

President's Report January 2017

As we welcome the New Year and a new semester, the College is faced with significant challenges as well as opportunities. There is a significant transition of leadership occurring at the national level and its effects are being experienced on campus. There is a certain amount of apprehension being expressed as to what will happen to undocumented students. Under the Obama administration, these students were protected through an Executive Order referred to as Deferred Action for Childhood Arrivals or DACA. However, the new administration has made no such commitment. As such, I have joined hundreds of other college and university presidents in encouraging the Trump administration to sustain this Executive Order. Many on our campus would potentially be affected by this outcome and we are concerned for them and will remain diligent in our advocacy. This is an issue we must carefully watch.

Our challenge around enrollment has never been greater. We anticipate a 3% decline this semester. While we are no different in this respect to other Illinois community colleges, we do have opportunities that many may not have. Harper enjoys a strong brand appeal, both regionally and nationally. We are working closely with several educational service partners to offer some specific programs online that would become accessible to thousands of potential students. Working with AcademixDirect and Pearson Educational Services, we will seek new market segments by building our online capacity.

In addition to enrolling more students, we must significantly ramp-up our commitment to fully engage students who have enrolled. Our goals to provide customized and personalized academic and career advising, consistent and comprehensive on-boarding experiences, and clear coherent academic pathways, has never been more important.

The enrollment challenge is really related to financing the institution. We must develop a consistent revenue stream that is independent from the neglect higher education is experiencing from the State of Illinois. We do have a strong property tax base, as well as an excellent brand. We will need to leverage these two characteristics to finance our future operations. Any revenue derived from other sources, and in particular from the State of Illinois, must be viewed as unanticipated (and unbudgeted), and thus a bonus.

Because of the Harper brand, the significant results we are obtaining in our graduation rates, success with developmental education and reducing achievement gaps, we have been selected to participate in the Frontier Set program. The Frontier Set is a group of 31 colleges and universities which include Historically Black Universities or HBUs, individual universities and community colleges as well as state systems that have been recognized for doing significant work in the student success arena. We join a group that includes community colleges such as Miami Dade, Santa Fe, and Lorain, as well as four-year institutions including Georgia State and Arizona State Universities, Delaware State University, and the University of Georgia System, among many others. Funded by the Gates Foundation, we will work with these institutions to develop and share promising practices in advising and counseling, developmental education,

and digital delivery programs. We were proud to be asked to join this prestigious group and are excited to have our work enhanced by these new partners. We will work collaboratively with this impressive learning community over the next four years, supported by a \$630,000 grant for Harper College.

The second cohort of Promise students has been identified. More than 80% of the current high school freshman class at our sender districts has registered to participate in the program. Our first group of Promise scholars will be joining us in 33 months. We need to raise a minimum of \$10 million to support these students; currently we have raised \$8.6. I am encouraging our Foundation staff and Educational Foundation Board to stretch this goal. Our 50th Anniversary Gala scheduled for September 16 has the potential of raising \$1 million in a single night. Perhaps we will eclipse our original \$10 million goal that evening which will allow us to stretch that goal. We shall see.

There is a lot going on as we commence the new semester. Enjoy the campus news below.

Student Success

- Fashion Student, Devi Vallabhaneni, won 1st place in the Fashion Open category at annual Hand & Lock Prize For Embroidery. Hand & Lock is London's premier embroidery house providing embellishment services to the Royal Family, top European design houses, the Royal Armed Forces, Savile Row and members of the public. Devi is the third Harper College student to compete and win in the prestigious Hand & Lock competition.
- The Honors Program is also pleased to announce that Harper has three semifinalists for the prestigious Jack Kent Cooke Undergraduate Transfer Scholarship, worth up to \$40,000 for up to three years of undergraduate study.
- On December 2, the Graphic Arts Department hosted the Graphic Arts Print Expo. This event focused on the importance the print industry has on the economy and the job opportunities in this field. More than 200 people attended this event including: high school students, faculty, and counselors, and representatives from Illinois State University and University of Wisconsin-Stout. Twelve companies participated in the expo including large employers such as Canon, Xerox and HP.
- The Office of International Education is pleased to share that two scholarships have been dedicated to assisting students who wish to participate in study abroad opportunities through the Educational Foundation. The Castle Scholars Study Abroad Scholarship has been endowed by alumna Nancy Castle and her husband, John. The WorldView Study Abroad Fund has been established by community member Ann Kimberly and is open to students who are interested in participating in any Harper College study abroad program to travelling to a country in the developing world. These scholarships will provide more opportunities for student to study abroad.
- A team of "holiday elves" from Enrollment Services distributed more than 1,000 candy canes the week of December 5-9, 2016 as part of a spring 2017 Registration campaign effort. This effort was aimed at thanking students who had completed spring registration and providing assistance to students who still needed to complete registration.
- Laura McGee, Director of Student Financial Assistance, appeared on WGN-TV with WGN Broadcaster, Mike Toomey. Laura talked about the ways to make college affordable and completing the FAFSA (it's early, it's easy and everyone should apply). Harper College offers

free workshops to assist students and families. The segment was rerun over the first weekend of December.

