



EAGLE EYE

UNIVERSITY NEWSLETTER



HALLMARK UNIVERSITY

March 2019

Memo

From Leadership



As we entered our 50th anniversary, we were challenged to think about a bold future for Hallmark's next half century as a university. We are a community of talented faculty, staff, alumni, supporters, and students, and we are as mission-driven as it gets. Our mission is to change individual lives through the development of superior skills, knowledge, and character. We take it seriously. We live it deeply.

In our challenge to create a vision for the university's future, we knew that it must be rooted in our mission. We started by taking a hard look at how we have evolved as an institution since 1969. We were quickly reminded that this anniversary gives us much to celebrate. Our schools of Aeronautics, Business, Healthcare, and Information Technology are all growing quickly, doing special work in the classroom and beyond to distinguish Hallmark as a "100% Outcomes Driven University."

We also recognize there is much work to be done as we prepare to take another leap forward. We are excited to share the framework for Hallmark's Vision for the Future, as approved by the Hallmark Board of Trustees:

1. **Academic Excellence:** Increase the quality, volume, and diversity of Hallmark graduates
2. **Superior Faculty and Staff:** Create an environment that top faculty and staff seek out
3. **Inspirational Facilities:** Create an environment that enables dreams, fosters achievement, attracts stakeholders, and increases community support and engagement
4. **Culture of Transformation and Service:** Provide transformative leaders who make differences in their industries and communities, as well as alumni who deeply support the university and its mission

We have been bold in our aspirations. It will take enormous effort, resilience, resources, and support. We are committed. We are excited. We hope you will be part of this exciting journey.

Joe Fisher

President and CEO



Recent News

It's Time for Change Luncheon 2019

On February 26th, 2019 Hallmark University held its 4th annual "It's Time for Change Luncheon" at the Pearl Stables among university and industry leaders. Representatives for Hallmark University shared a series of recent achievements and upcoming community programs the university has developed to aid in their goal to create change in higher education...



Hallmark University students in the College of Aeronautics are able to train on a Gulfstream III. COURTESY OF HALLMARK UNIVERSITY

San Antonio Business Journal Coverage

Tony Quesada of the San Antonio Business Journal released an article discussing Hallmark University's "It's Time for Change" luncheon and the highlighted initiatives presented to San Antonio's community and industry leaders. The initiatives discussed included a series of ongoing and upcoming community workforce development programs as well as technological upgrades to the university...

[Read More](#)

Accolades

Southwest Airlines Foundation Grant



Thanks to the Southwest Airlines Foundation for selecting Hallmark University's College of Aeronautics high school program, Aero CHI, for a recent grant. With their generous support, the Aero CHI program will be able to continue to train the next generation of aircraft technicians at no cost to the students. Southwest Airlines is an industry expert and community leader, and we are proud to call them partners of the university. The original cohort of Aero CHI students is due to graduate May 2019 and can enroll in our College of Aeronautics, with less than a year left before graduating with two associate's degrees. Read more about this grant [HERE](#).

Military Friendly Designation

Hallmark University was recently designated as a Military Friendly School! Institutions that earn the Military Friendly School designation are evaluated and rated on a series of factors, ensuring that designated schools provide veterans and their spouses with the finest choices for post-secondary education. Hallmark University's academic policies, admissions, and commitment were rated as exceeding the standard when providing for the military community. Be sure to visit our profile on the official website [HERE](#).



Upcoming Events

The Big Give

When: March 28, 2019 **Time:** 24hr Online Giving Event

**Donate [HERE](#)
on March 28!**

The entire San Antonio community will come together for 24-hours of online giving.

Here's how you can help:

Be social! Find us on Facebook, Instagram, and Twitter. This is where you can find the most recent news, updates, photos, and announcements from Hallmark.

Share! Online days of giving are successful when friends like you share within your network. See something that resonates with you? Like it. Comment on it. Share it.

Get ready to give! Starting at 12AM on Thursday, March 28, visit www.thebiggivesa.org to make a donation to Hallmark University. You will have 24 hours to make your donation. The Big Give will end at 11:59PM on March 28.

Eastside Cyberforce Prime Grand Opening

When: March 29, 2019 **Time:** 9:00am - 12:00pm **Where:** 1023 North Pine Street, San Antonio, TX 78202

Hallmark University is making cybersecurity education more accessible to areas of San Antonio without established education pipelines for this quickly growing industry. Hallmark is opening a free 8-week cybersecurity boot camp in the east side of San Antonio, providing enrolled candidates with the tools to learn the fundamentals of IT and earn two industry certifications. Graduates will be automatically accepted into Hallmark's Cybersecurity Bachelor degree program and will interview for a placed apprenticeship while they earn their degree. Join us to celebrate the Grand Opening of Hallmark University's Eastside Cyberforce Prime program. Grand opening event starts at 9:00am. Open house, tours, and registration are open from 9:30am – 12:00pm.

