

## PRESIDENT'S *UPDATE*

August 2019



Dear Harper College Community,

The fall term is beginning and you can feel the positive energy as we prepare for students to begin their classes. It is a term of “firsts.” This is my **first** fall term as your new President. It is also the **first** semester for the **first** cohort of Promise Scholars. We are looking forward to greeting them and watching them succeed as they engage with the campus and immerse themselves in their studies. There are 423 Promise Scholars in the first cohort, which exceeds projections made when the program was launched with the first cohort of high school freshman in 2015.

The strategic planning process is evolving and we are using the theme “Your Voice Our Potential” as an identity for the process. There will be eight opportunities for everyone, and I do mean everyone, to review data and provide input into the major themes that will frame Harper’s next strategic plan. There will be opportunities to hear from panels and contribute to the conversations around the following topics that focus on four targeted groups: employees, students, businesses/employers and the community:

### Your Voice Our Potential

STRATEGIC PLAN **2020-2024**  
Creating Opportunities for the Next Generation

September 9	3 - 4:30 p.m.	Employees: Professional Growth and Service
September 30	3 - 4:30 p.m.	Students: Education in the 21 <sup>st</sup> Century
October 8	8 - 9:30 a.m.	Businesses/Employers: The Changing Landscape of Work
October 22	8:30 - 10 a.m.	Community: The Changing Landscape of the Community

We will also host a series of Data Summits to take deeper dives into data focused on: student learning and success, employee climate, changes in our community, and feedback from area employers/businesses on the following days: October 11, 17, 28 and November 4.

Enrollment is up slightly for the fall term. This is the first time in a while that we are experiencing an uptick in enrollment at the beginning of the semester. We continue to monitor enrollment and look for ways to provide more compelling schedules and modalities for our students. The Board has requested a holistic review of our distance learning programs, thus this initiative has been added to the Operational Plan. More information on that process will be available soon.

We are also looking at student success initiatives that address meeting basic needs, and assist with persistence and completion. As such, a basic needs survey will be administered to our students to gain a

better understanding of their exact needs and how we can assist. Dr. Brian Knetl has assembled a team that will be providing the Executive Council with recommendations in this regard.

I wish to congratulate Dr. Brian Knetl who has accepted the Provost position at Grand Rapids Community College. Dr. Knetl has been a stellar academic leader at the College for almost eleven years. It is bitter sweet to say goodbye to a colleague who has left a positive mark on Harper. Yet, we all realize that this is a wonderful opportunity for Dr. Knetl and we wish him well. We are in the process of looking for a search firm to assist with the recruitment for a permanent leader. In the meantime, interim leadership for the area will be identified.

Finally, please check HIP and Inside Harper for "[Listening Sessions](#)" that are scheduled throughout the fall term. I will be hosting these at the extension sites as well. I have enjoyed meeting many students, staff and faculty, community members and look forward to meeting more.

Looking forward to a great start to the academic year!



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## Student Success

- Fast Track held its Graduation Celebration on July 15. There were 104 graduates who earned a total of 134 credentials in the Spring and/or Summer 2019. The credentials include AAS-Business Administration, AAS-Supply Chain Management, Associate in Arts and Associate in General Studies degrees and seven types of certificates including Business Management, Health Information Technology (HIT) Medical Coding, Human Resource Management, Inventory/Production Control, Logistics, Procurement and Supply Chain Management.
- One Million Degrees (OMD) will be serving 160 students from Harper College this academic year. The OMD team has been actively onboarding new 1st year scholars since July 1. OMD has 89 Coaches prepared to serve the OMD Scholars this year, 57 of which are returning coaches, and 32 are new to coaching. Coach recruitment will continue through mid-September.
- 19 new students with Autism Spectrum Disorder were admitted into the FY20 cohort of the Transition Autism Program. The new students were given the option of attending a mandatory transition workshop on July 23 or August 1. TAP hosted a kick off meet and greet gathering for the TAP students and their parents on August 13.
- Pascuala Herrera developed a “Creating an Accessible Learning Environment” website for the faculty and staff to utilize as a resource to create a more inclusive and accessible learning environment on campus. Individuals who complete the modules can take the quiz in order to receive an “accessibility ally” certificate.
- Caitrin Sobota MSN, RN, CHSE, Health Careers Division, Nursing Simulation Coordinator, presented her poster “Find a mentor, be a mentor: Advancing simulation through mentorship,” at the annual International Nursing Association for Clinical Simulation and Learning conference in Phoenix, Arizona, this summer. Caitrin will be providing a simulation education workshop to Nursing and CNA program faculty in August to support the expansion of simulation into all CNA courses this fall.
- In collaboration with Information Technology, a new section was added to the home page of the MyHarper Student Portal called “My Advisor.” This new section will display a student’s assigned advisor along with the advisor’s office location, phone number and email. In addition, students are now able to schedule appointments with their assigned advisor via the portal.
- In collaboration with Information Technology and Enrollment Services, an enhancement was implemented to the process used when students change their program of study. A student’s assigned advisor will now receive an automated email when one of their case managed students is changing their major. This alert will allow the advisor to proactively assess if any adjusting is needed on the student’s personalized “Flight Plan.”

