

# Lancaster Campus Updates

*An Updates Newsletter from YOUR Interim Campus Leaders*

*Michael Corradino and Tim Barshinger*

## Welcome Back!

We are happy to welcome everyone back to a new fall term. Hopefully, you receive this message after a summer of respite, reflection, and regeneration and are coming into the fall term ready to once again support learner success.

As we return to the semester, it is important to note the duality of our situation: While we face many challenges at the college, there is also much to be excited about.

- We are fortunate to work at a place where we can influence students' lives and help to change the trajectory of their future.
- We are fortunate to be surrounded by so many colleagues who are committed to learner success.
- We are fortunate to work with so many learners who are hungry for knowledge and passionate about their futures.



Thank you for all you do to support the success of our learners, both today and in the days ahead. Know that Mike and I support you and wish you all the best for a successful fall semester. Likewise, our doors are always open for a conversation.

## CAMPUS FACILITIES UPGRADES



Over the summer months, there was a great deal of activity on the Lancaster Campus. John Corrigan and Dave Edwards led a successful project to add right turn lanes into and out of campus, improving the flow of traffic and helping to mitigate backlogs.

Additionally, Josh Appleby and his team of IT professionals continued with their ongoing projects to upgrade the technology in classrooms across campus. This summer, they upgraded classrooms in East 209, East 339, and East 318, as well as enhanced the system in East 203.



Special thanks are also extended to the facilities and custodial teams for their tireless efforts to clean the buildings, wax floors, and ensure that our spaces are ready for learners.

**(Facilities Upgrades Continued)**

Let us always remember that while the success of our learners is determined largely by our faculty and what happens inside the classroom, everyone at the college and on our campus plays a role in helping to ensure that success. It literally does take our “village” to get students to the finish line.

## ***FOOD PANTRY – HAWK’S NEST***



Beginning this fall, the PTK at the Lancaster Campus will begin running a food pantry. Based on national and local news, as well as our own experiences at HACC, we all recognize that food insecurity is a significant barrier to our learners. We hope this food pantry will help to stem some of those needs and tear down the barrier of hunger.

The food pantry will be located in Main 327, adjacent to the KEYS office, which we hope will help some of our students connect with a program and employees who may be able to offer additional assistance.

Currently, PTK leaders, led by advisor Asha Sahu and learner-liaison Jonathan Morales Gonzalez, are working to obtain donations and begin stocking the pantry. Once things are ready to go in the next couple weeks, expect a “kick off” email from Jonathan to enlist your help and that will allow you to begin referring students.

We are excited about this initiative for all it can do for our learners, and we look forward to your participation. If you'd like to get involved, please contact Jonathan at [jxm4691@hawkmail.hacc.edu](mailto:jxm4691@hawkmail.hacc.edu).

## ***LEARNER SUPPORT UPDATES***

As in the past, this year we are happy to share the resources available at the [Discipline Home Base](#). This series of resources is meant to help our faculty and staff deal with challenging learner behavior and handle it most effectively. Questions about discipline or learner behavior can be directed to Tim Barshinger at [tpbarshi@hacc.edu](mailto:tpbarshi@hacc.edu).

Faculty and staff are reminded of the resources outlined in our [Lancaster Campus Resources one-pager](#). This form has been shared with Lancaster Campus students, so faculty and staff can freely refer to it.

# LANCASTER COUNTY ACADEMY



The Lancaster County Academy (LCA), sometimes called the “Mall School” because of its former location at the Park City Mall, moved onto the Lancaster Campus earlier this summer, taking over several rooms in the East Building (311, 307, and 303) as part of a lease agreement.

The LCA is an alternative public school, focused on helping students earn their high school diplomas. Most of these students fall between the ages of 16 and 20, and nearly all of them dropped out of school because of some disruption to their education (pregnancy, health issues, behavioral issues, substance abuse issues, etc). The common thread, however, is that all these students, after some time, have come to realize the importance of earning their high school diploma. Thus, they return with the goal of finishing what they have started.

We are excited about this new partnership not only because it brings additional revenue in a time when the college is struggling with enrollments, but also because it aligns with our mission to leverage education to help others transform their lives. To that end, we hope you will join us in welcoming our newest partners.

## ENROLLMENT UPDATE

As of 8/29/19, we are currently at **102%** of our campus budgeted enrollment. When including cross-enrolled learners (especially virtual), campus headcount is down **-1.6%** (-67 students) compared to the same time last year, and our credit hours are down **-2.7%** (-905 credit hours). Those numbers are bleaker when we remove the cross-enrolled learners, with a Lancaster Campus-only headcount down **-5.1%** and credit hours down **-6.4%**.

We currently have **947 new learners** joining us on campus this fall.

