



EAGLE EYE

UNIVERSITY NEWSLETTER



HALLMARK UNIVERSITY

February 2022

Memo

From Leadership

Despite the disruption of a COVID resurgence to begin our year, 2022 will be one of the most significant years in the history of Hallmark University.

We are excited to confirm that we successfully completed the acquisition of our future home and main campus property.

Our design, construction, and facilities teams, under the leadership of Dr. Lee Beaumont, are well underway with the exciting renovations that will provide our students with a transformational learning environment.

In conjunction with the interior construction, we are also launching our Faith in the Future capital campaign. This is a \$5.2 million dollar campaign to help underwrite the costs associated with the development of the new campus. We are off to a strong start, signaling to our Hallmark community that our excitement and confidence in the new chapter at the university is shared with our key stakeholders. As the campaign progresses over the next few months, we invite you to reach out and schedule a visit to the new campus so you might get a first-hand look at the incredible opportunity it represents.

What is most exciting about the project is the potential for growth it provides. Our

new campus sits on 20 acres, 10 of which is undeveloped and available for expansion of facilities in the future. The existing development plans give us space for an amphitheater, outdoor meeting spaces, and plenty of future development. The new location will place us in the fastest growing area of San Antonio which is where the majority of our student body resides already.

Hallmark will be the only 4-year university in this part of the city. Although we will have a new home, rest assured that our commitment to our mission and core values has never been stronger and will be highlighted by this move.

Joe Fisher
President & CEO



From the Nest

Alumni Association News

Congratulations to Matthew Finley, our Fall 2021 Younger Family Bright Lights Award recipient. Matthew graduated from Hallmark University with an associates degree, which is one of many accomplishments he achieved during his tenure as a student. In addition to earning Character with Distinction, the AMT silver award in 2020, and the AMT gold award in 2021 he also volunteered his time to serve as a peer mentor. As the recipient of this Bright Lights award, Matthew received a stipend of \$1,500 to assist in the purchase of tools, which will help him in his career and current role at Textron Aviation.

The Bright Lights award was established by Dean Stan Younger and his wife, Karen, with the intent to recognize an Aeronautics graduate that displays exemplary attendance, character and commitment to their academic success. The award helps graduates begin their career by helping to pay for required testing for industry specific certifications or to help provide tools necessary for specific jobs. Congratulations to Matthew and thank you to Stan and Karen Younger!



Are you a Hallmark University alum? Did you know we have a Facebook page? The page is not only a great way to stay up to date on the latest and greatest from Hallmark, but it's a great way to stay connected.

[Join Hallmark Alumni on Facebook](#)

Recent News

“Pay It Forward” Scholarship

Hallmark University’s admissions team has launched a new initiative aimed at providing additional financial support for incoming students, based on your referrals. It’s an opportunity for our alumni, current students and key stakeholders to give the gift of higher education. The Pay It Forward initiative offers incoming students \$1,000 in financial support per academic year that they attend Hallmark University, when referred by faculty, staff, current students, alumni, or other key stakeholders. We look forward to meeting your referrals and sharing this opportunity.

If you know a person who might benefit from a Hallmark education, please complete the form on the website listed below. If the prospective student referred by you is admitted and enrolls at Hallmark University, they will benefit because you decided to pay it forward!

[Visit the Pay It Forward Site](#)

Program Updates

Course Redesign

In line with our focus to provide the best possible education for our students, Dr. Cecilia Gregg, Dean of Instructional Design, and her talented team are responsible for our curriculum review and redesign. The process is dynamic, extensive, and fast-paced and requires a total team effort from various university stakeholders.

Once a program, concentration, or course approval is confirmed through the Accrediting Commission of Career Schools and Colleges (ACCSC), the instructional design and development process is initiated. Hallmark University uses the ADDIE Course Design Model as a basis for new and existing course development, which includes the following steps: Analysis, Design, Development, Implementation, and Evaluation (Branch, 2009). Stakeholders, including accrediting bodies, the Program Advisory Committee (PAC), Deans, faculty, students, and university leadership all have input into the course design process.

In the ADDIE course design model, the analysis phase comes first. In this phase, university stakeholders provide input on accreditation requirements, student needs, student outcomes, graduation and retention goals, certification goals, training needs, content, technology, and branding. Instructional goals and program objectives are reviewed, and course objectives are developed with university stakeholders. Online, in-person, and hybrid learning opportunities are all considered.

During the design phase, instructional activities, materials, and content, are considered for integration with the Learning Management System (LMS). Subject matter knowledge of faculty is evaluated, and faculty Subject Matter Experts (SMEs) are selected

by the Deans. The course catalog is consulted to ensure a logical and systematic plan is developed. Throughout the process, vendor resources and budgetary requirements are assessed.

In the development phase, internal SMEs and external vendors use the course building template to create content and activities for classes. Differentiated learning styles are considered, along with variability and cadence of assignments. Once complete, the course building template is approved by the faculty SME, College Dean, and the Instructional Design team.

