



Minutes of the  
MEETING OF THE FACULTY SENATE  
March 14, 2022

APPROVED

**PRESENT:** Eduardo Aguilar, Lacey Craft, Will Dalrymple, Alexandra Doyle Bauer, Molly Faulkner, Jenny Fererro, Sergio Hernandez, Erin Hiro, Jason Jarvinen, Teresa Laughlin, Lawrence Lawson, Beatrice Manneh, Leigh Marshall Adam Meehan, Susan Miller, Ben Mudgett, Scott Nelson, Wendy Nelson, Tanessa Sanchez, Fari Towfiq, Alyssa Vafaei, Rocco Versaci, David Williams (ASG), Reza Wrathall, Anastasia Zavodny

**ABSENT:**

**GUESTS:** Barbara Hammons, Vikash Lakhani, Julie Lanthier Bandy, Billieanne McLellan, Elyse Real

**Please note: All votes are presumed unanimous unless indicated otherwise.**

**CALL TO ORDER** The video conference meeting was called to order by Senate President Rocco Versaci at 2:30 PM.

**PUBLIC COMMENT** – No Public comments.

**ANNOUNCEMENTS**

Senate Secretary Molly Faulkner said *Little Shop of Horrors* is on stage again this weekend. Performances are live on stage in the Howard Brubeck Theatre and tickets can be purchased here: <https://palomar.universitytickets.com/> For select performances, virtual ZOOM tickets are available. For more information about the virtual opportunities, email the box office at [hmurray@palomar.edu](mailto:hmurray@palomar.edu)

Senator and TERB Coordinator Lawrence Lawson said the TERB meeting today will begin at 5 PM instead of 4 PM.

Senator Susan Miller reminded faculty about the Women’s History Month events taking place in March. Registration for the events can be done through PD.

**AGENDA CHANGES** – Information Item D will be the first Information Item discussed today.

**APPROVAL OF MINUTES**

**Motion 1** MSC: Towfiq/Fererro

Faculty Senate approval of meeting minutes dated March 7, 2022 (see Exhibit 1).

The motion carried.

**ACTION**

**A. Curriculum**

Senator and Curriculum Co-Chair Wendy Nelson reminded faculty that Palomar will not be operating under a state of emergency in Fall 2022. If any faculty indicated that a course will only be offered online when a state of emergency is present, and you want it to remain online, faculty need to go into META and do a course review and change it to DE.

## **B. Committee Appointments**

Senator and Chair of Committee on Committees Anastasia Zavodny said a call will be going out today or tomorrow for faculty positions on two new committees. Faculty positions will be needed on the Priority Committee and Valedictorian Committee.

Senate President Versaci said HR is going out for search committees for VP of Instruction and VP of Finance and committee members need to be seated around April 7 but the timeline is not final yet. Versaci will get the timeline to Zavodny once its finalized so calls can go out to fill the positions. There was discussion around whether the VP positions will be for interims or for permanent VPs. Versaci said VP Kahn's last day is May 2 so he isn't sure exactly what the plan is.

Versaci said Committee on Committees needs to have five seats filled, three faculty and two Senators and Senator Zavodny will get the call out today. Zavodny said the committee will be tasked with reviewing and making some changes to committees and will come to Faculty Senate for further discussion. President Versaci, Senator Susan Miller, Senator Wendy Nelson, Senator Alyssa Vafaei and Barbara Hammons volunteered to serve.

**Motion 2** MSC: Fererro/Lawson

Faculty Senate approval of appointments to serve on Committee on Committees.

Abstention: Anastasia Zavodny

The motion carried.

Committee on Committees - **Rocco Versaci, Susan Miller, Wendy Nelson, Alyssa Vafaei, Barbara Hammons**

## **C. Selection of Student Learning Outcomes Co-Coordinator**

**Motion 3** MSC: Laughlin/Towfiq

Faculty Senate approval of the following position (see Exhibit 2)

Student Learning Outcomes Co-Coordinator - **Aundrea Tavakkoly**

The motion carried.