Facilities Management

- Classrooms X236A and X236B in Building X will be converted into a new Physical Therapy Lab for the Health Careers Department. Construction documents are 100% completed and the bids were due on January 12, 2017. Construction will begin in March and is scheduled to be substantially complete by May, 2017.
- The Building P Chiller Plant will be expanded to serve Buildings A, C and W, in addition to the currently connected Buildings F, L, P and R. Construction has begun and will be completed by September 2017. The contractor has completed the rerouting of the hot water piping and is currently working on the chilled water piping within Building P. The new chillers are on site and installation is scheduled to start in February.
- The scope of work for the Learning and Career Center (LCC) Chiller Replacement project includes the removal and replacement of the chillers at LCC. This project is substantially complete. The contractor will return in spring to test, balance and commission the system.
- The scope of work for the Biology Nature Area Deck Replacement includes a new deck constructed of sustainable materials to meet the current program and accessibility requirements. The construction is substantially complete.
- Harper is a participant in the NRG Demand Response Program, agreeing to reduce our electrical load during peak events. On August 9, 2016, we were asked to curtail our load and our response resulted in an initial payment of \$12,214, with a second payment expected in May.
- Sustainability Coordinator Amy Bandman opened the campus ReUselt room at the beginning of the fall semester with the idea of providing a space for office supplies to be donated and then re-used by staff. This saves Harper money and also contributes toward sustainability by reducing items going to the landfill. We estimate this has saved over \$6,200.

Information Technology

- Taking advantage of the College campus closing over the December holiday break, the Networks and Servers team migrated the Admin network backbone to the new 7K Cisco switching environment. All distribution closets to the buildings on campus and server connections to the Building A data center were moved to the new switch. The legacy switches for the Public and Admin network were shut down. Testing of dozens of systems followed this upgrade. Additional work performed by the Networks and Servers team during the break included:
 - Upgrades to the Banner student system servers.
 - Updated the anti-spam appliance firmware.
 - Upgraded the Online Ticketing System.
 - Oracle Data Guard was implemented for Banner production.
 - Oracle EBS servers patches were installed.
 - Operating System and software updates were applied to numerous systems, including Banner Student System, Student Portal (Luminus), SharePoint, HIP Employee Portal, and additional production and development servers.

- The new authentication environment with single sign-on for Banner XE went live.
- Blackboard was updated.

Finance and Administrative Services

- Tax Increment Financing (TIF) is a way for local governments to subsidize needed economic development and municipal projects in a defined district by freezing property tax values and the related distributions to taxing bodies, such as Harper College. The funding comes from the increase in property values and the incremental property taxes generated by the development. If the increase in new property taxes exceeds the expenditures on the project there is a surplus, which can be distributed to the taxing authorities. The Village of Wheeling recently declared surplus distributions on two of their TIF districts, resulting in \$91,621 for Harper College.

Advancement (Foundation, Communication and Marketing)

- Educational Foundation fundraising as of December 31, 2016 (at the five month point of the year) was at \$1,142,560, 28% of the budgeted goal of \$4,080,000 for the year. The areas lagging are events, with most of the events occurring in the second half of the fiscal year, and major gifts with the Promise Scholarship. Prospect plans are developed for the remaining six months of the fiscal year to secure the remaining major gift funds. Revenue and sponsorships received for the 2017 Gala is deferred revenue and not reflected in the year-to-date revenue.
- Harper College's 50th Anniversary Gala will be held on Saturday, September 16, 2017 at the Priester Aviation hangars at the Chicago Executive Airport in Wheeling, IL. The theme for the Gala is "How Time Flies." Securing sponsorships for the Gala is the key to the Gala's success. All proceeds from the Gala will benefit the Harper College Promise Scholarship Program. As of January 6, 2017, almost \$200,000 in sponsorship support has been secured. Many thanks to our current sponsors (as of 1/6/2017):
 - Gold Sponsor – Motorola Solutions
 - Silver Sponsor – Legal, Architects, Diane Hill and Foglia Family Foundation
 - Bronze Sponsor - Mortenson Construction, Northwest Community Hospital, Cannon Design and Zurich North America
 - Table Sponsor – Restore, Rich Hohol and Robin Turpin
 - Supporting Sponsor - Bill and Sheila Kesler and Nancy and John Robb
- Harper's Points of Pride campaign was established to capture the passion that faculty and staff share for supporting students. Every day their individual and collective accomplishments contribute to the success of Harper College as a whole. Through this campaign, faculty and staff are taking time to recognize and thank the many contributions their colleagues are making in support of Harper's initiatives and goals.
- In the first six months of this fiscal year, employees have submitted eight Points of Pride recognizing the efforts of nearly 150 faculty and staff members in a dozen departments across the college campus - from those involved in planning the 50th Anniversary Celebration to the new queuing system created by Information Technology for the One Stop.



