Activities to Occur	Benefits to Website Users	Start Date of Phase	End Date of Phase
Phase I: <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
	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
Phase II: <i>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

MINORITY POPULATIONS Retreat



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:

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.

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.

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
Improvement of situation (financial and environmental) External motivation (parents) Wider cultural view Friends are attending college Success	Improvement of situation (for their children) Intrinsic motivation to be a better role model for their children and family members Job advancement Initial plans did not work out



MINORITY POPULATIONS Retreat—Continued

Factors Impacting the Decision to Attend College

High school students	Non-traditional students
Access to and successfully applying for financial aid Support system (at home and high school) Guilt about leaving family Transportation	Access to and successfully applying for financial aid Current work schedules Childcare Family obligations Transportation

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
Financial needs Lack of information Parents	Family responsibilities Childcare Work schedules

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



Springtime photos of the Main Building at HACC's Lancaster Campus.

About HACC, Central Pennsylvania's



HACC was founded in 1964 as one of the first community colleges in Pennsylvania. Over the past 50 years the College has expanded to include five beautiful campus locations and a robust Virtual Learning program.

hacc.edu
800-ABC-HACC



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