

HCCC LATINO ADVISORY COUNCIL SUMMARY REPORT



HCCC 2019-2022
Years-In-Review

CREATING A BROAD-BASED LATINO OUTREACH AND ENGAGEMENT INITIATIVE

PURPOSE:

Strengthen connections between Hudson County Community College and the Latino community through a county-wide strategic grassroots approach that will position HCCC as the institution of choice to pursue postsecondary educational pathways.

MEET AND GREET WITH LATINO CLERGY:
Hosted by Dr. Chris Reber, President
Tuesday, February 4, 2020



Dr. Chris Reber and leadership staff members introduced initiatives, programs, opportunities, and services offered by HCCC.

- 33 of the most influential Latino clergy across various denominations and all 12 municipalities attended.
- Attendees received an introduction/information folder containing a directory of Bilingual-speaking staff for follow-up questions about enrollment, financial aid, non-credit courses, and others.
- Attendees were able to ask questions (Q&A).
- A partnership was established to share and disseminate information about HCCC through attendees' respective networks.

LATINO COMMUNITY NETWORKING RECEPTION: Thursday, February 13, 2020



Gathering of the most influential Latino leaders across Hudson County representing organizations and institutions: civic, education, business, social services, cultural, and public service.

- Over 100 attendees
- Networking hour
- Dr. Chris Reber and leadership staff members introduced initiatives, programs, opportunities, and services offered by HCCC.
- Event was covered by Spanish-language local press.
- Attendees were provided an introduction/information folder containing a directory of Bilingual-speaking staff for follow-up questions about enrollment, financial aid, non-credit courses, and others.

LATINO ADVISORY COUNCIL

HCCC's Latino Advisory Council (LAC) was established in April 2020 to help address HCCC's commitment to:

- Prioritizing an understanding of the cultural nuances as part of effective community engagement and outreach.
- Building and sustaining strategic partnerships with civic, business, and faith-based stakeholders to expand the impact of HCCC goals.

Mission:

Latino Advisory Council identifies areas of need within the Latino community, assesses existing resources and their effectiveness, and suggests new strategies to accomplish HCCC's overall mission.

HCCC HOLDS LATINO ADVISORY COMMITTEE MEETING

On Thursday, Oct. 15, Hudson County Community College (HCCC) held a meeting of its Latino Advisory Committee. The mission of the LAC is to "focus on identifying areas of need within the Latino community, assess existing resources and their effectiveness, and suggest new strategies and steps to accomplish HCCC's overall mission." The LAC includes a cross-section of the Hudson County community and comprises members of chambers of commerce, civic/cultural organizations, clergy, local businesses, non-profit organizations, and social service groups.

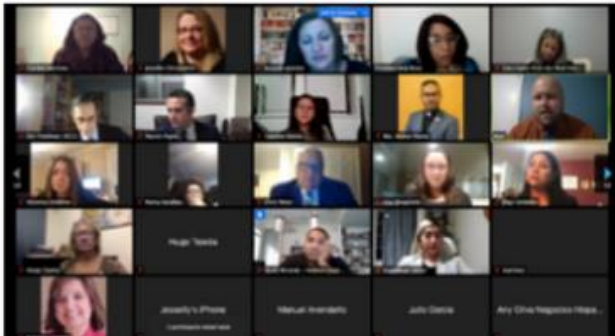
Yeurys Pujols, Executive Director of the North Hudson Campus, welcomed the group and introduced the panelists.

Dr. Chris Reber, President of HCCC, discussed key safety measures the College has taken and transitions the College has made in the wake of coronavirus.

Nicholas Chiaravalloti, J.D., Ed.D, Vice President of External Affairs & Senior Counsel to the President, presented about the Hudson County Community College Foundation and available financial support for students.

Lisa Dougherty, Vice President for Student Affairs & Enrollment, discussed enrollment at the College and available student services in the midst of the COVID-19 pandemic.

