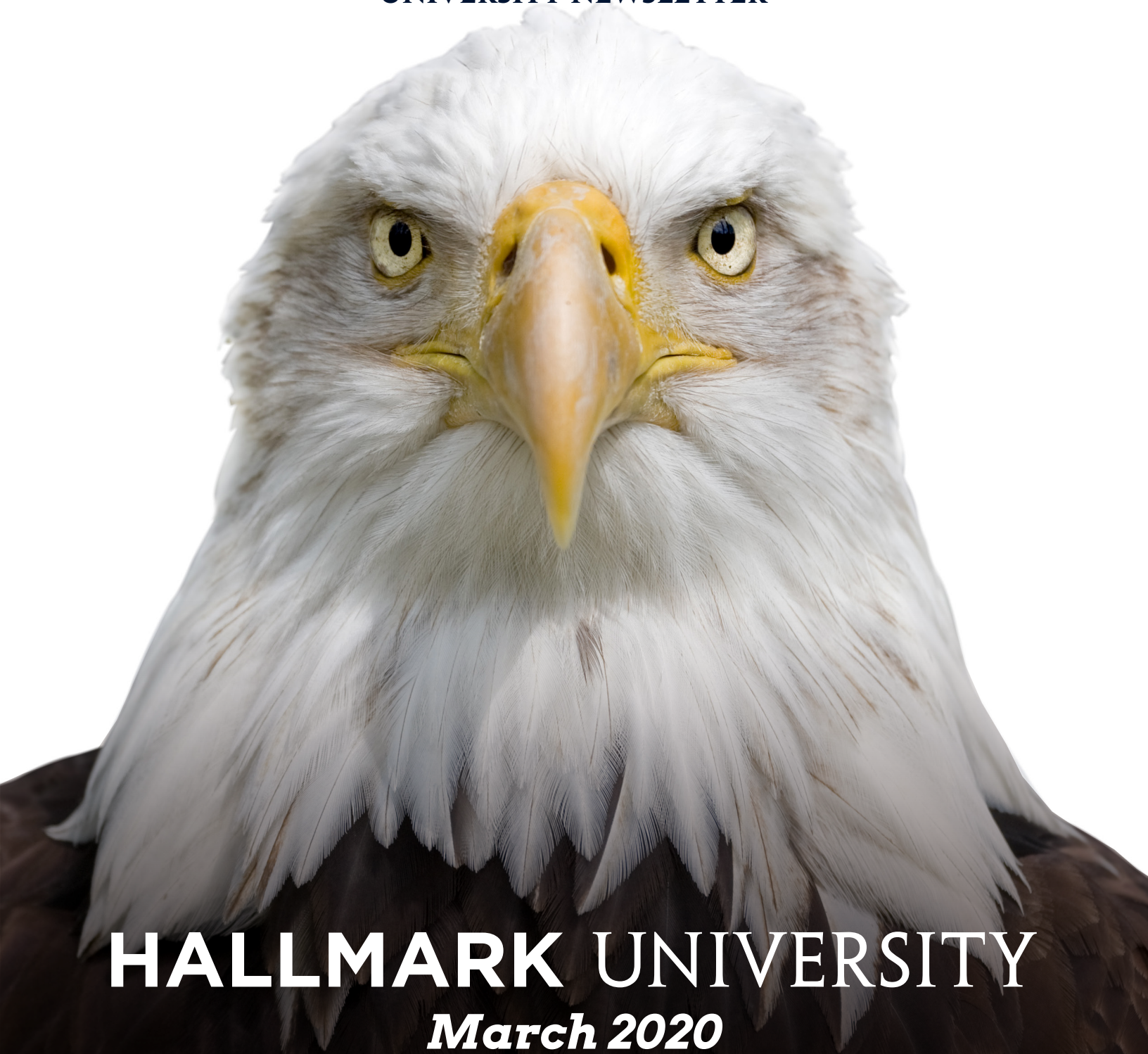




EAGLE EYE

UNIVERSITY NEWSLETTER

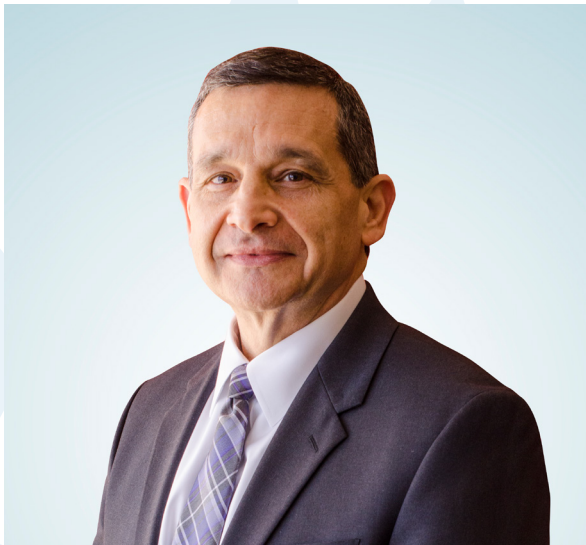


HALLMARK UNIVERSITY

March 2020

Memo

From Leadership



Five weeks ago, my conversations regarding Hallmark University were dominated with talk about this being the brightest time in our 50-year history. In every area of the university, one could see great progress and energy. At that time, the population matched our historical high, and our application with the Southern Association of Colleges and Schools was well received. Our innovative business school launched a first of its kind model of education delivery, and we were blessed with donations funding several key initiatives.

So, what has changed in those five weeks? Obviously, a new topic has forced itself into virtually all my conversations. COVID – 19 has presented individuals and organizations around the world with challenges that most of us have never dealt with. Our understanding of its impact on our people and organizations evolves multiple times every day. The health and economic fallout have been significant and will likely increase. Hallmark has not escaped that fallout.

The more significant change at Hallmark over the past five weeks, however, is how much brighter our future now appears. Scripture

tells us in James 1:12 that “Blessed is the man who remains steadfast under trial, for when he has stood the test, he will receive the crown of life, which God has promised to those who love him.” At Hallmark University, holding steadfast means doing “whatever it takes” to stay true to our Purpose, our Mission, our Core Values, and our Character Traits.

Often the genuine identity of a person, or in this case an organization, is revealed when placed under pressure. The greater the pressure, the more clarity with which those values are visible. The COVID – 19 crisis brought remarkable clarity to the university’s genuine commitment to the Purpose, Mission, Core Values, and Character. Moreover, those values and traits have shown brilliantly through every segment of our stakeholders.

To our students: the faculty, staff, and administration offer you our highest praise for the dedication, determination, professionalism, and agility in dealing with abrupt and significant upheaval in the manner in which your education is delivered, brought on by this virus. To the university’s team members at every level: I have never seen integrity, stewardship, service, agility, excellence, efficiency, effectiveness, and love for others demonstrated more impressively. Thank you all!

Hallmark University is not represented by a building, equipment, or curriculum. Hallmark University, and our ability to change individual lives, is realized through each of you and our ongoing faith in the principles upon which we have built this institution. The future is brighter than ever and strengthened daily by tests of our character. We are blessed.

