



HALLMARK
UNIVERSITY

ANNUAL REPORT

2019



OVER 50 YEARS OF CHANGE

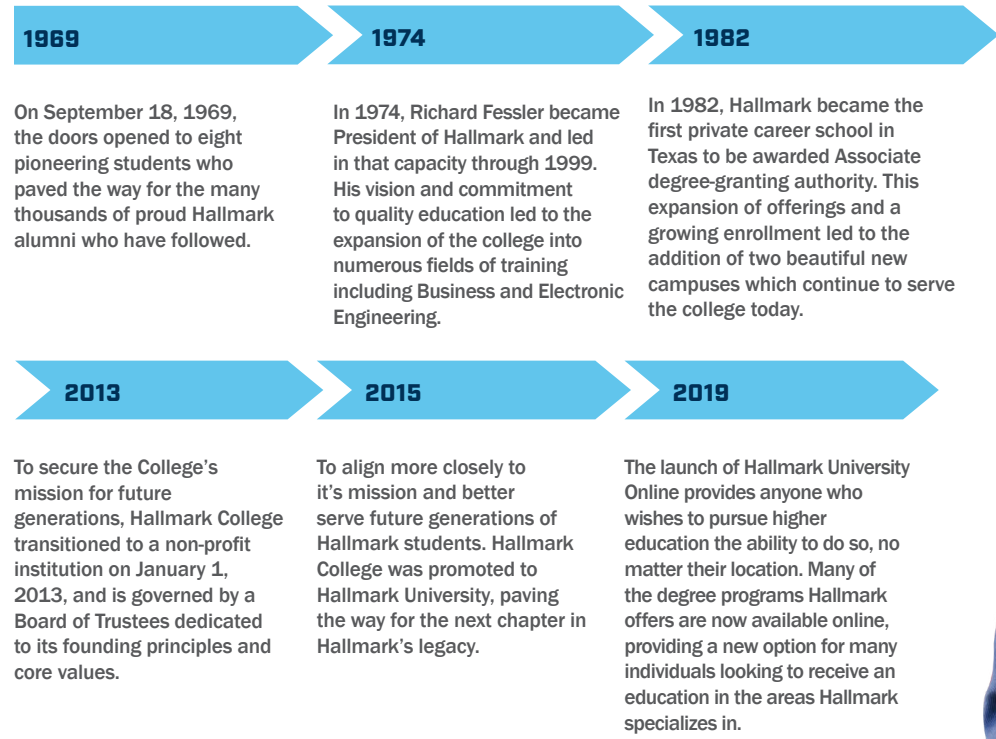
Last year Hallmark University celebrated a monumental achievement, the 50th Anniversary of the founding of Hallmark University (then Hallmark Aero-Tech.) Founded in 1969 at Stinson Municipal airport by Richard Fessler, Hallmark was initially created to train aircraft technicians for a rapidly growing industry that the world heavily relies on. We have developed dramatically over the last five decades, adding new programs and degree offerings, and have seen the incredible ways our programs have changed the lives of our students and the San Antonio community.

Changing Higher Education

American higher education has become more vital to personal, social, and economic development than ever before. However, despite this critical need, our country's educational model is not producing the superior outcomes expected of a world leader. Processes for educating have not kept up with the continuous evolution of the modern learner. The crowded theory-based lecture auditorium of yesterday can no longer produce the outcomes that are required today. That approach takes too long and leaves too many behind. Those that do succeed often find their degree provides little relevance to their future career. It's Time for Change! The ways we educate need to reflect the time we live in.

Hallmark University is committed to that change! We are changing the way education is delivered and measured; developing tomorrow's leaders through focused and engaged programs. Our students learn in an environment that enables the practice of the actual skills needed in their careers. An academic degree from HU is reinforced by certification and validated by industry partners, ensuring our outcomes are relevant. We understand education must deliver greater outcomes in less time and with less cost. Hallmark University is leading this change.

Our Journey



Richard Fessler, Founder

THE HALLMARK DIFFERENCE

We are changing the way education is delivered and measured; developing tomorrow's leaders through engaging programs that take nearly half the time to complete. Our students learn in an environment that enables the practice of the actual skills needed in their careers, all while developing character.

Affordability	Speed	Experience	Outcomes	Character
By making education more accessible and more affordable, with our competitive tuition rates and compressed degree duration, students are able to spend less time in school and more time in their career making money.	Our unique approach to curriculum delivery enables our programs to be delivered in nearly half the time as other 4-year universities. Instead of the normal 2-semester year, Hallmark students learn in six 8-week terms, with minimal breaks.	Every program at Hallmark University has engaging, real-world settings for classrooms. Students learn in Server Rooms, Hangars, Hospitals, and Boardrooms. This makes their experience more realistic and better prepares them.	All of these programs have direct career outcomes that students are working towards. Comparing the median annual income in all occupations, these areas of study are greatly exceeding the national average. In salary and job growth.	Our Hallmark Character traits extend beyond the organizational level and reach into the classroom assignments. Students are encouraged to utilize our traits as tools to tackle classroom challenges, as well as improve their personal and family relationships.

Focused on the Growing Industry in San Antonio

We focus our Graduate and Undergraduate degrees on four key areas of study: Aeronautics, Business, Information Technology & Healthcare. These four areas have been chosen because they will provide you with the best opportunity for success after you graduate.

