

President's Report

May 2019

We are only a week away from the 2019 graduation ceremony. Where did this year go? Over the course of the year, more than 3,000 Harper students earned certificates and degrees. More students than ever will be participating in graduation this year and we are excited!

At the Board meeting this week, we will celebrate and acknowledge our national championship water polo team! At the club level, the Harper squad defeated many university teams to earn this honor. We salute them and their coach, our own Patrick Bauer. Well done!

We have been busy over the last month celebrating the accomplishments and involvement of our students. The academic convocation followed the student leadership awards ceremony. Literally hundreds of students were active this last year across the spectrum of student engagement, scholarship, service, leadership, and fellowship. These students have experienced the best of Harper—we are so proud and happy for them. We will end the honorific events in June with the High School Equivalency graduation celebration.

This last month has been a busy and hectic one for students, faculty and staff—see the highlights below:

Student Success

- Harper student Maria Vital won a yearlong, fully paid fellowship for young Americans and Germans funded by the German Bundestag and the U.S. Congress through the U.S. Department of State. Only 75 students from both countries are chosen each year. Very few of those are community college students, which is really a testament to Maria's outstanding qualities. Maria will spend the summer doing two months of intensive language training in Germany, one semester studying at a German university in her field (business and German), and then will complete a semester-long internship at a German company.
- Harper student Brittni Hill won the annual Cupcake Competition held in Hoffman Estates. The event requires that cupcakes be original recipes where half of the sugar is substituted with Splenda. The theme of the cupcake decoration was "spring." Brittni received a check for \$1,000 to be used for her education.
- The Graphic Arts Program hosted 'Boost,' a high school event for both in- and out-of-district schools. More than 130 juniors and seniors attended. There were eight half-hour classroom sessions of GRA instruction to show students what Harper's graphic arts classes are like.

- Access and Disability Services had its annual open house with 70 parents and students from 12 high schools in attendance. Spanish captioning was available during the presentation for the Spanish-speaking families and positive feedback was received from the families for the accessibility.
- In celebration of Autism Awareness Month, Access and Disability Services hosted an awareness event where more than 100 students and faculty members learned about neurodiversity and autism awareness. In addition, Northwest Community Healthcare's Animal Assisted Therapy team attended, sharing how many individuals with disabilities benefit from therapy dogs.
- The Transition Autism Program (TAP) is preparing for its 2019/2020 cohort, which will start initially with a transition workshop and family kickoff event in August. Currently, there are 46 students in the program.

Finance and Administrative Services

- As part of a strategy to reduce the cost of course materials for students, the Follett-operated HarperStore collaborated with the Health Careers Division to pilot an Inclusive Access program called IncludED for three Health Science Core courses during the fall 2018 and spring 2019 semesters. Students benefited from the program by having day one access and reduced costs for the course materials. These courses included 731 students who received estimated savings of \$30,500 on their course materials because of participating in the IncludED program. After a successful trial, the program will be expanded to 13 courses for the summer 2019, fall 2019, and spring 2020 semesters that will also include other academic divisions. It is estimated that 2,550 students will benefit from course material savings of \$82,500 to \$135,000 during these semesters. Inclusive Access programs charge students a course materials fee when they register for the course. Every student has the ability to "opt-out" of the program if they wish. Savings are generated by working with the publishers to reduce costs if their materials are included in the program.

Facilities Management

- 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 and the deaerator are substantially complete. The remaining work is scheduled to be completed by June 30, 2019.
- The scope of work for the 2018 Winter Projects includes Building H project room and Entrepreneurship Center remodeling, Building L artwork display lighting, Building Y Data Center temporary air conditioning power tie-in to fire suppression system, Room X264 lighting modifications and Building Y online testing lab remodeling and electrical lab improvements. Construction is substantially complete.
- The scope of work for the Building R Fly Tower Roofing project includes the replacement of the roofing system and the installation rigging for window washing equipment. Construction is underway and scheduled to be completed by June 30, 2019.
- The scope of work for the Occupational Safety and Health Administration (OSHA) Roof Safety Project Phase I includes the installation of roof access safety devices and systems to address updated OSHA fall protection requirements for persons performing service and maintenance

work on roofs. Phase I is limited to Buildings B, C, D, R, and the Foglia Foundation Health and Recreation Center. Construction is scheduled to be completed by August 31, 2019.

