



From the Office of the Campus VP



Colleagues,

Thank you for your patience as we work through the weather issues we've been having. I know that it has caused difficulty with completion of competencies and course work. I appreciate your consideration of our students as they also make adjustments to their schedules to fulfill the commitment to their classes.

On March 25th, we will be holding Declare Your Major event in the Multi-purpose room. Caroline Mellinger has created pathways to degree completion for the following programs at the Lebanon campus. The following programs can now be completed at the Lebanon campus:

- Business Administration
- Business Studies
- Humanities, Language and the Arts
- Health Science
- Phlebotomy
- Social Sciences

We are exploring other opportunities for degree completion and are working collaboratively with the Career and Technology Center and department chairs on several initiatives. We are also working with Workforce Development to bring programs to our campus.

As you are aware from my earlier email, we are moving forward with initiatives in the master plan which I sent out last month for your review. Most full-time faculty will move to the 1st floor during midterm break and the remaining full-time faculty will move in the summer. This is a positive step to increased collaboration with student and academic affairs.

At this time, we are considering moving adjuncts to the first floor over the summer but more discussion is needed with those that this will affect.

Painting will occur over the summer, and we will have a cyber café to assist students with technology challenges in August. More information and a timeline will be forthcoming.

Dr. Ski's Miles of Gratitude event will be held at the Lebanon campus on April 22nd at 11:30 am. Please join us in the lobby as we celebrate the Lebanon campus! We are in need of volunteers to help with this event. If you can devote a small amount of time in the next 6 weeks to help plan, or if you can staff a table during the event, please contact Peggy at mjlenton@hacc.edu.

Your dedication to our students and the College is greatly appreciated! Please continue to share your ideas with me about how we can make HACC's Lebanon Campus the premiere choice for our community.

Regards,
Lois

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50th Anniversary Kick-off Birthday Party

The Lebanon campus kicked off the college's 50th anniversary with a birthday party for employees, students, alumni, and friends, that included an inspirational speech by a campus graduate, and a series of congratulatory citations from the city, county, state and federal lawmakers. About 80 people attended the event in the multi-purpose room on Wednesday, Feb. 19.

Guest speaker for the event was Patrick Vogel song, a HACC graduate who was in a major car accident in 2000, his senior year in high school. The doctors told his mother that Patrick had major brain damage and recommended that he be institutionalized. His family refused. Patrick went on to complete his high school degree, graduated from HACC and eventually earned a bachelor's degree from Alvernia University. Patrick said if it wasn't for HACC and the people who worked with him to help him earn an associate's degree, he wouldn't be where he is today.

A light lunch was served after the program, followed by a trivia game in the lobby!



Frank Dixon, a driving force in bringing HACC to Lebanon, reminisces about the college's history.



Larry Bowman, Lebanon Valley Chamber of Commerce President, & CEO, presents a Milestone Anniversary plaque to **Dr. Ski**.



Guest speaker, **Patrick Vogelsong**, tells his inspirational story.



The audience gives Patrick Vogelsong a standing ovation!



Left to right, **Dr. Ski**, Lebanon Mayor **Sherry Capello**, state Rep. **Rose Marie Swanger**, state Rep. **Mauree Gingrich** and state Sen. **Mike Folmer**.



Left to right, **Dr. Ski**, Lebanon County Commissioners, **William Ames**, **Jo Ellen Litz** and **Robert Phillips**, also a HACC Board of Trustee member.



Some friendly competition enjoyed by students and staff at the Trivia Game in the lobby.

Welcome to the Lebanon Campus!



Megan Kurtz joined the Office of College Advancement as the integrated marketing communications coordinator for the Lebanon Campus. In addition to serving the Lebanon Campus, Megan is responsible for managing the communications for this year's 50th anniversary and the new brand, YOURS.

Prior to joining HACC, Central Pennsylvania's Community College, in August 2013, Megan was the vice president of client services for a local marketing communications firm that focused on serving the nonprofit and health care industries. She graduated from Kutztown University with a bachelor's degree in speech communication.

Additionally, Megan is a board member of the nonprofit, Leg Up Farm.

Megan will be working out of the Lebanon Campus one or two days a week. Please welcome Megan when you see her.