Aeronautics

Hallmark University has a legacy of training students to achieve A&P Licensure. Our programs provide rigorous, hands-on training to prepare you for the industry.

Business

Our Business program is designed to provide the academic platform, personal confidence and real world exposure for our students to succeed.

Healthcare

At Hallmark University, we offer unique healthcare programs for our students, which can produce thousands of outcomes for our graduates in this field.

Information Technology

While earning an Information Technology degree, students earn a number of certifications from industry partners like Microsoft, Cisco, VMWare and CompTIA.



LETTER FROM THE BOARD



It is my pleasure to share this 2019 Hallmark University Annual Report with everyone involved in the life of our university community and with all our other friends who value nonprofit accredited higher education. Since its founding in 1969 under the leadership of Mr. Richard Fessler and his wife Carolyn, Hallmark University has earned its place today as a respected part of San Antonio's academic community with key distinctions, including accreditation by the Accrediting Commission of Career Schools and Colleges (ACCS) and our application now under review for future accreditation by The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

Hallmark University's student experience is intentionally balanced between challenging academics and character development. For example, our nursing students score in the 98th percentile in the Assessment Technology Institute's (ATI) test, which evaluates the academic readiness of applicants to succeed in health science study programs. Specifically, Hallmark's Nursing School ATI record is among the top 54 of 2,700 nursing schools that rate their students using ATI. Our nursing students' clinical studies require them to learn-by-doing under supervision at partner hospitals, clinics, and other health facilities in the San Antonio area. Their natural aptitude for caring is further refined during clinicals. Our students emulate their mentors and nursing alumni from Hallmark who preceded them and who are already working in compassionate patient care.

Our College of Aeronautics is the largest in Texas, with an excellent job placement rate for graduates in aviation technical jobs. Aviation industry partners are actively involved with orienting our students to understand the wide range of opportunities in the aerospace job market. Through student field trips to meet practitioners at commercial airport hangars and during informal sessions with aviation working professionals, our aeronautic students become very familiar with career-field expectations to help them secure quick employment upon graduation. Their education is truly hands-on. Most of our aeronautic students graduate with two Associate degrees and their FAA license to qualify themselves as ready-to-work in a fast-growing career field the day after graduation. Their close and frequent interaction with aviation-industry partners positively shapes their values and helps them adopt a well-informed strong work ethic.

Business courses taken by students in our School of Information Technology and our School of Business include the Hallmark Consulting Group (HCG). This collaborative learning experience is a supplemental and progressive series of readings, team-based learning, directed-reflection, role-playing, simulation engagements, and scheduled opportunities to meet business and IT practitioners in their classrooms and during field trips to workplaces. Through hands-on group exercises, students improve their soft skills by working with their team to benefit their clients and increase their confidence to address inevitable ethical challenges that confront small and mid-sized business leaders. HCG intentionally shapes our students' problem-solving perspective to think about their business studies holistically when addressing real-world business situations. They are guided to seek higher profitability for their clients while also remaining anchored by sound ethical business practices.

Members of the Board of Trustees for Hallmark University are all leaders in their respective career fields. Each share the goals and aspirations of Hallmark's Mission Statement and Purpose Statement. Trustees bring unique experiences from their career fields and work together to provide objective fiscal oversight and sound accountability to Hallmark University. We work hard to enable the university's faculty, staff, and executive leadership to prepare our students for success. We aim for nothing less than delivering an excellent university education that is values-based and practical – always meeting the needs of our industry partners for graduates with superior knowledge, sound character, and a stellar work ethic. Hallmark University provides its students with precisely this kind of excellent education.

As a board of trustees, we are incredibly grateful for our team, whose dedication influences the lives of so many students, even as we change higher education for the better. Collectively, we strive always to graduate outstanding citizens who think clearly, purposefully, care mightily for others, and know how to work well together toward common goals.

Thank you for your continued interest in and support of Hallmark University.

In Him,

Dean Rush
Chairman of the Board

MISSION STATEMENT

We change individual lives by developing superior skills, knowledge, and character.

Too many individuals are completing their journey through the higher education system without a clear direction forward. Hallmark University's mission is built on three pillars that give our graduates a foundation to succeed for the rest of their lives, academia, industry, and character. These three pillars are a reflection of the "whole person" mentality we seek to develop in our students.

LETTER FROM THE CEO



As the new decade is now underway, we are pleased to share this inaugural Hallmark University 2019 Annual Report e-publication with you – our extended university family of alumni, students, employees, colleagues, and friends of higher education. Thinking back on Hallmark’s first 50 years, twenty of which I have had the honor to serve as the university’s president, I am amazed at the extent and depth of the Lord’s blessings here. Since its founding in 1969 by Richard and Carolyn Fessler, our institution has expanded to include four schools and their academic offerings. Our students can earn Associate, Bachelor, and Master degrees – all responsive to the needs of industries with high earning potentials such as nursing, aeronautics, business, and information technology.

Hallmark University’s mission statement, around which all of our energies revolve, is “We change individual lives by developing superior skills, knowledge, and character.” Hallmark University’s mission statement is our North Star and singular shared outcome. Our commitment is to deliver academically rigorous, values-based education to every one of our students – meeting each one where their individual journey begins. Whether serving a recent high school graduate, an active service member, a veteran, or adults who are finishing or starting a degree, we are committed to their success.