Joe Fisher
President/CEO

A Word From Our Board



It is through dark times that one's true character shines the brightest. Hallmark University has worked tirelessly to serve this community for 50 years, constantly adapting curriculum, instruction-methods, student services, and technology. The past

few weeks have proven extremely challenging, but I am proud that the dedication to those values and our mission have shown us the way.

We are blessed to have leadership, faculty, and staff who remain committed to the work of changing individual lives by developing superior skills, knowledge, and character. Hallmark's intent has always been to prepare students with quality education and quality character-building principles. As a former employer, I am well aware that plenty of students obtain diplomas, but only a few are ready and capable of productivity in the workplace. It is the superior character development that makes Hallmark University truly special.

Access to this unique, effective model of education will be critical, moving forward. We are invested in producing exemplary graduates and productive leaders, even throughout the most trying of times.

Dean Rush
Chairman of the Board

Recent News

Hallmark University's Black History Month Celebration

Hallmark University has the 3rd largest percentage of African Americans in its student body among Associate and Bachelor degree-granting institutions in San Antonio, and it was honored to host Hallmark's very own Vice President of Advancement, Clarence "Reggie" Williams as keynote speaker for a Black History Month Celebration for students, staff, and some of San Antonio's most prestigious community leaders.

[READ MORE](#)



Accolades

Best Private University

Intelligent.com recently conducted a study to determine the best online Information Technology degree programs in the United States. Over 174 universities and colleges were assessed in the study, evaluating the curriculum, cost, and flexibility of 435 programs overall. Hallmark University was named the Best Private University by the study and ranked 20th in the Top 57 Online Information Technology Degrees.

[LEARN MORE](#)

5th Best Online Bachelor's Degree in Aeronautics

BestColleges.com ranked the Bachelor of Science in Aviation Maintenance Management program as one of the best online bachelor's degree programs in aviation. The program prepares students to be a leader in the aviation industry with a career in management and has been recognized as one of the best online bachelor programs in aviation.

[LEARN MORE](#)

5th Best Accredited Online Bachelor's in Information Technology

The Information Technology Degree program at Hallmark university has been ranked the 5th Best Accredited Online Bachelor's program in Information Technology. Graduates of this program are prepared for the ongoing innovation in technology and learn how to contribute to innovation while managing the risks involved.

