

INSIDE...

President's Office..... 1

Instruction 4

Student Services..... 7

Finance and Administration ... 9

Human Resource Services ... 11

DEIAA Office 12

Institutional Research and Planning (IR&P) 13

Public Affairs Office 14

Foundation..... 16

May 6, 2024

PRESIDENT'S OFFICE

Black Student Success Week

During the last week of April, the Palomar College Office for Student Success, UMOJA, Palomar Black Faculty and Staff Association, Transfer Center and Counseling provided in person and virtual workshops to coincide with the California Community College Chancellor's Office Black Student Success Week programming. This year's theme of "Building a Better Future Together: The Urgency is Now" highlighted the California Community College bachelor's degree programs, opportunities to support Black excellence through workforce development, apprenticeships, and policies around Artificial Intelligence (AI). Palomar College is fortunate to have such a dedicated group of faculty and staff to support our students in achieving their goals and giving us all opportunities to come together and learn from one another.

Ramona Unified School District Collaboration

As we look to expand our programming to serve more students in Ramona, Governing Board President Roberto Rodriguez, and Trustee Michelle Rains, joined Palomar College and Ramona Unified School District administrators to discuss dual and concurrent enrollment opportunities, increased programming, and future collaborations. We are excited about our future in Ramona!



Left to right: Montecito High School Principal Dr. Melissa Marovich, Palomar College VP of Human Resources Anna Pedroza, Palomar College Senior Director Michelle Barton, Palomar College Center Director Tom Medel, Palomar College VP of Instructional Services Dr. Tina Recalde, Ramona Unified School District Assistant Superintendent of Educational Services Leslie Wilson, Ramona Unified School District Board President Dawn Perfect, Ramona Unified School District Superintendent Dr. Brian Thurman, Palomar College Superintendent/President Dr. Star Rivera-Lacey, Palomar College VP of Student Services Nick Mata, Palomar College Governing Board President Roberto Rodriguez, Ramona High School Principal Antoinette Rodriguez, and Palomar College Governing Board Secretary Michelle Rains.

Campus Engagement

Throughout the month of April, discussions regarding the feasibility for placement of a new general obligation bond on the November 2024 ballot were held during shared governance councils. These discussions provided valuable feedback and dialogue. Monthly meetings with all constituency leaders were held as scheduled, as was a joint meeting of all leaders and the Assistant Superintendent/Vice Presidents of each division. I also had the opportunity to meet with our Palomar College Retirees Association and provide them with an update on the College.

Latin Nights is always a spectacular event that showcases our talented faculty and students, and on April 19 it was no exception. The Palomar College community is fortunate to have the opportunity to experience all that our students have learned during these events.



One of the many impressive performances during Latin Nights

The IMALIVE Mental Health Fair was the perfect kick off to Mental Health Awareness month. In partnership with TrueCare, our Behavioral Health and Wellness team created an engaging event for over 1,500 students, employees, and community members to learn about suicide prevention strategies and better understand the mental health needs within our community. Governing Board President Roberto Rodriquez, TrueCare CEO Michelle Gonzalez and San Marcos City Councilmember Ed Musgrove joined us for the opening of the Fair. Both TrueCare and the City are steadfast partners in our effort to keep our community healthy and safe.



Superintendent/President Dr. Star Rivera-Lacey, TrueCare CEO Michelle Gonzalez, and San Marcos City Councilmember Ed Musgrove

Community Engagement

I had the pleasure of attending the Lifeline Community Services event to celebrate the appointment of their new CEO Lisette Islas. The mission of Lifeline is to build self-reliance among youth, adults, and families through high-quality, community-based services. Our mission and vision align quite well with that of Lifeline, as we encourage our students to embrace the best version of themselves and prepare them to engage with our local and global communities.



On April 11-12, Governing Board President Roberto Rodriguez, Vice President Dr. Judy Patacsil, and I attended the “Trustee Welcome: Leading for California Students and Communities” event in Sacramento. Hosted by the California Community College Chancellor’s Office, the event was designed to foster connections and collaboration among trustees from throughout the state. Insights were shared by the Board of Governors and Chancellor’s Office leadership.

Professor Alex Gomez along with a U.S. Border Patrol agent led Palomar College administrators and faculty on a tour of the U.S. Mexico border. The information shared provided our group with increased awareness and a unique perspective of the importance of the curriculum taught in Border Studies course.

In mid-April, I was joined by Center Director, Ryan Williams at the Fallbrook Village Rotary meeting as I presented an update on the Fallbrook Education Center. The Rotary members, like many other community members in the area, were happy to hear that students can complete an entire degree or certificate at the Center and that we will be breaking ground on a 40,000 square foot instructional and student services building this summer.

The Palomar College Outreach department and the Fallbrook Education Center team collaborated to engage the community at the annual Avocado Festival. They shared information about all of the amazing programs and courses available at Palomar College. A special note of thanks to the Palomar College Foundation that supported the team with themed apparel.



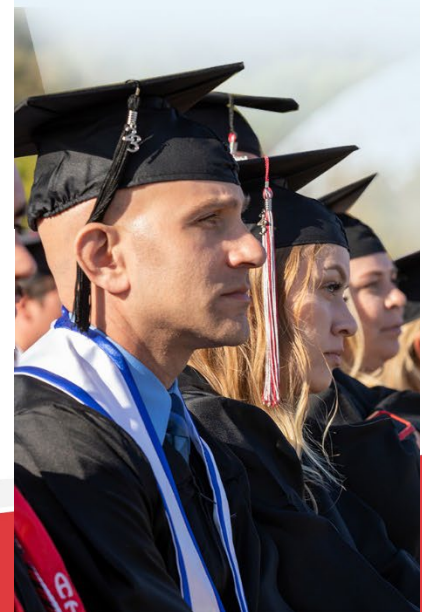
Governing Board Vice President Dr. Judy Patacsil, Governing Board President Roberto Rodriguez, and Chancellor Dr. Sonya Christian



Superintendent/President Dr. Star Rivera-Lacey, Rotary President Jennifer Weeks, and Center Director Ryan Williams



Volunteer Luis Martinez, Outreach Specialist Gabby Lopez, Senior Education Center Coordinator Yvette Maynard, Admissions/Financial Aid Specialist Irma Johnson, and Superintendent/President Dr. Star Rivera-Lacey



OFFICE OF INSTRUCTION

During the month of April, the Vice President of Instruction attended the Chief Instructional Officer (CIO) and the California Community College Association for Occupational Education (CCCAOE) conferences. These conferences provided valuable insight into the California Community College Chancellor's Office (CCCCO) initiatives and legislative items that are currently under consideration and those in process of being implemented throughout the state.

