EAGLE EYE

UNIVERSITY NEWSLETTER



HALLMARK UNIVERSITY

August 2022

Message
from Leadership

Hallmark University has transitioned through some significant changes over the past few months, including the start of our move to a new main campus. Through all the changes, one thing has remained consistent, our focus on academic excellence. In 2021 our nursing program finished with a first-time pass rate on the NCLEX of 98.04%, the highest of any BSN program in San Antonio, and is continuing on a track to increase that percentage this year.

I'd like to share a couple of updates highlighting our focus on academic excellence:

We recently welcomed Dr. Quint Thurman, Dean of Business, to the Hallmark team. He previously served as the President of the University of the Southwest and Provost and interim President of Sul Ross State University. Dr. Thurman has held tenured appointments at Washington State University, Wichita State University, and Texas State University and has authored seven books. Throughout his academic career, he has founded four doctoral programs and taught more than 5,000 undergraduate and graduate students. Dr. Thurman holds Bachelor's and Master's degrees in Sociology from the University of Oklahoma and a Ph.D. in Sociology from the University of Massachusetts in Amherst. He is happily married to Rev. Caryn Thurman, an ordained Presbyterian minister. They have three grown children, two of which reside in San Antonio. Both he and his two sons are avid San Antonio Spurs fans.

Dr. Dana Hagen joined Hallmark University in January of 2022 as the Dean of Arts & Sciences and Faculty Development. We are thrilled to announce that she has been promoted to Dean of Academic Operations effective August 1. She is a native Texan and grew up in a small town outside Houston, Texas. She earned her Bachelor of Science in Academic Studies with a minor in Mathematics from Sam Houston State University and went on to earn her Master of Education in Mathematics from Prairie View A&M University and Educational Doctorate in Organizational Leadership from Argosy University. She has held various roles in higher education over the past 18 years, including adjunct mathematics faculty member at multiple colleges and universities. Her administration experience in higher education includes Dean of Academic Affairs for several of The Art Institute colleges and as the Campus Director for The Art Institute Austin location and most recently MyComputerCareer in Sugar Land, Tx. Dr. Hagen has one daughter and one bully-pit named Meatball. She, her daughter, and Meatball reside in Pflugerville, Texas.

Our School of Aeronautics was recently featured on News4SanAntonio with a focus on our efforts to help fill the gap in the aviation maintenance workforce. Like all our schools, we are preparing our students to be workforce ready with strong character skills. View the full story here.

Our move to the new campus was motivated by the potential for growth, the opportunity to further develop innovative and hands-on learning, and to be geographically situated closer to our students. I had the opportunity to discuss the move with Jonathan Gurwitz. View thePoint video here.

We look forward to hosting you at the new campus soon! We owe it to our students to provide the best academic experience, and we owe it to their future employers to help develop high-character leaders that will be workforce ready.

Joe Fisher
President & CEO



* NCLEX Rate Source Data

From the Nest

Alumni Spotlight - Roxanne Coy

I graduated from Hallmark University (HU) on May 7, 2022. It was one of the most beautiful events of my life. My journey was long and arduous at times, but everything that happened on that journey was well worth that beautiful day. I was fortunate enough to represent the School of Business as the student speaker at the graduation ceremony (linked below). It was most definitely the absolute proudest moment of my life.

After graduation, I felt a sense of accomplishment that I had never experienced before. I was motivated to take on the world. My studies, both academic and the courses that developed my personal growth, increased my passion and my confidence. My reason for obtaining the degree was so that I could pursue a career as a nursing home administrator. Right before graduating, I landed a dream job as a consultant for a privately owned nursing facility. Part of the reason for that success was what I learned at HU.

I took that knowledge and confidence into my new position, and life has never been better! I have been incredibly successful in my efforts to make important contributions to my client. He tells me frequently that I have made an impact on his business, and we ended his fiscal year at almost 20% over the amount for the prior year. I felt honored to have played a part in keeping this business going so that people could keep their jobs and this company could take care of its residents.

Shortly after graduation, my husband and I started a medical billing company. We are proud co-founders of Empowerment Team Medical Billing, and our grandson, Mason, is a partner. Our vision is to become an entity that positively impacts local economies by aiding healthcare businesses in development and growth so that they can provide opportunities and careers that improve people's lives. I am so grateful for my business courses because that has been a guiding force in setting up this company. My marketing courses have been instrumental in developing our marketing strategy and forging new relationships in our community.

Last but not least, I just found out that the State of Texas has approved my transcripts and application for entry into the AIT (Administrator in Training) program. This is an important step in preparation for the exam to be a licensed nursing home administrator.



I am so excited and grateful for my blessings, both personal and professional. I know my success is due in large part to Hallmark University. I still have the same challenges I spoke about at the graduation ceremony; however, with God's grace and my gratitude for it, I know I will succeed in my endeavor to serve and make a difference.

Roxanne Coy

2022 School of Business Graduate

View Roxanne's graduation speech here.