Matthew Fessler, Associate Dean of Enrollment, provided information regarding the upcoming Fall 2020 Virtual Open House and Spring 2021 registration.



HCCC HOSTS LATINO ADVISORY COMMITTEE MEETING



On Wednesday, Nov. 10, Hudson County Community College hosted a meeting for its Latino Advisory Committee, a group comprising College leadership and local members of the Latino community. The committee collaborated to brainstorm on an event to take place at the College.

2022-2023 COUNCIL MEMBERS

Andres Aguilar
Andrew Aguirre
Bladimir Quito
Rev. Bolivar Flores
Carolina Ramos
Cary Lopez
Consuelo Evans
Cristina Garcia
Eduardo Gonzalez
Frank Lorenzo
Geomara Martinez
Geovana Villacres
Ingrid Cheverria
Iris Nova Cooney
Dr. Jesselly De La Cruz

Julio Garcia
Manuel Avendano
Milagros Peralta
Myra Dominguez
Nancy Solis
Nancy Sanchez
Natalia Novas
Roxana Cenedo
Steven Rodas
Tony Villalobos
Trinidad De La
Rosa
Vivian Tavera
William Fernandez
Yanette Brito

CAFÉ CON CHRIS

WHAT: A series of Meet and Greet, hosted by Dr. Chris Reber with leadership team and Latino Advisory Council members for feedback, input, and Q&A

WHEN: Monthly

WHERE: Virtual

Exclusive Spanish-language roundtable with Dr. Chris Reber
April 8, 2020



LATINO ADVISORY COUNCIL HIGHLIGHTS



WHO: HCCC President, Dr. Chris Reber, and CEO of the Statewide Hispanic Chamber of Commerce of NJ, Carlos Medina

WHAT: MOU signing reception to formalize a partnership to support the growth of Latino small businesses in Hudson County

WHEN: March 3, 2020

WHERE: HCCC



WHO: Yeurys Pujols, Jennifer Christopher, Nicholas Chiaravalotti, Alexa Riano

WHAT: HCCC to serve as a resource to Grupo Latinoamericano de Cónsules en NJ (GLACO) in their commitment to promoting higher education

WHEN: January 2021

WHERE: Virtual

NOTE: Latino Advisory Council member Ingrid Echeverría, Esq. organized a meeting with the President and Vice President of Grupo Latinoamericano

IN THE COMMUNITY



WHO: Yeury Pujols, Vice President for Diversity, Equity and Inclusion

WHAT: 7th Annual Gala of the Salvadoran Parade of New Jersey

WHEN: December 11, 2021

WHERE: Little Ferry, NJ

NOTE: Yeury Pujols accepted the Community Partner Award on behalf of Hudson County Community College President, Dr. Chris Reber



WHO: HCCC, Poder Hispano, Ecuadorian Consul General, Docgo Mobile Health, NJ Department of Hispanic Health Professionals Association of New York

WHAT: Multicultural Health Fair

WHEN: December 18, 2021

WHERE: HCCC

IN THE COMMUNITY



WHO: Salvadorian Consul General Roberto Ariel Valle Montes; Hon. Milena Mayorga; Rosemary and Tony Villalobos, Philanthropists and Entrepreneurs; Kerlyn Espinal, Deputy Commissioner of NJ Department of Education; and Dr. Chris Reber, President of HCCC

WHAT: First NJ Visit of the US Ambassador to El Salvador to meet with the top business, civic, and corporate leadership.

WHEN: January 6, 2021

WHERE: Fords, NJ

NOTE: Dr. Chris Reber was a guest speaker

HCCC EN ESPAÑOL

HCCC Primavera 2022

CASA ABIERTA



¡Un evento para elegir tu propia aventura!

Descubre tu pasión en nuestra Casa Abierta Primavera 2022 donde podrás explorar diferentes programas académicos y sus edificios en persona.