Program Updates

Expanding Our Master Degree Offerings

At Hallmark University, we distinguish ourselves from other colleges and universities through our commitment to innovate in our academic degree programs and our focus to align our programs with industry partners. In addition to our established MBA and M.S. Strategic Leadership degrees, we have recently launched two brand new graduate programs in our School of IT and School of Nursing.

Master of Science in Nursing Education

The Master of Science in Nursing (MSN) is uniquely focused on nursing education. This program fosters independent learning and cultivates an in-depth understanding of the curriculum, allowing students to practice the materials using evidence-based practice throughout the duration of this program. Learners will be engaging in scholarly work, research, curriculum design, and teaching practicum. The curriculum is compatible with the National League of Nursing (NLN) competencies for the academic nurse educator, as well as the World Health Organization (WHO) Nurse Educator Competencies. Graduates are

eligible to take certification for Nurse Educators Examination (CNE) conducted by the National League of Nursing.

Master of Science in Cybersecurity

The Master of Science in Cybersecurity degree is designed to give students professional training to combat the rise of cybersecurity attacks at a high level and excel in careers in cybersecurity. The growing attacks, like database thefts, defacements, and existential risks, threaten organizational and network integrity across the nation. This degree gives graduates the training at every level, from field-based to senior executive, to eliminate these threats.

Program Updates

Hallmark University Online

Our commitment to changing education doesn't end with innovative programs and student experience. We are dedicated to making education more affordable and attainable to anyone who wishes to attend a university, and this is why we are very excited to announce the launch of Hallmark University Online! The new digital platform expands the number of programs offered online with redesigned education delivery methods, all at a lower price than other major online universities. Our new graduate programs are also available on Hallmark University Online, with online classes beginning on April 28th.

New Associate Dean for School of IT

We are also very excited that Dr. Paul Cooper joined Hallmark University as our new Associate Dean for the School of IT! Dr. Cooper believes ensuring the students' success is the highest priority in higher education, and every change being made to benefit students also benefits each IT program overall. Dr. Cooper is currently focusing on Hallmark University's new Masters of Science in Cybersecurity and ensuring the new courses and faculty are prepared for students enrolling in the program.



New University Provost

We are proud to announce that Dr. Michael Phillips recently joined Hallmark University as the new University Provost! His extensive background in higher education and online learning has helped shape our on-ground and online education models, ensuring every program has a high quality curriculum being distributed to students.



From the Nest

Alumni Association News

New Facebook Group

Calling all Hallmark University Alumni! We are excited to announce the addition of a new Facebook Group for Hallmark graduates. The Eagles Nest Alumni Association now has a digital home for community, camaraderie, and networking. This will be a great place to learn about alumni events, stay up to date with news, and connect with fellow alumni. Click **HERE** to join.

HALLMARK UNIVERSITY



Alumni Association

Advancement

We are on the verge of, not only our 50th anniversary, but also a great leap forward. Our pride for what we have done in the last 50 years can only be matched with the excitement of what is to come. As Mr. Fisher mentioned earlier, Hallmark's Vision for the Future is bold, but we can do it together. Please consider supporting one of these four major programs:

Aerospace College Headstart Institute (Aero CHI) program gives high school students the chance to earn free college credits and emerge less than 12 months away from earning an aviation technician associate's degree at Hallmark University. The first cohort of Aero CHI students will graduate May 2019. Click [HERE](#) to learn more.



Eastside Cyberforce Prime program, opening on March 29 at the Ella Austin Community Center, is designed to provide a pathway for talented individuals to begin their cybersecurity

education. There is no cost for the entry-level training program and targets young people, ages 18-30. Click [HERE](#) to learn more.

The Security Operations Center will be an operational facility designed and equipped to monitor, detect and assess threats, and defend enterprise information systems. This will be a highly visible and valued community asset, a perfect opportunity for exclusive naming rights. Click [HERE](#) to learn more.



Interactive Classroom Technology updates will allow Hallmark University to remain on the leading edge of innovative integration of true, hands-on training. This is also a highly visible and valuable educational asset, a unique opportunity for naming rights. Click [HERE](#) to learn more.



Learn More about Hallmark University Advancement [HERE](#).



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:

“An IT student kept his \$10 folded neatly in his pocket as he looked for an opportunity to deploy it. While at HEB filling up with gas, he noticed a young man pushing his car into the fill up area. He watched the young man go to the cashier and return to his vehicle, where he did not pump any gas, clearly defeated by an empty tank: physically and spiritually. Our HU student then recalled his \$10 and paid for the young man's gas. In his act of generosity, he learned that this small gesture would allow the young man to get to his sister's wedding. He had been blessed with the opportunity to give to someone in need, and that feeling of giving, helping, of pouring outward stayed with him all day, long after he watched the young man drive away.”

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 Fisher
Director of Constituent Relations
NFisher@HallmarkUniversity.edu

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