



EAGLE EYE

UNIVERSITY NEWSLETTER



HALLMARK UNIVERSITY

May 2022

Interview

with Leadership

We've decided to pose some questions to Joe Fisher, Hallmark University's President and CEO, in this issue. Here's what he had to say.

When you read our mission statement, We change individual lives by developing superior skills, knowledge, and character, what do you hear?

It is more about what I feel; I feel good about our collective roles as servants. The "We" in the mission statement includes the entire university family; the students, the alumni, the industries we serve, our faculty, staff, administration, and trustees are committed to making each other's lives better professionally and personally.

Can you share an example of how we've changed an individual life?

A 2016 nursing graduate recently shared what Hallmark means to her and how the experience here "changed her life." Those were her exact words. She had two children under age five at the time that she enrolled and had found herself in a living situation that was not optimal for her and her family. She decided that getting her education was essential to moving her life forward. She shared that our program was so challenging that she reached her quitting point several times. However, each time she got to the day she was going to withdraw, a Hallmark faculty or staff member displayed a kind and simple gesture that was exactly what she needed to keep going. The alumni said that our team members exhibited the character traits that are part of every student's curriculum and that it helped her truly incorporate them into her own life. Finally, she shared that those character traits were now the cornerstones in her home and for her two sons, that her career was extremely successful, and that she wanted to give back to the institution that changed her life and gave her so much more than an education. Outcomes like these are our hope with every life that comes through our doors.

What initially drew you to Hallmark University, and what has kept you here?

I was initially drawn to Hallmark because of our core values. I have stayed here because they are not just words on a wall but words we truly live by.

We are in a critical time as we prepare to move to a new campus. What is your vision for the University beyond the move?

The vision for Hallmark University over the next decade involves developing our reputation for excellence and character of our programs, faculty, and graduates to the point that we meet our objective of being "The university of choice" for students looking to pursue careers in the areas of training we offer.

And what are a few key factors that will make that vision a reality?

The most crucial element in Hallmark achieving this status as "the university of choice" is the consistency of producing superior outcomes. If we can continue to be at the top of the list of schools in first-time certification/licensure pass rates, produce graduates that exhibit superior personal character, and maintain above average graduation rates, then I believe the community will gravitate towards our programs above comparable programs at other institutions.

Looking back on your tenure here at HU, can you share something you were not expecting?

Over the course of the past almost 23 years, many things have happened that were unexpected. The two that stick out are the more recent ones, COVID and the rapid acceleration of innovative educational delivery models that COVID brought on. Our education model, especially at the undergraduate level, depends on the opportunity for students to "live" their education. Hallmark believes this is essential to maximize learning and knowledge retention and COVID forced every institution to work without that. I believe that will be written about one day as a massive education gap of 18 to 24 months that will impact some students for a lifetime, particularly those that were middle school aged. On the other hand, like most crises, COVID forced traditional educators to examine new methods of delivering education. It gave rise to new thoughts about synchronous learning vs. asynchronous learning.

What are you currently reading or listening to (music or podcast)?

My music tastes are widely varied, including country, jazz, r&b, and some classic rock. The book I am currently reading is by Will Hurd and is titled "American Reboot."

What is your all-time favorite movie, and what does it say about you?

My favorite movie is "A Few Good Men." I think it reveals my obsession with fairness and the "innocent until proven guilty" doctrine that is supposed to be the foundation of the American legal system.

Joe Fisher
President & CEO



From the Nest

Alumni Association News

Hallmark University is proud to employ many of our alumni! Our faculty and staff come to us with great skills, and we are thrilled when they choose to share their talent with us after pursuing their degree, or if they decide to further their education while they are also members of our team.

Chronika Winn is an alumnus of Hallmark University and currently serves as the Associate Registrar. Here's her Hallmark story:

"I didn't expect to be at Hallmark University this long. Not because I did not want to, but because I started as a temp. I was on a temporary assignment for eight weeks at the organization while the Academic Assistant was on maternity leave. I remember praying in my kitchen, washing dishes for my next opportunity. Even though I had interviews lined up, I received a call from the dean of academics that same day, and I knew I belonged there. I accepted without hesitation. I quickly recognized Hallmark University was more than just a school but a place of purpose. This institution aligns with my personal mission to serve God and

others and cares more about my well-being than just my skills. Hallmark implemented a character program, and I was completely invested. It's rare to find a place that promotes your growth and personal development. Ten years later, I am now in my 3rd official role and able to obtain an MBA with amazing instructors. What I have learned here is invaluable. I get to help students on their journey to obtain their personal and professional skills every day. There is nowhere I would rather be."

[Stay up to date with all things alumni by joining our Facebook page!](#)

Chronika Winn
Associate Registrar



Recent News

A New Face Joins the Hallmark Team

For quite some time, we have been searching for someone to be the face of Hallmark University at events, orientations, commencements, and more.

It was not until recently that we found the perfect individual to fill this role, and that is our new mascot Hu.