Professor Alex Gomez, our border studies expert, organized a field trip for administrators and faculty to raise awareness about our US-Mexico border class while providing an experience that offered a firsthand understanding of the struggles faced by both migrants and the enforcement agencies. The tour was led by U.S. Border Patrol agents, with additional insights from Professor Gomez, which provided an opportunity to observe and learn about border security operations and gain insights into the complex challenges of securing our national borders. We are grateful to Professor Gomez for providing an opportunity to learn about border surveillance techniques, infrastructure, and the challenges faced by enforcement personnel in managing border crossings while balancing humanitarian concerns.



Associate Dean Nichol Roe, Assistant Superintendent/Vice President of Instruction Dr. Tina Recalde, Dean of Social and Behavioral Sciences Division Dr. Diane Studinka, and Superintendent/President Dr. Star RIVERA-LACEY

Math, Science and Engineering (MSE) Division

This year, the annual regional field course brought twenty Palomar College students to Catalina Island. Professors Sean Figg and Mike Deal used activities such as hiking, kayaking, and snorkeling to explain the unique biology and geology of the island. Students observed sea caves, giant kelp forests, and a variety of plants and animals. This year the curriculum featured the use of the astronomy program's portable telescope. At night, students were able to observe the wonders of the night sky, including stars such as Betelgeuse (Orion), Castor and Pollux (Gemini), planets, and galaxy clusters. With the use of a solar filter, students were able to view the sun during an incredible active phase and capture images of numerous sunspots.



Annual Regional Field course faculty and students

The California Naturalist certification course, taught by Professors Crook and Jain, in which students study coastal geomorphology and erosional issues took them to view a white sea bass fishery restoration in full swing. Students will also spend time observing local birds and a variety of plant communities such as salt marsh, coastal sage scrub, and southern maritime



chapparral. Students are working on their capstone projects and will present them at the end of May.

Professors Mark Lane and Scott Kardel, and a planetarium staff member separately traveled to Arkansas and Texas to witness the total solar eclipse on April 8. The eclipse lasted nearly 3 hours, but the part where the sun was completely blocked (totality) lasted about 4 minutes. The pictures are from Mark Lane in Arkansas and from Scott Kardel in Central Texas.



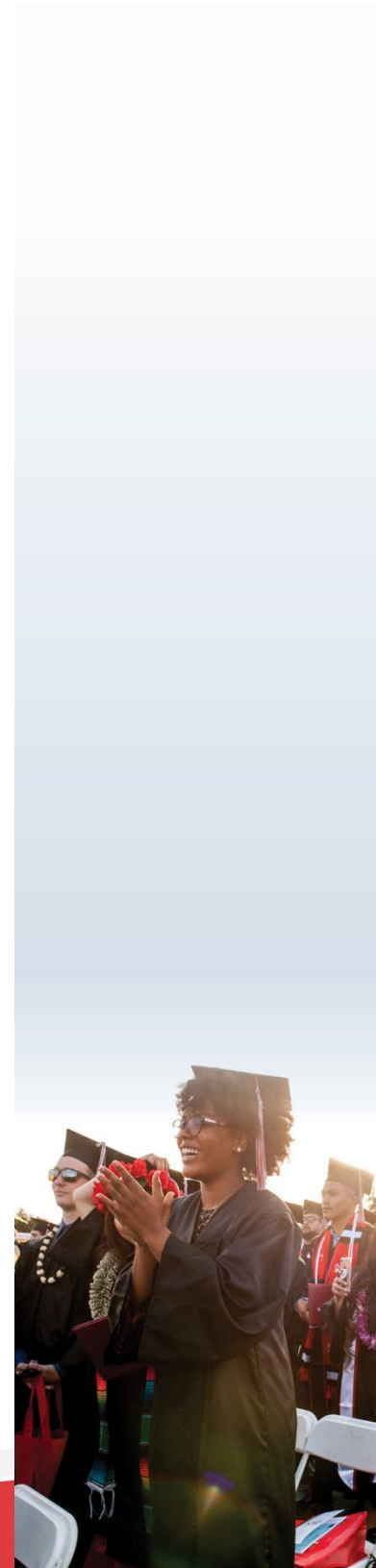
Photos from the eclipse on April 8

The Department of Earth, Space, and Environmental Sciences was chosen by the Federal Aviation Administration (FAA) to host its annual Drone Safety Day event on April 26 at the San Marcos campus. The goals of the event were to educate drone operators about the importance of flying safely, and to educate students about the career opportunities and technological advancements in this exciting industry. Over 120 people attended, including approximately 80 local high school students from Poway Unified School District, Vista High School, Fallbrook High School, and Mount Miguel High School. Industry professionals representing the Federal Aviation Administration, the National Science Foundation, Southern California Edison, San Diego Gas and Electric, Placer County Mosquito and Vector Control District also attended. High school students were able to engage in activities like speed-networking with industry professionals, drone obstacle challenges, drone racing with simulators, and drone soccer matches. They also had the opportunity to learn about Palomar College's drone technology program and watch Professor Mark Bealo (Graphic Communications) conduct an in-flight demonstration of Palomar College's Light Detection and Ranging (LiDAR) laser scanning drone.

Palomar College nursing students participated in the American Medical Student Association Health Fair at UC San Diego. The students provided free health screenings for blood pressure, blood sugar, vision, and body weight.

Languages and Literature Division

The Palomar Speech and Debate team completed their successful season with six medals won at the Phi Rho Pi National Tournament in Reno, Nevada. Kat Caldwell and Dia Hill won bronze in Impromptu, Kat Caldwell won bronze in prose, and Jesse Stirling won bronze in extemporaneous speaking. In addition, Christian Portillo won bronze in poetry and his presence as a sight impaired competitor changed the format in which rounds are judged at the tournament. Future competitors will benefit from the implementations to provide more accessibility in and out of competition. Finally, Jesse Stirling won gold in the International Public Debate Association debate, thus capping off his already stellar season. The results complete the over fifty trophies won by the Speech and Debate team this year.



