



# HACC York Campus News

April/May 2019 Edition

## IN THIS ISSUE:

<i>Message from the VP</i>	<i>p. 1</i>
<i>Student Ambassadors</i>	<i>p. 2</i>
<i>Guest Lecturers</i>	<i>p. 2-3</i>
<i>GallerYork</i>	<i>p. 3</i>
<i>Scholarship</i>	<i>p. 3</i>
<i>YCAL CREW Event</i>	<i>p. 4</i>
<i>Rotary Award</i>	<i>p. 4</i>
<i>Lobby Day</i>	<i>p. 4</i>
<i>Awareness Event</i>	<i>p. 5</i>
<i>STEP Academy</i>	<i>p. 5</i>
<i>Trades Experience</i>	<i>p. 5</i>
<i>Popular Mechanics</i>	<i>p. 6</i>
<i>Mother's Room</i>	<i>p. 6</i>
<i>English Major</i>	<i>p. 7</i>
<i>Etiquette Breakfast</i>	<i>p. 8</i>
<i>PTK Induction</i>	<i>p. 9</i>
<i>Marketing</i>	<i>p. 10-11</i>
<i>Day of Giving</i>	<i>p. 12</i>
<i>Foundation Board</i>	<i>p. 13</i>
<i>Thank you AAA</i>	<i>p. 13</i>
<i>College Receives Gift</i>	<i>p. 14</i>
<i>Bookstore</i>	<i>p. 14</i>

## From the Office of the Campus Vice President

Greetings York Campus!

Early spring of each year, I routinely gather with a group of like-minded professional men to address some of the most pressing issues facing our community (wage gap, gender gap, mass incarceration, voter suppression, student loan debt, homelessness, etc.). During this time, we fellowship, we strategize, and we commit to return to our respective communities and make a difference.



Unique this year was a personal reflection exercise. Participants were challenged to think about the following questions:

- What is something you did this year or last year that you would think you will remember for the rest of your life?
- What is something you accomplished this year or last year that you are proud of?
- What is the nicest thing someone in your life did for you this year or last year?
- What was the most challenging part of this year for you?
- If you could change one thing that occurred this year or last year, what would it be?
- In what area do you feel you made your biggest improvement?
- What are the three most important things you learned this year or last year?
- Of the books you read this year or last year, which was your favorite? Why?

I challenge each of you to ask yourself these very same questions. As we end the spring semester and prepare for the summer sessions, I extend my deep appreciation and extreme gratitude for all that you do to assist our students with achieving their goals.

Thank you and enjoy the summer months.

Darryl

## HACC York Student Ambassadors



HACC York is proud to introduce our first Student Ambassadors (left). **Corrie Amig** (Human Services), **Kate Castillo** (Business) and **Christina Mills** (Early Childhood Education) assisted with admissions events during the spring semester.

Ambassadors devote an average of 5-10 hours a week supporting the admissions team. Ambassadors attend meetings on and off campus, help prospective students in the admission process, conduct campus tours, participate on a variety of panels and assist admissions counselors with recruitment events. These events can include HACC experience days and open house.

If you know of any other students that are interested in becoming an ambassador, please contact **Stepheni Anderson** at [sdanders@hacc.edu](mailto:sdanders@hacc.edu).

## Guest Lecturers

On March 12, 2019, the York Campus Library hosted a special event with photographer **D. Anthony Mahone**.

Mahone's work often deals with concepts involving cultural awareness and a shared humanity. He shared that "Humanism and the idea of 'social uplift', proffered by bell hooks, is a theme that runs throughout my art making."

Mr. Mahone is from Cleveland, Ohio, having attended Ohio State University, Cleveland State University and other universities. He spent about five years in London and attended Trinity College in Dublin, Ireland, along with travels throughout Europe, India, Australia and Nigeria.

Special thanks to Mr. Mahone for joining us and **Eric Ling, adjunct sociology instructor**, for coordinating this guest visit and lending artwork for display!

Thanks also to **Alyssa Feather** for assisting with the gallery display.



### Guest Lectures, cont.



**McKenzie Mann** (second from left), L.I.G.H.T. Christian Fellowship Club president, recently invited Pastor Mike Anthony (left) to speak at a club meeting. Pastor Mike, of Grace Fellowship Church in York, spoke about loving others with the truth of the gospel. L.I.G.H.T. club welcomes all students, faculty and staff into our meetings and seeks to be a positive influence on the HACC York Campus.

