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November 7, 2023

PRESIDENT'S OFFICE

Planning for the Future

Both the Vision Plan 2035 and the three-year Equal Employment Opportunity (EEO) Plan are scheduled for approval at the November 14 Governing Board meeting. These plans will guide our priorities and initiatives in the most important areas of Palomar College, our classrooms and student support services, our facilities, and our people. Each plan has separate but related goals for the growth of our institution, the needs of our diverse student population, and our talented and committed employees. This is the result of the time and dedication of the Educational and Facilities Vision Plan Taskforce, Equal Employment Advisory Committee, and our Human Resource Services and Institutional Research and Planning colleagues.

Paletas (Popsicles) with the President

On warm fall day, there is nothing better than an ice cold paleta (popsicle). In collaboration with the behavioral health services counseling team, STAR tutoring, and Assistant Superintendent/Vice President of Student Services, Nick Mata, 986 paletas were given to students and employees. The event generated valuable interactions and camaraderie, as students pursued their mid-terms and our employees continued to support their success. Every day that I get to interact with students is a great day “at the office”.



Dr. Star Rivera-Lacey and three students enjoying paletas (popsicles) with the President.

Success at the President's Invitational Golf Classic

Congratulations to the Palomar College Foundation and the dedicated Golf Committee for an overwhelming turnout on October 9. A record breaking \$168,000 was raised at the annual event. All event proceeds support the success of Palomar students through the removal of financial barriers and provision of essential educational resources.



President's Invitational Golf Classic Participants

Campus Engagement

The best part of my job is time well spent with students, faculty, and staff. I had the pleasure of visiting a counseling class taught by Professor Kyle Owens. It is always amazing to see the impact our faculty have on their students.



Professor Kyle Owens' Counseling Class

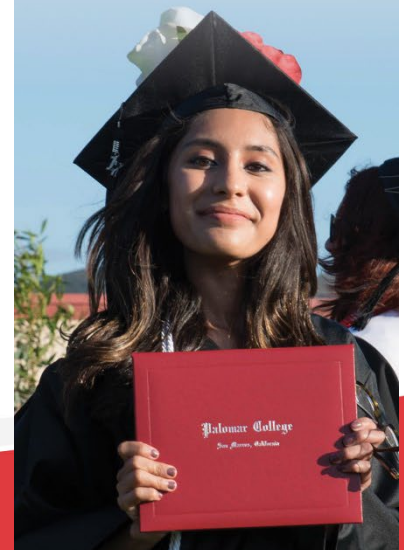
In addition to our shared governance meetings and standing appointments with faculty, staff, and student leaders, I participated in the last session of our book club. Reading and discussing *Transforming Hispanic Serving Institutions for Equity and Justice* by Dr. Gina Ann Garcia, is a perfect way for us to expand our conversations on what it means to be a Hispanic Serving Institution. I also joined the webinar on Global Advocacy for Disability and Deaf Rights sponsored by our Disability Resource Center. The information shared on how to best be an advocate on the national and global stages was valuable and interesting.

I joined students and colleagues for Political Economy Days and Anthropology Days held at the San Marcos campus. Both events were great opportunities for our students and employees to engage with these important topics and fields of study. I am grateful for the faculty who made these events possible.

Our performing arts department never disappoints. The opening night of Noche Havana at Palomar College was very impressive. The performance featured the talent of our Afro-Cuban/ Brazilian Drum and Dance Ensemble, Agogo, and the World Drum and Dance Programs.



Noche Havana performers



I also enjoyed a sold out performance of Time Flies: Rhapsody in Blue by the Palomar College Symphony Orchestra. Both performances were amazing. It is always so rewarding to see our faculty and students share their talent with us.

Community Engagement

It was an honor to share both my personal experience and the impact community colleges have on students throughout the nation at the Social Mobility Symposium hosted by CSU San Marcos. The Symposium featured engaging presentations from Wenda Fong, Chair of the California State University Board of Trustees; Eloy Ortiz Oakley, President & CEO of the College Futures Foundation; and Dr. Millie García, Chancellor-Select of the California State University system. The evening prior to the Symposium, I joined other presenters and CSU San Marcos colleagues at a reception to welcome Dr. Millie García to the region.

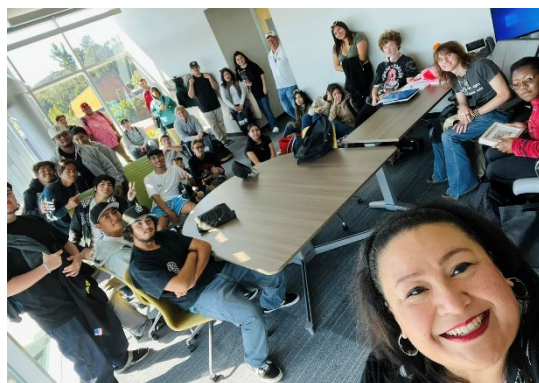


Dr. Star Rivera-Lacey, Dr. Millie García, and Dr. Ellen Neufeldt

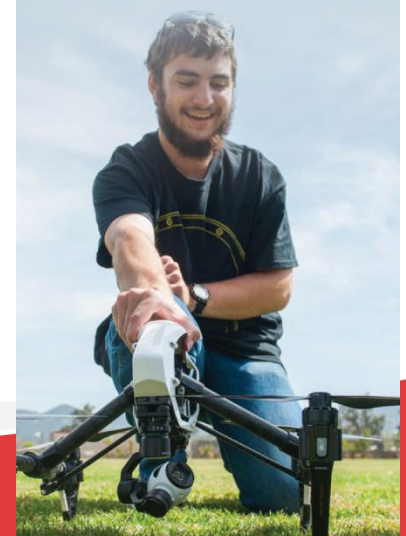
Later in the month, I facilitated a panel discussion at the Vision 2030: A Call to Action – Adult Education Summit sponsored by the California Community College Chancellor's Office. The Summit was an opportunity for our colleagues throughout the state to come together to discuss emerging and sustainable strategies to eliminate systemic barriers for adult learners.

I was honored to be recognized as one of the 2023 Latino Leaders of Influence by the San Diego Business Journal in association with the San Diego County Hispanic Chamber of Commerce. The ceremony was designed to acknowledge the contributions and commitment of Latino leaders in the business community. In addition, I was accepted into Presidents for Latino Student Success by Excelencia in Education. This appointment will be helpful to our college as we proceed through the requirements to earn a Seal of Excelencia.

