



HACC York Campus News

Summer 2019 Edition

From the Office of the Campus Vice President

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Greetings, Colleagues!

"The secret of CHANGE is to focus all your energy not on fighting the old, but on building the new".

Socrates

Our fall semester is here. It will bring new students, new hopes, new dreams, new fears and in some cases new workplace challenges.

One of the most significant challenges we all will face in the upcoming months is CHANGE.

Throughout our careers, we each have had conversations with our colleagues or even private thoughts about how things should and need to change. When things do change, we are often terrified and uncomfortable. Changes at work (new manager, new responsibilities, uncertainty of our status, our future) can rank as some of the top stressors in our lives.

Change is often difficult because we are wired to like certainty. Most of us prefer established routines. Certainty makes us feel good and it gives us clarity. When we are faced with change, it registers in our brain as a powerful threat signal, thus creating stress. Dave Rock, author of the "Handbook of Neuroleadership," explains that uncertainty is recorded as "an error, gap, or source of tension" in the brain: "something that must be corrected before [we] can feel comfortable again." We must learn to overcome the uncertainty and fear associated with change and embrace it. Instead of fearing change, resisting it or hoping it will not happen, it is much more productive to prepare ourselves mentally for the inevitable.

Change does not always have to result in disruption, anxiety or stress. Change can bring new opportunities for personal growth, accomplishment and organizational success. Similar to successful sport franchises, most colleges and universities must continually make changes to remain competitive. In order for us to win the College Success Championship, we must continue to identify new prospective student markets, improve academic efficiency and operations and increase student retention and graduation rates.



From the Office of the Campus Vice President, cont.

Throughout the academic year, I ask that you strive to be a creative problem-solver and embrace a spirit of encouragement and optimism. Be flexible to new opportunities, challenges and tasks. Continue to do your best and become obsessed with our student's success in and out of the classroom. I look forward to joining you in our campus-wide read of "Be Our Guest, Disney Institute." As noted in the book, "exceeding expectations rather than simply satisfying them is the cornerstone approach to customer service." Exceptional customer service is what our students deserve and expect from us.

I remain encouraged and look forward to what we will build together.

Respectfully!

Darryl
Vice President, York Campus

Scholarships Awarded



Above: Rotary Club member Patrick J. Rooney; scholarship recipient Brandi Janicki; HACC York Campus VP, Dr. Darryl Jones; and Rotary Club member Bryan Tate

acknowledged Christian for his academic achievement along with his volunteer work within the community.

Congratulations to Brandi and Christian on their scholarship awards!

On Wednesday, June 19, The Rotary Club of York awarded HACC York student, **Brandi Janicki**, with a \$1,800 scholarship for Non-Traditional Students. Brandi is a stay-at-home mother of three, one of whom has special needs. She is studying business management and currently maintains a 3.54 GPA. Brandi attributes her success at HACC to **Elaine Madden**, associate professor of management, and stated she would not have made it this far without her guidance.

On Wednesday, July 3, 2019, The Rotary Club of York presented HACC York student, **Christian Rutkowski**, with a Non-Traditional Student Scholarship in the amount of \$2,000. Christian is a business major at HACC's York Campus. The Rotary Club of York



Above: Scholarship recipient Christian Rutkowski and Rotary Club member Diane Merino

Students in the Spotlight

Geospatial Technology Student Internship



Erica Price, a student in the geospatial technology program, recently attended GeoEd19 in Louisville Kentucky, as part of her internship with her internship supervisor and advisor, **Nicole Ernst**, associate professor. GeoEd is a three-day conference offered by the National Geospatial Technology Center of Excellence (GeoTech Center), a National Science Foundation (NSF) funded center, designed for geospatial educators that is held every June. Erica attended a number of workshops that helped enhance her geospatial knowledge and skills. She attended sessions on using Community Analyst Online, ArcGIS Pro, and QGIS. Additionally, she was able to network with other geospatial professionals and students to learn more about the career and transfer opportunities available to her. In addition to attending workshops, Erica also assisted Professor Ernst with a half day workshop on Community Analyst Online.

Women with Children Program

Gale Mercado, a KEYS student and a federal work study student for the facilities department on the York Campus, has been accepted into Misericordia University's Women with Children Program! The Women with Children Program is for single mothers and provides the students free housing for themselves and their children, along with many other benefits, while working towards their bachelor's degree. Gale had a very extensive application and interview process and was one of two students chosen for this elite program for the 2019-2020 academic year. This program is one of the few in the country that allows students and their children to live on campus together, for free, for the duration of their degree.