The English as a Second Language (ESL) classes participated in “The Person Behind the Badge/La Persona Detrás de la Medalla” hosted by the Palomar College Campus Police Department. In addition, a “Celebrate Our Cultures” event hosted by ESL was held at the Escondido Education Center on April 24 and May 1. The classes prepared presentations on diverse cultural themes, such as art, food, dance, music, traditions, language, and places. The Palomar College Foundation kindly provided funding for tamales for this meaningful cultural event celebrating the cultures of our students.

Professors Tracy Fung and Nimoli Madan hosted an AB-1705 ESL Community of Practice workshop, called “Effective Teaching Strategies.” Instructors shared tips and ideas for student participation and both mid and end of the semester reflections.



Faculty and students enjoyed the World Languages Department Cafe International Event on April 9.

Social and Behavioral Sciences (SBS) Division

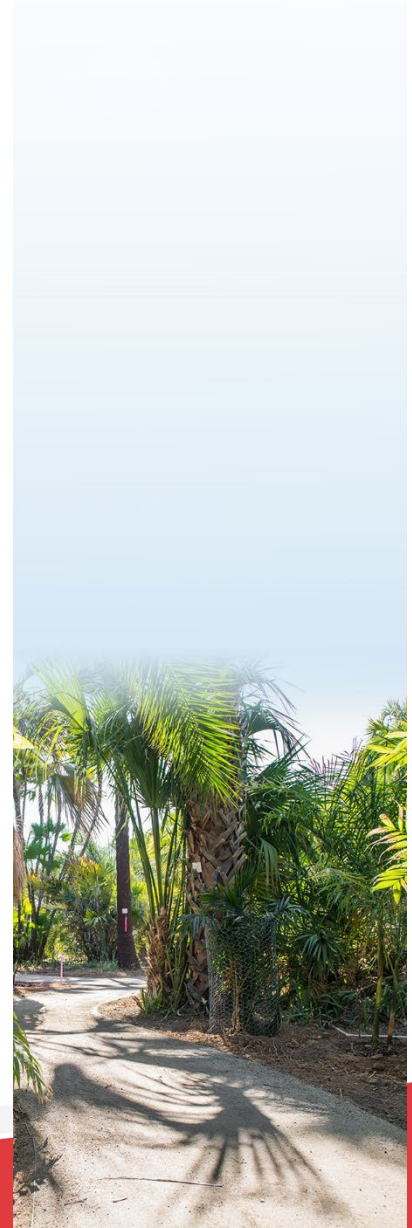
On April 9, the Child Development and Education Department hosted a free Future Educators workshop on Sand Play Therapy. Certified Sand Play therapist Gail Gerbie shared information on the many uses of symbolic imagery, sand play, and sand tray therapies for wholeness and healing. Attendees included students, Early Childhood Education Lab School (ECLS) teachers, and faculty members who interacted with sand and sand tray miniatures in a hands-on, expressive process. The workshop provided an opportunity for self-reflection and helped participants connect with each other. The Child Development & Education Department intends to explore more ways to use sand play with children in early childhood education settings.

Fourteen ECLS employees attended the California Association for the Education of Young Children Conference in April. Participants returned with great ideas to implement in the classrooms with the children, and share with parents, student teachers, and support staff.

The Spring 2024 Political Economy Days were held in April and had an increase in attendance. The sessions



ECLS employees at the California Association for the Education of Young Children conference.



were diverse and showcased relevant topics from notable experts and scholars in current affairs, such as the criminal indictments of President Trump, immigration, the national debt, the wars in Ukraine and the Middle East, political polarization in Washington, and more. The student attendees were engaged and asked important questions that further spurred discussion and depth in the topics. Almost two decades in, Political Economy Days continues to be an enduring and dynamic part of civic engagement and education for Palomar College.

Arts, Media, Business Administration Division

The Art department held a spring Art and Craft Sale April 24 – 25. Students showcased their work. On April 25, the department hosted an open house, inclusive of many art demonstrations. Mark Hudelson and Elaine Wilson presented on art history. Mike Hernandez led the glassblowing and casting demonstration.

The final theatre production of the spring season, Heddatron, will run from May 3-12. Heddatron is a surreal, feminist reinvention of the 19th 'Century theatre classic Hedda Gabler by Henrik Ibsen, who is considered the "father" of modern realistic theatre. Written in 2006 by Elizabeth Meriwether, this 70-minute tour-de-force performance takes on the absurdities and uncertainties of our new century, where the emergence of "Artificial Intelligence" becomes a mechanical mirror to the fissures and flaws of dominant culture.



Promotional ad for Heddatron

The Pride Center kicked off Palomar's Pride Week with a free screening of the Academy Award winning film *Everything Everywhere All At Once* on May 6. Cast member Tallie Medel ("Becky") was in attendance for a post-film Q&A session.

Escondido and Rancho Bernardo Education Centers

Center Director, Tom Medel, accompanied Palomar College administrators, Governing Board President Roberto Rodriguez, and Trustee Michelle Rains to engage with Ramona Unified School District administrators. Director Medel also met with the National University management team to discuss future partnerships between Palomar College and National University.

STUDENT SERVICES

Counseling Services

Extended Opportunities Programs and Services (EOP&S) hosted two professional development sessions for faculty and staff to keep our team up to date with internal processes, available programs and support, and the current student experience. In addition, three team members attended the CalWORKS annual conference to learn more about best practices and current trends in serving our students.

We offered several student workshops geared toward developing skills for independence and student success, including topics such as mindful self-compassion and financial literacy. There were several events in April including a trip to the New San Diego Children's



Museum, a resource fair at San Diego Mesa College, an etiquette dinner at the California Center for the Arts, and a tour of Point Loma Nazarene University.



GEAR UP is currently in the final semester of supporting the 2023 high school graduates completing their first year of higher education. We are in the process of writing a new GEAR UP grant, which will include serving students in the Vista Unified School District, Fallbrook Unified School District, and Potter Jr. High School within the Fallbrook Union Elementary School District.

Palomar College Upward Bound took 50 high school students during spring break to the University of San Diego. Students explored various college programs and transfer pathways, particularly benefiting the high school seniors planning to attend Palomar College next fall. Additionally, they enjoyed a Padres baseball game, gaining insight into the historical significance of American baseball. This excursion provided students with valuable academic and cultural experiences, especially for some of our students who had never visited the city of San Diego or attended a baseball game.