## GallerYork Presents Motherlode



GallerYork hosted an Artist Reception for the current exhibition *Motherlode* by **Ellen Engdahl Ehlenbeck**, artist and HACC York adjunct art instructor. The event was held on March 14, 2019.

The show included “Nevertheless, She...” a circular hanging installation of 80 acrylic portraits of women who persevered despite obstacles.

Ellen holds a BFA in painting from Penn State and a MA in graphic design from Savannah College of Art and Design. A working artist, Ellen has exhibited her work widely in the region, in both solo and group shows, as well as juried exhibitions. She

loves to teach and currently serves as a Resident Teaching Artist with the Pennsylvania Council on the Arts; she also teaches at HACC, Osher Lifelong Learning Institute and Creative York.



## Scholarship Recipient Recognized



HACC York student, **Shannan Matulewicz**, was recently awarded a scholarship from the York County Literacy Council. Shannan is currently enrolled in the Criminal Justice Program.

Sara Hunt from the Literacy Council joined **Dr. Darryl Jones** to present the check to Shannan at the York Campus.

## YCAL CREW Event



On March 7, 2019, the York County Alliance for Learning (YCAL) held their annual Career Readiness Education Workshop (CREW) at the York Campus. Nearly 300 high school students attended the event, which offers workshops on career opportunities as well as a post-secondary resource fair. **Special thanks to all who assisted with this large event!**



## York Rotary Award



**Michelle Seener**, York Campus student, employee and director of the Hawk's Nest Student Resource Center, was recently awarded the 2019 York Rotary Student Leadership award. Michelle was honored for her leadership at HACC's York Campus. Michelle is responsible for initiating the Hawk's Nest, the York Campus food pantry for students, staff and faculty.

Each year, the York Rotary recognizes one student from HACC York, York College and Penn State York. Each winner is awarded a personalized plate as well as a cash award.

## Lobby Day

Four HACC York students (**Elijah Lowe, Paulina Rodriguez-Garrastegui, Maya Holder and Andrea Flynn**) met with numerous elected officials and spoke on behalf of all HACC students as they urged their representatives to continue to support HACC so that tuition can continue to be affordable. Students met with Rep. Seth Grove, Rep. Dawn Keefer and Chairman of the Finance Committee Rep. Stan Saylor. Students then participated in a press conference on the Capitol Rotunda steps.



## Club Hosts Awareness Event



The York Campus 2nd Flight 2 Fight Club held an educational conference on sexual and domestic violence on March 21, 2019.

The event included self-defense demonstrations, the Clothesline Project and a student raffle.

Attendees at the event included Access York, L.I.G.H.T. Club, SGA, Counseling and Advising and Beauty After Bruises.

## Step Academy

On Thursday, March 28, twenty-three students attended an orientation for the **S.T.E.P Academy**. The session was held to prepare students for the four-week program beginning in York in April 2019.

During the program, students will learn skills such as effective communication, teamwork, adaptability, problem-solving, critical observation and conflict resolution. Upon completion of the program, ten of the students will move on to the Medical Assisting program that will be held on the York Campus for the first time, while the remainder of the students will be enter the workforce with the skills necessary to forge a successful career.



## Trades Experience Day

HACC's York Campus hosted eighty-one junior and senior students from five area high schools on March 29, 2019. Students participated in hands-on activities in HVAC, automotive, electrical technology and welding. Our fantastic faculty facilitated the hands on activities and presented on high demand careers in the trade fields.



## Popular Mechanics at HACC York

The April edition of Popular Mechanics magazine featured a cover story entitled How to Become a Skilled Tradesperson. The article featured several York Campus students and a faculty member actively engaged in a trades activity.

Kudos to **James Schadewald, Joe Hutchinson, Jackie Becker, Tracy Smith, Steve Newcomer, Chad Fadely, Marjorie Mattis** and **Bianca Criollo-Cruz** for their efforts in providing the necessary skills and knowledge that help our students to enter the workforce.



## Mother's Room

Nationwide, colleges and universities are designating lactation rooms to better serve students and staff. The York Campus is committed to being breast-feeding friendly and we are proud to have a **Mother's Room** located in Leader 152N. We should be #HACCPROUD of our commitment to provide a supportive environment that helps our students achieve their academic and breastfeeding goals!