## Finance and Administrative Services

### *Human Resources*

- Labor Relations - The College and the Professional-Technical Union have reached a “tentative-agreement” on a proposed four-year labor contract (2019-2023). Rank-and-file members ratified the agreement, therefore it will be presented to the Board of Trustees at its August 21, 2019, meeting for approval consideration.

- Document Scanning Project - Human Resources shipped 126 boxes of hardcopy employee files to Datamation Imaging Services Corporation who will electronically scan, index, store and dispose of all non-active employee HR files dating back to 1967 (approximately 13,500 files). Digitizing these records will preserve and secure the data, eliminate storage requirements, and make the files easier to retrieve when needed.
- Search Committee Training - Approximately 30 employees attended the Cultural Competency and the Search Committee Workshop and approximately 34 employees attended the Advanced Culturally Competent Question Development Workshop on August 15 and 16. These workshops are designed specifically for the search process and include information about how bias enters the search process and how to overcome those biases. At Harper, to be eligible to serve on a supervisory, faculty, or administrator search committee, employees must have attended one of these cultural competency workshops within the last three years.

## Advancement, Marketing and Communications

### *Marketing Services*

- We completed two of the 10 Areas of Interest (Aoi) brochures: Manufacturing/Construction and Public Service. These 12-page, full-color brochures were the result of working closely with the Aoi core teams and each program coordinator. Brochures highlight faculty, students, facilities and programs by using impressive full-page, original photography, quotes, career information as well as communicating Harper's important points of differentiation. The brochures were printed on Harper's newly installed, digital press which is also used in the Graphic Arts Technology academic program. While costs vary, printing these pieces in-house saves Harper an estimated 15%. Brochures will be distributed through several offices on campus as well as used with advisory committees, high schools, college fairs, etc. An initial supply was provided to each coordinator, divisional office and Admissions. The brochures will be available as print-on-demand through the Publishing Services Online Store.
- In addition to a full digital (advertising, geotarget and email) fall enrollment campaign (full results to be reported at later date), we launched a traditional radio campaign for fall.
- Highlights:
  - Dates: Mid-June-August 18 and September 9-15 for short-term class promotion
  - Running 944+ commercials plus bonus sponsorships on top-rated stations reaching our in-district target audience an estimated 5+ times over the span of the campaign.
  - We use :30 second recorded commercials followed immediately by a :30 second "live read" that changes each week to focus on timely offers and events e.g. adult info session, health career info sessions, Fast Track, priority programs, etc.
  - Stations: WDRV-FM, WTMX-FM, WBBM-FM, WKQX-FM, WSHE-FM, WBMX-FM
- Fall Digital Marketing Overview
  - Harper College Career Program Search Campaign (July 2019)
    - 17,678 ads shown
    - 1,187 clicks to individual career program pages
    - Average search position: 1.8-2.4
  - Harper College Business Outreach Search Campaign (July 2019)
    - 8,691 ads shown
    - 151 clicks to the harpercollege.biz landing page