[LEARN MORE](#)

Operation Updates

Our leadership team is committed to minimizing the risk to the Hallmark University community while protecting our ability to provide services and operations with as little disruption as possible. In response to the ongoing Coronavirus pandemic, Hallmark University has taken the following precautionary steps to ensure the safety of students, faculty, and staff.

- All courses at Hallmark University have been moved to an online format, with students attending virtual classes with their instructors until further notice.
- The facilities team has stepped up the frequency of cleaning of common areas while evening cleaning crews use disinfectants on table surfaces as well as keyboards and computers in offices and classrooms.
- Hallmark University has made the difficult decision to cancel the Spring Graduation Ceremony due to the COVID-19 guidance for travel and holding large gatherings. At this time there is no plan to reschedule the spring ceremony and all students will be given the opportunity and encouraged to walk the stage in November.
- Events and meetings have been either cancelled, postponed, or will be conducted remotely to comply with social distancing recommendations. Please visit our Coronavirus Faculty and Staff page to learn what events have changed in light of precautionary measures.

Hallmark University is keeping a close eye on updates from the Center for Disease Control and the World Health Organization, using the information we receive to make actionable decisions. To stay informed on the actions taken by Hallmark University, please follow our **Coronavirus COVID-19: Live Updates page**.

Program Updates

Aviation

Students studying to become licensed Aircraft Technicians will now be able to train on a new aircraft on permanent loan from the United States Air Force. The jet, a Northrop T-38 Talon, is a supersonic jet used to train pilots for the Air Force and Navy. The College of Aeronautics received the new aircraft after a series of approvals from the Department of Defense to prepare students who join the Air Force Civilian Service after graduating to work on the growing fleet of T-38's at Randolph Air Force Base in San Antonio. Read more [HERE](#).



Information Technology

While earning his Bachelor of Science in Cybersecurity, J Tatsuya Peters found that the fast-paced Cybersecurity program at Hallmark University kept his knowledge up-to-date and relevant when he began working in the industry. The materials taught in the School of Information Technology are delivered to have students apply their studies in hands-on training scenarios, which has given graduates like J Tatsuya Peters the edge to succeed early on in their careers.



Business

In the new Hallmark Consulting Group Hybrid program, business students learn by doing more than sitting in a classroom and listening to lectures. Students visit real organizations in the San Antonio community and present solutions to complex business problems to CEO's as professional consultants. This visionary program brings in industry experts who use their expertise to guide students in their projects, shaping the student's understanding, skills, and character so they succeed in their future careers.



Advancement



During times of uncertainty, it is critical we hold on to our faith in our mission. Hallmark University's strategic goals are simple: academic excellence; superior faculty and staff; inspirational facilities; and a culture of transformation and service. We are proud to serve

this community for 50 years, and we remain focused on providing the local economy with a workforce of strong skills, and knowledge, and character.

2020 has presented a unique set of circumstances for our students, employees, and our community. As

our students move online, our tours go virtual, and our faculty work remotely, we thank you. We are grateful for every good thought, prayer, and dollar you share with Hallmark. We see your gift, large and small, as a testament of Hallmark's direction.

Our goal, as always, is to change lives in this community. The demand for affordable, industry-driven, character-building education will only increase from here. We are ready to meet the challenges of the future, especially with your help. [Click here to donate.](#)

Reggie Williams
Vice President, Advancement

Faculty Spotlights

Dr. Warren Mack, School of Information Technology

Dr. Warren Mack is an expert in cybersecurity that stems from his decade-long role as a private investigator, utilizing his knowledge of computer forensics when called upon to solve cybersecurity cases in San Antonio. Dr. Mack brings his knowledge and experiences from the field to the classroom, having students learn from real-world scenarios to develop the skills they will use to combat cybersecurity threats when they begin their careers.



Dr. Tracy Lawson, Hallmark School of Business

Dr. Tracy Lawson discovered his calling in teaching after spending over 25 years in the Army, entirely passionate as he engages his students and helps them in finding their potential. As an instructor in the Hallmark School of Business, Dr. Lawson is not only involved in training students with simulation exercises aligned with industry needs, but in mentoring students so they can do better and greater things long after they have graduated.



From the Nest Alumni Association News

Hello Alumni! We held our first-ever graduation mixer in November of last year. For those of you that attended, thank you for joining us! We had a great time with you all. [HERE](#) are photos from the mixer. Since May graduation is postponed, we hope to see you at the next graduation, as well as the next alumni mixer. Please stay tuned for more

information on the next event. We hope to see you there! In the meantime, please join the Hallmark University Alumni Association facebook page [HERE](#), or email us your alumni success story to Alumni@hallmarkuniversity.edu. We look forward to seeing you soon!

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



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