In collaboration with the San Diego County Office of Education and the Construction Industry Education Foundation, we hosted nearly 700 high school students for Trades Day. The event was attended by local companies that provided students with hands-on demonstrations. As a result, students were able to explore careers in construction, engineering, design, and other skilled trades. During the event, I had the pleasure of meeting 30 Oceanside High School students in my office. Both were perfect opportunities to share what Palomar College has to offer to our younger generation of students. I also had the opportunity to meet with Borrego Springs Unified School District Superintendent Mark Stevens and Principal Victoria Baay to discuss future



Oceanside High School students visit the Office of the Superintendent/President



collaborations designed to serve current and prospective students in the most eastern portion of our District.

On October 19, we hosted the California Association of Black School Educators (CABSE) at our Rancho Bernardo Education Center. CABSE is an organization actively pursuing the advancement of equity for Black students. Members of CABSE included both elected and appointed school officials, administrators, and instructors from across California.

Palomar College is once again a sponsor of the San Marcos Chamber of Commerce Rising Stars program. This program in collaboration with San Marcos Unified School District honors three high school seniors who have risen above the odds to make a difference at their respective schools. The monthly recognition event is attended by the San Marcos Mayor and City Council members, Supervisor Jim Desmond's office, Senator Jones' office, school district administrators, high school counselors and principals.



San Marcos City Council and Mayor join the Rising Stars of the San Marcos Chamber of Commerce

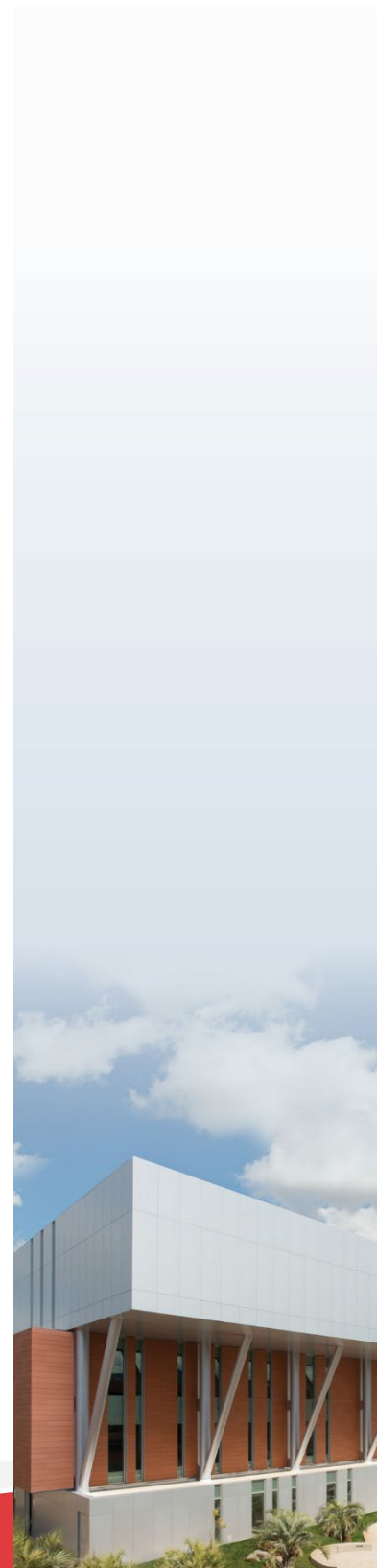
Many Palomar College leaders were able to take advantage of the nearby California Community College Association for Occupational Education (CCCAOE) conference. I participated in the CEO track and attended a session that included Dr. Tina Recalde, our Assistant Superintendent/President, as a panelist. It is events like these that we are able to continually feature Palomar as a leader in higher education.



California Community College Association for Occupational Education General Session

The ROCA Latino Festival, held at the San Marcos campus, is designed to share the Latino culture, and educate the community on the many resources available throughout the region. The event featured live music, talented performers, food, and educational resource booths. It was also a great opportunity to share our commitment to remain engaged with our community.

I was proud to represent Palomar College on the MAAC 2023 Soiree Honorary Committee. The event on October 26, raised funds to support MAAC. As the leading provider of comprehensive social services in San Diego County, MAAC serves 75,000 individuals annually in the areas of education, health, well-being, housing, and economic development. In addition, I attended the MANA de San Diego fundraising event designed to support outreach and mentoring programs for students. MANA de San Diego works to transform communities by empowering Latinas to achieve upward mobility and a better quality of life.



The Boys and Girls Club of San Marcos (BGCSM) hosted their annual fundraiser. The event was well attended by elected officials in the region, community leaders, and several members of Palomar College leadership. Proceeds from the event support the BGCSM mission to inspire and enable all young people to realize their full potential as productive, responsible, and caring citizens. BGCSM serves a diverse community of more than 2,000 members, ages 6 to 18.

Throughout the month I joined meetings with industry representatives and non-profit organizations to determine the best way to develop mutually agreeable partnerships. We met with Apple, the Oceanside Museum of Art, and the Antique Gas & Steam Engine Museum in Vista.



Mayor Rebecca Jones, Carole Musgrove, City Council Member Ed Musgrove, and Dr. Star Rivera-Lacey at Boys and Girls Club event.

OFFICE OF INSTRUCTION

Palomar is truly an amazing college that provides a lot of opportunities for our students and community. As we are currently midway through the fall 2023 semester, there are a variety of events occurring throughout Instructional Services as highlighted below. In addition to these events, Instructional Services is coordinating opportunities to discuss the implementation of AB 928 – Cal GETC, AB 1111 – Common Course Numbering, and a number of regulatory changes that will be impacting college operations and students.

Languages and Literature Division

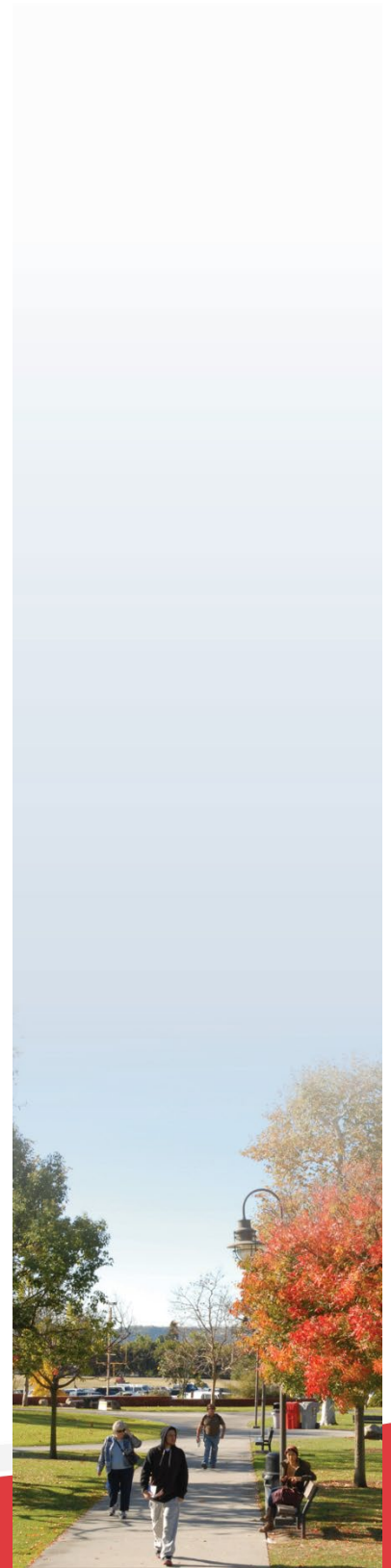
The department's literary magazine Bravura won a third-place award in the category of best literary magazine in the Community College Humanities Association's Pacific Western Division. Bravura also won individual student awards for the following categories:

