



HARTNELL COLLEGE

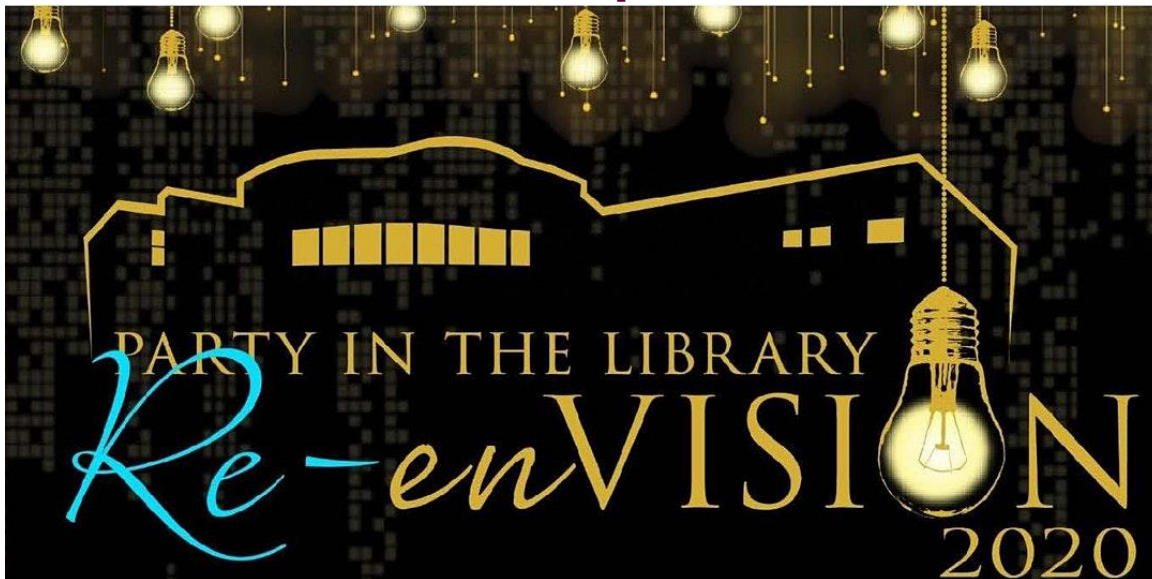
Mission:

Focusing on the education and workforce development needs of communities in the Salinas Valley, Hartnell College strengthens communities by providing opportunities for students to reach career and/or academic goals (associate degrees, certificates of achievement, transfer to four-year institutions) in an environment committed to student learning, achievement and success.

Note to readers:

Beginning with this edition, the President's Weekly Report to the Community is temporarily moving to a twice-monthly publication schedule while the volume of news is slower due to COVID-19 restrictions. Thanks for reading!

Join us for the Party in the Library 2020 and 'Re-enVISION' the spirit of Hartnell



Despite unprecedented challenges, everyone in the Hartnell College Community continues to help our students meet their educational goals. We have taken difficult steps to protect the health and safety of them, our employees and the greater community. Not least of all was the switch to online instruction after Spring Break.

Preoccupied as we are with the COVID-19 pandemic, the arrival on May 9 of the (virtual) 2020 Party in the Library is a welcome chance to celebrate our impressive students at our college's most important fundraiser of the year. Creative volunteers and staff on the Party in the Library Committee were inspired to "Re-enVision" Hartnell's premier event with a fun and impromptu format. I join with the Hartnell Community College District Governing Board in offering special thanks to program co-chairs Susan Gill, Kurt Gollnick and Alfred Diaz-Infante.



I hope you will support this outstanding benefit, which for the past 13 years has raised critically important funds in support of the Hartnell College Foundation. Thanks to its incredibly generous supporters, the foundation has been able to leverage every \$1 raised at the Party into \$10 for our students. We are so grateful to our loyal donors who have stood with us to ensure access to excellent higher education in our district.

[Party tickets](#), which are a benefit of giving at the President's and Legacy Circle levels, are \$225 each, and tickets to a drawing for a week-long luxury staycation at a beach home in Seacliff are \$100. A centerpiece of the event will be recognition of Anne Secker (pictured), who will receive the Hartnell College Foundation Leadership Award for her service and leadership on the foundation Board of Directors, among so many other professional and philanthropic contributions.

Other highlights include a virtual toast, a living room dance party with The Money Band and a glitzy live auction, for which winners will be announced during the live event. Find out all about the 2020 Party in the Library at www.Hartnell.edu/Party.

COVID-19 student fund finds need, and seeks more donors to meet it

Money donated to help Hartnell students cope with the impacts of COVID-19 has been quickly depleted by scores of requests for help with basic needs, ranging from rent and food to medical bills and personal hygiene products.

But the need persists.

As of April 28, the COVID-19 Student Emergency Response Fund had received 109 applications and distributed emergency scholarships of \$500 to 63 students, with 10 students on a waiting list and about 45 more applications still in process.

