



## GEM FOR GENERATIONS

### The Campaign for Hagerstown Community College 75 Years of Changing Lives: One Student at a Time

For 75 years, Hagerstown Community College (HCC) has helped our students unlock their potential by providing affordable, high-quality educational and workforce development programs. Students come to HCC with aspirations for the future – anticipating that the education they receive will transform their lives. Every student has the potential for greatness and HCC helps them achieve it.

At just \$123 per credit hour, a transformative HCC education is accessible for most of our students. Unfortunately, sometimes even that very affordable cost is out of reach. Seventy percent (70%) of our students are eligible for some sort of financial assistance. Each year, the HCC Foundation awards nearly \$500,000 in scholarships to more than 500 students who might not otherwise be able to attend school. This academic year, the HCC Foundation increased the maximum award to \$1,300, which covers nearly half (44%) of a full-time student's tuition expenses (based on 12 credit hours per semester). And a scholarship to attend HCC is even more valuable considering that \$1,300 would only pay for 14% of tuition at a four-year state institution for the same 12 credits.

Scholarships have more than a monetary value – ninety percent (90%) of HCC Foundation scholarship recipients are academically successful. When our students succeed, the entire community does as well. We position our students to contribute to the growth and vitality of the region. Meeting their needs, however, requires an investment in HCC's future that honors our values, traditions, and experience.

The goal is simple: make sure that every student who wants an education has access to HCC's excellent educational programs and resources. You can make the difference for a non-traditional student who needs internet access for online classes or for the nursing student with just one class left to complete their education. For a student who is the first in their family to attend college, your support can enable that dream of a better future to become a reality.

#### Community Education at the Crossroads

As the needs of our students and our community evolve, we will invest in leading-edge programming, curriculum delivery, and student services to ensure that HCC continues to cultivate a well-educated and trained citizenry for the 21<sup>st</sup> Century.

# EMMANUEL



Thanks to support from the HCC Foundation and emergency assistance from HCC, Emmanuel was able to prioritize his education despite several family emergencies. A rough year could have derailed his hopes of becoming a psychiatric nurse practitioner after his family was hit hard by COVID 19.

The pandemic made it difficult for his father to work as a contractor. Emmanuel's mother could not work with her domestic violence clients, and then a car accident left her with lingering health issues. Not only did Emmanuel have to figure out how to pay for classes, but his mother also needed to rely on him for help as she recovered. Despite this, Emmanuel has kept his focus on earning his degree that will allow him to give back to the community when he enters the workforce.

Affordability remains the primary concern for our students, and it's not limited to tuition alone. There are additional fees payable to the college for registration, student services, specific courses (which can be hundreds of dollars or more), and even dental services at the campus clinic. If incurred fees go unpaid, transcripts are withheld resulting in "stranded credits." Every semester, between 150 and 200 students – who have an average unpaid balance of \$517 and are otherwise in good academic standing – face this final barrier to graduation.

Rising costs make it harder for HCC to remain innovative and to deliver the financial and educational support and services that our students need to succeed. The gap between what it costs to deliver a quality education and what our students can afford to pay has never been greater. Yet the value of that education is priceless; not just to the individual but to the entire region.

### **An Economic Engine**

According to the Maryland Department of Commerce, HCC is the fifth largest employer in the county. Capturing the full value that HCC adds to the economy, the most recent economic impact and investment analysis available found that:

- HCC and its students added \$176.2 Million in income to the Washington County economy, approximately 3.0% of the county's total gross regional product (GRP).
- The net impact of college payroll and expenses in Washington County during the study period was \$24.3 million.
- Thousands of former students are employed in the county workforce, contributing about \$150.9 million in added annual income.
- For every \$1 spent on education at HCC, students can expect \$2.90 in higher future earnings, a nearly 3 to 1 return on investment.

As the only city in Washington County, Hagerstown is the home to a wide range of companies and serves as an anchor for the entire region. Delivering high-quality, affordable education and workforce training is key to sustaining and growing an economically vibrant and thriving community that benefits all who live here. Building a strong employee base is necessary to retain these employers and to encourage new businesses to come.

### **HCC Teaches Students HOW to Think not WHAT to Think**

In addition to providing an education, colleges have traditionally exposed students to a variety of experiences, opportunities, and perspectives. Beyond preparing to enter the workforce, students become more independent; develop essential skills such as collaboration, negotiation, and persuasion; explore interests outside of the classroom; and develop their own sense of self.