- Best Short Stories Pacific Western Division—3rd place
- Best Creative Non-Fiction Pacific Western Division—1st and 2nd place
- Best Poems Pacific Western Division—3rd place
- Best Photography Pacific Western Division—2nd place
- Best Artwork Pacific Western Division—3rd place

Palomar's Interpreting Program has partnered with the Timken Museum in Balboa Park to provide student interpreters on the first Saturday of the month.



Palomar students meeting at the Timken Museum for training



The Writing and Reading Center and ESL Tutoring Center participated in the Tutoring Services open house on October 2 and 3. Students completed a scavenger hunt where they visited each San Marcos tutoring location to win prizes. ESL Classified staff Yolanda Fernández and Melissa Luciano Griggs collaborated to create an ofrenda, or altar, to commemorate Día de los Muertos, or Day of the Dead. Día de los Muertos is a national holiday in México and is observed in many Hispanic and Latin American communities on November 1 and 2.



An ofrenda or altar for Día de los Muertos

World Languages held their German Board Game Night on October 18. Students played games, enjoyed pizza, and practiced their German. Café International was held on November 1 in the Student Union. Students participated in various games and activities to enrich their language skills.

The speech and debate team hosted the 18th annual Ray Dahlin Invitational on October 13 at the San Marcos campus. Nine universities and community colleges competed. Palomar College competitor Dianelys Rivera won Top Novice in Drama, Carly Sobel won Top Novice in Persuasion and Jesse Stirling won 6th Speaker in the International Public Debate Association (IPDA) debate. These wins resulted in Palomar College winning 3rd place sweepstakes in the Community College Division. On October 20, speech and debate students attended the Sunset Cliffs Classic Tournament at Point Loma Nazarene University. Dianelys Rivera won 4th place in Novice Drama and Carly Sobel won 2nd place in Open Persuasion. Jesse Stirling and his partner Zac Dybeck won 1st place Gold in the Point Loma Round Robin TPDA (Team Parliamentary Debate Association) portion of the tournament. Finally, on October 21, Jesse Stirling cleared to octofinals of IPDA Debate and won Silver and 6th speaker overall in the tournament.

Math, Science and Engineering (MSE) Division

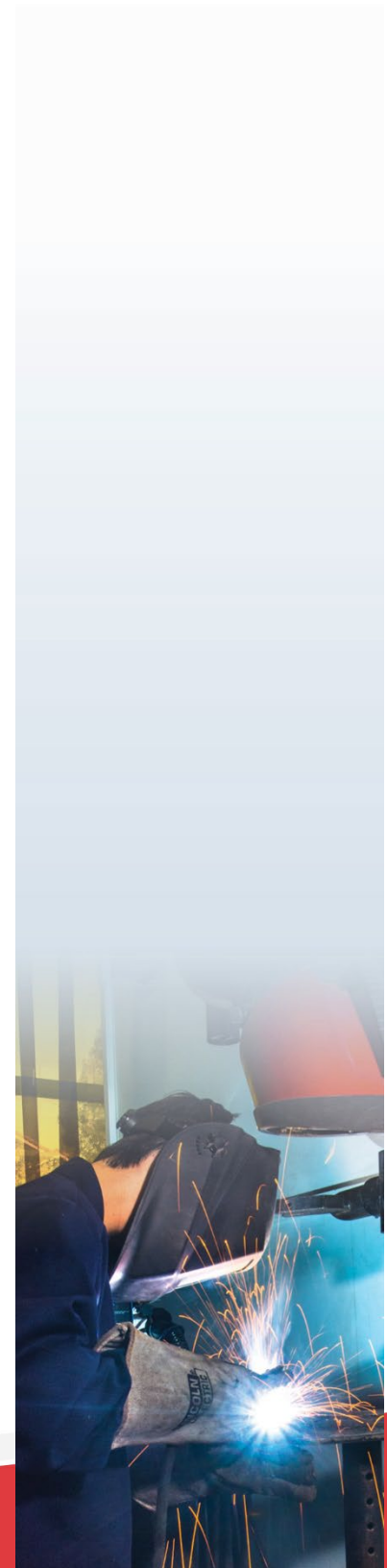
On October 14 the Professor Mark Lane and Professor Scott Kardel invited our astronomy students, staff, and the public to come to campus to view the solar eclipse. They set up four telescopes on the sidewalk for people to safely observe the eclipse. The event was attended by 50 guests.



Students learning how to use the new telescope

The Division bought two new digital "smart" telescopes for the Astronomy department earlier this fall using the Innovation Fund award. On October 18, students in Professor Kardel's astronomy lab class made their first observations with the new digital "smart" telescopes which were controlled by students using their smartphones where images were displayed as the telescope cameras accumulated light from the universe.

On October 12, the Earth, Space, and Environmental Sciences department held its annual celebration of Earth Science Week. In honor of the theme *Geoscience Innovating for Earth and People*, the celebration featured interactive activities including a virtual sandbox and GeoGuesser quiz, simulations of volcanic eruptions and ocean waves, and demonstrations of



tools used in geoscience research including drones. All participants gained a greater appreciation of the academic programs and courses offered by the department.

The Software Developer program, taught in the Computer Science Information Technology department, was submitted to be recognized as an Advancing San Diego Verified program. The employer-led process, operated through the Economic Development Corporation, evaluates educational programs in five key areas. Programs that meet or exceed industry expectations in these areas are deemed “verified”. The program has cleared the initial selection phase successfully and will proceed to the second phase. The upcoming phase will unfold on November 15 during the "Reaching Tomorrow's Talent" event, specifically designated as "Verified Program Designation Day."