Student Life & Leadership

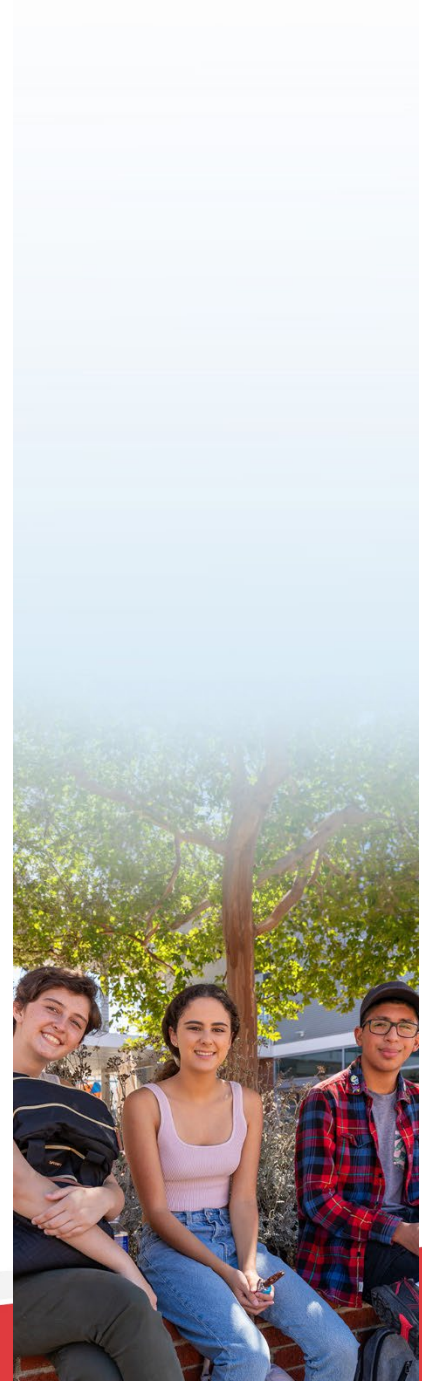
Eight students and an administrator attended the Student Senate for California Community College (SSCCC) General Assembly in Santa Clara from April 5-7. There they discussed and voted on resolutions and networked with other student leaders. There are 23 active clubs that are attending Inter-Club Council (ICC) meetings and holding their own events and meetings. The Associated Student Government (ASG) held an Earth Day Comet Hour in collaboration with the Wildlife Club, Gender and Women's Studies Club, and Health Services. Grad Fest was hosted on April 23-24 where graduates were able to pick up their regalia for commencement. ASG elections will be held May 1 - May 7. There is at least one student running for each position on the executive board.

Student Health and Behavioral Health Counseling Services

The SHC administered over 140 flu vaccines to our students and employees. The SHC provider team continues to triage and provide guidance to students reporting positive COVID-19 test results. In addition, the SHC provider team continues to host Narcan training and distribution workshops on the third Wednesday of each month throughout the semester. Covid test kits, fentanyl test strips, and masks are available in the SHC for students at no cost. Throughout the month skillshops were hosted entitled "Healthy Relationships," "Narcan Administration Training," and "Prepare Before You're There." The team also participated in the Earth Day event on April 22 where we reached 45 students and distributed Earth Day tote bags, Quit Smoking/Vaping kits, and other resources.

During the month of April, the Behavioral Health and Wellness team held skillshops in "How to Feel Connected on Campus," "Anxiety vs Panic Attacks," "Grief and Loss," and "Culinary Therapy."

May is Mental Health Awareness Month, and the Behavioral Health and Wellness team has planned a series of activities and events from May 1- May 22. These events were made possible through the collaboration of many, including our Comets Care Network and the TrueCare Peer2Peer suicide prevention program. The first event was the IMALIVE Mental Health Fair held on May 1. The event schedule includes workshops, skillshops, and professional development opportunities for students and employees. Topics include coping skills, ways of managing stress and other mental health challenges, and how to identify and help someone in distress. We will also be hosting a De-Stress Fest on May 15. Therapy dogs will be on campus along with fun and stress reducing activities. It will be a great way to unwind from a busy semester and help our students prepare for their final projects, essays, and exams.



Student Services Communications Systems and Technology

Updates to our [Commencement website](#) are complete. Text messages were distributed to our graduates for GradFest held on April 23 -24. In addition, communication support was provided for the Association of Latinos and Allies for Student Success (ALASS) La Raza event and Palomar Black Faculty and Staff Association (PBFSA) student celebrations. The informative road show style meeting to increase awareness of the California Virtual Campus – Online Education Initiative (CVC-OEI) continued while also making operational progress on becoming a Teaching College.

To improve efficiency, the team is working with Information Services to develop a ticketing system solution for the Business System Analyst workflow. The monthly Student Services Information Sessions for all student services employees with guest speakers from the Academic Technology Resource Center (ATRC) was also held.

FINANCE AND ADMINISTRATION

Business Services

End of year purchasing deadlines and reminders have been distributed to all employees. Bids B24-02 for Fire Alarm and Sprinkler Inspections were due on May 2. Selected contractor is anticipated to be awarded at the Governing Board meeting in June. A new bid for hazardous materials pick up and disposal is in the planning stages. A Warehouse Supervisor position is included in the Human Resources Personnel Report. This position is designed to better serve the District.