Students and staff who need a private, comfortable place to pump breast milk are welcome to use this space. Please be certain to share this information with students so they are aware of this opportunity and its location.



## What will you do with a major in English? Anything!

York Campus student Jordan Lee (right) is the **very first** student to declare a major in English at HACC! The Board of Trustees approved the new major last month\*, so please direct any students who have mentioned an interest in majoring in English to **major code #2076**.

Far from preparing for a long and miserable career at Starbucks, English majors are a hot ticket in the employment market:

Reason #1: English and other liberal arts majors are "**tech's hottest ticket**." It was true in 2015, and it's still true today. But it's not just tech! Check out this article: Everyone knows English majors can't get jobs, except for the people who hire them.

Reason #2: 93% of business leaders said that "a demonstrated capacity to **think critically, communicate clearly, and solve complex problems**" was more important than a job candidate's major." It's true. Here's more evidence. Our program at HACC will help students develop all of these skills and more.

Reason #3: Intercultural skills, such as **understanding different cultural contexts and viewpoints**, are vital in the 21st century. It's true. Here's more evidence. Our program at HACC builds intercultural competence into students' academic experience.

Reason #4: **97% of executives rate strong writing skills as absolutely essential** or very important. It's true. Our program at HACC will help students develop strong writing skills. C's earn degrees, but skills pay bills.

Reason #5: You can do anything with an English major. It's true. Our program at HACC will help students figure out their academic and career path.

Our program website and advising sheet are available here, and English is available in the "what-if" analysis in the MyHACC advising tools, for those who are working with students in the advising setting. Please contact **Christine Nowik, Chair of English**, if you have any questions about this exciting development!

(\*"Why are we approving a new major in a budget crisis?" Deploying the English major requires minimal resources. We're currently running all of the courses we need except for one. Our major requires no new equipment or faculty. Additionally, budget crises are temporary; the liberal arts are forever.)



## Dining Etiquette Around the World

On Monday, March 25, campus leadership was invited to join COMM 253 students at their Intercultural Etiquette luncheon. **Jody Newcomer**, assistant professor of communications, facilitated the event and students enjoyed food representing countries they researched throughout the semester. Everyone shared dining etiquette dos and don'ts from around the globe.



## 2019 PTK Induction

The mission of Phi Theta Kappa is to recognize academic achievement of college students and to provide opportunities for them to grow as scholars and leaders. This year, the HACC Chapter of PTK (Alpha Nu Omega) inducted students from all five campuses and Virtual Learning on Sunday, March 17, at the Rose Lehrman Arts Center on the Harrisburg Campus. Induction into PTK brings with it the rights and responsibilities associated with membership, including a focus on scholarship, leadership, service and fellowship. Students in PTK gain a "competitive edge" that includes access to \$90 million in college scholarships and the opportunity to develop advanced leadership skills.



## Marketing HACC's Programs to Increase Enrollment

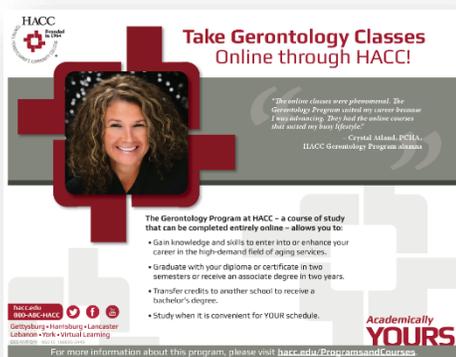
Several years ago, HACC debuted the “YOURS” campaign to build brand awareness of the College in our community. Now that we have general awareness, we have begun to focus on one of the key factors in a students' decision to attend a college – awareness of our academic programming. We know that we need to promote the key points of pride of our programs and share compelling student and faculty stories to grab prospective students' attention. Our strategy dedicates one-college marketing resources to high-profile marketing campaigns while improving marketing materials for all of our programs.

In 2017, the Office of College Advancement (OCA) and Office of Academic Affairs developed a comprehensive strategy to promote programs that are low enrolled and forecast to have the highest job growth in south central Pennsylvania. So far, OCA has developed marketing campaigns for our trades and technology programs (including automotive and [HVAC](#)) and our Administrative Office Management Program. This year, we are working on our dental assisting and business programs.



These campaigns have seen great results!

- [Read](#) how our applications more than doubled after our Administrative Office Management Program campaign.
- [Read](#) how our click-through rates for the online display advertising in the trades and technology programs campaign were the highest a vendor had ever seen.