Our mission statement captures the essence of a Hallmark University education. We are intentional about equipping each student with essential subject-area knowledge, while providing critical technical and interpersonal skills to apply to that knowledge and meet the needs of employers.

Our graduates possess a strong work ethic of demonstrable integrity and sound character. Employers of our graduates routinely tell us that the emphasis we place on character development helps our alumni to stand out as reliable and team-oriented – making them highly sought after.

Some distinctions about Hallmark University are:

- We fully prepare our students for the workforce by supplementing their accredited academic studies with technical certifications and professional licenses. Our students apply these highly valued credentials to satisfy requirements that employers find indispensable when they are looking for job candidates. These distinctions also place Hallmark University graduates ahead of their peers from traditional universities because their earned certifications and licenses represent our students’ personal investment of considerable time and study effort that serves to ‘fast start’ their career success immediately upon graduation.
- By the time they are 32 years old, Hallmark graduates see their income rise more than graduates from any other college or university in San Antonio, more than any other nonprofit university in Texas, and on par with the top ten U.S. nonprofit universities. This information is based on the 2017 New York Times Upshot Report and recent updates.
- Hallmark University undergraduate students earn their degrees in just over half the time it takes students enrolled at traditional institutions. As a result, our graduates are working in their career field, earning 80-100

percent annual return on their educational investment two to three years before other students who started at the same time at traditional universities.

- The Hallmark University undergraduate student experience instills personal character values through a compulsory 14-month character education program explicitly focused on developing seven traits: Integrity, Leadership, Stewardship, Service, Communication, Dependability, and Agility.
- All students, faculty, and staff are intentionally infused with an empowering spirit that demonstrates a “Whatever It Takes” attitude to succeed with integrity. Student success is the top priority for Hallmark University’s faculty and staff. Upon enrollment, each student is personally guided through the financial aid process and assisted with early tutoring and study skills. Throughout their studies and even at graduation, when the university assists each in their job placement, it is individual student accomplishment that matters here more than anything else.
- Hallmark University actively partners with industries we serve through Program Advisory Committees (PACs) aligned with each of our four schools. These PACs are comprised of working professionals from companies that support and often hire our graduates. PACs meet bi-annually to advise our academic and co-curricular programs. Their advice and active participation positively influence Hallmark University graduates as they enter their career field and the workforce with industry-relevant skills, knowledge, and character.
- Nearly half of Hallmark University alumni are first-generation college graduates. Current research suggests that when students graduate and then experience success in the workforce, their economic opportunities and overall sense of wellbeing improve significantly. Graduation and career progression also engender an “I should become a university graduate too” spirit throughout their extended family, positively impacting future generations.

We are very proud of our students and alumni. Most notably, we marvel at the intensity with which they adopt the values-based worldview that we promote. We see evidence of this when they consistently demonstrate professional and personal integrity, a stellar work ethic valued by their employers, and a firmly grounded commitment to their faith toward a higher purpose.

As this 2019 Annual Report goes to e-publication, the world wrestles with COVID-19’s impact, including required social distancing. During March and April 2020, Hallmark University moved all our on-ground courses to online delivery, with some carefully managed personal engagement for nursing and aeronautical students to satisfy their licensure requirements. Despite unfortunate and worse conditions caused by loss of employment and other struggles among some of our students, our university continues to deliver uninterrupted high-quality educational services. We have achieved improved overall student retention performance and relatively steady new student matriculation rates. We continue to adapt successfully and invest strategically, improving our online course delivery’s quality in case future waves of epidemic reappear.

Our university has secured forgivable federal emergency assistance for payroll protection and operational continuity of operations, including designated federal support because Hallmark University is a federally recognized Hispanic-Serving Institution (HSI). We operate financially within our means, carefully monitor to streamline our discretionary expenses and continue to seek future forgivable emergency assistance.

Thank you for your personal commitment to excellence in higher education and your interest in Hallmark University’s future. Please enjoy the contents of this 2019 annual report and know we are eager to respond to your questions about enrollment in our associates, baccalaureate, and graduate degree study programs. Today we look with hope to a bright future and rely on the inspiration we find in Isaiah 40:31. Now, it is time to soar, Eagles. Please join us in flight!

Blessings,



Joe Fisher
President/CEO

LEADING THE WAY WITH INNOVATIVE SOLUTIONS IN HIGHER EDUCATION

Our greatest priority as an institution of higher education is the success of our students and graduates, who have entrusted us to help them achieve their career goals and dreams through education. Students come from across Texas and the United States to dedicate themselves to their education, which serves as one of our greatest motivations for excellence. Everyone behind the scenes at Hallmark University works tirelessly to create the opportunity for our students to find the change they are seeking.

The traditional issues of cost, job outcomes, and time invested in programs at traditional colleges and universities are nonexistent at Hallmark University. Directly addressing issues in higher education leaves Hallmark University in a class of its own, beginning with the accelerated degree paths. Our programs include only the essential components for a graduate's success in their field, reducing the time to earn a degree by focusing curriculum solely on their area of study and speeding up the journey towards achieving their first job after graduation.

The opportunity to earn an income sooner by attending a program at Hallmark University is a measure of success that we take seriously, just as we do with our placement goals.