- Average search position: 2
- Harper College Adult Market Campaign (July 2019)
  - 622,467 ads shown
  - 3,283 click to the Adult Marketing landing page
- Harper College General Fall Enrollment (search, Facebook, Spotify) (July 2019)
  - 1.6 million ads shown
  - 12,230 clicks to Harper web page

### *Grants Office*

- In July 2019, the College was awarded a 12-month \$100,000 ICCB grant for the FY20 Innovative Bridge and Transition Program. With this funding, the College will create and support bridge and transition programs to prepare adult learners to enter postsecondary education that leads to employment. Project manager is Andrea Fiebig, director of adult educational development.
- The Educational Foundation, on behalf of the College, was awarded grant funding of \$150,000 from the College Excellence Program at the Aspen Foundation. The grant supports Harper's participation in the Frontier Set making Harper part of a cohort of institutions committed to accelerating the production of credentials, especially for low-income, first-generation students. The project manager is Dr. Kimberley Polly, interim dean.
- The Educational Foundation received a grant of \$2,500 from the Bruce J. Heim Foundation to support the David K. Hill Memorial Scholarship fund. This provided funding for an additional scholarship to be awarded for the upcoming academic year to a student enrolled in Harper's math and science programs who exhibits exemplary achievement in the areas of academics and community service.

### *Foundation*

- Closed out the fiscal year with \$9,505,853 generated in revenue; this represents 236% better than budget.
- The Educational Foundation welcomed three new board members:
  - Warner Cruz is the President of J.C. Restoration, Inc. located in Rolling Meadows. J.C. Restoration specializes in restoring residential and commercial properties that are affected by fire, floor or storm damage. He earned a B.A. in International Business Administration and Finance from Augustana College in Rock Island.
  - Polly Davenport is the Regional Operating Officer for North Region of AMITA which includes St. Alexius, Alexian Brothers Medical Center and Alexian Brothers Behavioral Health Hospital.
  - Don Houchins is the Director of Women's and Children's Services at Northwest Community Hospital. He is also a board member at WINGS.
- Keith Mukai is in the Donor Spotlight. He believes in preparing today's students for tomorrow's workforce. As a Princeton alumnus, he reflected on the state of education and opportunity when his alma mater sent their annual appeal. He is proud of the education he received at Princeton, but acknowledges that the university's selective admissions process means that his donation serves very few students. The request for funds adding to the university's significant endowment gave him pause—"just by virtue of getting in they've got it made. They're still going to have to work hard and make their way through the world, but they have every possible advantage imaginable."



Beyond his Ivy League pedigree, Mukai took a unique path to his philosophy on education. His bachelor's degree is in Computer Science, but he earned his Master's of Education in Instructional Leadership and Secondary English at the University of Illinois at Chicago. Though he spent much of his career in the world of programming and crypto-currency, the two years he spent as an English teacher at Elk Grove High School were formative. Mukai chose an unlikely path when determining where he should contribute his donation: he asked his former students.

Many of his students, now 27 or 28 years old, attended Harper after high school. They gave Mukai positive reviews of their experience. "They said the instructors were great and really connected to them. The transfer process out of Harper was phenomenal and a lot of them said when they moved on, they didn't quite feel the same connection and support...I just felt like my donation would go farther at the community college-level."

Beyond the return on investment at Harper College, Mukai believes that community college provides a necessary pathway to the jobs of the future. He argues that as automation progresses, tomorrow's workers will find themselves in need of new skills. Mukai asserts, "every revolution creates new jobs we can't imagine today, but they're going to be more and more skilled jobs and require fewer people to do them. I think this is the first time we're automating away most low-skilled jobs." Community colleges and public-private partnerships like those Harper cultivates through apprenticeships, the Promise Program, and the Foglia Center, provide an essential service; they ensure economic opportunity amidst a changing climate.

Though he continues to support Princeton philanthropically, Mukai made his first contribution to Harper this year. He also hopes to become more involved on campus by sharing insight with students interested in cryptoeconomics. Using his unique blend of technological and pedagogical know how, his generous support of accessible education, and his advocacy for students making their way in the world, Mukai is making a difference in the Harper community and beyond.