In early October, the Math Science Learning Center (MSLC) on the San Marcos campus hosted an open house to showcase their tutoring services and celebrated Tutor Appreciation Week to recognize the hard work of their dedicated tutors. During this event, students explored the different floors of the LRC to familiarize themselves with the available tutoring services. Throughout the month of October, comprehensive tutor training was conducted for all tutors, with specialized discipline-specific training for math and STEM tutors. These training sessions included meaningful discussions on cultural sensitivity and awareness. Additionally, the Disability Resource Center (DRC) counselors were invited to provide valuable insights to help tutors better assist DRC students, as the number of participating students is increasing.

Social and Behavioral Sciences (SBS) Division

Political Economy Days on October 17 – 18th was a success. Several topics were covered including “Is it time to Reform Our Food System,” “The Trump Indictments & The American Republic,” “Challenges & Opportunities in Latin America’s Energy Transition” and exploring careers within Economics, History and Political Science. Professor Alex Gomez provided a lecture on “The Impact of Politics at the Border: Shaping Nations and Lives.”

Anthropology Days was held on October 31. Activities and games by the clocktower included do-it-yourself cave art, drone demonstrations, and flint-knapping. The department participated in lectures and events for Hispanic Heritage Month including a showing of *Pies Lijeros* produced by Professor Henry Lesperance with financial support from the Secretary of Culture in Mexico, Legacies of Chicana, and Latina Resistance, and conducted by Professor Laura Patilla.

There are 19 students enrolled in the MAAC/ECEPTS Apprenticeship. MAAC apprenticeship students shared recent highlights in their work as program aides in Head Start programs throughout north county. To date, there are over 107 Child Development and Education program students participating in service learning projects at local elementary schools. The Child Development department participated in the Path to Palomar event on October 17, providing information about careers and educational opportunities in the early childhood education and education fields to prospective students. Escondido Union School District (EUSD)/Palomar College P3 Program has 32 students enrolled in Cohort 2. This month, Dr. Laurel Anderson, department chair, and the staff/administration at EUSD presented the P3 Program details at two statewide workshops hosted by the San Diego County Office of Education. Professor Tanessa Sanchez hosted a Community of Practice meeting to include both the San Marcos and Escondido Early Childhood Education Lab School staff and teachers in collaboration with MiraCosta College. Tanessa also partnered with C3 to Creating Change for Children in their “Back to Basics” workshop at the Solano Beach Preschool outreach.



Arts, Media, and Business Administration

The Telescope newspaper won an award of General Excellence at the Journalism Association of Community Colleges Southern California Conference on Oct. 22 at Cal State Northridge.

As part of the Boehm Gallery's "No More Boring Artist Talks" lecture series, artists from the Boehm Gallery exhibition, Entanglement, spoke with guest curator Sarah Bricke about their individual works and the larger themes of the exhibition. The featured artists of the exhibition included: Elizabeth Burden, Claudia Cano, Ben Cuevas, Lizz Denneau, Amber Imrie, Kate Kretz, Joy Ray, Gideon Sawyer, and Shirin Towfiq.

The Performing Arts department had a robust schedule of performances during this last month. The Transformation of Colors by the Palomar Comet Concert Band and directed by Heather Barclay on October 14 explored the evolving spectrum of emotions through music. Director Michael Mufson led the production of Stupid F*\$#@ng Bird by Aaron Posner. A play sort of adapted from Anton Chekhov's *The Seagull*. Noche Havana, directed by Patriceann Mead featured performances of Cuban Salsa, Merengue, and Bachata, and by Agogo, the Afro Cuban and Brazilian Drum and Dance Ensemble. The event included a salsa class and an open dance floor.



A photo from a performing arts production

The Palomar Performing Arts Circle held their 10th anniversary gala for the student scholarship fund. The Palomar Symphony Orchestra performed Time Flies Rhapsody in Blue, directed by Dr. Ellen Weller. Patrons enjoyed a post-show gala reception with guest artist and Professor Emeritus Peter Gach. Esteemed jazz musician Charles McPherson appeared as the special guest artist at the Howard Brubeck Theatre along with the Palomar College Day and Night Jazz Ensembles directed by Paul Kurokawa.

Career Technical and Extended Education

On October 17, Palomar College Occupational and Noncredit Programs teamed with its Education to Career Network (ETCN) regional partners to host Path to Palomar, an open house for students from Escondido Adult School; Poway Adult School; Ramona Adult School; San Marcos Adult School; and Vista Adult School. Two hundred adult education students toured the San Marcos campus. Faculty from various programs engaged participants in transitioning to Palomar College. Admissions, Financial Aid, EOPS, and other campus and student services representatives were on hand to answer questions about enrollment.

Four Rising Scholars students and a program administrator attended the Indigenous People's Day Sunrise Ceremony at Alcatraz Island, hosted by the National Park Service. The event commemorated the start of the American Indian Movement that began on Alcatraz in 1969. The visit was part of a robust visit to the San Francisco Bay Area that included a screening of the Palomar College Television documentary *Almost Home: Life After Incarceration* at the College of Marin, and a meeting with Underground Scholars students and administrators at UC Berkeley. The visit concluded with a panel presentation at the RP Group Student Success Conference. Dr. Nancy Browne, Palomar College Student Success Manager, participated in the panel that discussed how the strategies implemented for Rising Scholars



can be applied to all community college students, with great impact on success rates for men of color, especially.

Rising Scholar student, Jesse Velasco, and a program administrator presented with Chelsea Esquibias, a regional coordinator for the California Community College Chancellor's Office, presented at the California Community College Association of Occupational Education conference. The presentation highlighted CTE pathways for formerly incarcerated students. Luis Jimenez, a Rising Scholar alum featured in the *Almost Home: Life After Incarceration* documentary, and UCLA transfer student, led the planning and implementation of a screening of the documentary to the UCLA School of Law. The screening was followed by a panel discussion that included Richard Boucon, a current Palomar student.

Palomar College, in partnership with the San Diego North Economic Development Council, hosted a *Women in Entrepreneurship* panel. Panelists included three business owners from within the region who shared their stories, successes, and challenges. The 50 attendees included community/industry partners and students from Palomar College, MiraCosta College and CSU San Marcos.



Women In Entrepreneurship panelists Cassandra Schaege, Palomar College Trustee, and founder of SIP Wine & Beer; Deanna Smith, Founder of Deanna's Gluten Free; and Maya Madsen, Founder of Maya's Cookies; and Caitlyn Canby, Marketing and Events Coordinator for the San Diego North Economic Development Council

STUDENT SERVICES

Counseling Services

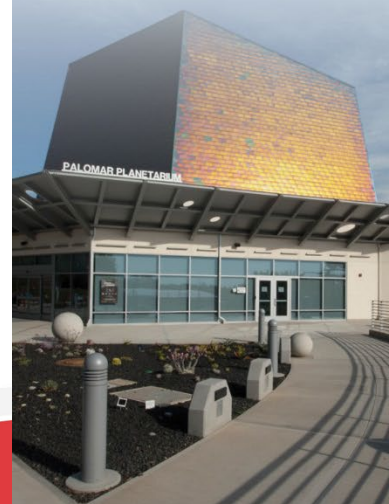
GEAR UP staff and counselors held registration assistance days for our first-year college students October 24-26, and November 7-9. The events were part of our retention efforts and to ensure students register for the spring semester.