"There are so many students in need," said Dr. Nancy Reyes, a Hartnell counselor who is serving on a committee overseeing the assistance effort. "Although this does by no mean solve all of their struggles, it definitely helps and allows all of us to be more hopeful about the weeks to come, at least."



Fundraising efforts continue through the crowdfunding website [GoFundMe](#). The campaign, called "Keep Our Students Learning," was publicly launched April 13 by the Hartnell College Foundation.

So far, the fund has received almost \$150,000 in individual and business contributions, on top of \$150,000 in seed money approved by the foundation Board of Directors on April 7. Of that total, \$31,000 has been distributed through emergency scholarships, with remaining funds used to increase the availability of crisis counseling for students, as well as to buy Chromebook laptops and mobile internet hotspots for student facing technological challenges with online instruction.

CC Daily newsletter features Hartnell's outreach to students lacking resources

The CC Daily, an online newsletter produced by the American Association of Community Colleges, featured Hartnell's efforts to support students affected by COVID-19 in an [April 27 report](#) titled "Lingering challenges with distance learning."



The article focused on schools classified as rural colleges. It noted the housing challenges facing Hartnell students in the best of times that are now exacerbated by job loss in the agricultural industry and elsewhere. It also spotlighted distribution many students' lack of reliable access to a computer for coursework, which is now being addressed through distribution of Chromebook laptops.

"That has made it hard to connect with students for distance learning," the article said. "They might have a smartphone, (Superintendent/President Dr. Patricia) Hsieh says, 'but you can't do homework on a phone.' And they can't go to a Starbucks for the wifi connection, due to the stay-at-home order."

College employees working on campus wear masks as newly required by county

Although most Hartnell employees continue to work from home under the statewide shelter-in-place order, our college is complying with a new order from the Monterey County Health Officer that requires use of face coverings in the workplace and in public places.

Starting April 30, those employees whose roles and duties require them to keep working on our campuses will wear face coverings as directed while continuing to maintain physical distancing.

Specifically, this includes use of the face covering when interacting with any member of the public and when working in or walking through common areas such as hallways, stairways and parking facilities, or in any room when other people are present.

Because medical-grade masks are in short supply, and not required by the order, the college is encouraging employees to provide and wear a clean face covering of their own, while providing masks as needed to ensure that everyone is safe and in compliance.

As we conclude the spring semester and prepare for all-online instruction this summer, Hartnell will continue to closely follow and respond to the latest public safety recommendations and requirements. Thank you all for the steps you are taking to keep yourselves, your families, our students and other members of the public as safe as possible from coronavirus infection.



Summer recruitment marketing starts, with fall promotion to be added soon

Hartnell has begun a multimedia recruitment campaign for summer registration, to be adapted soon to also encompass fall registration. The campaign is built around a counseling-inspired theme of "You've Got This – and We've Got You!" – reflecting the switch to all-online learning, with strong student services, and the importance of higher education to compete in the post-COVID economy.



The campaign is targeted at prospective students of all ages, as well as their family households. It includes Salinas-area 30- and 15-second TV and radio commercials in English and Spanish, as well as online display advertising (pictured) and Facebook marketing, featuring a cross-section of confident students. The 30-second commercial [videos](#) feature Augustine Nevarez, director of student affairs for student life, begins with the message, "Life has changed lately, and Hartnell College is changing for you."

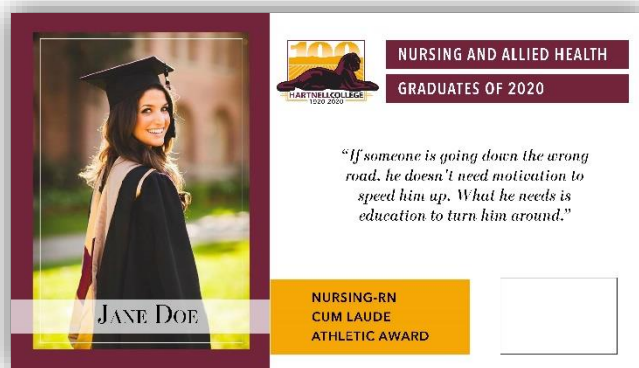
Heading into the new fiscal year, we anticipate developing new messages to continue growing enrollment in non-credit ESL classes, as well as highlighting career technical education opportunities and featuring recent graduates with a tie-in to the Centennial.

Commencement plans come together for streaming ceremony on May 29

Hartnell's Centennial Class of 2020 will receive their degrees in an online ceremony on May 29, the originally scheduled date. The video will be pre-recorded but streamed via Facebook beginning at 5:30 p.m.

Efforts are focused on making the experience as meaningful and traditional as possible for graduates and their friends and family watching together from home. Superintendent/President Dr. Patricia Hsieh, Governing Board President Aurelio Salazar Jr., Academic Senate President Lisa Storm and a selected valedictorian, Trinidad Morales-Garza, will deliver brief remarks.

Dr. Hsieh will present the 2020 Distinguished Alumni Award to Marilyn Long, a graduate of Hartnell, who is president and executive director of the Long Family Foundation, which supports religious, educational, cultural and research endeavors. In 2016, Long and her husband, John, commissioned and donated the "Jaipur" sculpture located in front of the Lewallen STEM Center.