During the implementation phase, and upon approval of university stakeholders, the Course Builders integrate content, materials, and technologies into the LMS. Follow up training for faculty and other university stakeholders is created and implemented.

Finally, during the evaluation phase, success measures are designed and implemented. Evaluation includes summative and formative evaluations, which are based on goals and outcomes established by accreditation, programmatic, certification, student, and faculty standards. Student and faculty surveys are distributed, and comments are evaluated for use in the course production schedule and prioritization of course development.

The total timeline for all phases of the redesign is up to three terms. The long-term impact for Hallmark University and our students is long lasting. While curriculum review and redesign are common in higher education, it is one of the many facets that keeps us in a position to deliver a high-quality education at an accelerated pace to our students. And, it keeps us mission focused so we can continue to change individual lives by developing superior skills, knowledge and character.

References

Branch, R. M. (2009). Instructional design: The ADDIE approach.



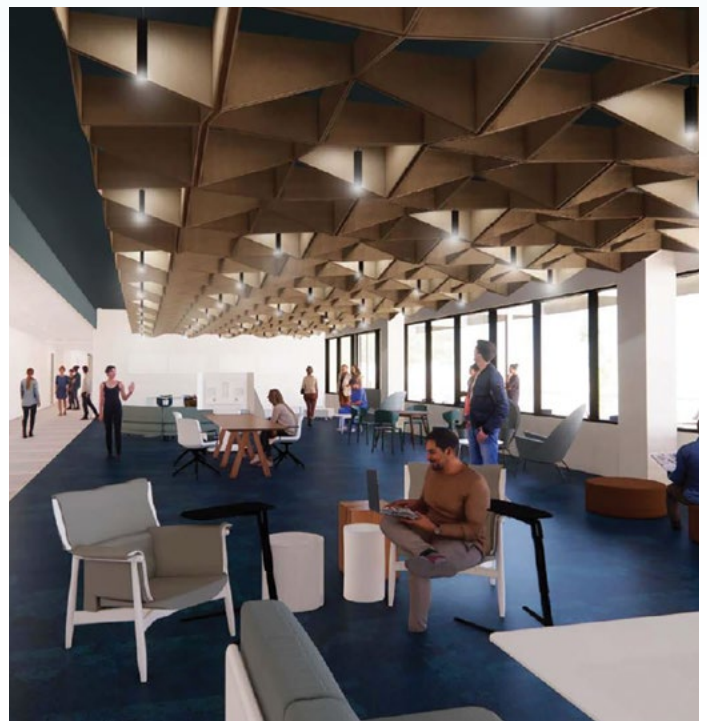
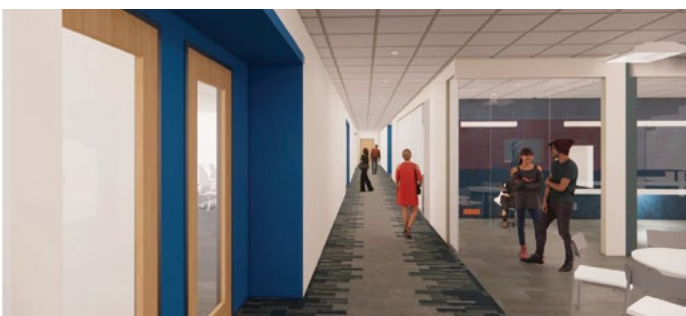
Philanthropy Updates

In 2021 we launched the Hallmark Fund with great success. We thank you for all your support, and please know that if you would still like to support the fund, and Hallmark students, you may do so by visiting hallmarkuniversity.edu/give/. The Fund supports our students through student services, scholarships, and special projects.

2022 is our most exciting year yet with the launch of the Faith in the Future campaign and renovation of our new campus. As the University leadership searched for the right property to house our future campus, several priorities drove the search:

- Facilities that inspire and enable our vision and have a physical identity that conveys academic excellence
- Create an environment with cutting-edge technology
- Provide exemplary student support services in health, wellness, admissions, and career services
- Allow for future expansion
- Create interactive, collaborative classrooms and spaces that support project-based learning and critical thinking
- Provide flexible spaces that will attract potential industry partnerships.

Our goal is to create a student experience that is exceptional. Through enhancements that will provide a student services center, health and wellness opportunities, technology upgrades throughout campus, outdoor study and recreational spaces, an amphitheater and upgraded medical equipment in our nursing center, we will offer our students a transformational experience.



Upcoming Events

School Visit from ST Engineering

When: Friday, February 11th **Time:** 11:00am **Location:** 8901 Wetmore Rd., San Antonio, TX 78216

If you are an alum and would like to attend please contact Noor Rafati at (210) 969-7660

School of Nursing Pinning Ceremony

When: Friday, February 25th **Stay tuned to our Facebook page for more updates**

School Visit from Standard Aero

When: Friday, February 25th **Time:** 11:00am **Location:** 8901 Wetmore Rd., San Antonio, TX 78216

If you are an alum and would like to attend please contact Noor Rafati at (210) 969-7660

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

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