## **INFORMATION ITEMS**

### **D. Overview of the College's Enrollment & Marketing Plan (see Exhibit 3)**

VP Vikash Lakhani said a team has been created to review all of the enrollment recommendations made by Senate. Right now, the team is figuring out what issues the District has control of, what issues are connected to CCCApply and what issues are state level issues. VP Lakhani said once this preliminary review is completed, he will report back to Senate with outcomes, progress reports and a timeline of what the next steps will be moving forward. He also said that his office is setting up an online feedback form that anyone can go to at any time to provide recommendations. Student Services will be tracking this information, forwarding to each respective office and then following up to ensure the problem or issue is being resolved.

Director Julie Lanthier Bandy reported that since January she's been placing more media in the market through the utilization of HERFF funding of just over \$100K. The primary focus is branding and awareness and will be launched in in time to support open enrollment.

Senate Secretary Molly Faulkner asked about the outreach component of the plan and explained she personally does about 80 hours a year of outreach in the high schools without any Palomar support and does it to ensure that Performing Arts thrives. She said other faculty does outreach and hoped that all of these efforts could be consolidated. VP Lakhani responded saying they are currently reorganizing Palomar's outreach grant-funded programs. Dual Enrollment and Promise are now together in one area and grant-funded programs who does outreach in the high schools will be consolidated into this as well. His goal is that anyone doing outreach for Palomar will have linkage to Instruction and know what messages are to go out to the community. Eventually an outreach calendar will be built as well so outreach is more structured and partnered with faculty. Lakhani also said that Dianna Shoop will have outreach materials available. Senator Faulkner asked if faculty would have the opportunity to provide input for the outreach plan and Lakhani said that once the outreach leadership positions are in place, their attendance at departmental meetings will be important for total collaboration to take place. He added that in-service trainings are planned where faculty can come provide input as well.

Senator Scott Nelson asked if the idea is being explored to incentivize students to come back to campus for face-to-face classes. VP Lakhani said they are still exploring this idea but with all the complexities involved, a conclusion has not been met. An example is that HERFF funding can not be used to incentivize new enrollment but can be used for re-enrollment (students coming back). He is currently researching how other colleges are doing this and what approach they use since monetary incentivizing is an issue.

Lanthier Bandy added that a digital campaign is in the works now targeting approximately 6,200 students who attended in Fall but did not enroll this semester.

Senator Wendy Nelson asked if any faculty or students could be involved with the group or team that is brainstorming enrollment issues and making decisions of how best to get students back on campus. Lakhani responded saying that a task force could be put together quickly to move on this issue. He also said that general messaging is being created to show the community what its like to be back on campus taking face-to-face classes. In person campus events including large registration events are being scheduled to bring high school students to campus. An in-person high school counselor event is set for May as well.

Senator Lawrence Lawson asked about the use of Spanish language in the outreach and marketing materials. Lanthier Bandy said the direct mail campaigns do include Spanish versions and a direct mail agency is used to identify Spanish speaking households. From a web-streaming standpoint, she said that through a grant-funded program, last summer they were able to purchase a campaign for web-streaming that was both in English and Spanish. And some of the social media posts are translated into Spanish by Dianna Trujillo.

Senator Lawrence Lawson asked whether immigrants and refugees are included in the target audience and said SDCCD does advertise to that demographic for non-credit classes with good results. Lanthier Bandy replied that this hasn't been the practice at Palomar. Lawson then asked for clarification on the click-through rate data shared on page 5 regarding the I-Heart Spring 2022 campaign and Lanthier Bandy said she will share more information about the click-through rate data once she has had a chance to review it again.