- Online marketing campaigns for transfer, adult and specific career programs via Google, Bing, Content Networks, YouTube, etc. run continuously.
- Social media postings for general enrollment, Fast Track, financial aid, EdVantage (in-district tuition for people who live out of but work in district) and other related topics run continuously.
- Emails were sent from early November through start-of-term reached students and prospects who had inquired, and had not applied, applied and had not registered, and submitted a FAFSA and had not applied.
- Radio Live Read Commercial Spots highlight information sessions, start date and specific career areas which have the greatest opportunity for growth as defined by Provost and Deans have been done.

Approximately 260 radio spots ran and will reach 41% of the target audience (based on in-district population). Target audience will hear spots an estimated 5.2x. Stations:

- WTMX-FM: #1 station with adults 35-54, 25-49, 45-54
- WKQX-FM: #1 station with adults 18-34
- WBBM-FM: Heritage station, Top 5 in market with adults 25-49
- WKSC-FM: Top 5 station with adults 18+, 1,000,000 listeners per week

- TV News Broadcast: 10 Commercial Spots - Consistent with focus on adult student recruitment in spring, spots had a two-pronged message: 1) Harper College is serious about your career and 2) Classes start January 17. Each spot visually represents a cross section of career areas including SCM, technology, education, design, hospitality, public safety, health care and manufacturing, areas identified by Provost. 85% of our target audience will be exposed to our spot. Our target audience will be exposed to our message 3.6 times.



These commercials aired early morning, morning, and evening newscasts, 65 spots, the week of 11/21/16, 11/28/16, 12/5/16, and 1/12/17 on Fox 32, CBS Chicago NBC 5 and WGN-TV.

- Harper College worked with WGN-TV on two “integration” segments for the morning news. Integration segments are paid media opportunities. These take the place of or augment traditional types of advertising. The live 2-minute interviews focused on Harper’s Fast Track Program/Info Session and Financial Assistance Workshops and How To Afford College. Each program aired on WGN-TV in the 9-10 a.m. news hour. While the segments highlighted Harper programs and services, the focus was on providing information of value for the audience and positioning the College as an expert community resource. These segments were also used on the College’s social media sites after they aired on WGN.
 - On Thursday, December 1, Laura McGee, Director of Student Financial Aid discussed the importance of completing the FAFSA, new early FAFSA opportunities and resources provided by Harper to help students and parents complete the FAFSA, including upcoming Paying for College information sessions.
 - On Friday, December 2, Maggi Franks, Fast Track Program Manager, discussed degree and certificate options for adults offered by the Fast Track program. Key themes included access, affordability, and tips for returning adults. A Wednesday, December 7 Fast Track information session was also promoted.

This project, led by Donna Harwood in Marketing Services, involved a tremendous amount of collaboration from the interviewees, other team members in academics and enrollment services, Kim Pohl in media relations who prepped the interviewees, and the graphics and web teams.

Spring WGN-TV Morning News Two Live 2-Minute Interviews and Social Media Post Promo

Fast Track Program/Info Session Focus and Financial Assistance Workshop and How To Afford College Focus



Fast Track segment: <https://youtu.be/fZFujlXjLSM>

Financial Aid segment: <https://youtu.be/O87HpCdrLWQ>

Workforce, Planning and Institutional Effectiveness

- The Outcomes Assessment Office upgraded the College's Assessment Management System, TracDat. The upgrade provides improved functionality for faculty and staff as they complete their annual assessment reports.
- The *2016-17 Fact Book* has been published. The *Fact Book* is a compilation of data about Harper College prepared by the Institutional Research Department and is designed to provide easy access to commonly asked questions. It includes general information about the college along with information about the Organization and Administration, Credit Students, Work Planning and Institutional Effectiveness
- The Harper College Workforce Certification Center has attained on-site testing center status with The Institutes, a Risk & Insurance Knowledge Group. This partnership allows for the delivery of AINS Certification Exams, which is one of the outcomes for students within Harper's General Insurance Apprenticeship program. The AINS designation addresses principles of insurance, personal and commercial property and liability contracts, life and health policies, and the relationship between insurance theory and practice.