Únete a nosotros para:

- Explorar nuestro campus a tu ritmo, conocer a los docentes y hacer un recorrido por los departamentos que te interesen
- Conocer al Departamento de Ayuda Financiera y ver si eres elegible para la exención del pago de la matrícula
- Completar una solicitud de ingreso
- Conocer los diferentes servicios estudiantiles y de apoyo
- Hablar con alumnos, docentes, exalumnos y miembros del personal

Dónde:
Tu lugar de registro y punto de partida será en nuestro nuevo Centro de Estudiantes ubicado en 81 Sip Avenue, Jersey City, NJ (al lado de la Biblioteca Gabert de Journal Square del HCCC)

Cuándo:
El sábado 23 de abril de 10 a.m. a 1 p.m.

Cómo:
¡Para asistir debes inscribirte!
Ingresa a <https://bit.ly/34xUIAE> para registrarte ahora.

www.hccc.edu/openhouse



PERSONAL PARA RESPONDER SUS PREGUNTAS EN ESPAÑOL

A continuación se encuentran los designados de habla hispana en cada una de nuestras áreas orientadas a estudiantes.

Asuntos Estudiantiles / Matricula:

Lisbety Ferrer, Asistente Administrativo de Asuntos Estudiantiles
201.360.4160 | lferrer@hccc.edu

Campus de North Hudson:

Diana Galvez, Asociado en Desarrollo Estudiantil
201.360.4608 | dgalvez@hccc.edu

Servicios de inscripción

(Admisiones, registros, créditos de transferencia):
Jacqui Castillo
201.360.4137 | jcastillo@hccc.edu

Asesoramiento:

Campus Journal Square
Jenny Henriquez, Asesora Académica
201.360.4143 | jhenriquez@hccc.edu

Campus North Hudson:

Roberto De Fina, Asesor Bilingüe
201.360.4615 | rdefina@hccc.edu

Ayuda Financiera:

Julio Morales
201.360.4215 | jmorales@hccc.edu



Para su difusión inmediata

Contacto: Jennifer Christopher, 201-360-4061, jchristopher@hccc.edu

El Colegio Comunitario del Condado de Hudson establece el “Hudson Scholars”, un innovador programa de éxito desarrollado a gran escala

Utilizando modelos de programas aclamados a nivel nacional, “Hudson Scholars” ayuda a incrementar la retención de los alumnos y la finalización de los estudios, extendiendo los servicios al cuádruple de los alumnos inscriptos en el Programa del Fondo de Oportunidades Educativas (EOF).

7 de febrero de 2022, Jersey City, NJ – El Presidente del Colegio Comunitario del Condado de Hudson (HCCC), Dr. Christopher Reber y sus colegas parecen suscribir al pensamiento de Robert F. Kennedy y George Bernard Shaw: “Algunas personas ven las cosas como son y preguntan: ¿por qué? Yo veo las cosas como podrían ser y me digo: ¿por qué no?”

Desde que asumió como el sexto presidente del HCCC en 2018, el Dr. Reber ha hecho del Éxito Estudiantil y la Diversidad, Equidad e Inclusión (DEI) sus principales prioridades. Estas son las bases de la Misión, Visión y Valores actuales del Colegio; el Plan de Acción del Éxito Estudiantil, el Plan de Acción de DEI y el Plan Estratégico del Colegio 2021-24.

“Hemos hecho grandes avances en cuanto al apoyo y el éxito de los alumnos poniendo en práctica importantes iniciativas y programas”, expresó el Dr. Reber. “Nos unimos a *Logrando el Sueño*, la red nacional de reforma de colegios comunitarios de alto rendimiento dedicada a utilizar los datos y las mejores prácticas para promover el éxito de los alumnos y la obtención de un título universitario; instituímos el Centro de Recursos *Hudson Helps*, un compendio de servicios, programas y recursos integrales enfocados en las necesidades básicas más allá del aula; y generamos vínculos con la comunidad y los socios corporativos para promover el ascenso social y la movilidad económica de los alumnos y los miembros de la comunidad”.