Information Technology

- The Harper College online student application form was updated in order to incorporate Areas of Interest in the application form. As part of this effort, the appointment-scheduling tool (SARS), early alert tool (Starfish), and degree-planning tool (Degree Works) were modified to display the student's chosen Area of Interest.
- In support of the Student Government elections for Student Trustee and Student President positions, a student election survey was created and configured in Banner for students to cast votes for the candidates.
- "Theming" was enabled in the Banner Student Information System (SIS). This will allow for integration of the Harper College logo and colors across all SIS applications, providing Harper students with a consistent look and feel.

Advancement

- On April 17, Harper College Board of Trustees and the Educational Foundation Board of Directors dedicated the Drs. Kenneth and Catherine Ender Pavilion. The naming honors the Enders' service and philanthropy to Harper College. Approximately 1,300 Harper College students and employees attended the dedication and subsequent legacy celebration.
- More than 350 people, including 40 alumni, attended the ninth Annual Nursing Alumni Symposium on April 24 at the Wojcik Conference Center. The symposium brings together alumni of Harper's nursing program, current nursing students and faculty, and other nursing professionals from hospitals throughout the region for a full day of learning, nationally recognized speakers, and continuing education to advance excellence and leadership in the field of nursing. This annual event is unique in that there is not a similar program that provides opportunities for Harper nursing alumni to engage with the program and with current students after graduation. The theme for this year's event was Leading the Future of Nursing: Mental Health and Mindfulness.
- The Ricardo M. Basch Memorial Classroom was formally dedicated on April 27. More than 55 of Ricardo's friends and family (many of whom are Harper alumni) attended the dedication of L200 in memory of this Harper alumnus who passed away in 2016 and left a generous gift for Harper College in his estate plan.
- Tracie Francis, a Harper College Educational Foundation Scholarship Recipient, was a speaker at the Rotary District 6440 Conference held on May 3 and 4. Tracie, a recipient of the Rotary Club of Schaumburg/Hoffman Estates Fishing Well Scholarship, spoke about how the scholarship and support of Rotarians have helped her achieve her goals and change her life.

Marketing Services

- Digital Ad Campaign Updates: Career Program Digital Search Ad Campaign *First Quarter 2019 Results (Google/Bing)*

- Individual career program ads were displayed (impressions) 49,616 times.
 - 2,873 people clicked through to specific Harper career program landing pages.
 - Harper ads continually place either #1 or #2 position in search.
- Adult Market Digital Ad Search/Display Campaign *First Quarter 2019 Results (Google/Bing)*
 - Individual adult audience ads were displayed (impressions) 2 million times.
 - 11,956 people clicked through to the Harper adult market landing page.
 - Harper ads continually place either #1, #2 or #3 position.
 - Business Outreach Marketing

This spring, Marketing Services and Workforce and Economic Development staff collaborated to develop an awareness campaign focusing on Harper's offerings/services for the business community. Together they:

- Redesigned and relaunched the harpercollege.biz landing web page.
 - Launched a Google search ad campaign driving prospects to the newly designed .biz landing page.
 - Developed a B2B *Crain's Chicago Business* print ad (Running May 6, total circulation: 53,000).
 - Developed online B2B digital ads for *Crain's* chicagobusiness.com (Two weeks beginning May 6, total impressions: 142,000).
 - Will be sponsoring a *Business Ledger* event and running print ad and advertorial article (Running May 20, total circulation: 12,800).
- Spring 2019 Open House Marketing Campaign featured a strong mix of media including:
 - Two direct mailings to high school students, including a bilingual Spanish/English version to a targeted group of 1,200 Latinx high school Harper applicants
 - Full-page bilingual English/Spanish ad in *Reflejos*
 - English/Spanish flyer distribution
 - Geo-target digital ads
 - Social and digital ad campaigns

Also launched a Facebook RSVP campaign allowing users to RSVP directly through Facebook. We drove extremely relevant traffic to the landing page that let users explore the website and RSVP.