Diversity and Inclusion

- The Employee Resources Groups at Harper College have organized a Cultural Diversity Awareness campaign. Orange Awareness Ribbons are being made available to employees and students to wear during the semester, in particular during the first week of classes. The purpose of the ribbons is to show that Harper College supports diversity, inclusiveness and stands in solidarity with the diverse populations on our campus.

- Our second event in a series of campus conversations centered on the President's Student Artwork Selection: We Serve and Protect, Laquan McDonald Memorial will take place on Monday, February 13, 2017 from 3pm – 4:30pm. The event is titled, Taking Sides – How Institutional Structures Dictate the Way We Interact with One Another. The session will consist of a number of TED style presentations from faculty and staff followed by a moderated Q&A session. Discussion topics will be facilitated by Monica Edwards (Sociology Faculty), Michael Bentley (Faculty Fellow), Charles Roderick (Art Faculty) and Paul LeBreck (Chief of Police). Our Chair for the Academy of Teaching Excellence, Pearl Ratunil, will moderate the session and strategies for moving forward and bridging gaps will be shared.

Community and Legislative Relations

- Harper recently introduced the community to Teagan Schirmbeck, a 19-year-old from Palatine whose designs just may grace the high-fashion runways one day. The fashion studies student has a remarkable talent for designing textiles, a process she considers to be an intersection of creativity, problem solving and engineering. Schirmbeck's next step will be to hone her vast skills at one of the United Kingdom's finest institutions for her field. This spring she's heading to Galashiels, Scotland, to study abroad at Heriot-Watt University's School of Textiles and Design, considered an international center of education, innovation and research in the industry. Helping her get there is the Benjamin A. Gilman International Scholarship sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs. Schirmbeck is among undergraduate students from 359 colleges and universities across the U.S. to receive the Gilman Scholarship. Schirmbeck is quick to acknowledge her former English professor Richard Johnson, who also serves as director of the Office of International Education, for helping her apply for the scholarship.
- Media coverage included a *New York Times* article about KinderGuides, a new series of books that aims to make challenging adult literary classics accessible to very young readers. The reporter spoke with Professor Kurt Hemmer, whose 5-year-old daughter read the KinderGuide version of "On the Road." Hemmer, a scholar of the Beat Generation, acknowledges that Alice Hemmer "didn't love it. To really grasp it you need to be a bit more mature." Hemmer also noted that even some college students fail to appreciate the novel's subtle spiritual message. The article has run in papers and on websites across the country including the *Columbus Dispatch*.
- *Journal and Topics* ran an article about how the budget impasse, especially with the stop-gap bill now expired, is impacting social service agencies and community colleges such as Harper.
- The *Daily Herald* ran an article about Harper student Tim Buelow of Schaumburg, who designed the anniversary logo for Mount Prospect's centennial celebration as part of his work with the Harper College Graphic Arts Design Club. His logo is currently on the side of the Mount Prospect water tower, which Buelow called a particular thrill.
- The *Daily Herald* ran a story about the year ahead for the Barrington White House, mentioning Dr. Ender's upcoming appearance on February 26 to discuss the concept of a "communiversity."
- *Reflejos* ran an article about the HOPE Giving Circle launching a mentoring program.
- The *Daily Herald* ran a life story about the passing of Dr. Frank Schroeder, a longtime dentist who served on a member advisory committee that planned Harper's dental hygiene program,

which “opened in 1968 and has won numerous awards over the last 50 years.”