Toda la comunidad del HCCC creyó que se podían ampliar las prácticas exitosas para poder garantizar que una mayor cantidad de alumnos, con problemas financieros, barreras idiomáticas, problemas de empleo y responsabilidades familiares, puedan completar su educación universitaria. Con esta creencia como prioridad, el Colegio creó “Hudson Scholars”. El programa utiliza las mejores prácticas del exitoso programa Fondo de Oportunidades Educativas (EOF) de Nueva Jersey y los Programas de Estudios Acelerados para Asociados (ASAP) de la Universidad de la Ciudad de Nueva York (CUNY).

Bridging the linguistic gap to ensure that lack of English proficiency is not a barrier at HCCC:

- flyers
- press releases
- advertising in Spanish-language print, cable, radio, and television

Negocios Hispanos USA Magazine



Primavera 2021 CASA ABIERTA

¡Nos reuniremos en persona y al aire libre en el Parque de la Plaza Culinaria!

Respetando los protocolos de seguridad del Covid-19 y con uso obligatorio de mascarilla.

SÁBADO 1 DE MAYO
161 Newkirk St, Jersey City, NJ 07306

10 a.m. – 11:30 a.m. & 11:30 a.m. - 1 p.m.
Si se cancela por mal tiempo, el evento se realizará el sábado 8 de mayo.

Únete a nosotros para:

- Realizar un recorrido por nuestro campus
- Conocer al departamento de Ayuda Financiera y ver si eres elegible para la exención del pago de la matrícula
- Completar una solicitud de ingreso (sin pagar el cargo de \$25)
- Conocer los diferentes programas académicos
- Hablar con alumnos, docentes y miembros del personal

PARA ASISTIR, DEBES INSCRIBIRTE.
¡Elige el horario que más te convenga!

10 a.m. – 11:30 a.m.: <https://tinyurl.com/OHsession1>
11:30 a.m. – 1 p.m.: <https://tinyurl.com/OHsession2>



www.hccc.edu/openhouse



SPANISH LANGUAGE LOCAL MEDIA



- Ad buys
- Earned media coverage
- Editorial placement
- Exclusive interviews
- Live event coverage
- Ads/content sharing across social media



HCCC IS FOR EVERYONE: MEDIA EXCLUSIVES



Negocios Hispanos
HCCC Foundation 2021 Golf Outing
Facebook Live
July 12, 2021



Latino Street
Café con Chris
Editorial Content
Print
April 8, 2020



Dr. Chris Reber, President
Interview with Carlos Medina for ¿Que Pasa?
PBS Television
Aired on 11/27/21 - Season 2, Episode 9
<https://to.pbs.org/3lYnvmq>

HCCC IS FOR EVERYONE: MEDIA EXCLUSIVES

 **Nuestra Gente Digital**
December 6, 2020 · 🌐

OPORTUNIDADES DE ESTUDIOS PARA JÓVENES HISPANOS... Conozca los preparativos del Hudson County Community College (HCCC) para el periodo PRIMAVERA 2021. El JUEVES 17 DE DICIEMBRE 2020 6PM-7PM tendrán oportunidad de participar en una sesión informativa. Para registrarse, hacer click aquí: <https://tinyurl.com/y2z5ng9f>

HCCC Virtual Información Session:
A LatinX Experience

Thursday, December 17
6 p.m. – 7 p.m

Join us to learn about what HCCC has to offer, how to enroll, where classes will be held in Spring 2021, and so much more!

Virtual Q & A break out rooms will be available in English and Spanish.
La sesión informática estará ofrecida en inglés y español.

