



HACC's 50th BIRTHDAY PARTY

On Tuesday, February 18, the York Campus celebrated HACC's 50th birthday with cupcakes, ice cream, proclamations, citations and games!



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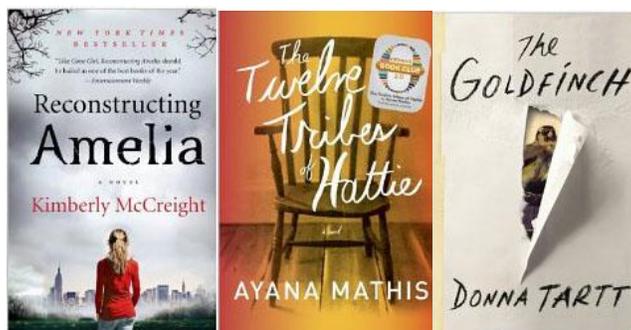
Rep. Kevin Schreiber and Mayor C. Kim Bracey joined in the festivities. Students and staff members tried their hand at a variety of games. Cupcakes provided by HACC's culinary students were a hit.



FROM THE OFFICE OF THE CAMPUS VICE PRESIDENT

Happy Pre-Spring!

I enjoy seeing Dr. Ski's current reading lists at the end of each Ski Gram. Books can be inspirational, instructional, and sometimes just a great escape. For some reason, books seem to be a theme circling through my life right now. Some of this I've stirred up by my recent immersion back into the world of fiction. At the end of each year I look for the "best of" lists for books and films from *The New York Times* and spend a few months getting caught up with the rest of the world. I was struck by the fact that most of my reading last year had been in the nonfiction category, so I went right to the York County Library website and downloaded bestsellers right to my Kindle (and for free).



Last week I overheard some students talking about the books that had most influenced their lives when they were growing up. I was thrilled to hear this conversation since their generation is often described as being "book bereft" and interested in understanding the world in 140 characters or less. Their conversation prompted me to ask my friends, "Which books would make your favorites list from your K-12 years?" It was an interesting Facebook exchange covering everything from Nancy Drew and *Charlotte's Web* to *1984* and *The Catcher in the Rye*.

Books, books, books. An award at Rotary went to a woman who collects books for active military. A friend convalescing from an accident asks for a care package of books. I receive an email link to an article about an all-digital public library <http://grist.org/list/bibliotech-library-without-books/>

So, I'm perfectly primed for the *White Rose Journal* book sale which will take place in a few weeks. **Please join me by taking a little time this week to look around your house for paperbacks, coffee table books, cook books, etc. that you're ready to pass on to others.** Mention this to your family and friends and bring in a box of books to share. It coincides well with spring cleaning!

We all have the opportunity to share some books with others and help make this sale a success.

Jean

CITE OPPORTUNITIES

Autism and Post-Secondary Students - Let's Get Prepared! - Lori Shoemaker (ODS)
Thursday, March 20 @ 12:00-1:30, Glatfelter Community Room, Cytex 101

Teaching with Online Student Response Systems - Rob Swatski (Biology)
Tuesday, March 25 @ 2:00-3:00, Leader 133

Calligraphy Workshop, Part 2 - Liz Dunn (Math)
Monday, March 31 @ 2:00-3:00, Leader 139

Lecture is Dead!... Long Live Lecture! teaching roundtable - York CITE committee
Tuesday, April 8 @ 1:30-2:30, Leader 133

WELCOME CENTER NEWS



During Amanda Danuski's first few months of employment at the Welcome Center, many thought she was a student worker since she did all of her training at the desk located behind the Welcome Center counter. She had to because she couldn't see over the existing counter while in her wheelchair. What most people might not know is that brainstorming meetings were taking place immediately upon her hire to make the counter ADA compliant. Modifications ensued in January 2013 and were finalized later that year. Most tell us it doesn't look like we skipped a beat and the counter (while lower) hasn't changed much aesthetically. Exactly what we wanted!

Over the past few semesters we have been able to comfortably help everyone, from those in wheelchairs to others who might not stand as tall.

- ❖ **Special Thanks to Angela Stephens** for going the extra mile to help me with our high school students in FS130 on Thursdays at Cytex. Angela took responsibility for delivering textbooks to the students and obtaining signatures for book vouchers during a class time, which was a great help to me!

Thanks, Angela! ~ Mary Noone

- ❖ **Reminder - Current student registration for Summer & Fall begins March 31 at 8am.**

News from the Office for Academic Success!