We measure success by placing graduates directly into their career fields, with 90% placed within 90 days of their graduation date. We expect graduates to have a starting pay that gives them the opportunity to have 100% return on tuition investment in their first year on the job.

Our expectations toward graduate income are not unfounded, as Hallmark University is among the best nonprofit institutions in the United States at changing lives through income mobility. Income mobility is a metric that we hold ourselves to and measure success by, and a report published by the New York Times clearly detailed that Hallmark University is the best nonprofit institution in Texas, and among the top ten institutions in the United States at moving graduates up two or more income quintiles.

We believe that students, parents, and anyone else who invests their time and relies upon us to change their lives are challenging us to do our best and strive to be better. We rely on the engagement of those who seek a life changing experience, depending upon our role to connect them to a career that is going to allow them to support themselves and their families for the rest of their lives.

“They allowed me to complete my education in a very short amount of time versus other traditional universities. I was able to complete both of my degrees, my bachelor’s and master’s, in three and a half years, which is amazing. Hallmark University changed my life for the better, now I’m able to obtain the opportunities that I wasn’t before.”

Denisse Campos, Business Graduate, Class of 2019



“ What I love about teaching is engaging the students and helping them to become those life-long learners, for them to find their potential. Hallmark University engages students by going outside of the box. It’s not just lecture and discussion. ”

Dr. Tracy Lawson, Instructor,
School of Business

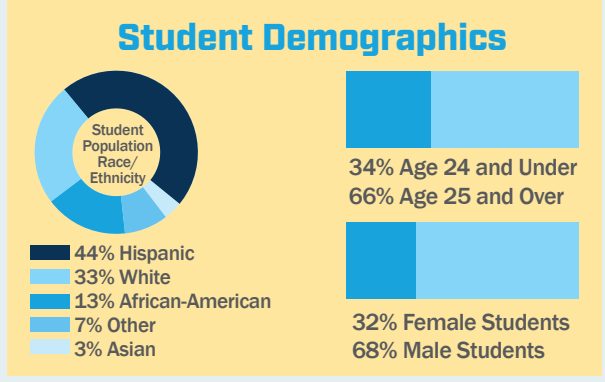


Master
Bachelor
Associate
Degrees



923
Student Population

26:1
Student to Faculty Ratio



32%
Veteran
Students

LOOKING TO THE FUTURE

As Hallmark University continues to grow and expand, major additions are being added to deliver on our goal of having world-class facilities. Construction of the Cybersecurity Operations Center is underway to provide students with a dedicated facility equipped to monitor

systems, counter threats, and defend enterprise information systems. Hallmark Consulting Group (HCG) Classrooms are also being updated so that business students have the space and resources to collaborate and learn from local leaders through real-world projects.



Cyber Security Operations Center

A security operations center is an operational facility designed and equipped to monitor, detect and assess threats, and defend enterprise information systems. Security operations centers rely upon skilled individuals to utilize their experience and resources to provide awareness of potential cyber-attacks, contain threats, and remediate any disruption and damage.

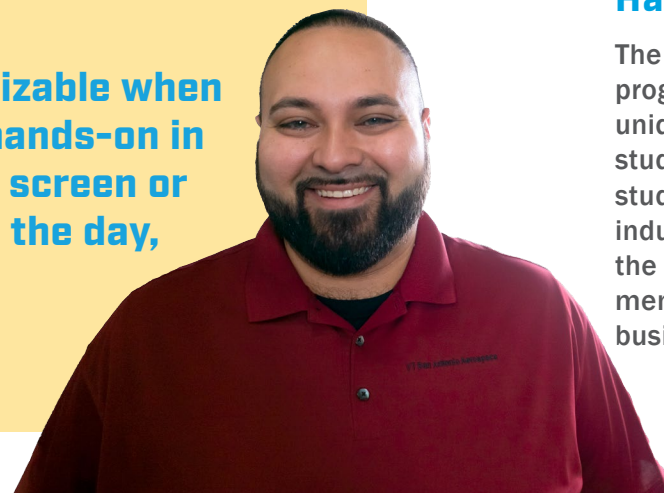
Hallmark University's Cybersecurity Operations Center will enhance the School of IT's Cybersecurity program by providing future graduates with operational experience for their first job after graduation. State of the art equipment and

an environment designed like those used by governments and organizations alike provide an immersive experience for any student as they utilize the knowledge they attained from their classes.

Students will engage in team-based exercises, solving real-world problems governments and businesses encounter regularly in the virtual space. Once construction of the operation center is complete in 2020, the center can be utilized by the community for training exercises and cybersecurity competitions, pitting students from local schools against one another to utilize their training in a simulated event.

“The curriculum that I experienced was very recognizable when I got out into the industry, having dealt with stuff hands-on in the classroom as opposed to maybe on a computer screen or in a book. It was very challenging, but at the end of the day, it became very rewarding as well.”

Chris Escobedo, Aeronautics Graduate, Class of 2019



COLLABORATIVE LEARNING CENTER



Hallmark Consulting Group (HCG)

The Hallmark Consulting Group (HCG) Hybrid program launched this past January, providing unique learning opportunities for students studying in the School of Business. HCG takes students out into the field to learn from local industry experts and to work with businesses in the San Antonio community. Industry experts mentor students and present challenging business problems for students to solve.