Congratulations, Gale!

Right: Gale Mercado and her son, Draco



Kick-Start

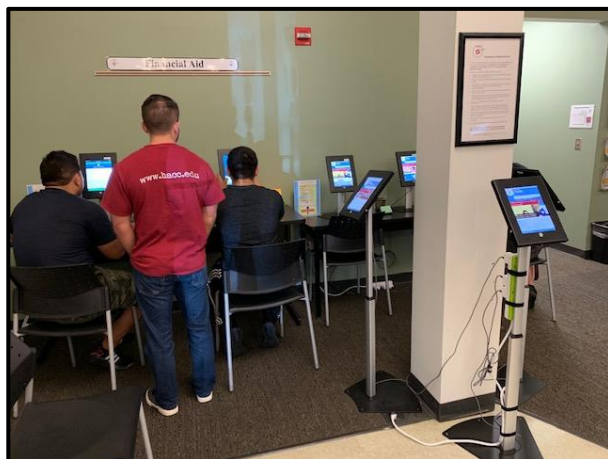


Congratulations to the York student affairs team for their coordinated effort on implementing an outstanding Kick-Start event on Wednesday, July 17. Thanks, also, to the various York Campus team members outside of student affairs who volunteered to help during this very busy event! **Stepheni Anderson** managed this effort with assistance from her admissions counselor peers and campus staff, and we were able to move 3.5% closer to our budgeted enrollment in one day!

Kudos to all who made this event a success!



Top left: Paulina and Jay (student workers) greet guests with a smile; left: Financial Aid staff is ready to assist; above: Welcome to HACC York; Right: Heather and Corrie are ready to help students register for the fall; below left: Rich assists student with final financial aid requirements; bottom right: Stepheni helps new students sign into the event



Drunk Goggles

On June 25, the York counselors and the Student Development & Multicultural Programs Department teamed up to offer mocktails and information regarding intoxicated vehicle operation. Students were encouraged to walk a line while wearing “drunk goggles.” Many students struggled to successfully walk in a straight line, however, while wearing the disorienting eyewear.

Following this exercise, counselors and students discussed how their careers could be affected in the event of a DWI or other alcohol related offense.

Thank you to **Jackie Bareuther, Shelly Blanchette** and **Errol Wizda** for coordinating this important event.



Congratulations



On May 9, 2019, **Greg Blake** and **Liz Dunn** got engaged! Greg started at HACC in 2014 as a York Campus security officer. Liz started at HACC in 2004 at the Gettysburg Campus as an adjunct math lecturer, professional math tutor, and non-credit music and calligraphy instructor. She transferred to the York Campus in 2010 as full-time temporary math faculty, then tenure-track math faculty, college-wide department chair of mathematics and computer science. She currently serves as the York Campus associate dean of academic affairs.

Friends gathered at the Roosevelt Tavern on May 30 to celebrate the engagement announcement. Liz and Greg would like to thank everyone who attended and who reached out for their kind words and support. Mr. and Mrs. Blake were married on August 1, 2019.

Welcome

Welcome and get to know our newest Faculty Administrative Support Team (FAST) member, **Laurie Blevins Gilbert!**

Many of you will recognize Laurie (right with Liz Dunn). Some of you may know her as a HACC York student. She began her HACC journey in the fall 2016 term, pursuing business studies. Some of you may know her as a student worker. In the fall 2017 term, Laurie joined our fabulous administrative support team, working wherever she was needed. Some of you may know her from her time supporting the nursing suite through the summer 2018 term, as a casual worker. Her current role is part-time evening shift administrative office technician (AOT). You can find her in the William F. Goodling faculty bay.



When asked about her favorite activities, Laurie immediately talked about spending time with her three children: Mackenzie, 11; Ethan, 9; and Thomas, 3. They love spending time outdoors and doing arts and crafts. Laurie loves volunteering at church and at her children's schools. "I am grateful for the opportunity to work at HACC with FAST and I am looking forward to meeting everyone as I continue on my journey."



Please welcome **Kathy Rothenberger** (left). Kathy is a bookstore specialist working at the York and Lancaster Campuses. She will be lending her general merchandise expertise to the bookstores and offering support to Kim Wolf as the bookstore's gift and clothing buyer for HACC.

Welcome back to Brandon Kiers! Brandon (bottom right) previously worked in facilities at the York Campus and has recently returned! Please be sure to say hello and welcome Brandon back when you see him around campus!