Senator Faulkner said she hopes some of the messaging include information about the availability of emergency grants and laptop giveaways or other incentives that Palomar is already providing. Lanthier Bandy said this is not part of the current messaging. Faulkner asked if there is any District support to assist departments with the website so departments can disseminate important information and assist with website maintenance. Lanthier Bandy said that in 2020, funds became available to use an outside agency to improve the website and make it more student-centered. Kelly Helming has been working on these recommendations and website improvements will be launched hopefully in

June. With this new website design, there will be better templates for departments to share programs. She said she isn't aware of any District funding available to assist departments with managing the content on their own pages.

Senator and Articulation Officer Ben Mudgett asked how HERFF money is being used to bring students back to campus and how is the marketing plan addressing closing the achievement gap among disproportionately impacted students. Lanthier Bandy said she could speak to the marketing component of this effort and said one example is making the online enrollment easier for students and geared more towards a call to action. A challenge now is that when students click on APPLY, they are routed through CCCApply first. If the student clicks on STEPS TO ENROLL or other web pages that are linking to pages that share the campaign messaging, it makes it a bit easier to attract students. Lanthier Bandy said she and VP Lakhani are still working on ideas of how best to "grab" potential students who are landing on the website and bringing them to Palomar College and isn't aware of any community college that is doing this successfully because of the "black hole" of CCCApply. Her ultimate goal is to market to potential students who have applied but who have yet to enroll at Palomar College.

VP Lakhani said Student Services has been working on re-enrollments. One recent campaign targeting approximately 900 students, brought some students back and resulted in close to 80 completions already. Follow up with students who have not responded to the campaign is now under way. Each semester, about 6,000 students who have not re-enrolled are contacted by Student Services and offered enrollment assistance. This semester, Lakhani said more focus will be on the social media component to get students re-engaged. HERFF funding is also being used to compensate more staffing time needed in these ongoing efforts. Recruiting for additional temporary staff has also been a challenge.

VP Fererro asked for more information regarding the turnover rate for billboards and ads. Lanthier Bandy said once the marketing coordinator is hired, more time will be spent overseeing this aspect of marketing. A nine week campaign will start soon with a billboard on Bent Ave next to Hwy 78 but funding is always an issue. Fererro said that adding more funding to novelty will help. Fererro suggested that involving high school age students or younger Palomar College students may be helpful in creating the content and to make posts more attractive to that demographic. Fererro also suggested collaborating more with departments who would appreciate sharing their unique and interesting accomplishments, and new or innovative courses spotlighted in posts or in print ad campaigns...any efforts to spotlight the uniqueness of Palomar. VP Lakhani said this is exactly what Palomar's Preview Days will showcase and will be asking departments to participate in these events. Lanthier Bandy said she worked with Phi Beta Kappa students to get input for the TikTok campaign that began in December.

Senator Wendy Nelson said Palomar needs to run a billboard that reads "Free Classes for High School Students." This is the best kept secret at Palomar.

Senator Zavodny asked when the HERFF funding will end and VP Lakhani said that it is currently set to expire in August but an extension has been applied for which would push the expiration to December. Zavodny asked if students enrolled in Palomar's social media and marketing classes are ever collaborated with when designing content. Lanthier Bandy said this has not happened but would be a consideration for moving forward. Zavodny asked if any progress has been made to improve the cumbersome Palomar internal communication structure. Other colleges have a robust communication structure in place so faculty and staff can easily stay updated. Lanthier Bandy said that a communication called Three Minutes of News was going out every other week but getting information for this communication was very difficult when COVID hit. This piece has not come back yet but is a priority for her. An intranet site is being developed right now that can be used for this purpose.

Zavodny asked whether the Strategic Enrollment Management Task Force or something similar will ever be revisited and revived saying that faculty are not currently involved with the new enrollment work group that has been formed. She added that it doesn't matter how well Palomar advertises if the enrollment system is still broken. VP Lakhani agreed that a more college-wide strategic management group should be considered.