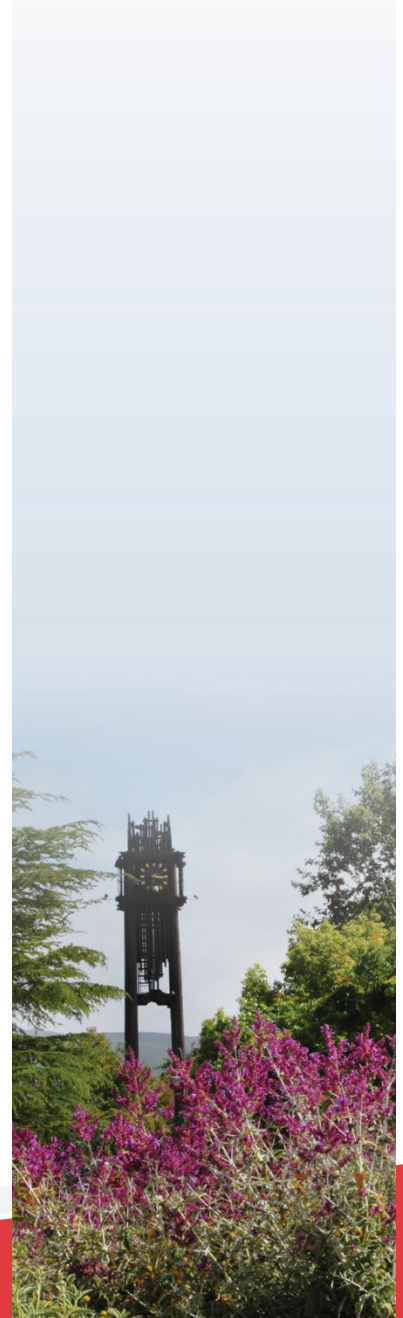
Campus Police

During Spring Break, Sgt. Montes and Chief Moore attended the San Diego Threat Assessment Conference. The one-and-a-half-day conference is sponsored by Homeland Security, FBI, and the San Diego County Office of Education. Many topics were centered on preventing school violence. Sgt. Montes is a member of the San Diego Association of Threat Assessment Professionals. In addition, Chief Moore attended a webinar sponsored by the Chronicle of Higher Education, *“What it Takes to Improve Campus Safety.”*

During the Safety and Security and Campus Police committees, Chief Moore requested feedback on the Workplace Violence Prevention Program. SB 553 becomes law on July 1 and requires the Plan. Chief Moore is a part of a workgroup collecting data for District compliance. Solicitation from all constituency groups is at the nucleus of this effort. The Environmental Health & Safety department is managing the compliance portion due to the California Division of Occupational Safety and Health being the initiating agency.

In support of Sexual Assault Awareness month (April), Campus Police hosted two rape aggression defense classes on campus. The class known as RAD gives tools and actions for women to use to defend themselves against an attacker. Officer Monika Forest and former Palomar employee Elaine Armstrong were the certified instructors.

We continued our outreach within the District and hosted an initial La Persona Detras de la Medalla, “Behind the Badge” with the English as a Second Language program. First generation police officers including Sheriff Lt. Martha Hernandez, Nieves Suarez, and Officer Gerard Perez visited Professor Gary Sosa’s class.



Construction & Facilities Planning

Prop M Projects

As of April 8, the softball field is in use for both practice and home games. The team has been able to use the field with no incidents while the contractor completes punch list items. On April 29, permanent power for the entire project was turned on and energizing systems immediately followed. Work continues on the softball scoreboard to make it fully operational with the intent that it can be used for the playoff games. Landscaping continues around the football stadium portion of the project and all site concrete has now been installed. Bleacher installation is now complete and fine grading of the field was completed on April 29. Installation of the football field drainage system has started. Work on the softball fieldhouse building is in the final stages. The "Palomar College" sign facing West Mission Road has been installed providing much better visibility for our college. The total change order rate for the project to date is 6.63% including change order #8 which is set to appear on the Governing Board meeting agenda on May 14.



New Palomar College sign on West Mission Road

The building permits have been received from the Division of the State Architect (DSA) for the Athletic Fieldhouse and Fallbrook 40 project. Balfour Beatty Construction is the CM@Risk to build both projects and is now working on developing bid packages and project schedules in anticipation of going out to bid. For better efficiencies and potential cost reductions, the Fallbrook 40 bid documents will include the irrigation well at the property. Originally, this was a separate project.

Other Projects

The safety and security fencing project at the Escondido Education Center is approximately 95% complete. The remaining portions of the project include the installation of the pedestrian gate entry and concrete as well as the installation of the new security cameras. This work is scheduled to be completed in May. With the change order included on the Governing Board meeting agenda on May 14, the project has a current change order rate of 3.33%.

San Marcos campus HVAC and roof replacement through State Scheduled Maintenance (SSM) funds is continuing. Trane will be submitting their plans to DSA in May for review and approval. Initial equipment is being ordered. In addition, the LRC, H building, and TLC HVAC control replacement contract with Trane will be considered at the June 11 Governing Board meeting.

Information Services (IS)

Over the past month, Information Services has prioritized work on cybersecurity initiatives. Paramount were updates to AP-3720 Network and Computer Use, as well as the



development and approval of a new BP/AP-3721 Information Security. Both have helped establish a formalized Information Security Plan, confirmed the college has assigned a dedicated employee to coordinate and maintain this Plan, institutionalized mandatory cybersecurity training for all employees, and reiterated the implementation and adherence to enhanced technology security measures and practices. These and several other recently completed operational, security-related projects and tasks within Information Services are drastically improving our posture and reducing our vulnerability and risk of cyber-attacks.

Other noteworthy projects included support for Palomar becoming a Teaching College in the Chancellors Office CVC-OEI Course Exchange. This project is expected to go-live in the early part of summer. In addition, two upgrades to our CCCApply student application system, enabling expanded ethnicities, enhanced student parent/dependent data collection and reporting, and an added majors filter in support of AB 928 was implemented. Enhancements to support fraud detection in our student application processing was also completed. The team also continued to support and configure the technical infrastructure, systems, devices, and equipment for both the new stadiums and the Escondido safety and security project. Lastly, the installation of assisted technology software and tools across all general student use computers at the San Marcos campus to better support accessibility needs, continued. The planned installation of the same software and tools at all the education centers is the next priority.

HUMAN RESOURCE SERVICES (HRS)

Human Resources is working with campus stakeholders, shared governance councils and constituent groups to develop the new Workplace Violence Prevention Plan as outlined in Senate Bill 553, which requires California employers to take steps to prevent and respond to workplace violence. Notably, SB 553 adds Section 6401.9 to the California Labor Code, which, effective July 1, 2024, requires employers to adopt a comprehensive workplace violence prevention plan.