Charles Huth (left) joined HACC York's Tutoring and Testing team on Aug. 5, 2019. Prior to coming to HACC, he was employed as the deputy editor at *The Sun*. He still holds an editorial position at WFMZ. Charles transferred from HACC to Penn State Harrisburg where he graduated in 2012 with a bachelor's degree in communications. He works in the Test Center Monday-Thursday evenings.

Welcome to HACC York, Laurie, Kathy, Brandon and Charles! We are happy to have you!



Library News

Streaming Video at HACC Library!

<https://libguides.hacc.edu/databases/streamingvideos>

We would like to highlight some changes to HACC Library's streaming video products. You can be confident you are not violating any copyright, there are no commercial interruptions, and you have support from our librarians. You and your students can also watch from home on any device!



Kanopy:

Browse films by topics and genres. Create a free, personal account to watch. Films selected are available for 72 hours, and HACC pays a minimal fee for each film viewed.

Feature Films for Education:

This new collection adds popular film titles, such as *The Post*, *Bohemian Rhapsody* and *The Hate U Give*.

Swank:

Classic and feature films, including *BlacKkKlansman*, *Dunkirk*, *The Glass Castle*, *2001: A Space Odyssey* and more!



Know a Student who needs a Computer for School?

The **PC Loan Program** is accepting applications online from July 1- September 2

myHACC > PC Loan Application

Questions? Inquire at the library.

York Campus Librarians are looking forward to meeting and assisting our students!

Classroom instruction is available for:

- Conducting research
- Website evaluation
- Identifying and using scholarly information
- Citing sources

To request a session, go to:

<http://libanswers.hacc.edu/research/ask>

Make an appointment. We help with:

- Using library resources
- Finding credible information
- MS Office and computer skills
- Setting up papers in MLA or APA

To request an appointment, go to:

<http://libanswers.hacc.edu/services/ask>

PTK Recognition

In April 2019, HACC's Phi Theta Kappa (PTK) advisor, **Mary Richards**, was recognized as a Five Star Advisor by the Phi Theta Kappa Honor Society. According to the president and CEO of PTK, "a Phi Theta Kappa advisor serves as your chapter's caregiver, its advocate, its sustainer, its leader." Mary was recognized for her accomplishment during the annual convention, PTK Catalyst, in Orlando, Florida.

Congratulations and thank you for your service, Mary!



HACC in the Community



Over the past year, **Kathy Brickner** has served as president-elect for the Leadership York Board of Directors. As president-elect, she chaired the Strategic Planning Committee, leading both the committee and board through impactful discussions that will guide the organization through the next three years. She also provided guidance and input on fund development priorities through the Advancement Committee, served on the Executive Connections program committee helping to develop and implement the program and assisted in Leadership York's own board development through her service on the Governance Committee. On July 1, Kathy stepped into the role of president where she will lead the board in implementing strategic priorities that will grow the organization's programming and impact.

Award Winning Faculty

Diane Krasner, adjunct instructor of nursing, was recently awarded the John Boswick Memorial Award and Lectureship for outstanding lifetime achievement in wound healing. The presentation took place at the 32nd annual Symposium on Advanced Wound Care and Wound Healing Society meeting in San Antonio, Texas.

According to **Cindy Donell**, York Campus director of nursing, “Diane Krasner is a nationally renowned author and expert on wound care as well as an expert legal consultant across the country. Little do our students know that the “Seymour Butt” model that they practice wound assessment and care on was designed and invented by one of their faculty members. Diane came to our campus as a ‘secret shopper’ during one of our open house events. She was looking for a place to “reconnect” with the beginning nursing student and give back to the profession at the ground level. Diane was attracted by the energy and pride of our campus and chose HACC York as her adjunct faculty home. We are so glad that she has become a part of our HACC York family. She brings her wealth of knowledge and professionalism with her; but more than that, she gives our students her warmth and support as they begin their career. On the afternoon of that open house, we received the gift of a colleague, friend and mentor, and we are extremely proud to call her a member of our faculty.”



Educator Visit



Recently, teachers and guidance counselors from **Dallastown School District** visited the York Campus for an “Educators in the Workplace” experience. They enjoyed a tour of the campus and learned about HACC’s degree programs and the enrollment process.