Enrollment Services

The Huron Group has been on campus to begin consulting on the structure and strategies of the outreach department. We are in the process of hiring three Outreach Specialists and recruitment for the Outreach Manager has started. Palomar College application workshops started at local high schools on October 1. The Palomar Promise application for 2024-25 opened on October 24.

The Palomar Promise, TRIO SSS and EOPS teams collaborated to host a field trip to UCSD/Birch Aquarium. Forty-five students attended, 36 of whom were Promise students. A majority of student qualify for multiple programs. The post event survey indicated that it was the first visit to UCSD and the Birch Aquarium for more than 60% of the students. On November 17, Palomar Promise, EOPS, TRIO SSS will be hosting a college field trip to UCLA and Griffith Observatory.

On October 30, Palomar Promise, TRIO SSS and EOPS students were invited to attend the annual Dia De Los Muertos Sugar Skull Decorating. Students gained insight into the history of Dia De Los Muertos, decorate a sugar skull, and enjoy some delicious Mexican tortas and sweets.



Financial Aid

As part of our ongoing efforts to enhance communication and collaboration within our department, we customized training sessions for our specialists. Throughout the month of October, our Financial Aid program leads conducted specialized training sessions for the Admissions and Financial Aid specialists. This approach has been highly effective in fostering increased rapport and communication within our department.

The 2024-2025 FAFSA/CADAA applications will become available in December. We are actively devising strategies to motivate students to apply and to offer them the necessary support as significant changes will be introduced for this upcoming award year. Our aim is to ensure that students have the resources required to navigate these changes seamlessly.

Palomar was just approved for a 6-year recertification for Title IV. This allows us to participate in federal financial aid programs such as the Pell Grant. The application process is comprehensive and takes the effort of many offices.

Student Health Services (SHS) and Behavioral Health Counseling Services (BHCS)

Dr. Patrick Savaiano presented to staff and faculty at the Education Centers via zoom to provide information about Health Services available for students, answer questions, and continue the process of addressing the unique needs at each of our locations. In addition, training on the use of Narcan for students and staff was held on Oct. 25.

Dr. Monique Mendoza, an expert consultant on threat assessment and Behavioral Intervention Teams in higher education, hosted a training for the Behavioral Health and Campus Wellness Committee.

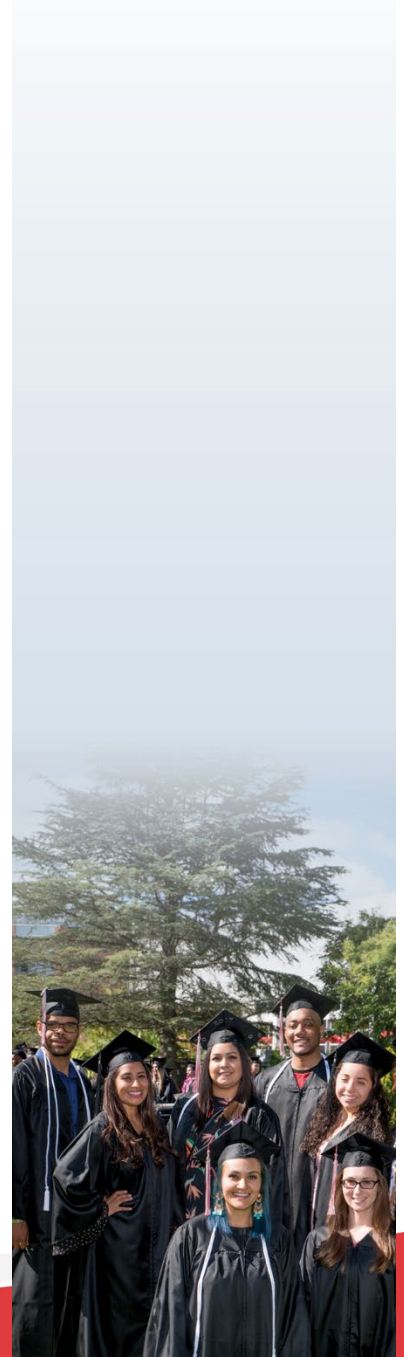
In observance of World Sight Day, SHC offered free Snellen Vision Exams to students during the month of October. A partnership with Champions for Health to offer free flu shots and COVID vaccines for staff, faculty, and students at each of our campuses.

BHCS supported Undocumented Student Action Month by co-facilitating a Healing Circle for the campus community. Latinx/a/o Creating Space Support Group is provided this semester on Thursdays at 12:30 p.m. via Zoom. This is a weekly support group for students that offers a supportive space to gather, share common experiences, and learn coping skills. Comets for Recovery is facilitated by a BHCS therapist on Mondays at 11:30 a.m. This in-person topical/discussion group is intended for students in recovery, thinking about recovery or looking to know more about addiction and recovery.

Gender Exploration and Transitioning group is a collaboration between BHCS and the Pride Center. The meetings are held bi-weekly in person on the 1st and 3rd Tuesday of the month at 11:30 a.m. in the Pride Center. It offers a safe space to build a supportive community for students.

Student Services Communications, Systems, and Technology

The first enrollment cycle utilizing the new MyPalomar is underway. A transition from the MyClass Finder tool to the new MyPalomar class search feature has started with ongoing communication to students and employees. MyClass Finder will be removed on November 17 and students and employees will be directed to the MyPalomar class search. Due to its incompatibility with PeopleSoft, the Starfish tool used to coordinate support for students will sunset on December 15. The funds associated with this technology will be reallocated to support the costs of the MyPalomar tool recently launched.



FINANCE AND ADMINISTRATION

Fiscal Services

The District's auditors, Eide Bailly, are in the midst of completing the FY2022-23 audit of our fiscal records. The audit will be completed in the coming weeks and the annual financial statements and audit reports are set to be issued by the end of December.

The search processes for the Senior Director, Fiscal Services and Internal Auditor are ongoing. It is intended that the successful candidates will join the District early in 2024.

Collaborative work between Information Services, Payroll, and Human Resources continues in order to fine tune and define roles for the use of the commitment accounting feature in PeopleSoft.

Business Services

The Food Court at the San Marcos campus opened for service on October 23. California Dining Services will continue to increase their menu offerings as new equipment arrives. Menu items may include freshly made pizza, hot sandwiches, hot entrees, and a burrito bar.

