

PRESIDENT'S *UPDATE*

November 2019



Dear Harper College Community,

Our fall has quickly become winter as we experienced our first snow of the season on Halloween. This month, I had the opportunity to thank our facilities employees for all of their hard work to keep our campus well-maintained throughout the year, including getting up very early to remove snow and salt our sidewalks and parking lots. College leadership hosted an appreciation breakfast and pizza party for these dedicated employees. We're truly grateful to them for their efforts!

Our strategic planning continues with tremendous effort on the part of our Strategic Planning and Accountability team, faculty and staff. We have completed our Dialogue Sessions and Data Summits and now are onto the work of reviewing, synthesizing and theming the data from those meetings. We will also engage student input through focus groups and the Board of Trustees will review and provide feedback at its December workshop. We will continue this work throughout the spring semester and your voice will help us define our potential for our 2020-2024 Strategic Plan.



I attended the ACCT Leadership Congress in San Francisco with our Board of Trustees. We presented on our Online Educational Resources (OER) work and attended sessions on the future of higher education, strategic planning, and student success strategies. I am grateful for the dedication of our trustees to our students and our mission.

Our searches for the Provost and Executive Vice President of Administrative and Finance Services are under way. Our consultant, RH Perry and Associates, was on site earlier this month to host pre-search study meetings for employees to provide feedback as we develop the search profiles for each position. We will begin advertising the positions this month and our hope is to present finalists to the Board of Trustees for approval at the April 2020 board meeting.

This month I also launched a Culture and Climate Team as well as a Transportation Task Force. The Culture and Climate Team includes employees from all classifications and locations at the college with the goal of providing me feedback and recommendations on strengthening and supporting the culture at Harper College. The Transportation Task Force is comprised of employees and community members in hopes of identifying solutions and new opportunities to improve transportation in the college's region for our students, employees and community members. As you will see from my report, our students, staff and faculty continue to make us proud with their work in and out of the classroom. They are truly living our core values and mission each and every day.

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Student Success

- Harper hosted the annual fall conference for the Illinois Council for the Social Studies (ICSS) on November 8. It was a great success with over 180 in attendance. The keynote speaker was Pastor Wheeler Parker Jr., the cousin of Emmett Till, who was with Emmett the night he was murdered. The ICSS Board of Directors is planning to hold its 2020 fall conference at Harper.
- The Women's Program hosted an event highlighting their 50th Anniversary by addressing The Dynamics of Domestic Violence, Healthy Relationships, Warning Signs, How to Help and Resources for Support. This event was well attended by approximately 45 students, faculty and community members.
- In October, Admissions Outreach held an open house and welcomed over 1,000 students and family members from high schools in our district and neighboring areas. We had 39 academic programs represented with faculty, 17 campus tours, eight breakout sessions, 14 student services areas, and many of our student organizations. This night allowed prospective students to experience our campus, meet with faculty, learn about opportunities and support on our campus, and connect with current students.
- In October, campus partners from Proyecto de Apoyo Superando Obstaculos (PASO) hosted a financial aid workshop in Spanish and English on campus. This event reached more than 200 students and their parents and assisted more than 70 individual students with completing their FAFSA.
- Nearly 100 Latino male students from our district schools participated in Latino Male Empowerment Day. The day was coordinated with leadership from Adam Lopez from the history department, collaboration with 16 Latino male mentors, and support from Admissions Outreach. Students had breakout sessions on identity and culturally relevant topics, team-building activities.
- For their college project, Phi Theta Kappa students are teaming with Honors to host an Area of Interest Awareness Week for students.
 - Panel Presentation: What Are Areas of Interest and Why Should I Care? Tuesday 11/19, 2 pm in Z 102
 - Area of Interest Club and Organization Expo: Wednesday, 11/20, 11 am - 1pm near Starbucks
 - Panel Presentation: Finding Your Fit: Figuring out What Aol is Right for You. Thursday, 11/21, 3:30 pm in Z 102.

Finance and Administrative Services

Finance

- The State of Illinois Grant Accountability and Transparency Act requires units of government to submit their audited financial statements in a uniform template referred to as a Consolidated Year-End Financial Report (CYEFR). The CYEFR provides a single report for grantees to quantify expenditures for each individual award received from a State of Illinois grant-making agency. State grant-making agencies are utilizing the CYEFR to reconcile grant expenditures to state agency accounting records to ensure all grant expenditures are properly accounted for and included in the Financial Statement and Single Audit of the grantee. Effective for grantees with a fiscal year-end of December 31, 2018, or later, an "In Relation to" opinion to the audited financial statements is required to be provided with the audited financial statements. Crowe

LLP has reviewed Harper's CYEFR for Fiscal Year 2019, and in their opinion the information is fairly stated in all material respects in relation to the basic financial statements as a whole.