- Google ads: 352,667 impressions, 10 RSVPs
 - Facebook ads: 305,220 impressions, 52 RSVPs
 - Average landing page session duration: 1:48 minutes
- Social Media April Highlights - All-channel Totals
 - Total impressions: 1.1million
 - Total engagements: 5,671
 - Link clicks: 3,155
 - Total followers gained: 415
 - Total posts made: 98



- Top Posts Based on Engagement

Facebook: *Daily Herald* article, “Harper naming campus prairie in honor of professor who drowned in Costa Rica.” 876 reactions, 40 comments, 14,670 reach.

- Instagram: Food truck slideshow. 233 engagements, 1,341 reach, 2,918 impressions.
- LinkedIn: Ender Pavilion Dedication story. 120 engagements, 5,702 impressions, 139 link clicks.
- Twitter: Congratulations Speech and Debate Team post. 25 engagements, 9,894 reach.



- Website Redesign

The Web team is in the process of converting pages on harpercollege.edu to a new template that makes the content respond better on mobile devices. The new format also presents various content, such as photos and videos, in a more engaging way. Approximately 60% of the traffic to the website comes from mobile devices. Recent updated pages include:

- .BIZ landing page <https://www.harpercollege.edu/business/index.php>
- Apprenticeship <https://www.harpercollege.edu/apprenticeship/index.php>
- MakerSpace <https://www.harpercollege.edu/maker/index.php>
- StudioV <https://www.harpercollege.edu/studiov/index.php>

This week, the Web team also launched the fall 2020 online College Catalog. The catalog is updated online twice each year.

Planning and Institutional Effectiveness

- The CLARUS Corporation has provided the 2019 Community Scan. The scan has been completed every three years since 2004 and solicits information from a representative sample of the residents in the district. In 2013, the College began collecting information from employers in the district. The Community Scan is used to determine the extent to which the College is

achieving its mission and meeting the needs of the community. Additionally, the College utilizes the information to measure the community's awareness of Harper's initiatives, to determine the expectations regarding its relationships with local employers, and to provide services for students related to career development and job placement.

- The Outcomes Assessment Office published the annual Outcomes Assessment Report. This report summarizes the assessment work of faculty and staff, highlighting the use of assessment results to improve student learning and department effectiveness. General education assessment information is also included in the report.
- Five Harper faculty members completed the Graduate Equivalency Course (GEC), "Engaging Students in Diverse Perspectives." Stephanie Adair, Malathy Chandrasekar, Magdalen McKinley, Karen Patterson, and Dominique Svarc examined methods of engaging students in Diverse Perspectives and Cultures, through content related to diverse perspectives across the disciplines, engaging students in issues related to diversity, addressing diversity challenges in the classroom, modifying content with attention to diverse perspectives and cultures, and equity in assessment. Each GEC participant also developed an assessment project, which was presented at the 9th Annual International Education Summit on April 5. The course was developed as part of the Learning Assessment Committee's efforts to improve student learning in relation to the Diverse Perspectives and Cultures general education outcome and was led by Nellie Khalil, Richard Johnson, and Faon Grandinetti.

Workforce Solutions

- The Job Placement Resource Center held a Health Careers Job Fair on April 28 in conjunction with the Nursing Symposium. Fourteen employers attended including the major hospitals, Northshore, Northwest, Northwest Community and Amita. They were pleased with the quality of Harper students.
- The annual Student Aide Appreciation Lunch was held on April 11. Sixty-six students attended. Kavina Crummel, from the Harper Early Childhood Laboratory School, was named as the Student Employee of the Year.
- An outreach table in Avante provided free coffee to students on a Monday morning. "Java and Jobs" was very well received with 53 students having coffee and getting information about the JPRC.