Campus Police

Chief Moore attended a leadership meeting with the Captain of the Sheriff's department for San Marcos, and the Chiefs of Police for the City of Escondido, City of Oceanside and the CSU San Marcos campus police, to discuss crime trends and mutual aid. Due to the large attendance, including many dignitaries, at the CSU San Marcos Social Mobility Symposium, our mutually agreed upon interagency collaboration was initiated. Both Sergeant Montes and Officer Delany assisted at the event.

Chief Moore, Sergeant Montes, Officers Delaney and LaPorta attended an Active Shooter 4-hour training session sponsored by the San Diego Law Enforcement Center.

On October 11, the campus police attended coffee with a Cop sponsored by the Pride center. October 25 Campus Police hosted our first Trunk or Treat. It was well attended and co-sponsored by Behavioral Health Counseling Services and the Escondido Tutoring Center.



Trunk or Treat event held at the San Marcos campus

Construction & Facilities Planning Prop M Projects

Athletics Stadiums Project: Work is progressing as scheduled in both stadiums. This includes installation of steel supports for the softball scoreboard and the right field retaining wall. The finish fence along Mission Road has been installed and landscape rock is also complete. The project is now approximately 69% complete. There is a change order for \$154,361 on the November 14 Governing Board agenda, which increases the total change order rate for the project to date to 4.52%.

Athletics Fieldhouse Project: The building permit from DSA has been received.



Fallbrook 40 building: The initial comments on plan documents have been received from DSA. Documents will be resubmitted for further review in mid-November. Expected bidding for the project will occur in the beginning of 2024.

Student Housing Grant

The consultant, Brailsford & Dunlevy has started to work on the feasibility study with the emphasis on developing the student survey.

Additional Projects

Escondido Fencing Project: Construction is continuing on the Escondido Education Center safety and security fencing project. There is a change order regarding the project on the November 14 Governing Board agenda (18,043). With this change order, the project has a change order rate of -0.99%.

Parking Lot #12 and #1/#2 Pedestrian Safety Improvements project: Comments were provided by the District on both draft plans. The plans for Lot #1 are currently being modified. The final plans for Lot #12 have been completed. The District is confirming funds available to implement the improvements.

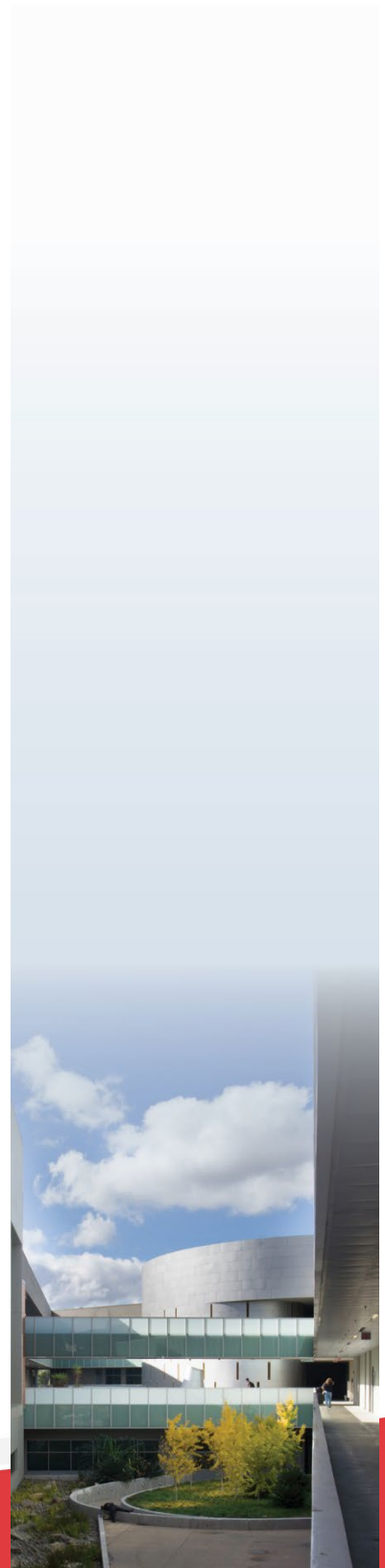
San Marcos campus HVAC and Roof Replacement State Scheduled Maintenance Project: Design has been developed so that the contract can provide the base scope of work and confirm the “not to exceed amount” for the work on the AA/ST, SSC and Cafeteria/Bookstore buildings. An amendment to the contract will be issued with the detailed scope of work so they can proceed.

Information Services

Working in collaboration with the Student Services and Instructional Services divisions, the system and programming team has successfully implemented and rolled out Phase I of HighPoint. This work resulted in a drastically improved PeopleSoft functionality and user experience for our students. We are now in the planning stages of Phase II of this project, which will include comprehensive academic advisement and degree planning functionality for students, counselors, and other support staff, as well as a consolidated student communication and messaging platform. Additionally, the systems and programming team is working with the Cashiers department toward converting to a new and improved student payment vendor and platform. The initial phase of this project for online and in person payments for tuition, parking, and activity cards, is projected to be complete by early January. Additional functionality is scheduled to be completed by the beginning of May.

The technical services and audio-visual visual teams continue to support technology components of numerous department remodels, moves, and events, as well as classroom upgrades. The majority of the infrastructure and equipment installations in the remodeled Teaching and Learning Center (TLC) are complete, as are the consolidation and moves of the Tutoring and Academic Technology Resource Center. A refresh of 110 AV workstations in classrooms across the District is planned to take place between the fall and spring semesters, as is the refresh of two Apple/Macintosh instructional labs in the MD building.

The network and data center team has completed the upgrade and enhancements to our wireless networks at the Escondido Education Center and is almost complete with the same at our San Marcos campus. In total, over 500 new access points have been added or upgraded in these locations, with only a few dozen more in external locations at the San Marcos campus left to complete. Additionally, this team is nearly complete with the



migration of our 271 security cameras to a new, robust access control and storage system, with completion expected in mid-November.

Cybersecurity enhancements are in progress, including the formal rollout of the employee cybersecurity training course this past month. The mandated network penetration (PEN) testing performed by the California Community College Chancellors Office (CCCCO) Information Security Center is in the final stages. The final report is scheduled for delivery to the District in early November. As recommended and funded by the CCCCCO, we are actively working on the deployment of several Microsoft Security Center products and features.