Recently, however, too many institutions are teaching students **what to think** instead of **how to think**.

# ANGELLE



Sometimes hard work is not enough. Students also need inspiration and financial assistance that supports their goals and talents.

Angelle is a first generation student with big ambitions who embodies HCC's "stay close, go far" motto. Strong family ties and a top notch nursing program made HCC her first choice. But, working while tackling a rigorous academic schedule left Angelle struggling to complete her studies.

The Sioda Scholarship award helped boost Angelle's confidence and allowed her to focus on her studies without working 40 hours a week to support herself. Now Angelle is on her way to a four year nursing program and a bright future where she can help others.

At HCC, instructors leave their personal philosophies at home. Lively debate is encouraged. Different opinions and perspectives help students learn more about others' experiences while advocating for their own points of view. In some classes, it's not uncommon to find students and teachers take opposite positions from one day to the next to sharpen their critical thinking skills. **Simply put, the only agenda we have at HCC is to help prepare tomorrow's workforce.**

### **A Shared Vision**

As we our 75th anniversary serving Hagerstown and the surrounding area, we are pleased to share our vision for the next 75 years. HCC will support the next generation of learners and community leaders by providing a high-quality education that is affordable, equitable, and promotes success in today's economy. We will help our most vulnerable students overcome barriers to educational attainment and become successful and productive citizens. And we will create new partnerships and programs that will stimulate economic growth and the vitality of our region.

To make this possible, we initially turned to our friends and supporters to raise \$7.5 million in gifts and pledges from individuals, organizations, businesses, and charitable foundations. After with tremendous success during the "quiet phase," we extended our campaign target to \$10.5 million. Due to the immense support that our community has shown HCC and our mission, we increased our stretch goal in June, 2022 to raise \$12 million. Finally, after receiving a \$5.8 million grant in August, 2022 for the renovation of the D.M. Bowman Family Workforce Development Center, the final campaign stretch goal is set to raise \$18 million by December 31st, 2022. We are reaching out to a cross-section of community leaders, partners, donors, businesses, and friends to support the proposed campaign, gather advice and counsel, and help students in need.

Whatever your passion and vision for the community, HCC will partner with you to help achieve it. Because of our lean operating costs, low overhead, and strategic investment and stewardship of donations, every dollar invested in student scholarships and services generates an outsized impact for students. Over ninety-seven percent (97%) of every dollar raised goes directly to benefit students.

Our vision for the future of Hagerstown Community College remains bold and ambitious. We take our role as the sole community college in our region as a significant responsibility. Our success will require the concerted effort and dedication of the many communities we touch. With your help, more students can achieve their goals and, as a result, enable our region to thrive!

# **GODWILL**



"The HCC Foundation Scholarship has played a fundamental role to my success in college. It greatly relieved me of my financial burdens and helped me to focus more on studies while maintaining a 4.0 GPA. I feel so honored and blessed to be a scholarship recipient as it has made me become a better person and has helped me achieve my educational goal of becoming a business administrator/ analyst."



# \$18,000,000 to Support More Students

## Endowing New Student Scholarships



Endowed student scholarships are the flagship program of the HCC foundation. Every year we award nearly \$500,000 in scholarships with an average of \$1,300. Our vision is to double that amount to \$1,000,000 in 5 years. With seventy percent (70%) of our students eligible for some sort of financial assistance, there are more worthy students than there are funds available.

## Strengthening Student Services



Pursuing education and workforce training is as hard today as it ever was, and students require additional support to help them succeed. HCC seeks to ensure that tutoring, emergency financial aid, or items from our food pantry are there for all who need them. We also want to establish new awards to help defray other college-related costs and fees that create additional barriers to success.

## Workforce Training for a Strong Region



Career certifications have grown significantly in scope and importance in today's workforce. These "quick start" training programs enable people to get a job now, then apply that certification toward a degree when they are ready. Scholarship endowments to fund these noncredit programs will create pipelines to local employers and benefit us all.

## Supporting Our Athletic Programs



HCC has a long history of producing nationally-recognized athletic champions. Competition on the field of play today forges better leaders for tomorrow. We seek to grow the scholarship assistance that we provide our student athletes. We also seek to improve our facilities, not just for our teams, but also for students pursuing education in HCC's Exercise Science & Health Division.