### *Community Relations*

- On July 2, Community Relations hosted 15 students from the Partners for Our Communities ICompete summer program. The 7<sup>th</sup> and 8<sup>th</sup> grade students were from the Palatine area. Students in the ICompete program visit campus every summer to learn about preparing for college, areas of study and potential careers. This year the group spent time in the new Makerspace and Entrepreneur Center. The students also learned about manufacturing and career exploration.
- The school year is in full swing for Community Relations. Throughout the first couple weeks of August Harper has been represented at various back to school events including school district 59 Welcome Back to School Meet and Greet on August 3, school district 15 Better Together on August 8 and school district 220 Barrington Giving Day on August 10. Over 1,000 people attended all three events. Parents and students were given information about adult education, ESL, Promise, scholarships, Harper's Women's Program, the Harper dental clinic, the Harper Library and the new Harper Experience Day (formerly College & Career Expo).

### *Legislative Affairs*

- Harper held a Legislative Breakfast on August 1 for state and federal legislators and their staff members. They had an opportunity to meet Dr. Proctor, learn more about the college's priorities and initiatives, and provide input on how Harper can collaborate to support programs and services benefiting the community. Among those in attendance were State Senator Julie Morrison, State Senator Ann Gillespie, State Senator Dan McConchie, State Representative Michelle Mussman,



State Representative Mark Walker, and representatives of State Senator Laura Murphy and U.S. Senator Tammy Duckworth.

- Retired Provost Judy Marwick testified at a House Education and Labor Committee hearing, “Innovation to Improve Equity: Exploring High-Quality Pathways to a College Degree.” She highlighted Harper's partnerships with its three sender high school districts and offered recommendations to Congress to consider policies such as establishing incentives for colleges and school districts to form similar types of partnerships.
- Governor J.B. Pritzker continues to sign pieces of legislation that passed out of both the Illinois Senate and Illinois House of Representatives during the spring legislative session.

Among them are the Keep Illinois Families Together Act, which aims to protect immigrants, especially undocumented immigrants, by prohibiting local law enforcement agencies from engaging in federal immigration enforcement with Immigration and Customs Enforcement. Another bill, the Retention of Illinois Students and Equity Act, allows undocumented and transgender students (who were previously disqualified for failure to register for selective service) to receive MAP grants and institutional aid at public institutions.

- Governor Pritzker also signed legislation making Illinois the 11<sup>th</sup> state in the nation to legalize recreational marijuana for adult use. Colleges and universities may continue to prohibit marijuana use, and Harper is reviewing its policies and procedures. Harper is also exploring pursuing a license to become one of eight community colleges to launch a vocational pilot for a Career in Cannabis Certificate.

### *Media Relations*

Several articles highlighting President Emeritus Ken Ender’s departure were published. They included:

- *The Daily Herald* and *Reflejos* ran an article about Dr. Ender and his future goals of increasing community college engagement in other areas of the U.S.; it also outlined the success of the Promise Scholarship program. *The Daily Herald’s* Editorial Board ran an editorial outlining accomplishments during Dr. Ender’s tenure and wished him well in his future pursuits. *Inside Higher Education* also ran an opinion piece written by Dr. Ender about his “Communiversities” concept.
- *Northwest Quarterly* magazine ran a feature story on Harper’s new Makerspace and Entrepreneurial Center.
- *The Chronicle of Higher Education* ran an article about community colleges using apprenticeships to create a pipeline to white-collar jobs, presenting Harper as a model for other academic institutions to follow.
- A *Community College Daily* article about advocacy for dual-enrollment programs and competency-based education featured former Provost Judy Marwick’s testimony to a House panel outlining the benefits of such programs. *The Daily Herald* also ran a digest about her testimony.
- A *U.S. News & World Report* article offered advice for international students considering applying to two-year colleges instead of four-year schools. It featured an interview with Jill Izumikawa, Harper's coordinator of International Student Services, and recent graduate Greg Zdanowski. *Community College Daily* featured the article on its website. *Study International* ran a similar article, citing Harper as “a good stepping stone.”