Emily Fox joined the Harrisburg Area Community College team as the new Virtual Learning Admissions Recruiter. She will split her time between the Harrisburg and Lebanon campuses. Emily has recruitment experience from working in non-profit and staffing in the past, but she's now excited to spread the good news about an educational experience at HACC, especially with Virtual. She attended Cocalico High School before attending Messiah College, where she graduated with a BA in Communication: Public Relations focus.

Emily enjoys running, hiking, playing tennis with her husband, and the SUNNY outdoors. She enjoys meeting people and wants to help you however she can so please introduce yourself and say hi!

HACC to debut revamped automated phone system

As of March 3, all calls to the individual campus lines will be redirected to the College's main number, 1-800-ABC-HACC. The main menu will then provide options to connect with campus phone menus, Virtual Learning or other College-wide departments.

Campus phone menus will be streamlined. Available options will include: campus hours of operation and directions; admissions, registration, non-credit courses and billing questions; financial aid; placement testing; Counseling and advising; Bookstore; and Campus security.

A Spanish-translated menu will be available from the main menu that will connect the caller with campus-specific contacts.

This new system will more efficiently and effectively assist current and prospective students with getting to the information that they are seeking. It will also connect callers with a live person more quickly.

Lebanon Campus/Virtual Learning Partnership

The Lebanon Campus welcomes Virtual Learning! An exciting new partnership between Lebanon and Virtual Learning began as of February 1, 2014, with the goal of enhancing student learning opportunities in the Lebanon community and beyond through the use of academic technology.. This partnership focuses on creative scheduling, varied course delivery offerings, and degree completion to meet community needs.

Specifically, a course delivery option of blended, flipped courses will combine traditional educational content and online educational content, providing more options for students who need real-time, face-to-face classroom engagement as well as the flexibility of online learning. In addition to online methods, courses will utilize physical spaces available at the Lebanon Campus as collaborative learning spaces. These spaces will allow faculty to teach and assess in a classroom experience that makes sense based on the content and the student. Courses will be offered that demonstrate clearly defined pathways to degree completion.

As part of the partnership, interim Virtual Learning executive directors, Caroline Mellinger and Suzanne O'Hop, have stepped in to assist with Academic Affairs and Student Affairs by bringing the Virtual Learning collaborative model to Lebanon via combined roles for Academic Integrity and Faculty Relations. Another new position at the Lebanon Campus, the Director of Student Success (currently under search), will oversee the daily operations of the Welcome Center and will work with faculty and staff on student retention/success initiatives. In turn, the executive directors of Faculty Relations and Academic Integrity will work collaboratively with the Lebanon Executive Director, faculty and staff in all areas to increase enrollment and degree completion and improve student success and retention in addition to placing the Lebanon Campus at the forefront of innovations in higher education.

A note from our Recruiter

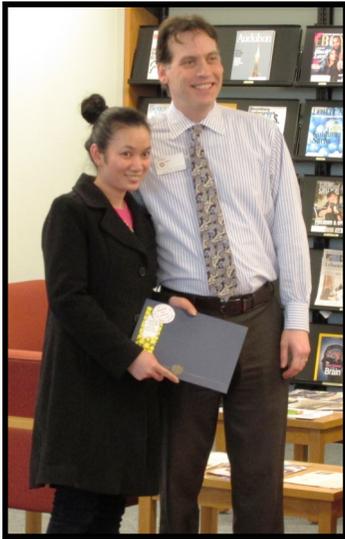
January and February were busy months for Recruitment at the Lebanon Campus; and March will be even more exciting. One of the more important happenings is the implementation of our new database, Recruiter. This database will allow our recruiters to better manage their territories, and also start our new Communication Campaign with prospective students. These prospects will now receive a series of eleven contacts, which include mailings, emails, and phone calls from the recruiters. Along with this, I have been making my initial round of high school visits to speak with interested students and their guidance counselors. These visits will continue through February and March in order to better educate the community on our programs, facilities, scholarship opportunities, and events. Speaking of events, HACC Lebanon held its 50th Birthday Party on Feb. 19th and Financial Aid Night on Feb. 20th. As for March, we will be having our Spring Open House from 5:30-7:30 p.m. on the 5th. Along with that, I'll be attending three college fairs in the region; and that's just in the beginning of the month.



It's a great time to be a Hawk!

Trevor Brown

Rising Star Ceremony



Rising Star award recipient, **Sreyleak Hong**, with **Scott Simonds**.