REGISTER NOW!
CLICK HERE



 **Nuestra Gente Digital** · Follow
February 1, 2021 · 🌐

HUDSON OFRECE GRAN OPORTUNIDAD A ESTUDIANTES LATINOS
HUDSON COUNTY COMMUNITY COLLEGE (HCCC) OFRECE GRAN OPORTUNIDAD A ESTUDIANTES
[See more](#)



<https://bit.ly/3hVRHn>
[a
https://bit.ly/3hUGBi](https://bit.ly/3hUGBi)
[q](https://bit.ly/3hUGBi)

<https://bit.ly/3CwxiP>
[m
https://bit.ly/3vTCAC](https://bit.ly/3vTCAC)
[Y](https://bit.ly/3vTCAC)

El Kan TV
Interview with Yeurys Pujols
In-studio
July 12, 2021

<https://bit.ly/3sUNO8w>

 Atabey Consulting
Group

HCCC IS FOR EVERYONE:
MEDIA EXCLUSIVES



Univision
Interview with Yeury Pujols
In-Studio
December 12, 2018
<https://bit.ly/37l6Mwk>

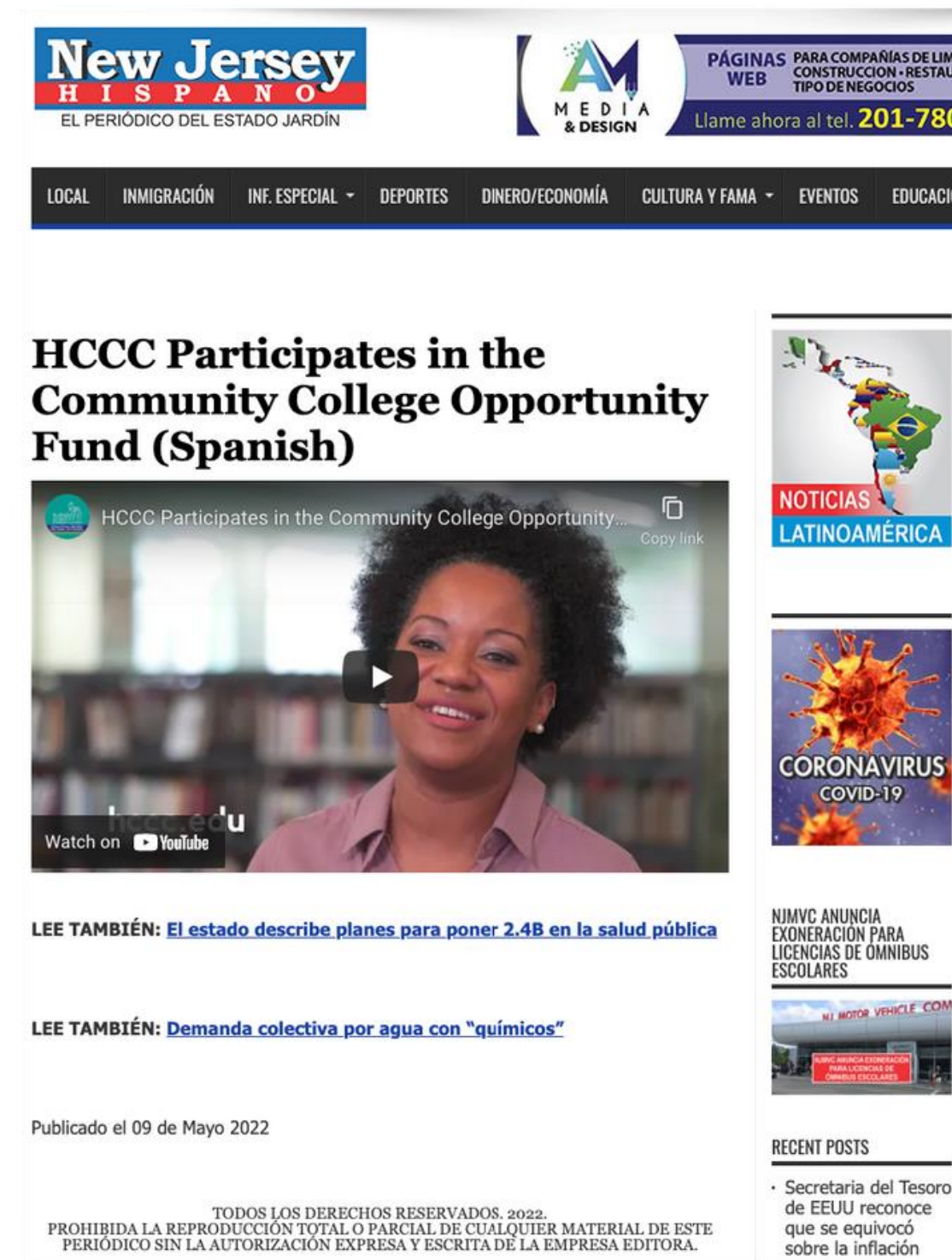


Univision
Interview with Yeury Pujols
Virtual
May 27, 2020
<https://bit.ly/35CMNcx>



Univision
Interview with Yeury Pujols
Virtual
March 24, 2021

HCCC PARTICIPATES IN THE COMMUNITY COLLEGE OPPORTUNITY FUND



New Jersey Hispano

<https://bit.ly/392tACD>

<https://bit.ly/3m3ib8p>

<https://bit.ly/3PPbLHT>

NORTH HUDSON CAMPUS
10TH ANNIVERSARY
Monday, April 25, 2022

MEDIA COVERAGE
CLIPS

Nuestra Gente News

<https://bit.ly/3MpvevO>

Negocios Hispanos Magazine

<https://bit.ly/3NwDGuC>

New Jersey Hispano

<https://bit.ly/3NwuXZa>

Ino Contigo Show

<https://bit.ly/3MrruKd>

Hudson County View

<https://bit.ly/3Naf7mK>

HudsonTV

PODER LATINOUSA PUBLICACIÓN GRATUITA BILINGÜE

NEW JERSEY - NEW YORK - FLORIDA - PENNSYLVANIA - WASHINGTON DC - HUDSON - BERGEN - ESSEX - PASSAIC - UNION - MORRIS - MIDDLESEX - NJ

En la Celebración de sus 50 años

Universidad de San Peter hace entrega de Reconocimiento al Senador Robert Menéndez.

Negocios Hispanos USA Magazine

HUDSON COUNTY COMMUNITY COLLEGE