Facilities Management

- The scope of work for the Health Careers Division Office Remodeling Project includes minor remodeling of X-250 to accommodate the space needs for the Health Careers Division. Construction is underway and scheduled to be completed by December 2, 2019.
- The scope of work for the Palatine Roselle/Euclid Road Multi-Use Path Project includes the construction of an asphalt path along the east side of Roselle Road between Algonquin Road and Euclid Avenue and the south side of Euclid Road between Roselle Road and Shire Circle. This path will connect two existing paths improving pedestrian and bicycle use in the area. Construction is underway and scheduled to be completed by December 1, 2019.
- The scope of work for the Building A Waterproofing Project includes repairs to the existing storm and sanitary sewers, and installation of a new waterproofing membrane along the west basement wall. Construction is substantially complete.
- The scope of work for the Building B Boiler Room Project includes the replacement of two boiler burners, chemical treatment piping, water softener, deaerator and accompanying piping. Boiler burners, water softener and the deaerator are substantially complete. The remaining control work is scheduled to be completed December 15, 2019.
- The scope of work for the repairs to the Building Automation System (BAS) at Building A includes installation and integration of new software. Construction is scheduled to be completed by February 14, 2020.

Advancement, Marketing and Communications

Advancement

- In November, the Harper College Educational Foundation welcomed more than 230 donors to campus for its annual Donor Appreciation Reception. Donors contributing \$100+ during the last year were invited to a private reception before opening night of the Harper Ensemble Theatre's production of Green Day's *American Idiot*. The event featured remarks by Dr. Proctor, Foundation Board President Bill Kesler, faculty member Laura Pulio Colbert, and scholarship recipient Emma Ferguson. The reception was sponsored by Wintrust Community Banks, The Beaubien Family, Martha Bell, Dale and Greg Ford, Linda J. Lang, Carol and Paul Pankros, Mary Jo Willis and an anonymous donor.
- In November, the Harper Alumni program hosted Alumni/Student Speed Mentoring. This first-time event invited students to connect with alumni from a variety of industries in a "speed" format (five-10 minute meetings over the course of an hour) and gave them the opportunity to ask questions, learn about careers and seek advice from alumni professionals. Nearly 30 alumni and students attended the event.
- Harper College honored five exceptional alumni at the 2019 Distinguished Alumni event in October. Approximately 120 people, including alumni, friends, community members and college leadership, came together to celebrate the occasion. The Distinguished Alumni honorees included Greg Cadichon, Brenda Knox, Velinda Llorens, and Michael Turgeon. The inaugural Outstanding Recent Alumni award was presented to Max Donahue Krueger. A total of 68 alumni have been honored through the Distinguished

Alumni program since its inception in 2008. To read more about this year's class of honorees visit harpercollege.edu/alumni and view event photos.

- The Harper College Alumni Program hosted the Third Annual Alumni and Friends Virtual 5K event. The month-long event runs during October and invites alumni and friends of Harper College to run, walk or bike a 5k on their own time and at their own pace. Participants are invited to share photos on social media of their customized “race” with the hashtag #harperalumni. Twenty-seven people participated in the 5K.
- Harper College partnered with Northrop Grumman to host a Stand Up and Be Counted alumni event at Northrop Grumman’s Rolling Meadows facility in November. The Stand Up and Be Counted program celebrates area businesses who have hired Harper College alumni and also recognizes alumni for their contributions in the workforce. Nearly 50 people attended the event including alumni, Harper interns working at Northrop Grumman, Harper leadership and senior management from Northrop Grumman.

Grants Office

- In October, the college was awarded a \$20,000 grant from ICCB to review, assess, and improve Integrated Career and Academic Preparation System (ICAPS) programming. The ICAPS programs are designed to co-enroll students in adult education support classes and career and technical program classes. The focus of this grant is to specifically enhance the Supply Chain Management/Logistics program to include a forklift certification.
- The Educational Foundation was awarded a \$2,500 grant from Northwest Community Healthcare to support the ongoing operations of the Hawks Care program.