In reference to page 5 of the marketing plan, Senator Lawson said Julie Lanthier confirmed in CHAT that CTR is the number of clicks that your ad received divided by the number of times your ad is shown:  $\text{Clicks} + \text{Impressions} = \text{CTR}$ . If that is true, then 1,353 is .27% of the 501, 160.

ASG Secretary David Williams asked if the student body could be more involved with the College's marketing materials.

#### **A. Senate Election Updates (see Exhibit 4)**

Senator and Elections Chair Beatrice Manneh explained the exhibit and said the call will go this week.

#### **B. Resolutions for Discussion at Area D Meetings (see Exhibit 5)**

President Versaci asked if anyone has questions to please reach out to either Jenny or himself. The meeting is Saturday, March 19. The resolutions will be going to Spring Plenary in early April.

#### **C. Faculty Hiring Procedures Update**

President Versaci said on March 21, this item will go on the agenda for Information and approval of the revised Faculty Hiring Procedures. Some additional changes were made based on recent conversation with the District. This would allow Faculty Senate to maintain shared governance and some kind of authority over the procedures. After defining a course of action with President Rivera-Lacey, VP Montoya stepped back into the conversation and brought up some legal issues that need to be addressed. He said Senators have probably read the communication that went out on Friday that has to do with the current hiring procedures, specifically about the number of faculty members who can go from the first level to the second level. In our procedures, there's no upper limit to that and the first committee decides who's going to move on to the second level. This is not said in AP7120 and that's been a sticking point. What's going to happen now is if committees do want to send more than five members to the second committee, they have to make a request to VP Montoya explaining the rationale for that, and Versaci has assurances that this will proceed smoothly. Versaci said he contacted the chairs of the hiring committees to tell them about this.

Versaci said the other issue was about in person versus ZOOM interviews and the District agreed that if the interviews had not yet been scheduled, either the first level or the second level, the committee would have the option to decide whether those interviews we're going to be in person or via ZOOM and it has to be consistent for all the interviewees. Versaci said he sent a message to President Rivera-Lacey to find out about the travel reimbursement for in person interviews and he doesn't have an answer yet. This is in the Faculty Hiring Procedures to reimburse at the first level and the District is fine with this but it's unclear whether that will apply to this current round of hiring.

### **REPORTS**

**ASG (Mouawad)** – No report.

#### **President (Versaci)**

As discussed in Senate on 3/7, I put out the call for a one-year appointment for the Accreditation Steering Committee Co-Chair.

Jenny and I met with President Rivera-Lacey and Vice President Montoya on Monday, March 7, to discuss the progress concerning the Faculty Hiring Procedures. We will provide an update at the 3/14 Senate meeting. We are on schedule to make final approvals to our Faculty Hiring Procedures at our 3/21 Senate meeting.

#### **College Council (Versaci)**

College Council met on Friday, March 11 (before Senate but after reports were due).

### **Equity, Education, & Student Success (EESS) Council (Versaci)**

The EESSC met on Friday, March 4. Highlights include:

- We approved the creation of a Valedictorian Selection Committee
- We approved the makeup of the Faculty Prioritization Committee
- We approved the changes to the AB705 Support Subcommittee (already approved in Senate)
- We reviewed the AB705 Improvement Plan

### **Institutional Effectiveness, Planning, and Fiscal Stewardship (IEPFS) Council (Bongolan)**

The Institutional Effectiveness, Planning, and Fiscal Stewardship Council met on 03/04/2022. The Council met in small groups and focused on the goals in the following breakout rooms:

1. Integrating equity (and other) data across the institution (Group Lead: Barton)
2. Creating an Integrated Deadlines Calendar (Group Lead: Borth)
3. Ensuring staff are involved in project planning (Group Lead: Kahn)

Next meeting is March 18, 2022.

### **Employees, Community, & Communications (ECC) Council (Ferro)**

ECC Council met on March 4. The meeting was relatively quick, and no action was taken. AP 7380 Retiree Health Benefits will be returned to College Council for action.

