

Subject: Update on HACC's Pandemic Planning – July 14, 2020
Date: Tuesday, July 14, 2020 6:44:16 PM

Good evening, colleagues!

Do you know a frontline worker or someone who is unemployed because of the pandemic? They may be eligible to receive **one of five full-ride scholarships** made possible through the HACC Foundation. Please visit hacc.edu/FullRideScholarship for complete details. Applications for this special opportunity must be submitted by Aug. 2, 2020.

As you have come to expect, following are the commonly asked questions and our responses to them. Please note that some of these responses are tentative and subject to change.

If you have additional questions, and you do not see the answers on the website, please submit the online form located on the website. Please see the webpage section called "[Information for Employees](#)." If you would like to see the information being communicated to students, please see the webpage called "[Information for Students](#)."

We will continue to update you regularly via email, the aforementioned website and Zoom sessions.

Thank you!

John J. "Ski" Sygielski, MBA, Ed.D.
Pronouns: He, Him, His
President & CEO
HACC, Central Pennsylvania's Community College

With the economy surging, how will we convince students to come to HACC instead and to pay full tuition for remote classes? Why wouldn't they try their hand at getting a job instead, especially since many employers are paying bonuses?

In our marketing, we are using messages and imagery that:

- Reinforce that HACC is providing the same level of quality instruction and resources remotely as we have on campus
- Illustrate that HACC offers a number of options for individuals who wish to train for a job quickly or earn college credit that will transfer to a four-year school

We are also offering 40 \$2,000 tuition giveaways to incentivize current and future students to choose HACC.

Students remain connected and interested in academic programs and professional fields offered at HACC. Employers will continue to reward students with completed degrees and credentials.

While students may get entry-level jobs without additional credentials, a credential from HACC may provide more employment options or possibilities for higher level positions.

Some programs also incorporate industry certifications, like EPA or OSHA certifications. Others, like our health career programs, prepare students to sit for licensing exams.

QUOTE: *Leave the door open for the unknown, the door into the dark. That is where the most important things come from, where you yourself came from and where you will go.*
~Rebecca Solnit, The Field Guide to Getting Lost