Alumni Tours

You are cordially invited to visit our new campus - we are hosting sneak peek tours for our alumni and would love for you to join us! Since space is limited, we invite you to make a reservation by clicking the link below. We look forward to seeing you soon! Or, if you are not able to join us on one of the dates listed please email us and we will coordinate a tour for another date and time.

RSVP for a New Campus Tour Here

Stay up to date with all things alumni by joining our Facebook page!

Program Updates

School of IT - IT Certifications: a part of your Degree and Education

In addition to traditional degree programs, Hallmark University's IT/Cybersecurity department offers valuable certification opportunities. Dr. Glenn Brown, Dean of the School of IT, walks us through the available benefits, costs, and opportunities.

There are several benefits to getting an IT certification—but several costs too. Certifications give you the chance to learn needed skills and are a quick way to show employers you have those skills. On the other hand, certifications can require extra studying or coursework and cost up to several hundred dollars to take.

So how do you know that the benefits will outweigh your costs?

At Hallmark, you have the opportunity to participate in three capstone courses that focus on the following certifications: CompTIA Net +, Sec +, Cisco CCNA, and EC Council Certified Ethical Hacking.

Certification or no certification, in the end, what matters most is your actual ability to do the job. Here are a few things to consider when deciding whether to get an IT certification.

Why IT certifications can be worth it for you.

Getting an IT certification might be worth it if you're trying to bolster your experience and skills, don't have other related credentials, or are just starting in the field. If you're new to the IT field and don't have any past work experience, schoolwork, or personal projects you can point to in an interview, an IT certification can go a long way.

An IT certification isn't just a way for employers to see that you have an industry-recognized credential showing you can have a baseline of experience.

You can learn much about a topic by studying for the certification exam and improving your technical skills. Plus, the actual content of the certification can give you a roadmap of what you need to know for related jobs. Even if you know the ins and outs of different operating systems, you might be limited in the roles you're qualified for if you don't know basic security or data storage principles. Getting an entry-level certification that tests you broadly on IT fundamentals can ensure you have the foundational knowledge you need.

Hallmark Security Operations Center (SOC) Certification

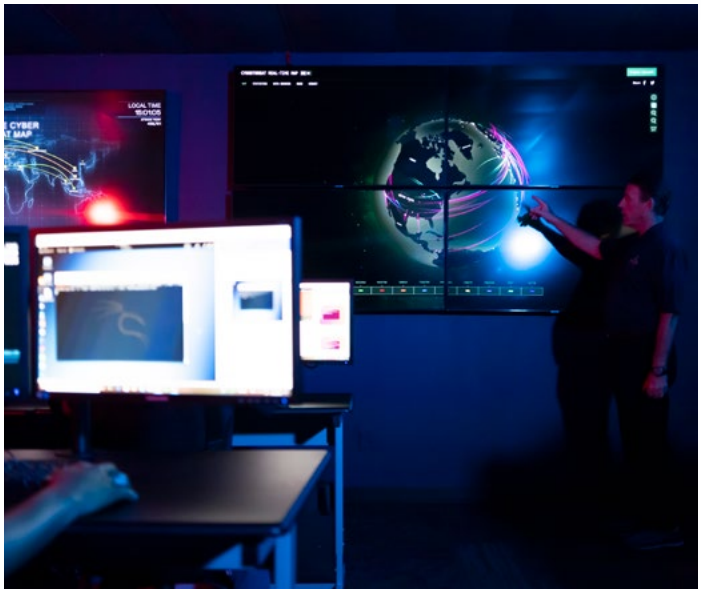
At Hallmark, we offer a Security Operations Center (SOC) certification for those students who excel and complete the following three milestones.

Education: Completing your core educational requirements in the following courses covering Cisco 1,2,3; Advanced Operating Systems; Virtualization; Python; PowerShell; and Networking ITSY1300.

Hands-on experience: including SIEM, SOAR, Log Management, and Firewalls.

Certification: The final milestone: a certification in one of the following CompTIA Net +, Sec +, Cisco CCNA, or the EC- Council Certified Ethical Hacking (CEH).

As the student prepares to enter the workforce and apply within the Information Technology community, their application will start with composing their resume. Acquiring an IT certification augments your resume and sets you apart from other applicants.



Source Article: https://www.coursera.org/articles/are-it-certifications-worth-it

Interview
with Our Outreach Specialist

Our enrollment team is on the move constantly, making community connections with local school districts, public charter schools, homeschool networks, education-focused organizations, and everything in between. In building these connections, they focus on building awareness for the University in the education sectors of San Antonio and surrounding communities. As the department has grown recently, we recently visited with Daniella Dendy, Outreach Specialist, to learn more about what she and the enrollment team have been up to.

Can you share a little about the connections you've made in the greater community?

Hallmark University and Boerne ISD established a strong connection this past spring. We visited Boerne Champion High School and Boerne High School health science and engineering classes. With multiple visits and classroom presentations, Hallmark University was able to connect with over 100 High School students from Boerne. Other schools we had the privilege to visit in the spring were Medina Valley, Judson, Churchill, Roosevelt, Burbank HS, and Health Careers High Schools. Outreach has also had the privilege of building a relationship with FEAST-Family Educators Alliance of South Texas, a homeschool resource center for students and families. We have attended multiple town hall meetings with FEAST and a home school mini-convention. The summer has been the season of career fairs to reach potential students looking for a positive change in their life or career.