Marketing Services

- Digital Campaign Results

Campaigns	Impressions (ads shown)	Clicks to Harper Site/Landing Page
Fall Open House Digital	565,238	4,911
Adult Marketing Digital	1,080,926	3,665
General Fall Enrollment	2,460,538	19,526
Business Outreach	4,876	101
October Monthly Total	4.1M	28,203

- Spring 2020 Enrollment Campaign (Mid-November-mid-January)
To engage interested prospects, we will promote all information sessions including adult, fast track, apprenticeship and health careers. We will also promote fully online degree and certificates in addition to general transfer and career priority programs.
 - Direct Mail: All-district residents will receive an oversized postcard highlight
 - Radio: Total # of commercials: 1, 349. We will reach 85% of our target audience 9.2x, exceeding industry standards but remaining within the recommended efficiency. Stations: WDRV, WSHE, WTMX, WBBM, WKSC, WKQX.
 - Digital Advertising: Includes emails, geotargeting, Google search/display, Facebook/Instagram and Spotify.



- University Center Partner Promotion – Mid-October, we launched an ongoing digital campaign on Facebook and Instagram that will promote the university partners and programs at the University Center. This campaign targets users in-district with some college experience who are searching for similar programs. This campaign utilizes new dynamic media/cinemographs, featuring a Harper student with university partner branded apparel/products on Harper’s campus. Results will be reported at the end of the campaign.
- Social Media – October was a big month on social media. We promoted the GIS priority program all month, published in-the-moment coverage of Harper Experience Day, promoted the Virtual 5K, joined Student Involvement in celebrating Halloween via their Stranger Things pop-up lounge, shared student and faculty stories as well as user-generated content discovered on Instagram and much more. Here are the top-level analytics across channels:

Impressions	Engagements	Link Clicks	New Followers
798.2k	15.6k	2,768	391

- **Social Media Highlights:**

Trivia – As a fun and engaging way of communicating surprising or valuable information about Harper College, we’ve started doing monthly trivia questions on Facebook, Twitter and Instagram. In October, we posted the question: “How much does Harper award in scholarships, grants and tuition waivers each year” with two GIFs for each option. The question received 105 votes and we responded a week later answering with a link to the Financial Aid and Scholarships landing page to learn more.

GIS – Throughout the month of October we promoted the GIS program on social media. One of the pieces of content was an interview we conducted with the program director and Geography instructor, Mukila Maitha. This interview received great engagement on all social media channels but what was even better was the comments students left for Mukila. One of them read, “Mr. Maitha is an excellent instructor. I’ve had the opportunity of being in several of his classes. Very kind and intelligent man.”

TEDx –Documented the TEDxHarperCollege event on social media and the speakers paired with the amazing stage design lent to some great content for social media. This was the best performing post on LinkedIn in October.

- **Marketing Campaign Results**

Fall Enrollment Digital Campaign Results – This campaign ran mid-July to the beginning of September and targeted users within district who were interested in higher education. Through a mix of Google Search/Display, Facebook and Spotify, we delivered an evergreen message and promoted registration for fall semester. New to our digital efforts was our presence on Spotify ([listen here](#)). Users generated by the Spotify campaign were almost exclusively new users. Overall campaign results noted above but it’s also important to note that this campaign drove a high percentage of *new* users to the Harper College website (9,344 new users and 82% of all traffic).

- University Center Information Session Digital Promotion Results – In order to drive awareness for the September 23 University Center information session, we ran a Facebook and Instagram video ad targeting users within district with some college experience who were interested in higher education. The video ad ran for two weeks leading up to the event. The video was highly engaging with a high number of video watches. This ad generated 85,553 impressions, 26,488 reach, 336 landing page views. Overall, the campaign drove qualified traffic to the University Center Info Session page at a good average cost-per-click. New traffic made up 82% of paid sessions.



- Fall Engineering Facebook Campaign Results and Ongoing: To promote upcoming Engineering high school information sessions, we launched ongoing video ads on Facebook that will run two weeks leading up to the event, targeting parents and high school students within district. These video ads are short testimonials of Harper Engineering students speaking to their positive experiences as part of the Harper Engineering program. Details of the upcoming information session are directly below the video ad with a convenient RSVP NOW button that allows users to RSVP natively from their Facebook app. For the October information session, this campaign had 95,413 impressions, 492 clicks and 11 Facebook RSVPs.
- Harper Connect was launched in October. This online alumni platform allows Harper College alumni to connect and network with fellow alumni regardless of location. A soft launch email was distributed on October 14 to 893 alumni who engage with the college with an open rate of 698 emails and a unique open rate of 355 emails equating to a 40% unique open rate. A postcard promoting Harper Connect was sent on October 16 to 4,200 alumni and the official launch email was sent to 33,400 with an open rate of 5,051 emails and a unique open rate of 3,514 emails equating to a 11% unique open rate. In just one month, 113 Harper Alumni have self-selected to join Harper Connect and engage within this new resource.

