



**EAGLE EYE**  
UNIVERSITY NEWSLETTER



**HALLMARK UNIVERSITY**  
*November 2018*

# Memo

## From Leadership



As Hallmark has just begun its 50th year, has anyone else noticed that it feels more like a startup than a 50 year old university? In the lifecycle of organizations, they start off like a birth, with lots of effort and struggle, followed by joy and exuberance with each small victory. That was 1969 for Hallmark. She then got her feet under her, matured and grew changing thousands of lives. After a good life, all organizations begin to wane – that’s just how a life cycle goes. But unlike humans who have no choice but to eventually pass on, organizations have a choice to either pass on or go through a rebirth. For much of the past decade, we’ve witnessed Hallmark choosing to go through this rebirth. About seven years ago, Hallmark began offering graduate degrees. Almost six years ago, she became a nonprofit institution. Five years ago, the Hallmark Character Education Program was launched along with establishing our foundational seven traits. Four years ago she rebranded as Hallmark University and adopted the seemingly innocuous slogan, It’s Time for Change. Three years ago, the community

truly joined the Hallmark team as evidenced by the first It’s Time for Change luncheon. Two years ago she welcomed her first cohort of high school students in to Aero CHI. This year? Well, just pick an area of the university, and you’ll find something significant happening. And next year Hallmark University Online launches along with a new strategic plan that will propel Hallmark into this new life (stay tuned!).

This life cycle perspective is important. Things of great value seem to always be on the other side of great adversity. A newborn life. A college degree (we get to live this over and over again with our students!). A great marriage. Without knowing what lies on the other side, we would never go through the struggle and pay the price. I have witnessed the perseverance and dedication of Whatever-It-Takes faculty and staff helping rebirth this institution all while changing individual lives. And from where I sit, this is the most exciting time in Hallmark’s history. Besides the things you already know about, there will be many things of significance that we look forward to sharing together in the days to come. Seeing God’s faithfulness over the last 50 years and catching glimpses of the what lies just around the bend brings a joy to the effort and struggle. I’m grateful for the many hundreds of souls already on this journey with us. And if you feel compelled to join us, I hope you do. It’s starting to get fun!

*Brent Fessler*  
President

# Recent News

## In The News: The Rivard Report

San Antonio's Rivard Report recently visited Hallmark University to learn more about what makes us the North San Antonio Chamber of Commerce's "Education Institution of the Year." The article, titled "SA's Hallmark University Fast Tracks Students to In-Demand Careers," covers the many things about Hallmark that makes us great.



[Read More](#)



## Corporate Jet Donated To College Of Aeronautics

The College of Aeronautics at Hallmark University recently received a Gulfstream III, an extremely popular and valuable business jet, to develop new curriculum and training programs for students at Hallmark University. Gulfstream Aerospace, the company that designed and manufactured the GIII...

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## Number One In San Antonio For 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...



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# Accolades

## Hallmark University Named Education Institution Of The Year

On October 10th, Hallmark University received the 'Education Institution of the Year' award from the North San Antonio Chamber of Commerce. Many institutions were considered for this award and were judged by their tailored, cutting edge curriculum and ability to produce skilled labor in San Antonio. Hallmark's new and ongoing initiatives can be credited to this award, such as its character training program, accelerated degree programs, and recognition as the number one institution in San Antonio for moving students up two or more income brackets.

"It is an honor to receive this award tonight," said Hallmark University's Chancellor, Mr. Joe Fisher, upon receiving

the award. "Beginning with our unbelievable Board of Trustees, our Development Board members, to our faculty and staff who are second to none, and to the San Antonio community as a whole. ...And most importantly to our students who trust us to transform their lives as we send them back out to the community and change lives. On behalf of all of our stakeholders, I humbly accept this (award), thank you very much."



[Full Story](#)

# Upcoming Events

## Graduation

**Saturday, November 10**  
Park Hills Baptist Church  
10:00am

## Giving Tuesday

**Tuesday, November 27**  
Global day of giving fueled by the power  
of social media and collaboration.  
Like us on Facebook!

## Save The Date

### It's Time For Change Luncheon

**When:** February 26, 2019    **Time:** 11:30am    **Where:** The Pearl Stable

The ITFC Luncheon is a time for the community to come together and hear from Hallmark leadership about how the university is changing lives in the community. Leaders from around the city gather to learn more about how Hallmark University is taking an approach to higher education that is getting major results.

Keep up with updates by visiting our [Luncheon Page](#).

# Program Updates

## Aviation



Hallmark University welcomes Colonel Kurt Leslie, USAF (Retired) as its new Hallmark University Dean of the College of Aeronautics. Colonel Leslie brings to the role rich leadership experience in aeronautics education and training. As

Commander, he was responsible for command, control, and supervision of maintenance personnel tasked with the responsibility of providing maintenance support for all assigned F-16 Aircraft. Colonel Leslie is a highly decorated veteran that has served in combat zones and at all levels of aircraft maintenance support.

## Healthcare



Dr. Gabriel Oluwakotanmi, Dean of Nursing, traveled to Rome as a keynote speaker for the 3rd Nursing World Conference at the end of September. Attendees for the conference comprised of the world's leading nursing professionals and experts, with guests traveling to Rome from different countries around the globe. Dr.

Oluwakotanmi gave a presentation on running a successful nursing program, namely Hallmark University's Bachelor of Science in Nursing program.