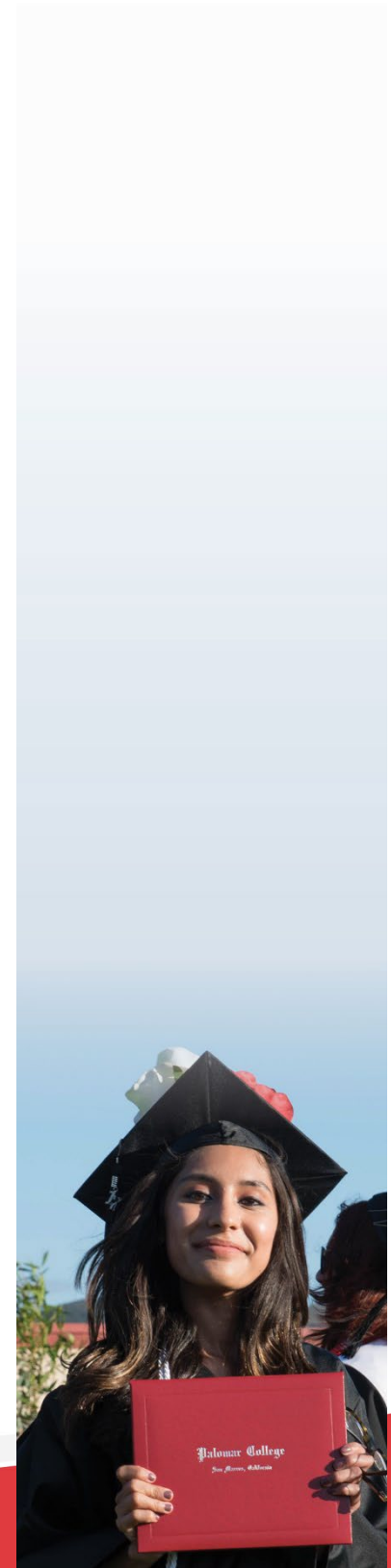
Human Resources continues to integrate DEIAA best practices into HR planning and the Equal Employment Opportunity plan. HR staff attended the NCHCA – HSI event at MiraCosta College. This event focused on efforts that recognize the cultural wealth of Latino communities to transform narratives to an “asset based” approach which can serve as a framework for Latino student “servingness” in our region. We look forward to integrating these learnings into our institutional objectives as outlined in our Equal Employment Opportunity plan.

The U.S. Department of Education implemented the final rule of the Title IX regulations on April 19. These new regulations must be implemented by August 1, 2024. Human Resources will be reviewing the policies and procedures to ensure alignment with the regulations.

Vice President Anna Pedroza participated in the annual conference of the College and University Professional Association for Human Resources. The event focused on higher education labor laws, human resource strategic planning, and the use of artificial intelligence. We look forward to implementing many of these best practices as we continue to identify effective improvements in the hiring, onboarding, and retention processes.

Benefits

The medical plan rates for the 2024-25 plan year have been received. The rate increases will take effect October 1, 2024.



Plan	Rate Increase
Anthem	Approximately 4%
Kaiser HMO	Approximately 6%
Kaiser High Deductible Plan	Approximately 8%
Kaiser +65 retiree rates	Approximately 11%

Negotiations

Human Resources continues to be engaged in the negotiations process with PFF. Human Resources is also engaged with CCE to negotiate a hybrid remote work policy.

Recruitment

Human Resources is analyzing current hiring practices to identify areas for improved efficiency.

Recruitment figures as of 5/1/24:

33 permanent recruitments in progress

10 – Admin/CAST

18 – Classified

5 – Faculty

62 part-time faculty recruitments in progress

21 additional part-time faculty postings have closed, and departments are still hiring from those application pools.

DEIAA OFFICE

Community Engagement

In early April, Palomar College administrators, classified professionals, students, faculty, and Governing Board Vice President Dr. Judy Patacsil attended the Asian Pacific Americans in Higher Education (APAHE) Conference in Oakland, CA. The theme of *Radical Hope: Leading with Love, Courage, and Action* led thousands of participants in their efforts to support Asian American, Native Hawaiian, and Pacific Islander communities. Faculty member, Dr. Hossna Sadat Ahadi led a presentation with Rising Scholars students sharing their experiences from incarceration to becoming a Rising Scholar and activist.



Palomar College Vice President, Dr. Judy Patacsil, Rising Scholars Students, and other representatives attend the APAHE conference.

In late April, the California Community College Chancellor's Office (CCCCO) hosted the 6th Annual LGBTQ+ Summit. The virtual summit provided a space for students, faculty, classified professionals, and administrators to focus on the theme: *"The Unstoppable Movement for Queer & Trans Liberation."* Faculty member Benjamin Mudgett presented on the lived experiences of queer Latino men in community college.

The North County Higher Education Alliance (NCHEA) includes the partnership between CSU San Marcos, MiraCosta College and Palomar College. NCHEA hosted the second Hispanic Serving Institution (HSI) Symposium, with a keynote led by Dr. Konane Martinez, a professor of anthropology and faculty director of the National Latino Research Center at



CSU San Marcos. Her remarks focused on fortifying the Latino Cultural Capital within HSIs. Palomar College was well represented by administrators, faculty, and staff working to build community and discuss components of our institutions that actively engage in culturally sustaining practices to support Latino/a/x/e students.

Policy Updates

On April 26, the College Council approved a constituency represented group or task force to review various data sources and provide recommendations for future HSI initiatives. The HSI Taskforce will be led by the Chief Diversity Officer and an administrator appointed by the Superintendent/President. The Taskforce will begin its work in Fall 2024 and present results by the end of the Spring 2025 semester.

The CCCCCO required Title 5 updates impacting standards in the evaluation and tenure review of district employees have been initially addressed by the Criteria and Competencies Taskforce. DEIAA competencies were developed by the taskforce and the language was approved by the College Council. Moving forward the criteria will need to be developed and negotiated as per the agreements of represented employee groups and other employee groups within the District.

The Chief Diversity Officer has been appointed as one of the co-chairs of the Access and Inclusion subcommittee. The subcommittee reconvened in late April and will continue to advise the Equity, Education, and Student Success Council (EESCC) on policies and procedures affecting campus community members and visitors. This work will include but not limited to persons with disabilities relative to educational opportunities, participation, and accessibility.

INSTITUTIONAL RESEARCH, PLANNING & GRANTS (IRPG)

Accreditation

The Accrediting Commission for Community Colleges (ACCJC) recently changed its policy on Distance Education. As a result, most Community Colleges in California are submitting a Substantive Change report to the Commission. Palomar is finalizing its report and plans to submit it to ACCJC by the middle of May.

Integrated Planning

The College is moving forward to submit the required documentation to the California Community College Chancellor's Office (CCCCO) to obtain Center status for the Rancho Bernardo Education Center (RBEC). To be eligible for Center status, education centers must generate at least 500 FTES. The application process includes the submission of a preliminary notice letter, letter of intent, needs assessment, and formal enrollment projections. To date, collaborating with ALMA Strategies, the College has prepared and submitted its preliminary notice letter and letter of intent. In addition, ALMA has submitted RBEC enrollment projections to the California Department of Finance Demographics Unit for review and approval. The College is now working with ALMA Strategies to prepare the needs assessment with a target submission date of the middle of July.