Community Relations

- In October, Community Relations launched a new enrichment program with Partners for Our Communities' Community School. The community school brings together residents and organizations in Palatine to respond to families' needs that a school day alone cannot cover. More than 40 students from Jane Addams Elementary and Winston Campus Junior High visit Harper one evening every month. Students learn about different careers, talk with current Harper students and learn what it's like to be in college.
- Harper's chemistry club recently participated in Lincoln Elementary's STEAM Night. Club members taught students how to work with Biaxially Stretched Polystyrene (Shrinky Dinks!) and Goldenrod Paper (acid-base indicators with electrochemistry). This is the third year that the chemistry club has participated in the event. Lincoln's families always have an amazing experience.
- In October, Community Relations and the Roteract Club participated in Palatine Park District's Trunk and Treat. More than 900 people attended the event. Palatine families were able to view Harper's mobile unit and trick or treat for goodies. Multiple community partners such as Partners for Our Communities, Community Consolidated School District 15, Palatine Library, Palatine Police Department and Big Brothers Big Sisters participated in the event.
- In October, Cook County Commissioner Kevin B. Morrison hosted a panel discussion focused on sexual assault on college campuses. Panel members included Cook County State's Attorney Kim Foxx, WINGS CEO Rebecca Darr, Annika Synnestvedt from Northwest Center Against Sexual Assault, Dean of Students Mary Kay Harton and Harper student Mariah Mendez.

Legislative Affairs

- State Senator Cristina Castro, Hanover Park Mayor Rodney Craig and State Representative Fred Crespo's district director joined Harper representatives for a tour of Partners for Our Communities to learn more about the northeast Palatine center's model.
- The Illinois General Assembly adjourned Veto Session without moving forward any significant higher education legislation. Overall, the most noteworthy bills to pass included a plan to consolidate nearly 650



suburban and downstate fire and police pension plans, which has been touted by supporters as a way to alleviate local property taxes; a measure to cap out-of-pocket insulin costs at \$100 for a 30-day supply in the state; and legislation clarifying that on-site consumption of cannabis will be allowed only at dispensaries where marijuana is sold and at licensed smoke shops.

- Illinois Senate President John Cullerton also announced he will retire in January. Democratic Party leaders will select his successor.
- Sessions for both the Illinois House and Illinois Senate will reconvene on January 28, 2020.

Media Relations

- The *Daily Herald* ran an article promoting “Tres Fridas,” an exhibit that recreates iconic images of art substituting the subjects with people with disabilities. The exhibit is the work of three women including Distinguished Alumna Reveca Torres.
- The *Daily Herald* ran an article promoting the Harper Ensemble Theatre Company’s upcoming performance of “American Idiot.”
- The *Daily Herald* ran a digest about the strategic planning dialogue sessions Harper was hosting on the changing landscape of work and how the college can respond to the changing community.
- *Crain's Chicago Business* ran an article about the hindrance that developmental courses may pose to prospective college students. The college’s co-requisite developmental education program was cited as an example of successful implementation and use of remediation.
- *ACE Magazine*, Australian Centre for Education, published an article written by Veasna Huy, an international Harper student majoring in computer science. Huy spoke highly of his time at Harper College and recommended the U.S. as a study abroad destination.
- The *Daily Herald* and *Patch* ran an article about the disability history display curated by Access and Disability Services. The article detailed the history of the display and included interviews with ADS employees.
- The *Daily Herald* ran an article detailing the 50th anniversary of the Rotary Club of Schaumburg-Hoffman Estates. The article briefly mentioned the club’s contributions to Harper scholarships for underemployed and unemployed adults hoping to further their education.
- The *Daily Herald* ran an article about the dedication of the bike path bridge at Roselle and Central roads. Mikie Swier, a Harper network specialist and an avid cyclist who often bikes to campus, was quoted about his commute.
- *Consulting-Specifying Engineer* published an article about innovative architectural choices made in colleges and universities to improve students’ safety when it comes to fire-related emergencies. Harper’s library and its spacious three-story atrium design was briefly cited as an example of a functional system.
- The *Daily Herald* and *Patch* ran an article promoting Special Agent Kenneth “K.C.” Bixby’s visit to present on cybersecurity and cyberattack prevention.

- *Economy Watch*, an offshoot of *Business Insider*, ran an article about the winners of the #StudentVoices Video Competition. David Santafe-Zambrano, a Harper student and winner of the competition, was quoted in the article.
- The *Daily Herald* ran an article about the upcoming Christmas concert featuring Harper's festival chorus.