While working on these comprehensive marketing campaigns, OCA has also provided tools to promote every academic program with a high-quality program flyer. OCA's [program flyer guide](#), available on myHACC in the OCA channel under Publications Tools, helps you gather the information that will set your program apart from our competition! So far, we have developed program flyers for the following programs:

- Automotive Technology
- Business Administration
- Early Care and Education
- Early Childhood Care and Education
- Early Childhood-Elementary Education
- Gerontology
- Heating, Ventilation, & Air Conditioning/ Refrigeration
- Human Services
- Mechatronics
- Medical Assisting

Department chairs are provided with the final flyers. Our Office of Student Affairs and Enrollment Management colleagues also share the flyers with admissions counselors.

Faculty are encouraged to work with their department chairs to develop a new program flyer or revise an existing one. You may [apply for IMC funds](#) to pay for the printing.



We are also revamping the cluster brochures for our programs: Business, Computer Technology, Culinary and Hospitality, Education, Engineering, Liberal Arts, Math and Science, Trades, and Visual and Performing Arts. Marketing materials for our programs are visually attractive and show students what they can do with a HACC credential.

Our next step in promoting programs is to include faculty testimonials on our program webpages. This is a way to highlight our excellent faculty. We encourage faculty to submit story bank submissions to include a quote and a photo. The faculty can be the best promoters of our high quality academic programs.

Want to learn more about HACC’s marketing and advertising efforts? Read the following articles in past issues of OCA Today and our previous marketing assessment reports!

**Marketing-Related Articles in OCA Today:**

Title	Issue
Administrative Office Management Certificate Program Increases Its Applicants by 109 Percent	<a href="#">February/March 2018</a>
HACC Advertising Beats National Averages	<a href="#">February/March 2018</a>
OCA’s Progress with YOUR HACC Program Webpages	<a href="#">February/March 2018</a>
Changing the Perception of HACC	<a href="#">August 2018</a>
Using Superpowers to Change Lives	<a href="#">October 2018</a>
Has HACC’s Marketing Improved?	<a href="#">December 2018</a>
HACC’s Marketing Efforts Impact Student Recruitment and Success	<a href="#">December 2018</a>

**Marketing-Related Items on myHACC:**

- [Collegewide Marketing Plan for 2018-19](#)
- [Collegewide Marketing Plan for 2017-18](#)
- [2017-18 Assessment of Collegewide Marketing](#)
- [2016-17 Assessment of Collegewide Marketing](#)
- [2015-16 Assessment of Collegewide Marketing](#)

## Thank YOU for Supporting Our Students on Our Day of Giving!

To those who gave on April 11, thank you for supporting YOUR favorite community college and our students! Hopefully, you also participated in some of the fun activities at our campuses.

To view Day of Giving photos, videos and updates, please visit [hacc.edu/HeartHACC](http://hacc.edu/HeartHACC).

Fundraising totals are still being calculated. However, our students are grateful for your gifts at any time throughout the year. **If you missed the opportunity to give on April 11, please consider making a gift today.**



With **YOUR generosity**, HACC is able to help its students by:

- Providing renovated spaces for student engagement and support
- Improving services and accessibility
- Supporting innovative projects
- Providing money for those facing unexpected financial burdens

**Your investment in HACC students is an investment in our communities.**

HACC is grateful to the many donors who gave on April 11 and to our [2019 sponsors](#), including [WHTM abc27](#) (media sponsor) and [Barley Snyder](#) and [Capital BlueCross](#) (presenting sponsors).

Together, we CAN make a difference!

Thank you!



Above: (left) **Linda Diaz** and **Crystal Myers** serve up some gourmet hot dogs; (center) student t-shirt design winner, **Elijah Lowe**, selects his shirt; (right) students pose by the York Campus “Spirit Rock”

## HACC Foundation Welcomes New Board Members

We are pleased to announce that the HACC Foundation welcomed the following new members to the HACC Foundation Board. With each new Board member, we gain a fresh perspective and dedicated ambassador for HACC and the HACC Foundation.

[Jamie Berrier](#) is the president of RSR Realtors and has worked for more than 20 years in the real estate industry. She holds an associate degree in business administration from HACC and a bachelor's degree in information systems from Penn State University. The HACC alumna joined the Board for the opportunity to promote the value and benefits that HACC has to offer to members of the community.