The William Penn Initiative and Tutoring Services

The Office for Academic Success has partnered with William Penn High School. On February 24th, the HACC York Learning Center began offering individual and group tutoring services at William Penn High School to assist students participating in the HACC York College in High School writing and math courses! HACC York Learning and Writing Center tutors travel to William Penn each Monday for three hours to work with students who need additional help with their coursework.

Basic Computer Tutorials are Available ONLINE

GCFLearnFree.org is a FREE online tutorial resource dedicated to helping anyone brush up on their basic computer skills! If you or a student you know could benefit from computer training, GCFLearnFree is a valuable site for you! Through videos and hands-on tutorials, participants will interactively learn how to use many computer programs and practice effective skills! Visit www.gcflearnfree.org/computers for a list of tutorials (*pictured below*).



Computers

Whether you are new to the computer, returning for review or just want to gain more 21st century skills, our free computer tutorials can help. From Computer Basics to Microsoft Office to Apple, we have a wide range of free technology tutorials to choose from.

| | | | | |
|---|---|--|--|--|
|  Computer Basics |  Typing Tutorial |  Internet Basics |  Email Basics |  Social Media |
|  Mouse Tutorial |  Google |  Google Drive and Docs |  Apple |  iPad Basics |
|  Mac OS X Mountain Lion |  Microsoft |  Windows 8 |  Microsoft Office |  Microsoft Word |
|  Microsoft Excel |  Microsoft PowerPoint |  Microsoft Access |  Tech Savvy Tips and Tricks |  Information Savvy |

HACC'S NEW BRAND LAUNCHES TO INCREASE AWARENESS AND ENGAGE STUDENTS

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, and 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.

Examples of how the new brand is being used are available below. Ctrl+Click to open the links:

[Sample 1: Web slide](#) 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.

[Sample 2: Flyer](#) The new branding, "YOURS.", emphasizes the student as "everyman" with the message that "you" can imagine yourself at HACC. In this flyer, the eye is drawn to the image in the center of the design, while the information about the event is cleanly displayed on the left.

[Sample 3: Flyer](#) This design allows for a testimonial about the importance of scholarships to student success. "YOURS." takes on a dual role with an appeal to students as shown in the focus on the face of the student in the middle of the design. It also appeals to potential donors who can relate to the importance of their gifts to help others. The content flows with the design, allowing the reader to grasp information in digestible bites.

SPRING BOOK SALE

The *White Rose Journal* club is preparing for its Spring Book Sale. To this end, we are currently collecting new and gently used hard cover and paperback books of varying genres—although old textbooks are not a big sell. **If you have books that you have been trying to figure out what to do with, we'd be happy to take them off your hands.** You can drop donations off in Jeanne Purtell's office (Cytec Faculty Bay 122A) or you can drop them in one of the book bins that will be placed in the Cytec, Goodling, and Leader buildings.

The sale will be in late April, so watch for a reminder in your e-mail as the date approaches. Then, **be sure to save some space on your bookshelves and come visit the sale to pick up a few "new" good reads.**

Show your HACC pride on Spirit Day!

Wear your HACC spirit-wear on the third Thursday of each month during HACC's 50th Anniversary year. Faculty and staff displaying their HACC pride will be able to dress "casually" on Spirit Day! Monday through Wednesday prior to each Spirit Day, the bookstores will offer 20% off HACC clothing.

Students: text the word "SPIRIT" to 313131 to enter for a chance to win a 50th anniversary t-shirt on Spirit Day each month.

Show your spirit on:

| | | | |
|----------|---------|----------|---------|
| Feb. 20 | May 15 | Aug. 21 | Nov. 20 |
| March 20 | June 19 | Sept. 18 | Dec. 18 |
| April 17 | July 17 | Oct. 16 | |

EXPANDING HORIZONS AND CHANGING LIVES
HACC 50th
Columbia - Harrisburg - Lancaster - Lebanon - York
1964-2014

HACC does not discriminate in employment, student admissions, and student services on the basis of race, color, religion, age, political affiliation or belief, sex, national origin, ancestry, disability, place of birth, General Education Development Certification (GED), marital status, sexual orientation, gender identity or expression, veteran status or any other legally protected classification.

DID YOU KNOW?