Hosting technology features and designated classroom space for HCG, the new “Richard and Carolyn Fessler Simulation Center” provides business students with the space and resources to work on complex business problems while learning at the Technology Campus. The application of technologies and the expertise of guest lecturers provide an immersive experience for students that join the business program.

“ Cybersecurity is a fast-paced industry, and with completing a bachelor’s at Hallmark University in 2 years versus 4 years or 5 at a traditional college, it keeps our knowledge up-to-date and relevant...now I’m 22 years old, making 6 figures right after a bachelor’s degree. ”

J Tatsuya Peters
IT Graduate, Class of 2019

Accelerated Degrees

At most 4-year universities, students are hoping to finish their Bachelor-level degree in 48 months. Unfortunately, this happens much less often than some might think. Though most programs are projected to finish in 4 years for full-time students, most students do not stick to this timeline. In fact, the average amount of time most students finish 4-year degrees is 58.8 months, nearly 5 years!

We take a unique approach to curriculum delivery, which enables our programs to be delivered in nearly half the time as other 4-year universities. Instead of the normal 2-semester year, Hallmark students learn in six 8-week terms, with minimal breaks.

Income Mobility

A study published January 18, 2017 in The New York Times shows that Hallmark University is number one in San Antonio at moving their students up two or more income brackets. By analyzing the likelihood that students will benefit from upward income mobility after attending various nationwide colleges and universities, the study made clear that Hallmark students are more likely to see a substantial income increase than students who attended any other college or university in San Antonio. The study was conducted by a team of researchers from Stanford University, the University of California, Berkeley, Brown University, and the United States Treasury. The aggregated group operates as The Equality of Opportunity Project.

The project-based its ranking by analyzing “what kind of students attend Hallmark” (derived by income level) and “how Hallmark students fare later in life” (derived by income level).

The project applied the same analysis to more than 30 million students and over 2000 American colleges and universities. For San Antonio, the results showed that Hallmark had the highest number of students who moved up two or more income quintiles giving it the highest mobility index of any college or university in the city.

A LEADER IN “HIRE EDUCATION”

“We’re at a point right now where talent is limited. Hallmark has probably provided us the most combat-ready individuals.”

Richard Valdez, IP Secure
Industry Partner and Employer

Hallmark University offers programs that focus on four in-demand areas of study to provide better job outcomes for graduates. Providing opportunities to specialize in Aeronautics, Business, Nursing, and Information Technology leads to greater job outcomes and higher median annual wages that exceed the national average.

Our focus on these areas is a result of our commitment to the success of every graduate that comes through our doors. To show our dedication, Hallmark University has an institutional goal of placing 90 percent of all graduates in the career field of their area of study within 90 days of graduation. By partnering with organizations across the city and state, we find career opportunities for graduates in every industry, sometimes leading to students securing a position in their new field before even graduating.



Program Advisory Committee

To ensure our curriculum aligns with what is being used in the industry, we utilize a Program Advisory Committee (PAC) made up of leaders in the community. Our PAC brings together members from the Aeronautics, Business, Healthcare, and Information Technology and Cybersecurity sectors.

Members meet twice a year to:

- Give valuable curriculum feedback
- Review new program offerings
- Provide insight into industry trends
- Network with other community leaders

The Program Advisory Committee is a vital part of our success in ensuring our graduates are hired shortly after graduation. Utilizing the input from industry leaders, graduates are prepared for their career and provide organizations with the skills and resources that they need to continue innovating and leading their industry.

P.A.C. Represented Companies

Baptist Health System
Center For Learning Excellence
Central Texas Medical Center
CommuniCare Health Centers
Epic Health Services
Gulfstream Aerospace
Knight Aerospace
Lockheed Aircraft Services
Lockheed Martin Corporation
McCoy Aeronautical Services
Mooney International
NE Methodist Hospital
OSI Vision LLC
Pax Financial Group, LLC
Pediatric Home Healthcare, LLC
PEN Consultants LLC
Redbird Flight Simulations
RedKnight LLC
Regent Care Center Oakwell Farms
SAA-VT Aerospace
San Antonio Chamber
Southwest General Hospital
SPS Digital
Standard Aero
Textron Aviation
The C12 Group
U.S. Department of Defense
UIW
University Health System
USAA
UT Health Science Center
UTSA
Valero Energy Corporation
WellMed Med Management

90 in 90 Placement Goal

Hallmark University is committed to the success of every graduate that comes through our doors. To show our dedication, we have an institutional goal of placing 90 percent of all graduates in the career field of their area of study within 90 days of graduation. We are able to utilize our industry partnerships and career placement services to perpetually maintain this level of success.

FINANCIAL SUMMARY

2018-2019

Hallmark University's annual financial statements consist of a Statement of Financial Position, Statement of Activities and Changes in Net Assets, Statement of Functional Expenses, Statement of Cash Flows, and accompanying notes.

Most the University's funding comes from tuition and fees from students; supplemented by cash and non-cash contributions from individual donors and grant awards from federal government and state agencies, and private foundations, trusts, and corporations.

Growth in the University's net assets is an indication of its sustained financial stability. The Statement of Financial position presents the assets, liabilities, and net assets of the University at its fiscal year-end, which is December 31. An increase in net assets indicates improvement in financial condition. In comparing FY19 to FY18, total assets increased by \$511K or 1.8 percent, total liabilities decreased by \$50K or .6 percent, and net assets increased \$563K or 2.87 percent.