NORTH HUDSON CAMPUS

SU 10 ANIVERSARIO

Congressman Albio Sires Atrium

Este 25 de Abril el Hudson County Community College en Union City celebró su Décimo Aniversario honrando al Congresista Albio Sires al nombrar la imponente entrada de su plantel "Congressman Albio Sires Atrium", en apreciación al servicio público del Congresista Sires y al legionario aporte que desde siempre el mostró al Hudson County Community College. La ceremonia de dedicación estuvo rodeada de importantes personalidades de Hudson County. El Presidente del HCCC, Dr. Christopher M. Reber, dijo sentirse orgulloso que Hudson County Community College sea el hogar de hombres y mujeres excepcionales que sin duda influyen en el progreso de nuestro estado. "Hudson is Home" nos recordó el Dr. Christopher M. Reber para hacer alusión que el college seguirá siendo el hogar de aquellos que desean un mejor futuro, un desarrollo brillante y el respaldo de una educación de excelencia como la que brinda el Hudson County Community College a los residentes del condado.

El Especial

Hudson County Community College el 10º Aniversario del North Hudson Campus

Dedicación al Congresista Albio Sires



Universidad dedica atrio al congresista Sires

Hudson County Community College hace el reconocimiento al político de origen cubano que siempre apoyó a esta casa universitaria

LATINO STREET EL VOCERO DE LA COMUNIDAD LATINA

ABARCAMOS LOS CONDADOS DE ESSEX, PASSAIC, HUDSON, UNION Y BERGEN EN NJ QUEENS, BROOKLYN Y STATEN ISLAND EN NEW YORK

Del 30 de abril al 14 de mayo del 2022

www.LatinoStreet.net

Senador Menéndez se reunió con Diáspora Ecuatoriana de NJ

Hudson County Community College conmemoró Aniversario con dedicación al Congresista Albio Sires