Institutional Research

The research team continues to work on its spring research calendar while responding to additional requests for research and information. During the month of April the team prepared, programmed, and administered a survey to gather student perception on district-specific degree requirements. The team also provided the data presented during the Institutional Effectiveness workshop for the Governing Board and is preparing a data report for use in the upcoming report on the College's Career and Technical Education programs.



Grants

The CCCCO reached out to Palomar College with an invitation to participate in the Perkins Non-Traditional Career Preparation grant designed to increase gender representation in non-traditional career pathways. The college will prepare and submit a work plan and budget for this award. Working with Student Services, the Grants office is putting the final additions on a Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) application. The application will be submitted by May 3. GEAR UP grants are designed to increase the number of low-income students who are prepared to enter and succeed in postsecondary education.



PUBLIC AFFAIRS OFFICE

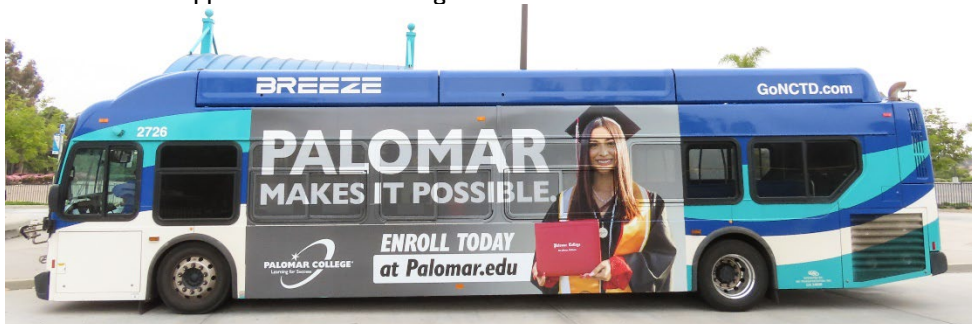
Marketing/Advertising/Promotion

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 the palomar.edu website. In the month of March, the campaign generated over 515,000 impressions, while remaining cost efficient.

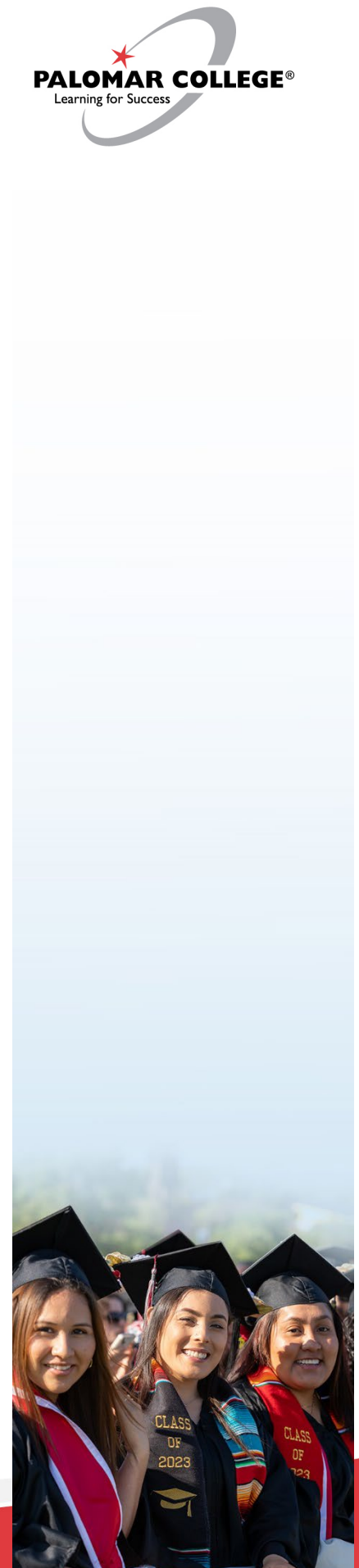
The Palomar.edu website continues to perform well. Compared to the previous April we experienced a 16.5% increase in users and a 20.6% increase in new users on the palomar.edu website. These statistics are indicative of the effectiveness of paid and earned media campaigns.

Social media remains the 5th ranked source of all traffic generated to the Palomar.edu website. Facebook, Instagram, Twitter and LinkedIn 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.

The integrated marketing and communications campaign was updated to promote the 4-week and 8-week courses. An updated web streaming campaign with endorsement ads featuring alum and radio personality Jesse Lozano and Over-the-Top (OTT) video advertising ran March 11 and will run until the end of April. This campaign, designed to specifically support our Career Technical Education programs generated nearly 1.5 million impressions and a click-thru-rate of .25%, well above industry standard. The campaign included OTT ads that are targeted to platforms and programming that are aligned with our student demographics. In addition, a new transit advertising campaign launched on March 11 and will run through the end of June. This campaign is designed to increase general brand awareness and support our enrollment goals for summer and fall.



NCTD bus with Palomar College advertising



Beginning May 13, an integrated advertising campaign will be launched to support the summer and fall enrollment targets. The campaign includes direct mail to over 150,000 households in our District, ads on community websites, a new billboard, and ads specific to our Camp Pendleton education site.



A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook “Likes” increased 2% compared to last April. Followers on Twitter and LinkedIn grew 4% compared to April 2023. Instagram is continuing to show a significant increase at 18%. Followers on our TikTok channel grew 54% compared to the previous April and 3.3% compared to last month.

Throughout the month of April our social media posts centered on increasing awareness for the summer and fall course registration, 4-week and 8-week courses, behavioral health workshops, performing arts and Black Student Success Week activities.