HUMAN RESOURCE SERVICES (HRS)

Human Resources participated in the annual Association of Chief Human Resource Officers Conference (ACHRO) in San Diego the week of October 16. This conference provided a unique opportunity to engage HR professionals from other community colleges throughout the state and valuable opportunities for the professional growth of our HRS team. Some highlights of the conference included annual legal updates, Title IX compliance, part-time faculty health benefits, and Equal Employment Opportunity best practices. While at the conference, Wendy Corbin, Benefits Supervisor was recognized for graduating from the ACHRO Leadership Academy, which consisted of 43 hours of training.

Human Resources is finalizing the three-year Equal Employment Opportunity (EEO) plan, which will help guide our EEO practices throughout the next three years. Institutional Research and Planning, assisted in collecting the student demographic and employee data. The plan was reviewed with the Governing Board on October 24 during and will be on the Governing Board meeting agenda on November 14 for approval. Once approved, HRS will work with our Chief Diversity Officer, constituent groups, Institutional Research and Planning, the EEO Advisory Council, the Professional Development team, and many others to implement the plan. Annual monitoring and revisiting of the data will be required to ensure progress of the outlined three-year goals.

The District continues to work with the Administrative Association and the Confidential and Supervisory Team on handbook updates. In addition, the District continues to have productive and collaborative negotiations with both the Palomar Faculty Federation (PFF) and the Council of Classified Employees (CCE).

Benefits

Part-time faculty open enrollment concluded, and 85 employees chose to participate in our medical insurance program; this is up from 65 during the spring 2023 semester.

Recruitment

Recruitment figures as of October 23, 2023:

- 64 permanent recruitments in progress
 - 14 – Admin/CAST
 - 39 – Classified
 - 11 – Faculty
- 67 part-time faculty recruitments are in progress.
 - 15 additional part-time faculty postings have closed, and departments are still hiring from those application pools.



INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Accreditation

The College Council recommended and moved forward the Accreditation Follow Up Report to the Superintendent/President for approval. The Governing Board reviewed and discussed the report during its workshop on October 24. The report will be included as an action item at the November 14 Governing Board meeting. The report is scheduled for delivery to the Accrediting Commission for Community and Junior Colleges (ACCJC) on November 15.

Integrated Planning

The College Council recommended and moved forward the Educational and Facilities Vision Plan (Vision Plan 2035) to the Superintendent/President for approval. The Board received access to the plan in early October and engaged in a question-and-answer session on the plan during its October 24 workshop. The November 14 Governing Board agenda will include an action item to approve the report.

The research team is working with the Instructional Program Review Committee to revise the annual instructional Program Review and Planning (PRP) form. The Institutional Effectiveness, Planning, and Fiscal Stewardship Council approved an adjustment to the PRP timeline this fall. Completion of PRPs will take place in the spring with resource allocation decisions taking place in fall 2024.

Institutional Research

The research team is preparing data for the College's Methods of Administration (MOA) compliance program audit. The Chancellor's office is administering the audit as part of the Perkins grant program. The program requires that the Chancellor's Office conduct periodic compliance reviews of select subrecipients' of Career and Technical Education Programs (i.e., community colleges receiving federal Perkins grant funding).

The team received a notification from the Chancellor's Office regarding a required Disabled Student Program Services (DSPS) survey to include all students, faculty, and staff. The deadline to submit the survey results to the Chancellor's Office is November 12. The survey is currently underway.

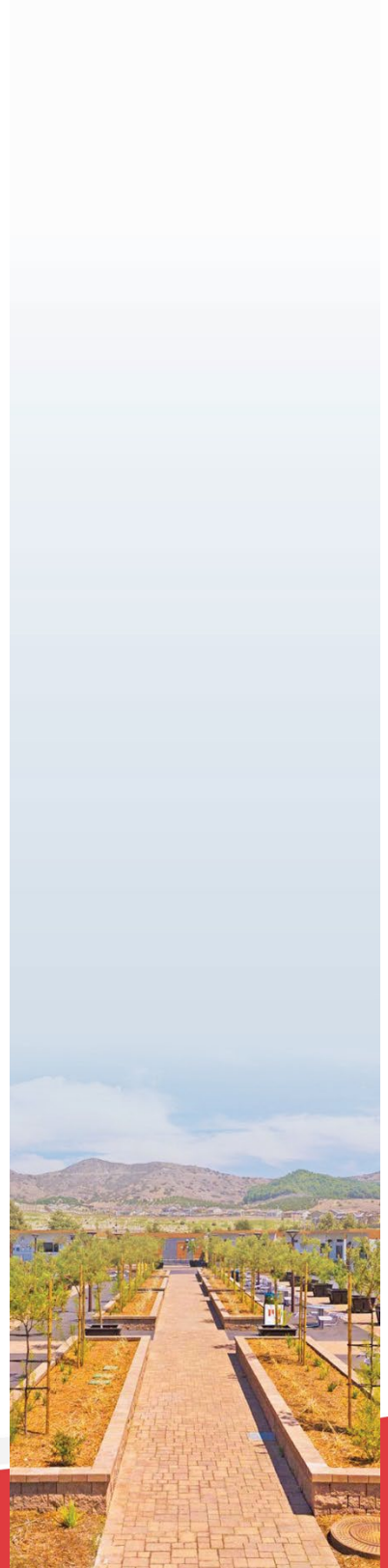
Grants

At the November 14 Governing Board meeting, an action item to approve and accept funding from the California Community Colleges Chancellor's Office Educational Services and Support Division to convert three pathways to Zero Textbook Cost programs will be included on the agenda. The degree programs included in the grant are: Gender and Women's Studies (AA), Global Studies (AA-T), and Wastewater Technology Education (AS). Total funds for the grant are \$579,238 for a performance period through Fall 2026.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The Palomar Makes It Possible digital advertising strategy inclusive of programmatic advertising as well as brand related enrollment-focused ads continued. This integrated digital advertising strategy generates qualified traffic to the associated landing pages and palomar.edu website. In the month of September, the campaign generated over 762,000



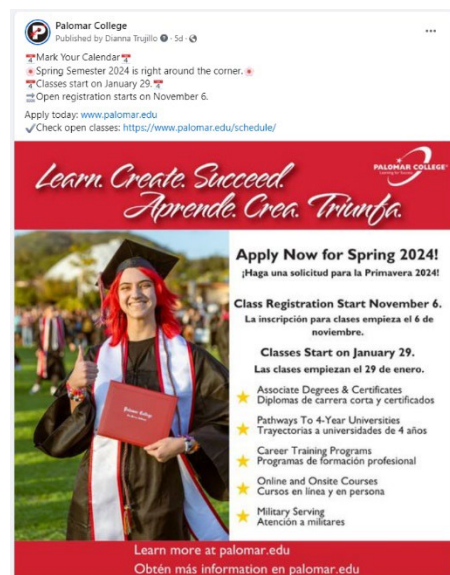
impressions, while remaining cost efficient. Our display campaign has been refreshed to support spring enrollment.