UNESCO ECUADOR aprueba postulación de Loja "La centinela de Latinoamérica" a Ciudad Mundial de Aprendizaje

HUDSON COUNTY CHAMBER OF COMMERCE: HISPANIC ORGANIZATION LEADERS OF AMERICA



WHO: (pictured from left to right) Andrew Aguirre, Hispanic Organization Leaders of America (HOLA) member, Lori Margolin, Associate Vice President of Continuing Education and Workforce Development, Jordania Rodriguez, HOLA member, Dr. Chris Reber, President of HCCC, Melisa Rosario, Director of Membership and Finance at Hudson County Chamber of Commerce, Trinidad de La Rosa, HCCC Latino Advisory Council and HOLA member, Yeurys Pujols, Vice President for Diversity, Equity and Inclusion, Cesarina Santos, HOLA member, Nicole Johnson, Vice President for Advancement and Communications, Roxana Cedeno, Latino Advisory Council and HOLA member.

WHAT: Hosted a tour of Jersey City Campus facilities and lunch meeting with the committee members of HOLA, the Latino-focused entrepreneurial outreach initiative of the Hudson County Chamber of Commerce.

WHEN: June 6, 2022

WHERE: HCCC, Journal Square Campus

HUDSON ES CASA: EDUCATION AND COMMUNITY FAIR



WHO: HCCC Latino Advisory Council

WHAT: 1st Annual "Hudson es Casa" Education & Community Fair

WHEN: June 25, 2022

WHERE: HCCC, North Hudson Campus

NOTE: Hudson County Community College's North Hudson Campus served as the site of the 1st Annual "Hudson es Casa" Education & Community Fair. Dozens of HCCC departments, direct service providers, and local businesses met with members of the community in attendance. Radio personality Gloria B of 93.1 Amor WPAT-FM also greeted attendees, took photos with them, and awarded prizes to some lucky winners. The event also featured performances of dance and song, as well as arts and crafts. The event was planned and organized by the College's Latino Advisory Council and was attended by over 300 people.

HUDSON ES CASA: EDUCATION & COMMUNITY FAIR

Saturday, June 25, 2022

PODER LATINOUSA www.poderlatinousa.com SECCIÓN Union City AÑO XI • EDICIÓN 129 JUNIO / 2022

“Hudson es Casa” Feria de Educación y Comunidad de Hudson County Community College fue un éxito



MEDIA COVERAGE CLIPS

Nuestra Gente News

<https://bit.ly/3Px3GXq>

Latino Street

<https://bit.ly/3oclyt>

Ino Contigo Show

<https://bit.ly/3Okjk76>

Poder Hispano

<https://bit.ly/3yRWhev>

Quisqueya Internacional

<http://surl.li/czhfy>

CONGRESSIONAL DELEGATION VISIT FROM EL SALVADOR WITH SPECIAL GUEST AMBASSADOR MILENA MAYORGA



WHO: Central American Coalition U.S.A. and the United Salvadorian Leadership Organization,

WHAT: Congressional Delegation Visit from the Republic of El Salvador and Honorable Ambassador Milena Mayorga, Ambassador of El Salvador to the U.S

WHEN: July 9, 2022

WHERE: HCCC, North Hudson Campus

NOTE: This is the first time that more than ten percent of a Congress from a foreign country visits a state in the United States. The Salvadorian Community residing in the United States are seeking to have an Elected Congressperson that will represent their interest directly in the Government of the Republic of El Salvador just like the Dominican Republic and other three Latin American Countries have in their government.

Dr. Chris Reber, Ph.D.
President

Yeurys Pujols
Vice President, Diversity, Equity and Inclusion

Jennifer Christopher
Director, Communications Department

Matthew Fessler
Associate Dean of Enrollment

Wendy S Martinez
Consultant, Latino Affairs