The current ratio is a measurement of financial liquidity calculated by comparing current assets to current liabilities. A current ratio of 2.00 or greater indicates that the University's liquidity is adequate to meet its financial obligations in the event of an economic downturn. For FY19 and FY18, the current ratio was 2.6 and 2.1, respectively.

The Statement of Activities and Changes in Net Assets presents the University's results from operations for the fiscal year. The Statement presents the revenues and expenses recorded by the University – including operating revenue and expenses, and other revenues and expenses. In comparing FY19 and FY18, operating revenues [tuition & fees, net] increased \$1.009MM or 6.9 percent, non-operating revenues [contributions and other income] decreased by \$56K or 4.8 percent; and operating expenses increased by \$1.455MM or 9.9 percent.

The Office of Financial Affairs prepares the University's financial statements. An independent audit firm audits the University's financial statements annually. The most recent audit performed by Salmon, Sims, Thomas, PLLC [SST] is for the fiscal year ending December 31, 2019. The audit standards followed by SST require auditors to obtain reasonable assurance that the financial statements are free of material misstatement. An unqualified opinion is an independent auditor's judgment that a company's financial statements are fairly and appropriately presented, without any identified exceptions, and in compliance with generally accepted accounting principles (GAAP). The opinion for audit report issued for both FY19 and FY18 was unqualified.

Blessings,



Joe Fisher
President/CEO

STATEMENT OF FINANCIAL POSITION

Assets

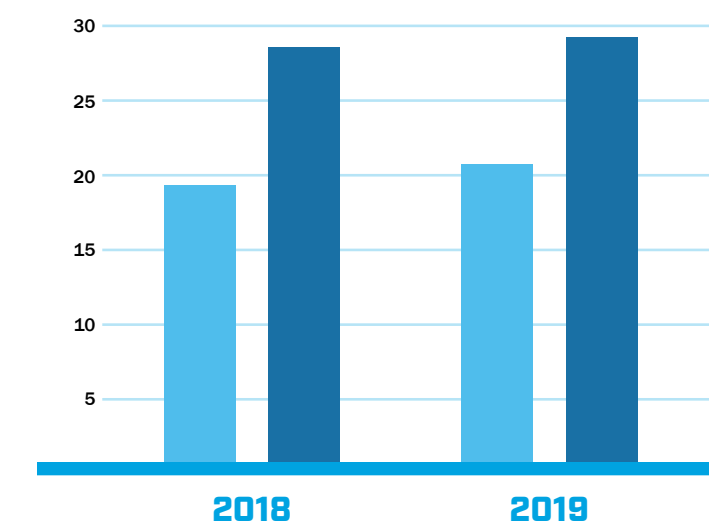
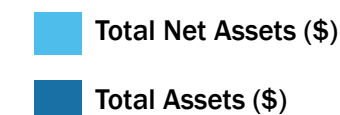
	2019	2018
Cash	3,850,781	3,406,675
Accounts Receivable, net	312,757	549,135
Pledges Receivable, total	224,425	30,675
Inventory and Prepaid Expenses	397,072	240,953
Property and Equipment, net	7,635,977	7,716,413
Intangible Assets, net	15,883,104	15,883,104
Other Assets, total	460,070	426,470
Total Assets	28,764,186	28,253,425

Liabilities

Accounts Payable and Accrued Expenses	1,405,809	1,399,627
Deferred Revenue	411,348	545,246
Capital Leases, total	23,280	110,067
Notes Payable	6,457,024	6,457,024
Other, total	309,502	147,382

Total Liabilities**8,606,963** **8,659,346****Net Assets****20,157,223** **19,594,079****Total Liabilities and Net Assets****28,764,186** **28,253,425****Net Assets**

(\$ in millions)



REVENUES AND EXPENSES

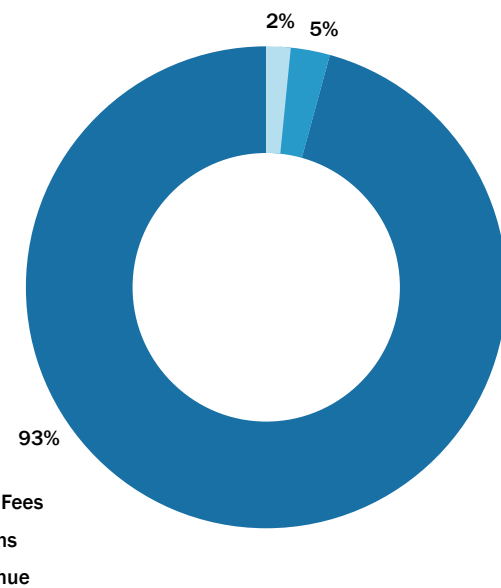
Revenues and Support, 2019	Without Donor Restrictions	With Donor Restrictions	Total
Tuition and Fees, net	15,557,866	-	15,557,866
Contributions	578,843	239,600	818,443
Other Revenue	269,442	-	269,442
Net assets released from restriction	71,000	(71,000)	-
Total Revenues and Support, 2019	16,477,151	168,600	16,645,751

Expenses, 2019	Without Donor Restrictions	With Donor Restrictions	Total
Program Services	8,806,694	-	8,806,694
Supporting Services	6,854,993	-	6,854,993
Fundraising	420,920	-	420,920
Total Expenses, 2019	16,082,607	-	16,082,607