- The *Daily Herald* ran an article about the HOPE Giving Circle's support of young women and the group reaching \$100,000 in scholarships awarded.
- The *Daily Herald* ran an article about the projects in the state's budget and capital plan slated to benefit Chicago-area community colleges.
- WGN radio's Sunday show with host Rick Pearson featured Illinois Manufacturers' Association CEO Mark Denzler, who stated there are "fantastic programs" including Harper's that bring local manufacturers together.
- *Education Dive* ran an article outlining methods different schools are using to bolster enrollment and decrease dropout rates. Harper was mentioned as an example of an institution successfully using the guided pathways model.
- The *Illinois Community College Trustees Association* published a press release detailing a new federal grant which will allow the Illinois Community College Board (ICCB) to fund apprenticeship and pre-apprenticeship programs similar to those of Harper College in other schools.
- *The Arlington Heights Post* ran an article detailing the work of violinist Edgar Gabriel along with his experiences teaching at Harper.
- *Diverse: Issues in Higher Education* ran an article about myriad ways community colleges are reassessing their approaches to developmental education. The article included an interview with Matt McLaughlin, Associate Dean of Students and Director of Title III.
- The *Society for Human Resource Management* ran an article about how investing in apprenticeships can pay off for employers; it highlighted Harper's partnership with Zurich as an example.
- *The EvoLLLution* ran an article about how educators at community colleges can build successful apprenticeship programs at their institutions. The article featured Rebecca Lake, Dean of Workforce and Economic Development, and positioned Harper as a leader in apprenticeship programs.
- WCIU show *The Jam* featured as a guest Harper CE instructor David Kachalon, who mentioned Harper and its harmonica program when talking about the Make Music Chicago event.
- The *Daily Herald* ran an article about Harper's free summer concert series.

### Institutional Planning and Strategic Alliances

- The FY2019 Accountability Report was completed and posted on the Harper website. This report summarizes the College's efforts related to the Presidential Priorities, Institutional Effectiveness Measures, Strategic Plan, and Operational Plan. Updates were also made to the Institutional Effectiveness and Strategic Plan dashboards to reflect progress that was made toward targets during FY2019. Both dashboards are publicly available on the Harper website.
- The Planning and Institutional Effectiveness division has enhanced data accessibility and visualization through the adoption of Microsoft Power BI. End users can now explore data across



time or groups by selecting multiple filters within each report. The presentation of data through Microsoft Power BI is in response to a climate of high demand for information that is critical to leadership for decision making.

## Workforce Solutions

- **Grow with Google** - Harper College has been accepted in the Grow with Google Partner program to help the individuals gain digital skills to grow their careers and businesses through training, learning activities and live-stream workshops. Beginning in October 2019, workshops will be offered highlighting Google tools such as Google Docs, Google Ads, Google My Business and Google Trends.
- **Patent, Copyright and Trademark Assistance** - The Illinois Small Business Development Center at Harper College now offers intellectual property guidance for local businesses. Starting August 15, attorney Brie Crawford counsels business owners as to whether IP protection is appropriate, and if so, how to secure the appropriate protection. Brie also focuses on advising and drafting IP-related agreements.
- **Veteran Business Owner's Mastermind Group** - Starting this fall, the Illinois SBDC at Harper College will be offering a business owner's mastermind group for veterans. The group, hosted by leadership coach and veteran Chad Eves, will meet monthly and will be a supportive environment where veteran business owners help each other identify problems and share solutions.
- **National Apprenticeship Conference** - This October, Harper College will once again be offering its one-of-a-kind two-day national conference dedicated to apprenticeship programs in institutions of higher education. This is a conference for institutional apprenticeship teams emphasizing innovative approaches in the delivery of successful apprenticeship programs. Multiple community colleges will present best practices. Topics will include Designing and Establishing an Apprenticeship Program, Successful Employer Outreach Strategies, Social Media Tools for Successful Marketing and Working with WIOA. The conference goal is for the apprenticeship team to take away practical options and solutions to manage and grow quality apprenticeship programs at your institution. Keynote speaker for the event will be Scott Stump, assistant secretary for career, technical and adult education, U.S. Department of Education.

### *Promise Update*

- A total of 423 Promise Scholars are set to begin courses this fall term. These students are coming in with an average high school GPA of 3.35 and an average of 9.8 college credits completed. Sign up for the high school freshmen (class of 2023) is beginning at the high school.