The Palomar.edu website continues to perform well. Compared to the previous October we experienced a 15% increase in users and a 17% increase in new users on the palomar.edu website. These statistics are indicative of the effectiveness of paid and earned media campaigns.

Social media remains the 5th ranked source of all traffic generated to the Palomar.edu website. In September there was a 22% increase in website users from our social media platforms. Facebook, LinkedIn, and Instagram generated the majority of the social media traffic to Palomar.edu. The other overall top channels of traffic to the website are direct traffic, organic search, and referral traffic.

A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook “Likes” increased 4%, and followers on Twitter grew 4% compared to October 2022. Instagram is continuing to show a significant increase at 18%. LinkedIn followers increased 7%. Followers on our TikTok channel grew over 5% in October compared to the previous month and 82% compared to October 2022.

Throughout the month of October, our social media posts included support for enrollment in 4-week and 8-week classes, events, financial aid, performing arts, and student services programs. Our paid ad campaign on Facebook to support 4-week and 8-week classes launched in early October and performed better than the industry average.



Sample Social Media Post



Sample Social Media Post

The integrated marketing and communications campaign designed to support spring enrollment launched on November 6. A direct mail postcard in English and Spanish, was distributed to over 160,000 households within the District, and a web streaming campaign with endorsement ads featuring alum and radio personality Jesse Lozano and Over-the-Top (OTT) video advertising began. The OTT ads are targeted to platforms and programming that are aligned with our student demographics. A pilot of an advertising campaign specific to each education center also launched with new video content. The out-of-home advertising campaign that will begin in early January includes a billboard on Highway 78.



Community and Media Relations

The Public Information Officer secured an interview for Dr. Rivera-Lacey to be featured as the San Diego and Imperial Counties Community Colleges Association spokesperson for the Cal Coast Credi Union Pack the Pantry campaign. The interview will be published on the KGTV Channel 10 San Diego Connect series. On October 24, we issued [press release](#) on the [Palomar College Economic Impact Report](#). Later in the month we distributed a press release on the [Palomar College Fallbrook Education Center](#) being selected as a voting center for the November 7 special election. The releases were also shared on our social media platforms. These stories and our press releases can be found on the [Palomar News website](#).

Internal/External Communications and Public Affairs

In recognition of former Palomar College baseball player Tim Hill being recognized with the Roberto Clemente Award for his generous dedication to serving his community, the Public Affairs Office issued [a feature story in Palomar News](#).

During the past month, our creative services team supported the development of the upcoming annual report for the college, basic needs locker signage, event signage, and logo designs.

FOUNDATION

Fundraising Activities

Scholarship Program

The Foundation was awarded \$8,500 from the Rancho Santa Fe Foundation per our grant request to support the Leota Peters Scholarship. In addition, \$5,000 was received in support of the English Department Faculty Emeriti Scholarship that was established in 2022.

The Frank Hankin Scholarship was established in memory of Frank's 21 years of service at Palomar College by his wife Jane Hankin. The Foundation has received \$1,475 in donations restricted to this scholarship.

Grant Program

The Foundation received a \$1,000 grant awarded from the San Marcos Community Foundation to support the CALM (Comets Affordable Learning Materials) Program. In October, the Foundation submitted two proposals requesting funding from the Christensen Foundation for the Rising Scholars Program and the Angel Society of Fallbrook for textbook assistance for Palomar students who live in Fallbrook.

Golf Classic

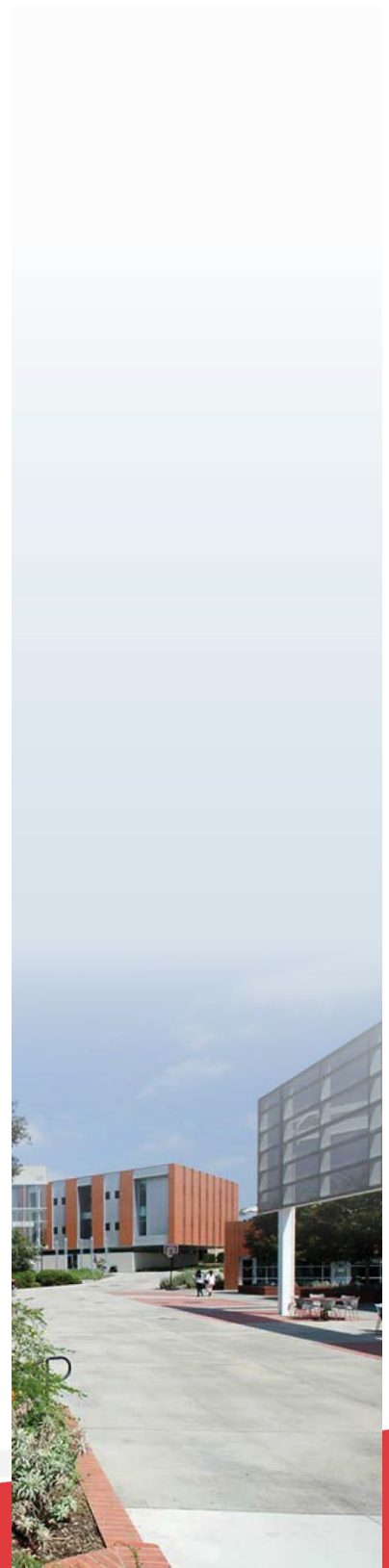
On October 9, the President's Invitational Golf Classic occurred at Maderas Golf Club. Over 116 golfers participated and raised over \$168,000 to support the success of Palomar students! These funds will support the Foundation's core programs, including scholarships, textbook assistance, and emergency grants.

President's Associates

We are pleased to announce two esteemed individuals have renewed their President's Associates membership. As of today, the



President's Invitational Golf Classic Participants



Foundation has 35 members who are part of this exclusive group. We are excited to host the President's Associates Annual Gathering, scheduled for December 11. The event promises to be a memorable evening of networking and celebration, bringing together the President's Associates, members, and Friends of the Foundation. We look forward to this opportunity to honor our valued supporters and foster close community relationships.

Community Engagement

The Foundation sponsored several community events this month on behalf of Palomar College, including the San Marcos Chamber of Commerce Rising Scholars breakfast on October 17 and the MiraCosta College Report to the Region on October 20. In addition, the Foundation supported the annual San Marcos Boys & Girls Club auction on October 14.

Executive Director Stacy Rungaitis, Dean Susan Wyche, and instructor Sergio Hernandez, provided a “behind the scenes” tour of the programs in the T and ITC buildings for EDCO. EDCO executives in attendance were impressed by our soon to be launched zero emissions auto technology program.



EDCO executives and Instructor Hernandez