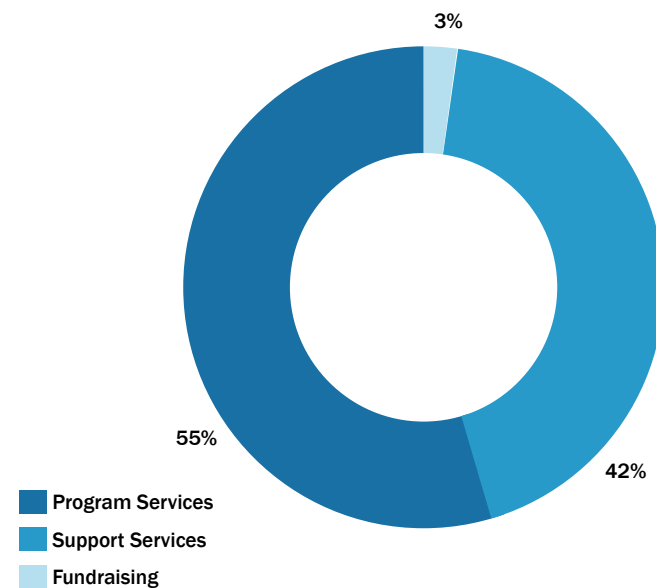
Revenues and Support, 2018	Without Donor Restrictions	With Donor Restrictions	Total
Tuition and Fees, net	14,548,606	-	14,548,606
Contributions	963,104	57,000	1,020,104
Other Revenue	123,638	-	123,638
Net assets released from restriction	60,920	(60,920)	-
Total Revenues and Support, 2018	15,696,268	[3,920]	15,692,348

Expenses, 2018	Without Donor Restrictions	With Donor Restrictions	Total
Program Services	7,695,768	-	7,695,768
Supporting Services	6,605,633	-	6,605,633
Fundraising	326,134	-	326,134
Total Expenses, 2018	14,627,535	-	14,627,535

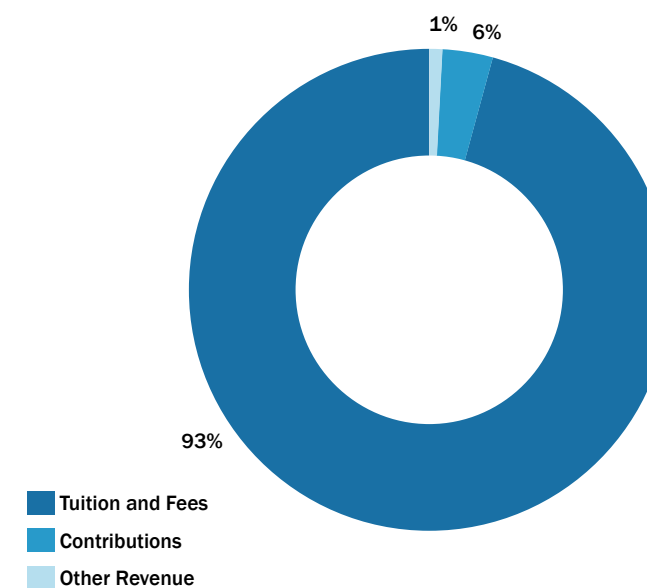
Revenues Sources, 2019



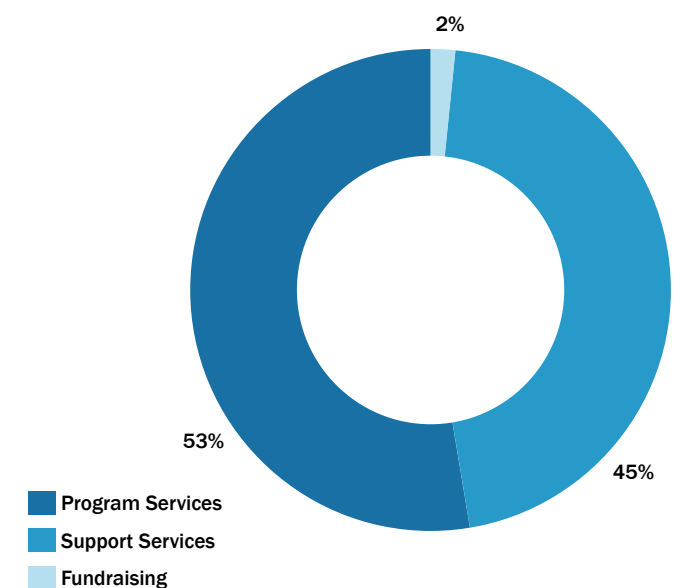
Distribution of Expenses, 2019



Revenues Sources, 2018



Distribution of Expenses, 2018



BOARD HIGHLIGHTS



Dr. Elizabeth Conklyn

Elizabeth Conklyn, Ph.D., was appointed in 2019 as a Trustee for Hallmark University. She is active on the Board's development, executive, and facilities committees.

Dr. Conklyn served as Executive Vice President, Human Resources at USAA, a Fortune 200 Company, from where she retired in 2011 after working there since 1999. She previously worked at General Signal as Senior Vice President and at IBM in a number of positions, last serving as the inaugural Director of Worldwide Skill Management. Dr. Conklyn served on a variety of non-profit Boards, such as United Way, Impact San Antonio, San Antonio Cancer Council, Ballet San Antonio, and Texas Public Radio. She has also been actively involved with the Episcopal Church at both the parish and national levels.