Every third Thursday for the rest of the calendar year is "HACC Spirit Day"! Wear your HACC gear on those days and dress "casually" to celebrate HACC's 50th Anniversary! PLUS – Monday, Tuesday, and Wednesday of spirit week all HACC clothing is 20% off in the bookstore!

LIBRARY NEWS

Stop by and see our featured books on display for Women’s History Month!

| | Mon | Tues | Wed | Thurs | Fri | Sat | Sun |
|---------------------------------|------------|---------------|------------|------------|------------|----------------|--------|
| Jan. 13 - Mar. 9 | 7:30am-9pm | 7:30am-9pm | 7:30am-9pm | 7:30am-9pm | 7:30am-4pm | 8:30am-12:30pm | Closed |
| Spring Break Mar. 10– 14 | 7:30am-5pm | 10:00am - 5pm | 7:30am-5pm | 7:30am-5pm | 7:30am-4pm | 8:30am-12:30pm | Closed |
| Mar 15 – May 9 | 7:30am-9pm | 7:30am-9pm | 7:30am-9pm | 7:30am-9pm | 7:30am-4pm | 8:30am-12:30pm | Closed |

Reminder -- The library will be open shorter hours during Spring Break week.

FILMS ON DEMAND

Did you know you can create your own custom videos?

Watch the tutorial:

<http://tinyurl.com/qg4vamv>

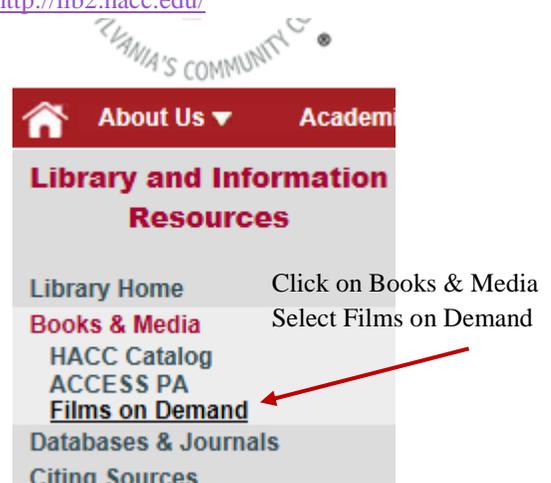
Go to [Films on Demand](#) now!

You can always find FOD from library website

<http://lib2.hacc.edu/>

Or follow these instructions:

- First, create an individual account with Films on demand (top left corner of the screen). Then find your videos. Using the tools below the video, favorite the video and create your segment.
- After creating your segments, go to favorites on the grey bar. Select the film you want and click on custom segments (on the right). Click on the segment you created and add it to a new or existing playlist.
- Go to playlists on the grey bar and select your playlist. Once on your playlist page, click on the playlist URL to play the video.



CONTACT THE LIBRARY:

Call: (717) 801-3220

On campus: x513220

Email: yorklib@hacc.edu

Text: (717) 745-5255

REMINDER: SCHEDULE LIBRARY INSTRUCTION!

Use the request form here:

<http://lib2.hacc.edu/ttx/ttx.cgi?cmd=newticket&form=lirequest>

SAFETY AND SECURITY SAFETY TIPS

Have you ever seen something suspicious occur on campus, but didn't feel comfortable coming to security to report the incident? **The Safety and Security department at HACC offers a way to report crimes anonymously**, while also giving those who feel comfortable submitting their identity the option to do so. The Report A Crime form can be accessed at: <http://www.hacc.edu/AboutUs/Security/ReportACrimeActionForm.cfm>

If you witness a crime on campus, feel free to use this form to submit your information to the security department. You are not required to submit your name or contact information to report a crime. However, it may be useful for follow-up questions during an investigation.

VALENTINE'S DAY CELEBRATION



On February 12 the SGA sponsored a Valentine's Extravaganza in the Glatfelter Community Room. Students enjoyed card making, lots of snacks, candy and decadent cupcakes by Macklin's. Students were encouraged to pose with giant teddy bears which were given as door prizes at the end of the event.

Left – Errol Wizda takes a moment to pose with one of the giant stuffed teddy bears.



COLLEGE WIDE ENROLLMENT MAPPING

The York Campus hosted the annual college wide enrollment mapping meeting. Colleagues from every location came together to discuss all aspects of the enrollment process. The York Campus was happy to be host to such a productive event.

Mary Noone and Robin Sanders from York enjoyed working together as a part of the morning ice breaker