Despite the snow days and delays, the sun shone brightly on this past semester's Rising Star class at a ceremony to honor them held in the campus library late in January.

Twenty-four students were honored as either Rising Stars or Shooting Stars, recognizing their work getting their college careers off to good starts. Rising Star designation is given to those students who achieve a 3.0 or better in their first semester of study; Shooting Star status is given to those students who achieve those grades two semesters in a row. Only those students in English 001 or 002 are eligible for the program.



Instructor, **Marge Sweeney**, with student, **Sreyleak Hong**.

English Instructor Marge Sweeney, who had many of the award recipients in class, talked about the qualities of a star...ironically, the ceremony was held just before the announcement of Academy Award nominations, so "star quality" was on everyone's minds. Mrs. Sweeney even produced a "red carpet" of sorts for students to walk on when they came forward to receive their awards.

Scott Simonds, interim executive dean of Academic Affairs, presented certificates, buttons, and bookmarks to each student present at the ceremony.

Congratulations!

Stacey Brownlie, one of Lebanon's Adjunct Reference and Instruction Librarians, and her husband, Ian, are thrilled to announce the adoption of their two children on November 14, 2013. "Gracie Carolyn came to us as a five month old on April 29, 2011 and her brother, Wade Kerry, joined us as a four month old on January 29, 2012," said Stacey. Gracie is now three years old and Wade is almost two and a half. Stacey said that life is never dull at their house with two toddlers who are ten months apart!



HACC's New Brand Launches

HACC proudly launched its new branding campaign in February to engage and retain students enrolled at HACC's five campuses in Gettysburg, Harrisburg, Lancaster, Lebanon and York and through its global virtual learning program.

HACC is the largest and oldest of the 14 community colleges in Pennsylvania. It's well-known and viewed favorably throughout the 10-county region it serves; however, many residents do not have a complete understanding of the rich and diverse educational and training resources the College offers.

Extensive research was conducted by Interact Communications, the new integrated marketing communications firm, through December 2013 to understand the perceptions of HACC and what the public relates to. The development of the brand must be based on strategic research to ensure it is identifiable with its audiences. The research included:

- On-site campus visits
- Interviews with employees, community and HACC Foundation leaders
- Competitor review
- Communications audit
- Online surveys completed by 1,790 board members, employees and students
- Six focus groups with employees, high school students, parents of high school students, working adults, community and business leaders and online high school students
- 500 telephone surveys to test attributes
- Four focus groups to test the brand concept

The research confirmed that many Central Pennsylvania residents believe that HACC belongs to them. They feel a kinship with the College and believe in it. As a result, the new brand needed to be flexible, relatable and unique while also communicating HACC is YOUR college. Using simple words, such as "Completely YOURS." or "Financially YOURS.," HACC is encouraging and showing traditional and non-traditional students, the parents of high school students, community leaders and the public that HACC supports you – whether you are completing two courses, transferring to a four-year college or completing your associate degree.

The College has worked closely with Interact Communications to re-evaluate the College's advertising, branding, marketing and public relations efforts to adjust the institution's approach and thinking in reaching prospective students and retaining the close to 21,000 students currently enrolled.

Through this intense process, HACC has gained a more thorough understanding of its diverse audiences, which, in the end, will help the College in meeting its goals to increase enrollment and training programs in business and industry.

Nursing or Architecture? It's YOUR call.

Learn about HACC's admission process, quality transfer and career programs, financial aid options and more!

Tour any of the five campuses.

Campus Visit Day for All Programs
Wednesday, Feb. 5, 2014, at 2 p.m. or 6 p.m.

Campus Visit Day for Health Careers
Thursday, Feb. 13, 2014, at 6 p.m.

Available Yours. HACC

50th Anniversary

This Web slide for two upcoming recruitment events focuses on the student – “you” – with the compelling message that “It’s YOUR call” to embrace the new branding and emphasize “YOURS.” The Web slide appears prominently in the center of the homepage of www.hacc.edu, drawing attention to the basics of the upcoming event while also driving people to the website to register to attend.

Greetings to the Lebanon Campus!



Many of you know me already as I've had an office on the Lebanon campus since my start at HACC in 2006, and have taught face-to-face and blended English classes here since then. Before my recent stints as interim Provost and my administrative role with Virtual Learning, I was a full-time, tenured, Professor of English for what was then called the Virtual Campus. I live in Ephrata with my husband, Kenny, and my two children, Wesley (10) and Anna (8).