### **Infrastructure & Sustainability (IS) Council (Lucindo)** – No report.

### **PFF (Laughlin)**

PFF Co-Presidents' report 3/10/22

The accreditation exit report was largely positive with no recommendations regarding compliance with the standards! In my 27 years here I have never heard such a glowing report. It is a testament to the hard work that we all have done during this extraordinarily difficult time keeping the teaching and learning going! I am so proud of being part of the Palomar College family!

I have been actively involved in the shared governance and union meetings including:

- CFT Committee meetings via Zoom and in person
- Governing Board Meeting 3/1/22:
  - As part of my report, I read the PFF resolution in support of Faculty, Staff, and Administrators who are working to further our antiracist agenda. It was well received by the Board, several of whom asked to craft a similar resolution to approve. It is so important that we as a community stand behind our Colleagues. An injury to one is an injury to all!
- Meetings with Dr. Rivera-Lacy
- Campus shared governance meetings:
  - Faculty Senate
  - College Council
  - TERB
  - Budget
  - Benefits
- Support of PFF members
- We stay in close communication with our brothers, sisters, siblings in the CCE. We stand shoulder to shoulder.
- We meet monthly with each Trustee to keep the lines of communication open.
- We have several special projects we are working on including the pay project and part-time equity project which require many meetings.
- Negotiations are ongoing.

We continue to work for the interests of our members. If you have questions or concerns about anything regarding working conditions, compensation, benefits, evaluations, etc. please reach out.

**Educators for Equity, Diversity, and Cultural Consciousness – EEDCC (Aguilar/Sadat Ahadi)**

- EEDCC meet on 3/4/2022. EEDCC will meet again on 3/25 from 12:30-2 PM. We finished a discussion with Luis Guerrero regarding Professional Development and the details of AP 3000 requirements and other recommendations.
- We are drafting a statement to the Faculty Senate taking a stand against racism at our campus given the recent events virtually on zoom and social media.
- We are also discussing possible composition changes (increasing the number of members) with Ananastasia for the subcommittee and developing a set of specific questions for those interested in joining this committee .
- Finally, EEDCC is discussing tenure process changes with Lawrence. Adding an outside person to the tenure process to make sure the process is followed and fair. Lawrence also shared other improvements on TERB for the Spring 2022.

**Accreditation (Meehan)**

Our accreditation site visit is now complete. The peer review team made only three recommendations for institutional effectiveness improvement and did not make any recommendations for Palomar to meet accreditation standards. Although this is only based on their preliminary exit report, it's a very positive indication. The peer review team also gave a formal commendation for Palomar's Professional Development program. Thanks to all who were involved in the accreditation process and congratulations to everyone in the Palomar community for their work and dedication!

**Distance Education (Hiro)**

The next Distance Education Committee meeting is scheduled for March 16 at 2:30 p.m. on Zoom. Meeting ID: 919 9930 3997; Passcode: 974173

**Guided Pathways (Nelson)** – No report.

**Budget (Ferrerro)**

Budget Committee has not met since the last report. The next scheduled Budget Committee meeting is on 3/22.

**TERB (Lawson)** – No report.

**Professional Development (Guerrero)** – No report.

**AB705 Subcommittee (Anfinson)** - AB705 SSC: we meet this Thursday at 2:30. I will send the report next week.

**Sabbatical Leave (Lawson)** – No report.

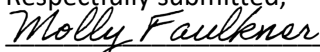
**Equivalency (Towfig)** - The Equivalency Committee is busy reviewing equivalency applications.

**Student Learning Outcomes (Bealo/Tavakkoly)** – No report.

**Faculty Service Areas (Mudgett)** - No report. Next meeting is 3/15.

**Credit for Prior Learning (Rose)** - No report.

**ADJOURNMENT:** The meeting was adjourned at 3:50 PM.

Respectfully submitted,  
  
Molly Faulkner, Secretary