Sample Social Media Post in April



Sample Social Media Post in April

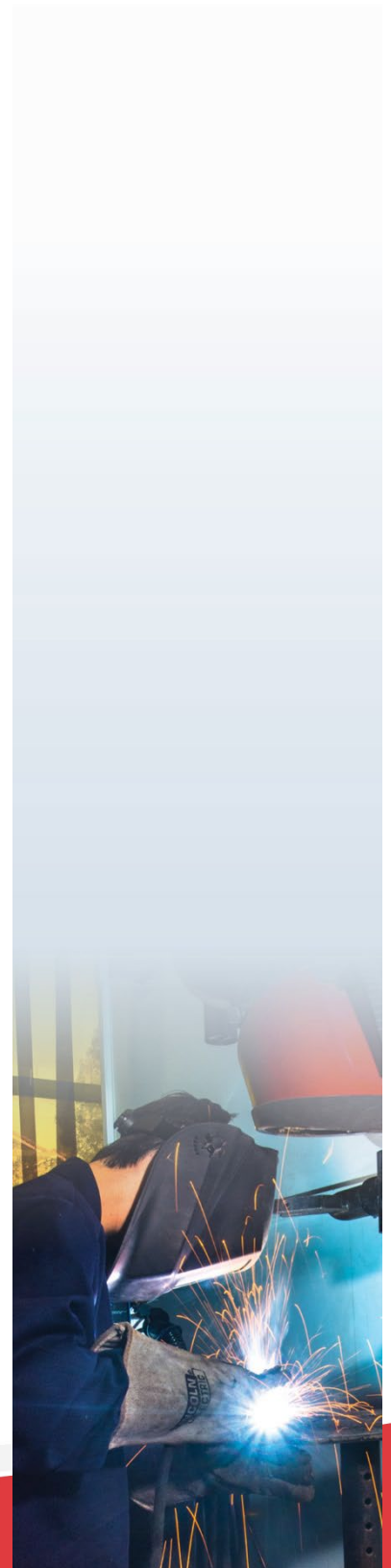
Community and Media Relations

PIO Lanthier Bandy attended several community meetings including the Executive Committee meeting and Board of Directors meeting of the San Marcos Chamber of Commerce, and the San Diego Imperial Counties Community College Association meeting.

Two press releases were issued in April. One featured the [Earth Day Clean Up in Fallbrook](#) and the second was a [joint release with Excelencia in Education](#). On May 2, we issued [a joint release with TrueCare](#) featuring the IMALIVE Mental Health Fair held at the San Marcos campus. These releases and other stories published in April can be found on the [Palomar News website](#). Palomar College received a total of 305 media mentions in the month of April. This equates to a publicity market value of \$4.8 million.

The Public Information Office collaborated with student reporters from the Telescope and Bravura Magazine to schedule the appropriate interviews with administrators, in order to contribute to the content of their stories.

Finally, PIO Lanthier Bandy coordinated the opening remarks for the IMALIVE Mental Health Fair held on May 1 at the San Marcos campus. Hosted by Palomar College and TrueCare, the opening remarks featured Dr. Rivera-Lacey, TrueCare CEO Michelle Gonzalez, and San Marcos City Councilmember Ed Musgrove.



Internal/External Communications and Public Affairs

PIO Lanthier Bandy collaborated with VP Todd McDonald, Foundation Executive Director Stacy Rungaitis, and Dr. Star Rivera-Lacey to finalize internal and external presentations on the feasibility of placing a general obligation bond on the November 2024 ballot. Internal presentations were provided to all shared governance councils and the leadership committee. These presentations were in addition to a Town Hall meeting held on April 20. PIO Lanthier Bandy attended the CCLC monthly government affairs meeting. She also collaborated with Associate Dean Nichol Roe to prepare a grant submission for the funding of a marketing campaign in July – December 2024.

A story featuring the award winning work of Palomar College adjunct professor [Ruth Weber](#) was published during the first week of April. In mid-April, a [story](#) was developed and posted to Palomar News recognizing the honors received by the Palomar College Speech and Debate team.

The Creative Services team finalized the Commencement Program and new window screens for numerous departments. Our work with departments throughout the District to design and produce promotional collateral and supporting materials for community engagement events, performing arts and website content, continued.

FOUNDATION

Fundraising Activities

Major Gifts & Scholarship Program

April has been an exciting month for sustaining scholarship support from wonderful groups that have demonstrated a continued commitment to the mission of the Foundation to remove financial barriers for student success. Through these close partnerships, the Foundation was able to secure a \$43,150 from the Assistance League of Inland North County for scholarships in nursing, emergency medical education and the trades. Over \$18,200 was secured through a donor advised fund through the San Diego Foundation in support of the Deitchman scholarship. Through stewardship and inspiring campus tours, including a campus tour with Mission Federal Credit Union staff, partnerships were strengthened as proven by the \$1,000 donation by Mission Federal Credit Union to the Rose M. Hartley Scholarship.

Christine Lee, a proud Palomar College alumna and the Public Relations & Community Partnerships Manager at California Coast Credit Union, stopped by to present the Foundation with a \$4,000 Cal Coast Cares Foundation check to support scholarships for Palomar students.

On April 23, the Foundation was thrilled to attend the Tri-City Hospital Auxiliary Nursing Scholarship Awards Ceremony. Proudly, forty-four Palomar nursing students received a total of \$44,000 in scholarship awards. Aligning with our goal to increase awareness of scholarship opportunities available to students, this was double the



Tri-City Auxiliary and Medical Center Staff, Foundation Development Officer Linda Moyanan, and Palomar College Nursing Students



number of Tri-City scholarships awarded to Palomar students last year.

Grant Program

In April, the Foundation submitted two grant proposals: one to Hunter Industries seeking unrestricted support for the Foundation's core programs, and another to SDG&E to purchase practice fire shelters which are essential for training at the Fire Academy. The latter was approved and as a result there will be a check presentation ceremony scheduled before the Padres game on June 12.

President's Associates

The President's Associates is a community group of dedicated donors that donates a minimum of \$1,000 annually to support the Foundation. We want to thank the Foundation board members, including Susan Miller from Oracle, Will Rivera from California Coast Credit Union, and Christine Spielmaker from EDCO, for renewing their membership.

Community Engagement

Community Engagement: The amazing PACRA (Palomar College Retirees Association) held their annual meeting and luncheon on April 18. Dr. Star Rivera-Lacey, Anna Pedroza, VP HR, Lawrence Lawson, PFF, and Stacy Rungaitis joined the group sharing Palomar College updates and camaraderie.

Palomar College was represented at the TrueCare gala in April. TrueCare, a charitable health center, is a partner with the College and provides access to healthcare for many Palomar College students. Attendees included Dr. Star Rivera-Lacey, Dr. Tina Recalde Governing Board President Roberto Rodriguez, Governing Board Vice President Dr. Judy Patacsil and Foundation Executive Director Stacy Rungaitis.



Superintendent/President Dr. Star Rivera-Lacey, Governing Board President Roberto Rodriguez, Governing Board Vice President Dr. Judy Patacsil, Vice President of Instructional Services Dr. Tina Recalde, and Foundation Executive Director Stacy Rungaitis