Hu is a rare, navy bald eagle and graduate of Hallmark University. Hu has earned his A&P license, is a Registered Nurse, has multiple I.T. and cybersecurity certifications, and started his own business. Hu also has a passion for Hallmark University and the students and alumni who come through our doors. Be on the look out for him to make a surprise appearance in the near future!



Program Updates

Admissions

In April, we welcomed prospective students and their parents to our Aeronautics Campus so they may get to know us a little better. Choosing the right school can be a tough decision, and we wanted to give our prospects a chance to see our hands-on approach while getting to know our faculty and staff. While we often lead individual tours and campus visits, this group setting provided the opportunity to introduce more of our faculty

and staff, giving prospects a different look at Hallmark. This was the first of many open house-style events at our campuses. The next event is scheduled at our Main Campus on Saturday, May 21, at 10:00 am. To learn more, please contact Jennifer Sanchez at jsanchez@hallmarkuniversity.edu, at 210-690-9000, or by registering online [HERE](#).

School of Nursing

Hallmark University is proud to announce that our Nursing students have secured their spot at the top of the list! According to the State Board of Nursing*, Hallmark University is ranked #1 in San Antonio based on NCLEX (National Council Licensure Exam) pass rates and #6 in Texas! The NCLEX is a national exam that is required of all nurses to practice their skills in the field.



SA: Ready to Work

Hallmark University has partnered with many great organizations and industry leaders over the years. Each has brought in unique value as we work to fulfill our mission of changing individual lives by developing superior skills, knowledge, and character. We have been approved to be a program provider as part of the City of San Antonio's SA: Ready to Work initiative, and we couldn't be more excited and proud to be part of this city-wide effort!

The City's SA: Ready to Work initiative operates on four guiding principles:

- **Focused approach:** A strategic program should seek to reduce poverty through targeted solutions for maximum impact.
- **Alignment:** High-quality training and education, aligned with employer needs, drives long-term success. Today and tomorrow's well-paid jobs require specialized preparation and knowledge.

- **Equity:** A workforce program should consider benefits and burdens to historically underserved populations. Additional supports are necessary to afford all San Antonio residents opportunities to succeed, regardless of their current circumstances.

- **Collaboration:** Through community collaboration and shared innovations, we can build a stronger and more inclusive workforce ecosystem.

Over the coming months, the city will continue to roll out this incredible program. As a program provider, we hope to play a key role by enrolling students into our Aeronautics, IT/Cybersecurity, and Nursing schools. Stay tuned for more or visit the SA: Ready to Work website [HERE](#).



Philanthropy Updates

Beyond financial aid and tuition assistance, Hallmark University also provides our students with support to help alleviate their unforeseen expenses and life's daily challenges. Our community partners and donors are able to help us support our students in a variety of ways. We are grateful for all the support we receive, as it all makes a direct impact on our students.

Dress for Success

Dress for Success is a local non-profit whose mission is to empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and life. They recently donated scrubs for our nursing students. In addition to helping provide classroom uniforms for our nursing students, these scrubs may also be used by students when they enter the workforce. The generous contribution will help offset some of the expenses our students will face as scrubs can be costly and are required daily wear at school and/or work. Thank you to the Dress for Success team for your generosity and for helping to make a difference in the lives of our students.



**DRESS FOR
SUCCESS**

James and Estela Avery

James Avery (1921-2018) is a legend in Texas and beyond, widely known for his beautiful jewelry. What many may not know is that before he became the founder and designer behind James Avery Artisan Jewelry, Mr. Avery was a member of the Army Air Forces and commanded a B-26 bomber, having flown in 44 missions over Germany (according to [The New York Times, May 3, 2018](#)). His wife and Hallmark University Board Member, Estela Avery, has established the James

Avery Endowed Scholarship in Aviation. This Fund will provide tuition assistance for Hallmark University Aeronautics students and profoundly impact their lives for years to come. We thank you, Mrs. Avery, for building a remarkable legacy in James Avery's memory.



Whataburger - Feeding Student Success

Whataburger generously supported our students through their "Feeding Student Success" campaign by providing needed gift cards. Food insecurity can be an obstacle for students when reaching for academic success, and with the help of Whataburger, we are able to alleviate some of that insecurity. Thank you, Whataburger, for your generosity and for being such a tremendous community partner.



Upcoming Events

Spring Commencement

When: Saturday, May 7th Time: 10:00am Location: 319 E Mulberry Ave, San Antonio, TX 78212

Main Campus Open House

When: Saturday, May 21 Time: 10:00am Location: 10401 IH-10 W, San Antonio, TX 78230

Learn more and register [HERE](#).

Lady Aeros June Happy Hour

When: Thursday, June 2nd Time: 4:00pm-6:00pm Location: Beto's Alt Mex, 8142 Broadway St., San Antonio, TX 78209 No RSVP required - Hope to see you there!

Nursing Pinning Ceremony

When: Week of June 20th Stay tuned for more details.

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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