It is also important to note that we are getting younger as a college because while nearly every other demographic declines, the age 19 and under group has grown by 8.2% in college-wide headcount over last fall. This increase is driven predominantly by dual enrollment, which is up 15.5% in headcount and 11.8% in credit hours.

### *Important Enrollment Dates to Note*

- August 30<sup>th</sup>: Third no-pay drop
- Drop/Refund dates [at this link](#)
- September 13<sup>th</sup>: Last no-pay drop



**Enrollment Support:** We can still positively affect enrollment by encouraging students to take additional courses (when appropriate) and/or to consider late-start or second seven-week courses.

## ***HACC NIGHT AT THE BARNSTORMERS***

**Thursday, September 5<sup>th</sup>** is HACC Night at the Lancaster Barnstormer's game. The campus has obtained a large block of tickets to distribute for that night's game. We are sharing those tickets with our high school and community partners as a way of saying "thank you." We are also offering tickets to our current students and our faculty and staff.

Tickets are being distributed through the welcome center on a first-come, first-served basis.

If you are interested in attending the game or taking your family to the ballpark, stop in to the welcome center to get some tickets.



## ***NEW INITIATIVE: LET'S GET PERSONAL WITH RECRUITMENT MARKETING***

HACC, Central Pennsylvania's Community College, is about to get more personal with its recruitment marketing!

In the past, the College has conducted marketing around recruitment events and registration deadlines and used the same messaging and similar marketing activities (e.g. billboard, Pandora, postcards) for all audiences.

Now, the College is changing its approach by marketing around each audience's decision-making process to focus on each audience's needs. As outlined in the [2019-20 collegewide marketing plan](#), the College is going to focus on communicating to:

- Current students
- High school students and their parents
- Nontraditional students
- Workforce students

Our end goal is to motivate future students to register for classes. However, there are phases that the future student will go through to get to that point. At specific times leading up to registration, we will move our target audiences through the following phases and incorporate the recruitment events, such as Open House and Application Day, into the appropriate phase. The recruitment events will serve as a call to action during that phase.



## Let's Get Personal with Recruitment Marketing continued...

#	Phase	Marketing Goal
1.	General awareness	Build awareness about HACC and highlight the “aha” points
2.	Consideration	Encourage the person to learn more about HACC programs and campus life at a HACC Open House as they have now started to consider HACC as an option
3.	Application	Convince the person to apply online or at an Application Day
4.	Registration	Motive the person to register for classes

### How will the College do this?

Using focus group research, online surveys and national research, the Office of College Advancement (OCA) identified motivators, challenges and demographic information for a high school student, nontraditional student and workforce student. From there, OCA developed three personas: Mom Mary (nontraditional student), Job Advancement Jeremy (workforce student) and Juvenile Jayden (high school student).

The chart below gives you a quick glimpse into each persona.

	Mary	Jeremy	Jayden
<b>Profile</b>	<ul style="list-style-type: none"><li>• 35-49 years old</li><li>• Female</li><li>• Mom</li></ul>	<ul style="list-style-type: none"><li>• 25-34 years old</li><li>• Male</li></ul>	<ul style="list-style-type: none"><li>• 17 years old</li><li>• Male</li><li>• High school student</li></ul>
<b>Who am I?</b>	I want a career and to set an example for my kids, but I have a lot of self-doubt.	I want training quickly so that I can make more money in a job where I can use my hands-on skills.	<ul style="list-style-type: none"><li>• I want to go to college, and my friends liked HACC.</li><li>• I think college is a good idea, but I don't know what I want to do.</li></ul>

Using these personas, OCA is developing a year-long campaign that will highlight three real students who exemplify the personas' characteristics. The students will be THE faces of the campaign and help us communicate to the audiences using specific messaging and activities based on the audience type.

### Who will the students be?

OCA conducted a [#HACCfamous casting call](#) in June 2019 to search for our “Mary” and “Jeremy.”

OCA received 92 submissions, interviewed students on camera and narrowed the choices down to three finalists.

Hang on to your seats as there is more to come about each student and the campaign.

Students and staff can visit [hacc.edu/Famous](http://hacc.edu/Famous) for more details.



## ***CLOSING***

Once again, let us welcome you back to an exciting new semester at the college! We are happy to see everyone back on campus, and we know that you share our excitement about the return of our learners. HACC has a long history of impacting individuals who come to us to learn, grow, and improve their standing in life – and the college recognizes this goal even in the draft version of the 2019 – 2022 strategic plan, where the first commitment speaks to creating “educational opportunities that will enhance [learners’] lives and their communities.”

In short, the work we do here matters a great deal, and all of us share in each learner’s journey. Regardless of your role at the college, we have numerous ways we can impact others. Just as you have done in the past, we hope you will continue to join us in ensuring that our learners and their success remain at the center of our mission.

We wish you all the best for a great semester. See you around campus!