Diversity and Inclusion

- The Social Justice Leadership Certificate (SJLC) cohort will be travelling to the National Conference on Race and Ethnicity (NCORE) in Portland, OR, from May 28-June 1. The SJLC builds skills and capacities in faculty and staff to lead and support initiatives related to diversity and inclusion. This year's SJLC 2020 cohort includes six staff and two faculty members from Liberal Arts, Advising, Math and Science, and the Office of Institutional Research.
- The Office of Diversity and Inclusion has re-designed and launched its website to include new programs such as the Social Justice Leadership Certificate Program, a brief history of the Office of Diversity and Inclusion and images from previous Diversity Symposiums.

Community Relations

- On May 1, Community Relations and Enrollment Services hosted an information session for organizations that serve the Latinx community. Attendees from community organizations and area school districts learned about Harper resources available for traditional and adult students.
- Despite an unusually rainy and snowy day for late April, the 2019 College and Career Expo was a huge success. An estimated 1,000 people attended on April 27. More than 150 Harper faculty, staff, students and high school Promise students volunteered. Students and parents participated in more than 50 activities created by faculty, staff and community partners, whose dedication and passion has been pivotal in making the Expo successful the past nine years. What started as a goal to “inspire all students to seek postsecondary opportunities” in the 2010-2015 strategic plan has turned into an engaging and anticipated annual event.

Legislative Affairs

- State: Governor Pritzker’s graduated income tax plan cleared another hurdle, passing the full Senate on a partisan roll call by a vote of 40-19. The constitutional amendment now heads to the House for consideration. The approval process of the resolution requires a 3/5 vote by both chambers of the Illinois General Assembly and voter approval in the November 2020 election. The Illinois Senate Democrats also advanced a package of proposals to implement a graduated income tax, freeze property taxes and repeal the estate tax. The property tax freeze would apply only to K-12, not community colleges. The package of bills must be approved together, along with the graduated income tax constitutional amendment. If approved they take effect January 1, 2021. The governor also provided details for his proposal to legalize recreational marijuana, which he has said is a key stream of new revenue. A bill is expected to be introduced in the Senate.
- A group of lawmakers and stakeholders announced Build Up Illinois, a coalition advocating for building projects, also known as vertical construction, as part of a comprehensive capital plan. The coalition represents P-20 education, the Illinois hospital system and the Illinois AFL-CIO and affiliated building trades.
- On April 22, Executive Vice President Ron Ally provided testimony on Harper’s capital needs during a hearing held by state legislators in Elgin.
- On May 1, Trustee Bill Kelley and Manager of Media Relations and Legislative Affairs Kim Pohl visited Springfield for ICCTA Lobby Day. They met with lawmakers including Representative Fred Crespo, Representative Michelle Mussman, Representative Mark Walker and Senator Cristina Castro to discuss issues such as the capital bill, operational funding, MAP grants and student success initiatives.
- The current legislative session is scheduled to adjourn on May 31.
- Federal: Freshman Congressman Sean Casten visited Harper on April 25. In addition to meeting with Dr. Ender and touring the advanced manufacturing lab, Casten took part in a roundtable discussion with students that focused on college affordability, college debt and climate change.