Dr. Conklyn's academic achievements include a Bachelor of Arts from the College of St. Elizabeth University in Economics and a Master of Science and Ph.D. degrees from Cornell University in Organizational Behavior. She also served as a consultant to the Center for Creative Leadership in their Executive Development Program for several years.



Dr. Vanessa Kenon

Vanessa Hammler Kenon, Ed.D., was appointed in 2015 as a Trustee for Hallmark University. She is active on the Board in numerous areas.

Dr. Kenon serves as Associate Vice President Information Management Technology at the University of Texas at San Antonio and has worked there since 2008.

She previously worked at Hallmark University for 17 years in various positions, including Dean of Academics and Director of Career Planning and Industry Relations. Dr. Kenon was recognized as the UTSA College of Education and Human Development Outstanding Alumna in 2018 for her global scholarship and service to the University and community.

In addition to her work with Hallmark University, Dr. Kenon serves on the Board of Magdalena House, committees for the North San Antonio Chamber, and numerous committees and task force for UTSA. She is also active in her service to University United Methodist Church.



Dr. Maria Hernandez Ferrier

Maria Hernandez Ferrier, Ed.D., was appointed in 2018 as a Trustee for Hallmark University. She is active on the Board's development committee.

Dr. Ferrier served as inaugural president of Texas A&M University-San Antonio where student enrollment increased from less than 1,000 to more than 4,400 within six years under

her leadership there from 2008-2015. That university's physical campus was anchored in Hispanic-predominant South San Antonio where she worked with state leaders to build the first five campus buildings, among the most culturally attuned and beautiful educational facilities to promote both student academic success and strengthen community heritage. Anchored in her faith life, she is active with several organizations in opening doors to new opportunities and cultivating learning and service among students.

Prior to her presidency at Texas A&M-San Antonio, she held several national education appointments, serving under both U.S. President George H.W. Bush and President Bill Clinton. She started her college education at age 30 and has committed her life to promote educational achievement among underserved people and communities. She earned her Bachelor of Arts and a Master of Education from Our Lady of the Lake University, and a Doctorate in Educational Administration from Texas A&M University.



Paul Nguyen

Paul Nguyen is the President and CEO for Communicare Health Centers. Today, he is Vice Chairman of the Board of Trustees for Hallmark University. In 2016, he was first appointed as a Trustee for Hallmark University.

His career as a healthcare administrator spans over 25 years in both inpatient and ambulatory

services, focused on keeping his company the healthcare provider-of-choice and a best-place-to-work employer. Prior to becoming the CEO, Paul served as the Chief Operations Officer for the organization.

In 2015, he was recognized with the San Antonio Business Journal Healthcare Award in the category of Outstanding Healthcare Executive. In June 2020, Paul Nguyen was inducted into Marquis Who's Who in recognition of his noteworthy accomplishments, visibility, and prominence in his field.

Mr. Nguyen served in the U.S. Air Force as a medic before beginning his distinguished civilian healthcare career. His healthcare administration background includes working in two level I trauma centers at Wilford Hall Medical Center in San Antonio, Texas, and at the Oregon Health & Science University Hospital in Portland, Oregon. Paul Nguyen has a bachelor's degree in Social Psychology from Park University and a master's degree in Healthcare Administration from Webster University.

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“Hallmark has been able to change lives as a residential program for many years now. With the new online programs, not only will we reach a few hundred lives, but we'll start to reach thousands of lives around the world.”

Neal Askew, Trustee

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Coming Soon - Giving Opportunities. 

“Through the different character traits, learning about them, and being in tune with them, I do believe I have become a better person, and it has carried over into my everyday life.”

Ashley Rodriguez
Nursing Graduate, Class of 2016

CHARACTER IN EVERY DECISION

In addition to Service Projects and Community Outreach, we integrate the Hallmark Character Traits into our curriculum. These traits provide industries with a valuable human resource and provide the graduate with excellent professional opportunity and soft skills.

Our Hallmark Character traits extend beyond the organizational level and reach into the classroom. Students are encouraged to utilize our traits as tools to tackle classroom challenges.



Why Character?

Employers want character over skill.

When we ask employers who hire our graduates, “What’s the main thing you’re looking for?” The #1 answer we get is always the same. Employers want character.

Students learn to lead with integrity.

Every program integrates ethical decision-making scenarios into the curriculum. Hallmark graduates emerge with a strong sense of leadership and integrity.

Character Traits

Integrity
Leader
Servant
Steward
Communicator
Dependable
Agile

Core Values

Integrity
Efficiency
Effectiveness
Excellence

Our core values represent who we are at the very core or heart of Hallmark University. They are the guiding principles that form the filter through which all that we do within and outside our walls must pass. They represent an unwavering standard meant to inspire, motivate, and enable us to perform and produce our desired outcomes at the very highest level.

PURPOSE STATEMENT

To nurture the discovery and development of one’s greater purpose, through undergraduate and graduate education consistent with biblical principles.



HALLMARK UNIVERSITY

Hallmark University

10401 IH-10 West
San Antonio, Texas 78230
210-690-9000

College of Aeronautics

8901 Wetmore Road
San Antonio, Texas 78216
210-826-1000

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HallmarkUniversity.edu

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