Students recently began their first classes for Hallmark University's new BSN program this last month, which aims to assist the United States to combat a national shortage of trained nurses that is handicapping our healthcare system. Read the full Story [HERE](#).

## Information Technology



Hallmark University is excited to welcome Mrs. Sha-Kiya Gadson as Hallmark's new Associate Dean for the School of Information Technology. She brings insight and experience from her time in the United States Air Force's component of the U.S. Cyber Command, with a unique view on teaching cybersecurity in higher education.

Mrs. Gadson's role as Risk Management Consultant also taught her the importance of different learning styles. She intends to implement these different teaching methods in the School of Information Technology, "Students range from a lot of different walks of life, and for them to learn the material, you've got to be agile... you need to know when people are not getting it and you need to be able to switch gears and give it to them in a different way so they'll understand it."

## Business



**Hallmark  
Consulting  
Group**

In order to infuse hands-on, scenario-based education into our Business Program, Hallmark University created Hallmark Consulting Group (HCG), a mock organization that allows students to be "hired" and work on real business cases.

Students of HCG recently began building a business plan for San Antonio's 'Tessa's Pies' for their Capstone 1 course. This project offers a local small business the opportunity to build, scale, and grow while our students receive a unique opportunity for real-world experience. Through the HCG, Hallmark business students are now practicing concepts and strategies learned in the classroom on an operating business in the San Antonio community.



## A GENEROSITY INITIATIVE #KeepTheChange

Hallmark University is committed to developing the whole person, emphasizing integrity, dependability, leadership, service, stewardship, effective communication, and agility. A new addition to the mandatory Character 360 training is the Generosity Initiative, where we give every new student \$10 to donate to someone in need, pay forward, or do a good deed. One Hallmark University student recently told his #KeepTheChange story:

“Yesterday when you passed out the \$10, the Lord immediately put two of my friends on my heart. They have been married for a year now, both have full time jobs, are fully immersed in the youth, and have been “drifting apart” from each other. When you gave us the \$10, I knew it was the answer. I doubled it and then gave them a card. Thank you for helping me pay for a date night for my friends.”

## *From the Nest* Alumni Association News

The Hallmark University Alumni Association is seeking strong and engaged alumni! The mission of the Hallmark University Alumni Association is to encourage alumni involvement in the support in promotion of HU, its mission, and core values. Our Charter Alumni Board consists of 10 members that are excited about the direction of the university and the launch of an Alumni Association. Alumni will be receiving regular communications along with the e-newsletter as we grow and we welcome any and all inquiries, feedback or ideas. Reunite and reconnect with your former classmates! Be sure to check out the Alumni Association page on our website for updates. If you're interested in being a part of the Hallmark Alumni Association Board, please email: [alumni@hallmarkuniversity.edu](mailto:alumni@hallmarkuniversity.edu)



# Advancement

Change has been at the heart of Hallmark's purpose since it was founded in 1969. We change individual lives by developing superior skills, knowledge, and character. Five years ago, Hallmark transitioned from a private institution to non-profit, governed by a board of trustees dedicated to our founding principles and core values. This change allows us to secure Hallmark's mission for future generations.

The Advancement Team, under the direction of Vice President of Advancement, Clarence "Reggie" Williams, is leading the stewardship effort in the community and collaborating with community leaders to create a strategic major gifts plan that will align the institution's growth plans. The Advancement Team, the Development Board, and the Board of Trustees are all committed to paving the way for the next chapter in Hallmark's legacy.



## The Next Leap

An exciting look into the Hallmark future is coming. As Hallmark University closes in on its 50th Anniversary coming in 2019, we have engaged two consultants to help its Board of Trustees and Leadership Team prepare for its next big leap into the future. Ms. Dianne Powell (SellMark, Inc.) and Mr. Darryl Byrd (ULTRate, Inc.), are partnering to produce the Hallmark Institutional and Facility Plan which will help define the Hallmark University future for the next 5-10 years. The Plan will provide for Hallmark's future vision and success indicators as well as perform the facility planning that will provide visual images of the future facilities of Hallmark University. Stand by for more coming soon.

## Development Board

The Hallmark Board of Trustees has approved the establishment of the HU Development Board which will serve as the official agency responsible, through the Hallmark University President to the Chancellor and the Board Trustees for all private fund development for Hallmark University. Twelve Charter members have been selected from the community to serve their first two "three year terms." This distinguished group of local citizens are excited to get to work. This charter Board will be chaired by Ms. Mary McClane Nelson, retired IBM Executive and Community Servant.

## Board of Trustees - New Members



**Dr. Maria Ferrier** is the retired inaugural president of Texas A&M University-San Antonio (TAMU-SA). She has also served in the role as Director of Development and Mexico Relations.



**Tim Lyles** is very successful attorney and accountant. He serves as the President of MedCare Investment Funds and on many for profit and nonprofit Boards.



**Neal Askew** is a community servant, philanthropist and has served as the Executive Vice President of Liberty University.

# 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**



Clarence "Reggie" Williams  
**V.P. of Advancement**  
CWilliams@HallmarkUniversity.edu



Jennifer Berglund  
**Director of Advancement**  
JBerglund@HallmarkUniversity.edu



Natalie Doyle  
**Director of Constituent Relations**  
NDoyle@HallmarkUniversity.edu

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