- The *Springfield Journal Register* ran an article about how the Lincoln Land Community College is working to increase its foundation’s endowment in consultation with Harper’s foundation.
- The *Elgin Courier-News* ran an article about the South Elgin High School wrestling team’s equipment being stolen in the St. Louis area, and how efforts to raise money for new equipment have been successful. The article mentions that Harper is replacing the team’s head gear.
- *Journal and Topics* ran a photograph of a Prospect Heights police’s food drive at the Learning and Career Center.
- The *Chicago Tribune* ran an article about Harper alum Marlee Matlin celebrating 30 years of sobriety.
- The *Daily Herald’s* sports section ran articles about the men’s basketball team.
- On December 14, Amie Granger conducted workshops on College and Career Readiness for the 8th grade class at Barrington Middle School - Prairie Campus. Students discussed their college and career goals and received information about the different types of colleges, the cost of college, Harper, the Promise Scholarship program and the importance of planning early. The workshop is part of a new partnership with D220 Middle Schools. Approximately 380 students participated in the workshops.
- Through the Ambassador School program, Doug Spiwak and Brad Reibel hosted a presentation on College Athletics for students at Grove Junior High in Elk Grove Village on December 14. The presentation was part of Grove’s new lunch and learn program. Darlene Schlenbecker is the Ambassador for Grove Junior High and coordinated the event. More than 70 students attended the session. The goal of workshops like this one is to introduce young students to the opportunities available to them through higher education.
- On January 6, Harper hosted various workshops for Barrington Middle Schools’ In-Service. The involvement was part of a new partnership with the Station and Prairie Campus schools. Brian Knetl kicked off the morning with a keynote presentation that discussed different Middle School strategies for College and Career Readiness. Michelé Smith conducted a breakout session on Promise so Middle School staff members have an in depth understanding of the program and the opportunities it provides to students. A “Harper Happenings” breakout session was presented by Juanita Bassler, Phil Mortenson, Erin Morettes and Mary Beth Ottinger. Barrington staff members learned about the University Center, Dual Credit, Financial Aid, the importance of Student Involvement and Career and Technical programs. Approximately 180 staff members attended the event.

President’s Priorities Update

1. Advocates for Students

- With the transition of the academic term, our Academic Success Coaches, Student Development Counselors and One Million Degrees (OMD) staff have been focused on providing information and assisting students with being prepared for the spring semester.

- Since the beginning of the coaching pilot, 340 unduplicated (470 duplicated) students have been seen by the Academic Success Coaches. The coaches are averaging an 81% show rate by the students. 340 students represent roughly 80% of the total student population within the coaching pilot. This number is not inclusive of other means of communication with the students (i.e. email, phone, and text).
- Of the 62 students being case managed as a part of the Counselors Through Completion pilot, 36 have met face-to-face with their counselors thus far. A total of 54 face-to-face contacts, 35 phone contacts, and 216 email contacts have been made.
- The Student Advocate Working Group has drafted an academic advisor job description that will combine the responsibilities of educational planning with proactively managing a caseload of students. As part of the overall plan being crafted, the group is currently working on making a recommendation for caseload size and how student assignments will be made incorporating students' areas of academic interest.

2. First Year Seminar and Education Plan

- During the fall 2017 semester, over 700 students completed First Year Seminar courses and other Start Smart programs.
- Two sections of First Year Seminar courses are being offered during the spring semester to accommodate a number of students who are new to Harper in the spring. Combined with the fall enrollment, the total number of students impacted by a First Year Seminar course will exceed the target of 750 students.
- One of the outcomes of the First Year Seminar courses and Start Smart programs is for students to work with a counselor to complete an educational plan. Final data had not been compiled yet, but as of mid-December, over 80% of the students enrolled in a First Year Seminar course or other Start Smart program met individually with a counselor, and over 70% completed an educational plan. The final numbers are expected to increase.
- The First Year Seminar team is already planning fall 2017 course offerings. The team will be working closely with the Academic Planning and Pathways team to develop course offerings that better align with the areas of interest that are currently under development.

3. Completion of Buildings F, M and the Canning Center

- Building F Renovations – The asbestos abatement has been completed and demolition is 95% completed.
- Building M Renovations and Addition - Construction documents for the Building M Renovations and Addition project are 100% completed, with bids due January 19, 2017. Northwest Community Hospital has approved the design for their leased space. The temporary spaces needed for Building M programs have been identified.
- Canning Center – The State of Illinois has put the Canning Center project on hold.

4. Promise Program Funding

- As of December 31, 2016 the total raised was \$8.6 million, 86% of the \$10 million goal with 358 donors.

- All current donor recognition has been update on the Foundation's website.

In closing, we are pleased to announce that former Secretary of Education Arne Duncan has accepted our invitation to serve as this year's commencement speaker and receive an honorary degree from Harper College. Before you know it (believe it or not) that special day will be upon us.

With February around the corner—spring will be here before we know it, as will the 2017 commencement ceremony.

Stay warm!

Ken