In my current role, I am responsible for ensuring the integrity of our course offerings here and for Virtual Learning. As part of my responsibilities, I work with Teaching Technology Services (TTS) and the Centers for Innovation and Teaching Excellence (CITE) to create new professional development opportunities to help keep us on the cutting edge. I will also be working with the Office of Academic Success to help extend technology training needs to our students.

I look forward to working with you all!

Dr. Suzanne E. O'Hop, Interim Executive Director of Academic Integrity for the Lebanon Campus and Virtual Learning



I am very happy to be serving Lebanon students, faculty, and staff. It is an honor to be here.

I began my time at HACC in 2006 as a full time tenure track faculty member in history for the Virtual Campus (now Virtual Learning). To accept this position I moved to Central PA from Northern California. I am originally from Landover, Maryland, so the move is not as far as it looks. I currently live in Duncannon.

As a faculty member, I developed and taught a variety of online History courses. While a faculty member, I also participated in a wide range of college service projects, including co-authoring a new Faculty Organization Constitution and the Virtual Campus Faculty Bylaws and directed the College Honors Program, where I restructured the entire curriculum creating a complete degree program in Honors Studies. In 2012 and 2013, I was the recipient of the College's President's Award for my commitment and contributions to the institution. I was also instrumental in developing and instituting the new organizational model for the College's Virtual Campus (now called Virtual Learning).

As Executive Director of Faculty Relations I work to facilitate strategic relationships and partnerships related to academic programming for both Lebanon Campus and Virtual Learning. I am the leader of interpersonal relations with faculty, department chairs, academic deans and other College constituencies. The position oversees the implementation of academic programming through course scheduling and faculty hiring and placement. I also oversee and support Student Affairs on the Lebanon Campus. In a real sense, this position will act as a liaison between Student and Academic Affairs on the Lebanon Campus to ensure collaboration between units.

I look forward to getting to know and working with you all!

Caroline Mellinger, Interim Executive Director of Faculty Relations for the Lebanon Campus and Virtual Learning

From the Office of Safety and Security

What Can You Do?

Your involvement is essential to the prevention of crime on campus. Disinterest and complacency are the prime contributors to the success of crime. The burden of crime prevention rests not only with the security Department but also with each member of HACC.

Campus Safety and Security cannot be everywhere at once and are, therefore, dependent upon you to recognize and report incidents of suspicious and criminal activity. The extent of your cooperation will greatly influence the security's effectiveness in combating crime. Doing your part means:

- Being aware of your vulnerability to protect yourself and your property.
- Being alert for suspicious or criminal activity and conditions that may represent a hazard to the community.
- Getting involved by becoming more security conscious and by reporting all incidents of suspicious or criminal activity, no matter how insignificant, to security immediately. Remember that unreported crimes cannot be solved and that, by not reporting crimes, you allow the perpetrators to commit additional and perhaps more serious crimes. Many times crime solving depends upon how accurately and promptly the incident is reported.

It is important that you be able to provide as much of the following information as possible:

- The nature of the incident.
- When and where the incident occurred.
- Number of persons involved (names, sex, race, age, height, hair style/color complexion, distinctive characteristics, i.e. facial features, scars, physical defects, glasses, clothing, etc.).
- Direction and method of travel.
- Vehicles involved (color, type, make, model, license plate number and state, distinctive characteristics, i.e., decals, bumper stickers, damage, number of occupants, etc.).
- Description of stolen property (item, manufacturer, model number, serial number, value, color, dimensions, etc.).

Any other applicable information.

Remember, safety is everyone's responsibility!

Scholarships are available for HACC students!

Enrollment in the new **online scholarship management system** is under way! Eligible students can receive free money for tuition and books for the fall 2014 and spring 2015 terms by simply completing an online application through AcademicWorks **by April 1, 2014**.

Flyers about the scholarship program are available online:

<http://www.hacc.edu/FinancialAid/Scholarships/index.cfm>

Students who qualify can receive free money for tuition and books. Sharing information about this opportunity can help students who are struggling financially to stay in school.

If you have any questions or need additional information about the scholarship program, please email HACCScholarships@hacc.edu.

Thank you for helping the HACC Foundation to help others!