Campus Happenings

Superhero Trivia



Wednesday, August 28 from 1:30-3:30 p.m.
Glatfelter Community Room (Cytec 101)

Movie Night featuring Avengers End Game



Thursday, August 29 from 7–11p.m.
in the CSS gravel lot

Courtesy of the Student Development & Multicultural Programs Department

Facilities Updates

New Tenants in the Governor George M. Leader Building

Please welcome our two new tenant/partners to the George M. Leader Building: Precision Electronics Company led by Ash Bhargave and Faithful Transportation, LLC, led by David Dietrich.

Precision Electronics Company (PEC), was previously located in the 2130 Building for the last 10 years, and is now re-located in Leader suite 159B. Two parking spots, marked *Tenant Parking Only*, are reserved in the front of Leader for Mr. Bhargave. PEC solves manufacturing problems with innovative design solutions serving as a contract manufacturer for OEM for electronic/electrical assembled products/services.



Faithful Transportation, LLC is located in Leader Suite 157A. They will also utilize the bottom part of the rear Leader parking lot (120 spaces marked in the yellow lines) for their transportation vans and driver vehicles. The company offers reliable transportation for exceptional students to get to and from school safely every day. HACC York welcomes Dave and his team as new partners with HACC.

Update on Sale of the 2130 Building

Upon approval from the HACC Board of Trustees, the College completed the final sale of the 2130 Pennsylvania Avenue Building to US Ecology, our bordering neighbor, on July 9, 2019. HACC owned the building since 2008 and has not occupied or used it for educational purposes since that time.

Bookstore – Food Offerings

At both the Gettysburg and York Campuses, the bookstore has taken over the recently vacated Subway space and will provide a variety of food and beverage options for our staff, students and community. Both locations will have Pepsi fountain drinks so stop by to see the new food and snack offerings. Renovations will be completed in early fall however there will be a “soft opening” at the York Campus on September 4, 2019.



Summer IT Project Updates

Classroom updates:

- YL112 and YL114 – rotated 180° and interactive whiteboard
- YG110 – Interactive whiteboard, collaboration room with new furniture and additional whiteboards
- YC108 – Video classroom
- All Leader classrooms now have new projectors that are laser and high lumen



Building updates:

- Added card readers to almost all doors in the Goodling Center
- Installed new and replaced security cameras throughout campus
- Replaced all the copiers on campus
- Replaced most classroom printers
- Replaced the projectors in the Arthur J. Glatfelter Community Room and upgraded the background components



Coming soon:

- PC deployments
- PC reimaging and updating



Phi Beta Lambda Business Club

The Phi Beta Lambda business club, under the direction of **Elaine Madden**, has been actively working to raise money for a trip to New York City as well as a Disney World management experience. This summer, they have hosted fundraisers at Bearcat Creamery and provided babysitting services to the York Revolution.

Stay tuned for our fall opportunities to support these endeavors.

Next-Level Trades and Technology Marketing

As outlined in the [May 2019 issue of the Ski Gram](#), the Office of College Advancement (OCA) has been working closely with the Office of Academic Affairs on strategies to successfully market HACC's most in-demand programs. Last summer, we focused efforts on promoting HACC's [automotive technology](#) and [heating, ventilation and air conditioning](#) (HVAC) programs.

In order to reach people in the community who might have an interest in pursuing either program, the campaign was built on a variety of different activities, including:

- Facebook advertising
- YouTube advertising (30-, 15- and six-second [video spots](#))
- Online advertising
- Billboards
- Posters
- Flyers
- Email blasts

Get the Real-World Auto Tech Education You Need!



The campaign ads ran in July and August 2018, in advance of fall 2018 registration. The company that executed the online display and YouTube ads for this campaign reported that the results were phenomenal. This campaign achieved an extremely high click-through rate for the online display ads, as well as a very strong completion rate for YouTube ads.

Fun fact: The national average click-through rate for display advertising in the education industry is 0.22%. Our trades and technology online display ads earned a click-through rate of 1.47%!

The campaign would not have been a success without input and participation from HACC students and faculty, especially Kelley Engle, Jeff Gieniec and Ed Burns. From allowing us to enter the classroom and conduct interviews, to taking photos and recording video footage, they were immensely generous with their time and feedback! Thank you!

HACC Women's Soccer Starts this Fall

Sparked by student interest, led by Coach Konstantinos Tsitsios, the women's soccer team is forming now with summer pick-up play taking place Thursday evenings. Preseason begins for fall sports August 12. The Hawks will play their first intercollegiate home match on Sept. 3 at 3:30 p.m. on the athletic field in front of the J. Evans Physical Education Building. If you are interested in participating, please contact Coach Dino at 717-460-6511, or Director of Athletics and Recreation, Lisa Cleveland, at laclevel@hacc.edu or 717-780-1923.