We have also made connections in the community with organizations like HIRE GI, which hosts multiple veteran career fairs throughout the year. They have welcomed Hallmark University to their circle of professionals. Outreach has also established relationships with Alamo Community College District (ACCD) transfer centers. We will be collaborating with San Antonio College and Northeast Lakeview in the fall to share the transfer opportunity from ACCD to Hallmark University for bachelor's degree programs. In addition to FEAST, Pathways HomeEd is a consultant company that works with high school students year-round, and we are building a relationship with them. While all of these connections support our enrollment efforts, they also help open more doors for individuals that want to pursue a degree program. It is exciting to know that we are giving them more options than they initially expected or were aware of.

What are some of the big surprises in this role?

One of the biggest surprises in this role is the level of knowledge high school students bring into a post-secondary school. This generation has shown that they are dedicated to career path choices early on, which helps outreach guide them in the right direction. These students give me tremendous hope for the future. We will be in good hands with this motivated and informed generation.

Daniella Dendy
DDendy@HallmarkUniversity.edu



Career Services

In recent weeks, our Career Services team has grown! We welcome Kimberly Cadena and Lanae Miller to the team as they will work alongside Noor Rafati to continue supporting our students as they prepare to enter the workforce. Their efforts include inviting industry partners for campus site visits, conducting resume and networking seminars, and coordinating mock interviews. These efforts, and more, help them pursue their goal of placing 90% of our graduates in jobs within 90 days of graduation.

Recently, we have welcomed the following industry partners to both campuses in the pursuit of the 90% in 90 days goal:

- **Ability HomeCare**
- **Access Quality Therapy Services**
- **CHRISTUS Health**
- **Connally Memorial Medical**
- **Deacon Recruiting**
- **L3 Harris**
- **Laurel Ridge Treatment Center**
- **Medical Vein Clinic**
- **Methodist Healthcare**
- **Texas Vista Medical Center**
- **UT Health San Antonio**

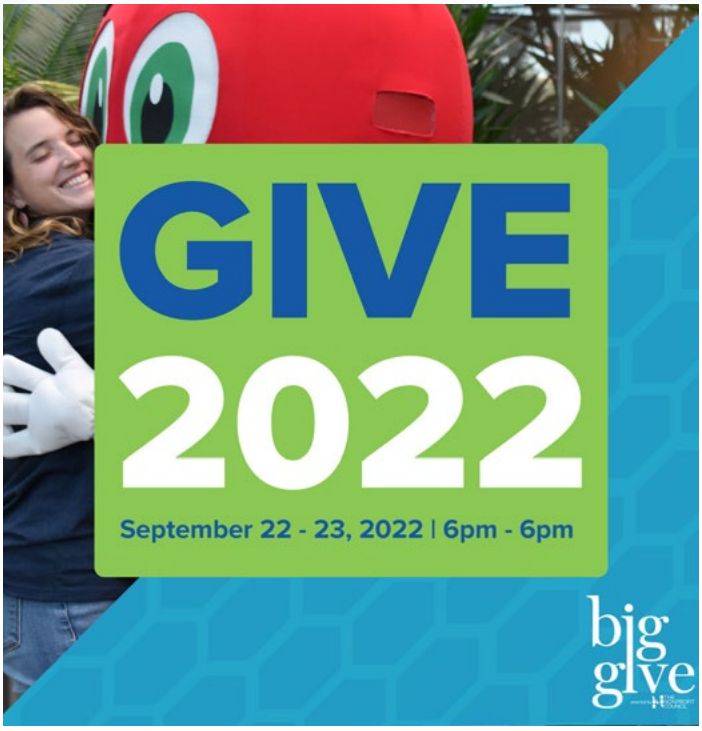
To learn more about their efforts, or to schedule your own company's site visit, please contact a member of our Career Services team at careerservices@hallmarkuniversity.edu.

Philanthropy Updates

Save the date for The Big Give!

For 24 hours, San Antonio will participate in the Big Give, a day of philanthropy. This year's event is scheduled for September 22 (6 pm) to September 23 (6 pm). Hallmark University's Big Give campaign will again benefit the Hallmark Fund, supporting student success, scholarships, and special projects. Stay tuned to our social media and your email as we get closer to the Big Give.

#BigGive2022



Upcoming Events

The Big Give

When: September 22 & 23 Time: 6:00pm - 6:00pm Location: https://www.thebiggivesa.org/organizations/hallmark-university

New Campus Ribbon Cutting

When: Wednesday, October 19th Time: 9:00am Location: 9855 Westover Hills Blvd, San Antonio, TX 78251

Whatever It Takes

Partner with Hallmark University to see lives changed and communities impacted by graduates with skills, knowledge, and character. At Hallmark, we do "Whatever It Takes" to make sure our graduates succeed.

Donate Today

Contact the Hallmark University Philanthropy Department

Marion Lee
VP of Philanthropy
MLee2@HallmarkUniversity.edu

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