[La-Verna Fountain](#) retired as the vice president for strategic communications and construction business initiatives at Columbia University. The HACC alumna served as a military police specialist in the U.S. Army until 1978, when she received an honorable discharge. She holds multiple credentials, including a master's degree in negotiation and conflict resolution from Columbia University, a bachelor's degree in public policy from Penn State University and an associate's degree in police administration from HACC.

[Tuan-Linh Nguyen](#) formerly served as the chromatography and laboratory chemicals sales specialist for VWR International, LLC. The HACC alumnus serves on many organizations, including the HACC Alumni Committee. Nguyen holds a bachelor's degree in natural science/mathematics from Thomas Edison State College and two associate degrees in communications and the arts and life science from HACC.

[Aaysha Noor](#) serves as president of Asian American Pakistani Heritage. She strongly believes education should be accessible and inclusive, and supports HACC and the HACC Foundation's push for inclusion and diversity. Noor holds a bachelor's degree from the College of Home Economics and a professional diploma from the National College of Arts. She is currently active in many organizations, including Race Against Racism of YWCA Greater Harrisburg.

**Join us in welcoming our new members to the HACC Foundation Board!**

## AAA Central Penn Proud HACC Supporter!

Commencement is a tremendous milestone for our students and their family members and friends.

[AAA Central Penn](#) has been a proud Commencement sponsor for the last three ceremonies! Once again, they are a sponsor for our spring 2019 Commencement ceremony!

We cannot think of a better way for an organization to show their commitment to education and our future leaders than by supporting this type of event.

Thank YOU, AAA Central Penn, for supporting YOUR community college!



# HACC Receives Nearly \$1.3 Million Gift for STEAM Programs



What would you do with a gift of nearly \$1.3 million?

On April 10, 2019, HACC leaders announced a transformational gift of \$1,295,305.30 from the estate of Mrs. Gloria W. Paxton. In accordance with Mrs. Paxton’s wishes in her last will and testament, the gift was used to establish the John E. Paxton and Gloria W. Paxton Fund for Excellence in STEAM.

Dr. Ski, HACC’s president, said, “It is the largest single contribution to HACC and the HACC Foundation in the College’s 55-year history and will impact all HACC

campuses, Central Pennsylvania and the world. Mrs. Paxton left 70 percent of her estate to HACC. We received the gift last month. While the Paxtons did not have children of their own, the impact they will have on approximately 18,000 students at HACC cannot be overstated.”

We appreciate the Paxtons more than words can express and will never forget their life-changing generosity.

For more information about the Paxtons, the gift and the possible science, technology, engineering, arts and mathematics (STEAM) programs that could benefit from the fund, please visit

[http://newsroom.hacc.edu/article\\_display.cfm?article\\_id=2867](http://newsroom.hacc.edu/article_display.cfm?article_id=2867).

## Spring it on!

HACC BOOKSTORE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MAY			1 <b>25% off</b> HACC Winter Knit Hats & Scarves	2 <b>25% off</b> Printed Umbrella's & Umbrella Scarf Sets	3 <b>25% off</b> HACC Flip Flops	4
5	6 <b>25% off</b> HACC Imprinted Long Sleeve T-Shirts	7 <b>25% off</b> HACC Sweatpants	8 <b>25% off</b> HACC Shorts	9 <b>25% off</b> HACC Hoodies	10 <b>25% off</b> HACC Baseball Caps	11
12	13 <b>25% off</b> HACC Plush Animals	14 <b>25% off</b> HACC Decals and Magnets	15 <b>25% off</b> HACC Polo Shirts	16 <b>25% off</b> HACC Short Sleeve T-Shirts	17 <b>25% off</b> HACC Crewneck Sweatshirts	18
19	20 <b>25% off</b> HACC Pet Merchandise	21 <b>25% off</b> Sherpa Fleece Jackets & Vests	22 <b>25% off</b> HACC Coffee Mugs	23 <b>25% off</b> HACC Jackets	CLOSED	25
26	27 <b>CLOSED</b> Memorial Day	28 <b>30% off</b> ALL Clearance Merchandise	29 <b>30% off</b> ALL Clearance Merchandise	30 <b>30% off</b> ALL Clearance Merchandise	CLOSED	31

SAVINGS DAYS

\* Sale excludes SNO Merchandise \* No further discount applied \* Discount applied at register