Media Relations

- The *Daily Herald* ran an article about Harper dedicating its prairie in memory of Professor Craig Stettner.
- WBEZ aired a segment on the study the University of Chicago Poverty Lab is doing on the One Million Degrees program, which supports low-income community college students at Harper, City Colleges and other area schools. Early results show OMD significantly boosts the odds that students stay enrolled in community college during their first year. The study will continue to track graduation and job placement rates for the students over the next six years.
- A *Chicago Tribune* article about students considering options outside of four-year colleges and universities features Harper student Sebastian Jurczak, a product development specialist at a manufacturing company who is working toward an associate degree and a certificate in mold making.
- In an *Education Dive* article about how community colleges are tackling student success with fewer resources, they highlight Harper's case-management advising model.
- The *Business Ledger* ran an article about the Small Business Economic Forum it hosted at Harper.
- The *Daily Herald's* Neighbors in the News column included news about Harper Executive Director of Communications Jeff Julian being named District 3 Director for the National Council for Marketing and Public Relations.
- The *Daily Herald* ran an article about the Drs. Kenneth and Catherine Ender Pavilion dedication.
- An *Education Dive* article about strategies for a successful apprenticeship program highlights Harper's engagement and relationship building with area employers.
- In a *Diverse: Issues in Higher Education* article about the American Association of Community Colleges annual convention and the value of community colleges, Dr. Rebecca Lake emphasized the need for community colleges to do continuous quality improvement to assess program outcomes.
- The *Daily Herald* ran an article about Harper's new women's basketball coach, Kyle Thomas.

President's Priorities Update

1. Advocates for Students and Educational Plan

- The impact of the case management model of advising on student success metrics continues to be assessed. In addition to observing improved student persistence rates, there is also a 20-percentage-point increase in the number of students who completed 75% or more of their fall 2018 coursework for those who met with their assigned advisor as compared to the overall average for new, degree-seeking students. (72% vs 52%).
- For students receiving support from Access and Disability Services, their Advocate was recently added as an additional relationship within a student's "Success Network" located in the Starfish student success system. This will help increase communication among students, advisors, counselors and ADS staff.

- Training occurred in April to provide instruction to all advisors on how to leverage the Degree Works system for capturing advising notes. Effective this month, advisors will switch from using paper to using Degree Works to capture all educational planning notes in an electronic format. Paper-based academic planning notes will no longer be permissible. Advisor notes will be available to students 24/7 via self-service and they can even be referenced within the registration module as students are finalizing enrollment decisions.

2. First Year Seminar

- The College has continued to increase its offerings of both First Year Seminar and Start Smart embedded courses. A training with more than 40 attendees is scheduled for May. The training is for all new FYS and Start Smart instructors. Additional training will take place during the summer.

3. Buildings F, M and Canning Center

- Building F Renovations – Complete.
- Building M Renovations and Addition – Complete.
- **Canning Center** – Appropriation of the funding for the Canning Center project was approved by the State of Illinois. The Capital Development Board (CDB) requested authorization to proceed with the required Inter-Governmental Agreement (IGA) that would allow the College to proceed with the review of the plans and budget prior to the funds being released.

4. Promise Program Funding

- As of March 31, 2019, Promise funds are \$18,587,835.70. This includes a disbursement of (\$8,304.00) for three Promise Scholars for FY 2018/19. Currently there are 763 donors.
- The Foundation is \$215,474.22 away from meeting the matching goal of \$1,000,000.

5. Improve Distance Education Offerings

- Identify opportunities to increase summer online offerings by December 2018.

An additional 20 online sections have been added to the summer 2019 schedule. This includes 12 sections of 11 courses that are part of a targeted marketing campaign to potential reverse transfer and current students. In addition, FYS101 (Focus on College Learning) will be offered in both online and blended formats during the summer 2019 semester.

As of late April, summer online enrollment was up 11% in headcount and 11% in FTE over previous year.

- Continue to implement the course design review process for 15% of total online course sections by June 2019.

The Distance Course Design Review (CDR) process is ongoing for the 2018-19 Academic Year. Twenty-two courses (69 sections) are being reviewed this year, which will constitute approximately 16% of distance format sections. These courses include 0-15 courses and AAS in Business Administration courses.

- Train at least 20 new online instructors by June 2019.

The Teaching Online Successfully course series has completed all offerings for the spring semester, but will offer another course in June. To date, 35 new online instructors have been trained.

In closing, on behalf of Cathy, Shaun and myself, we want to say thank you. This month's activities highlighting our ten years of service to the College were simply splendid—so well planned, executed and attended. Thanks to all of you who attended the events and participated in the celebrations. We felt blessed and personally touched by all your kind words and well wishes. Naming the Pavilion in our honor was the icing on the cake. Thank you.

Ken