Protocol for Use of Student Photography

The use of student photography in HACC marketing, advertising and news releases enhances the College's mission of diversity and inclusion. To ensure photos of students comply with the College's mission, the Office of College Advancement (OCA) requires the use of student photography meets the following standards:

- Photos of our students must be authentic, fit the message and have students' express permission to use those photos.
- HACC colleagues are not permitted to use a photograph of a student in a project that presents a false perception of that student.
- For example, if a project involves communicating to people with disabilities, it must include a person with a disability. People relate to people. It is false advertising to use photos of individuals who are not receiving student access services for the project in this example.
- A false portrayal of a student could cause mental, emotional and economic harm if the student is stigmatized by the representation. Also, false portrayal of a student is unethical and opens up the College to legal ramifications.

For a successful project, please:

- Recruit students who use your services and ask them to agree to be photographed for that purpose
- Require each student in the photos to fill out the Permission for Photography, Quotes and Videography [form](#)
- Ensure the form is legible
- Require each student to add this statement in the "Event Description of Project" section: "I agree that my photograph can be used for the _____ campaign."
- Require each student to add this statement: "I use the services of the _____."
- Provide the original copy of the signed form(s) to OCA

Note that no materials will be produced without the required signed photo release form(s) provided to OCA in advance.

For additional information, please see HACC's [visual identity standards](#) on myHACC under "Publication Tools" in the Office of College Advancement channel.

This [document](#) can be found on myHACC under "Photography and Videography" in the Office of College Advancement channel. If you have questions, please email imcprojects@hacc.edu.

A Win for Student Success

Recent developmental math-related enhancements had a notable impact on HACC's student success rates during the spring 2019 term.

Specifically:

- The SAT score was lowered from 590 to 550 to allow students into algebra and other math courses.
- A new class was established in developmental math (Math 090) geared to accelerating students' progress.
- Exit exams in developmental math were replaced with a more typical final exam.

After implementing these changes, we saw a 46% drop in the percentage of new students placing into our developmental math class:

- In fall 2018, 85% of students placed into developmental math.
- In spring 2019, with the new Accuplacer test and reduced SAT scores, only 58% of students placed into developmental math.

Additionally, we are seeing very promising results from our Math 090 class. In this class, students are assessed on the areas in which they need developmental math coursework and only take those modules via computer-guided instruction with an instructor available if needed.

As a result, rather than having to take up to five developmental math classes in sequence, costing a year of classwork and more than \$2,000 in tuition and fees, students can take Math 090 in one term.

Of the 275 students who successfully completed Math 090 in fall 2018:

- 78% were able to skip at least one developmental math class
- 21% were able to skip all other developmental math classes

In spring 2019, of the 292 new students who registered for Math 090, 18% were able to skip all other developmental math classes.

Kudos to our math faculty for implementing these changes and keeping student success at the forefront of their decision making!

New on Campus



Be sure to check out the new Pepsi vending machines around campus. Pepsi products, including Gatorade and Starbucks, are now available in Leader, Goodling and Cytec. Also, check out the new Avenue C (left) located in the William F. Goodling Center!



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.

#	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
Profile	<ul style="list-style-type: none"> • 35-49 years old • Female • Mom 	<ul style="list-style-type: none"> • 25-34 years old • Male 	<ul style="list-style-type: none"> • 17 years old • Male • High school student
Who am I?	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"> • I want to go to college, and my friends liked HACC. • I think college is a good idea, but I don't know what I want to do.

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. Please read future issues to learn who the Mary, Jeremy and Jayden will be for HACC!



**Be #HACCFamous –
Sign Up for Our Casting Call!**

\$1,000 for tuition could be YOURS.

Visit hacc.edu/Famous for details.



Brewing Science in York

On August 27, 2019, eleven students will begin the **Brewing Science Certificate Program** at the York Campus. This is the first time that the program will be held in York. Workforce Development will partner with Collusion Tapworks, Something Wicked and Aldus Brewing, with more breweries to come. Students will get a behind-the-scenes tour and class at Flying Dog Brewing Company in Frederick, MD.

Students will learn Safety and Sanitation, Culinary Math for Brewing, Brewing Engineering, Current Trends in the Brewing Industry, Foundations of Beer Making, Business of Beer, and will create and produce their very own #HACCbrew.