Internal Communications

- Supporting priority programs/college initiatives: Personal Training and Harper Wellness

The article about the [Personal Training practicum and interview with Sarah DeMay](#), a staff member who served as a client for the practicum, was the most read InsideHarper article for the month of October, exceeding goal by more than three-fold. Personal Training, which has been identified as a priority program, currently, has 30 students enrolled – students who will need faculty/staff clients for their practicum in the spring. This article was carefully timed to build awareness of the program in anticipation of the upcoming November call for participants. It also served to build awareness and participation in the successful [November 7 Free Fitness Assessment](#) offered collaboratively by Harper Wellness (Beth Ripperger) and the Personal Training program (Jonathan Loos).

- Supporting Diversity and Inclusion

In preparation for the upcoming November call for diverse faculty fellows, we produced and shared two articles in InsideHarper which highlighted the newest diverse faculty fellows, [Bethanie-Michelle Statler](#) (October 10) and [Ranjani Murali](#) (October 24). Both articles exceeded click through goals and were the top articles read in their respective issues of InsideHarper.

Student Communications

- TEDxHarperCollege

The college hosted its second successful TED event, TEDxHarperCollege. This year's theme was *Becoming Extraordinary* and featured speakers on a range of topics. Speakers included one student, one community member and three faculty/staff. TED regulations limit these college events to 100 attendees, and we more than sold out! Students from the Mass Communication program served as videographers, and we anticipate the recorded TEDx talks will be available in the TEDx Library and on Harper's YouTube channel in the coming months.

Institutional Planning and Strategic Alliances

- David Earl, Joseph Maxon, and Ron Serio, analysts from the Office of Institutional Research, presented their work with Power BI at the 49th Annual Illinois Association for Institutional Research Forum. The presentation, *Expanding the Accessibility and Interactivity of IR Data Using Power BI*, illustrated the ways to make information more accessible to administration, staff, and faculty through the interactive functionality of Power BI. Harper College's Institutional Effectiveness Measures dashboard was used to highlight these features.
- In preparation for development of the 2020-2024 Strategic Plan, the college hosted four dialogue sessions and four data summits. Both the dialogue sessions and the data reviewed during the summits focused on four groups: students, employees, the community and employers. More than 360 individuals participated in these strategic planning sessions with 220 individuals attending two or more events. The dialogues and



summits provided stakeholders with the opportunity to respond to and engage in thoughtful conversation around issues impacting the future of Harper College. Feedback and input gathered during the sessions and through post-session feedback forms are under review by the Strategic Planning and Accountability Committee.

Workforce Solutions

- Kathleen Canfield, director of the Job Placement Resources Center (JPRC), presented at the National Student Employment Association Conference, entitled SEED, Growing a Professional Development Program for Student Aides. Kathleen is also the chair for the scholarship committee for the association and awarded ten grants for members to attend the conference.
- The JPRC workforce coordinators provided 43 classroom presentations in October, (a 19% increase over October 2018) reaching 794 students. The presentations prepared students to enter the job market by presenting the services of the JPRC, job search skills, and resume and interviewing skills.
- Mark Mrozinski, assistant vice president of workforce development, co-presented at the prestigious College Board Forum in Washington, DC, in November. The joint presentation with the Education Design Lab highlighted Harper's Degree in Three collaboration with Township High School District 211 and Northern Illinois University. Degree in Three is an accelerated degree program that allows students to earn a business degree in one of eight different concentrations. Students graduate in three years and reduce their costs by as much as \$20,000.

Diversity and Inclusion

- Diverse Faculty Fellow Ranjani Murali read from her poetry and conducted a workshop at Indian Trails Public Library in November. Murali has an MFA in Poetry from George Mason University, Virginia. She is the recipient of the Kay Evans Poetry Fellowship from the Vermont Studio Center and the Fine Arts Work Center's Archie D. and Bertha H. Walker Foundation Scholarship in Nonfiction. She won the Srinivas Rayaprol poetry prize in 2014. Her first book, *Blind Screens*, (Almost Island, 2017) won the Prabha Khaitan Women's Award (a national prize open to female-identified writers from India). Her second manuscript won The (Great) Indian Poetry Collective's Editor's Choice award and will be out in 2019-20.
- SAFE @ Harper (Staff, Administrators, and Faculty for Equality) attended the PRIDE event Hawks Aligned for Love and Openness, which was sponsored by Student Involvement. SAFE provided information about the employee resource group and provided some assistance with event planning. SAFE @ Harper works to provide leadership on aspects of college life from an LGBTQIA+ employee perspective in order to create a more welcoming and inclusive environment for full participation in teaching and service by all employees, regardless of employee group, sexual orientation, or gender identity.