Graduates are encouraged to purchase regalia from the [Panther Bookstore](#), with free delivery. Available items include a stole featuring Hartnell's Centennial logo. Faculty will be invited to join in a Zoom conference to share congratulations to students. Each graduate may share a photo and a quote that will appear on screen as their name is read (sample is pictured).

All pages on Hartnell website are instantly available in Spanish

By leveraging an untapped feature available from Google, users of the Hartnell.edu website can now view all page content in Spanish rather than in English.



Following an email discussion spurred in early April by Laura Zavala, director of student affairs for the High School Equivalency Program (HEP), Web Administrator James Fitch highlighted the opportunity to tap Google's translation tool by adding an "Earth" icon to other tools located at the top of each webpage.

By clicking on that icon, or right-clicking their mouse or mousepad and then clicking on "translate to espanol," users can instantly see translated text throughout the site. Work is underway to promote this feature and inform website visitors how to use it.

Said Dr. Romero Jalomo, vice president of student affairs, "Good work, James, and thanks to Laura for keeping us focused on this project. It is much-needed, and I appreciate everyone's interest and help."

Student-athlete transfers underway despite halt to spring competition



Mid-season cancellations to spring athletics seasons were a blow to Hartnell student-athletes and their counterparts across the country. But spring also is also when Panther sophomores seek out, or are sought by, coaches from four-year universities looking for new talent.

Several examples of this occurred over the past week, as volleyball duo Megan Flores and Aixa Crespo and multi-event track team member Shaelynne Smith all announced their next steps.



Flores (pictured at left) and Crespo will compete together and study at San Diego Christian College this fall. Flores, a kinesiology major and volleyball setter from King City, accumulated 237 kills, 31 service aces, 283 digs and 30 total blocks during the 2019 season. She will play

both softball and volleyball at SDCC. Crespo (pictured at right), a middle blocker from St. Scholastica Academy in Louisiana, was selected to the Coast Conference North First Team All-Conference during her freshman and sophomore seasons. She plans to major in communications and criminal justice.

Smith, a track and field team member from Hollister, will join the NCAA Div. II program at San Francisco State University as both a hurdler and a heptathlete. She was instrumental to Hartnell's 2019 Northern California Women's Team Championship by scoring in both the 100-meter hurdles and the regional heptathlon championship. She will major in business administration at SFSU.

Upcoming Events

Note: All in-person campus events are cancelled until further notice in compliance with a statewide shelter-in-place order.

Summer 2020 Priority Registration

Through May 1

HCCD Governing Board

Regular meeting (physical distancing observed)
5 p.m.

Tuesday, May 5

Steinbeck Hall (Building C)

Career Prep: Getting Started with LinkedIn

12:30 p.m.

Wednesday, May 6

Register: <https://forms.gle/2tLePKVPa4hDBLn89>

Career Prep: Self-Awareness

12:30 p.m.

Thursday, May 7

Register: <https://forms.gle/2tLePKVPa4hDBLn89>

Transfer Mixer 2020 – Panel and Q&A

9 a.m.

Friday, May 8

Zoom mtg. ID: 664 652 814

Pop-Up Pantry Food Distribution

12-2 p.m.

Friday, May 8

Hartnell Parking Structure

A graphic for the 'Transfer Mixer 2020' event. It features a dark red background with white and yellow text. At the top, it says 'TRANSFER BOARDING PASS' in a dark box, with '3782 FLIGHT' and 'AE3 GATE' to the right. Below that, it reads 'HARTNELL COLLEGE' and '4-YEAR UNIVERSITY' with an airplane icon. The main title is 'TRANSFER MIXER 2020'. The description says: 'Join a chat with Hartnell Alumni who will share about their transfer experience and advise on how you can best prepare for your own transfer success!'. The date and time are 'MAY 8, 2020' and '9:00 AM'. The Zoom Meeting ID is '664 652 814'. The location is '(Panel, Q & A format)'. At the bottom, there is a barcode, the Hartnell College Transfer and Career Center logo, and a call to action: 'SAVE YOUR SEAT!: RSVP LINK' with a white arrow pointing to the right.

Career Prep: How to Job Search During COVID-19

12:30 p.m.

Tuesday, May 12

Register: <https://forms.gle/2tLePKVPa4hDBLn89>

Career Prep: Preparing for an Online Interview

12:30 p.m.

Wednesday, May 13

Register: <https://forms.gle/2tLePKVPa4hDBLn89>

HCCD Governing Board

Board development meeting (social distancing observed)

5:30 p.m.

Tuesday, May 19

Steinbeck Hall (Building C)

Pop-Up Pantry Food Distribution

12-2 p.m.

Friday, May 22

Hartnell Parking Structure

2020 Commencement, virtual ceremony

(Details to come)

5:30 p.m.

Friday, May 29

Spring 2020 Semester Ends

Saturday, May 30

Summer 2020 Classes Start

Monday, June 15

Summer 2020 Classes End

Saturday, July 25