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June 7, 2024

PRESIDENT'S OFFICE

2024 Commencement

It was a moment of Palomar College pride to see over 600 graduates walk the stage at Commencement on May 24. This is the largest number of ceremony participants in our 77 year history. We conferred over 4,600 degrees and certificates to more than 2,800 students, including eight Bonsall High School students who earned their Associate Teacher Certificate at the Fallbrook Education Center during this academic year. These students will have the opportunity to immediately start working while continuing their education at Palomar.

We also had the largest number of Rising Scholar students complete their degrees and certificates. The impact our faculty, administrators, and professional staff make each and every day on our students is truly remarkable.



A Palomar College graduate and Dr. Star Rivera-Lacey

Year-End Celebrations

I am incredibly proud of all the amazing celebrations of student success and recognition held throughout the month of May. The extensive level of planning and collaboration conducted by Palomar employees was heartwarming and made our students feel supported, valued, and recognized for their commitment to success. Here is a photo diary of these fantastic celebrations.



La Raza Achievement Celebration



MODA 2024 Fashion Show



Transfer Recognition Event



EOPS/CARE/NextUP/CalWORKs/FYRST/Palomar Promise and TRIO SSS celebration



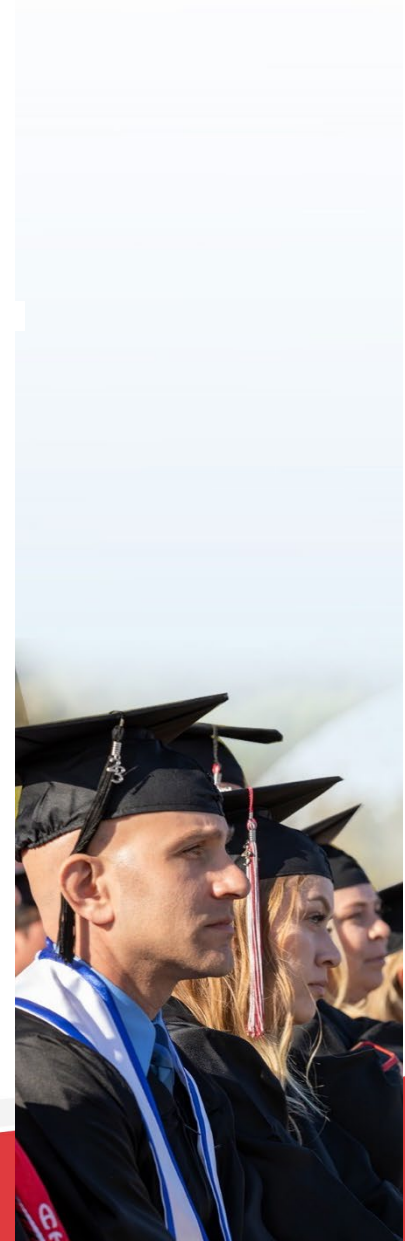
Dr. Star Rivera-Lacey and Palomar College Speech and Debate student Cipriana Rodriguez at the Speech and Debate Team Showcase



National Institute for Adult Education program completion event



Palomar Fire Academy graduates at the 65th Fire Fighter I Academy Graduation





2024 60th Anniversary Edition of Bravura



Palomar College Students at Puente Celebration



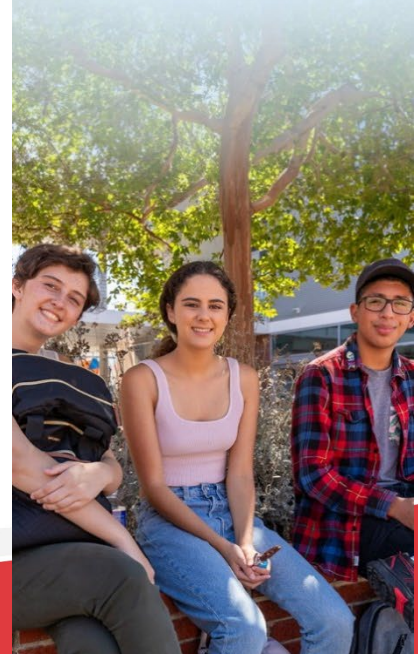
Palomar College Student at the Phi Theta Kappa (International Honor Society) Induction Ceremony



2024 Palomar College Service Learning scholarship recipients with Dr. Star Rivera-Lacey and Palomar College Foundation Donor Klaus Kirchhoff.



Umoja Community 2024 Rites of Passage Ceremony





Chief Diversity Officer Dr. Nicole Belisle, Student Activities Coordinator Brooke Beckett, and Supervisor Pippa Pierce at the Associated Student Government annual banquet



Stacy Rungaitis, Dr. Star Rivera-Lacey, and Professor Joseph Lucido at the Architecture & Interior Design Open House



Trustee Cassandra Schaeg, Palomar College Graduate, Dr. Star Rivera-Lacey, and Black Student Success Counselor Taneisha Hellon, at the Celebration of Black Graduates



Palomar College Nursing Students at their pinning ceremony.



Amazing Work by students shown at the Cabinet & Furniture Technology Scholarship Awards



Dr. Diane Studinka, Angela Kong and Trustee Dr. Judy Patacsil at the Asian American, Native Hawaiian & Pacific Islander graduation celebration





Palomar College Student Athletes Year End Celebration

Campus Engagement

The Queer Pride Festival was a huge success. The activities engaged students and employees on the continuing need to build alliances and promote a healthy, safe, and prosperous environment for all students and employees. It was an opportunity to foster a dialogue that inspires equity and inclusivity and show our gratitude for the work our Pride Center colleagues do each and every day.

The opening of our softball stadium just before the end of the season was a great milestone for Palomar. Taking in a softball game and watching our stellar team win, was a great way to top off the academic year. Our softball team ended the season in the state championships, and we could not be prouder of what they accomplished.

Recognizing our incredible employees is always a great opportunity to remind ourselves of the important work we do and the impact we have on students and our region. I am grateful for the team of people who designed and planned a fabulous celebration.



Dr. Star Rivera-Lacey delivering remarks at the Queer Pride Festival



Palomar College Women's Softball Team and Dr. Star Rivera-Lacey at the new stadium



Christine Winterle, Dr. Star Rivera-Lacey and Maria Zapien-Rangel at the Employee Recognition event



Due to his pending retirement, we enjoyed Professor Paul Kurokawa's last Day and Night Jazz Ensemble performance as a full time faculty member. We are grateful for his tremendous contributions to Palomar College. Speaking of retirements, both Dean Susan Wyche and Interim Dean Farhi Towfiq were both celebrated and recognized for their commitment to student success and leading our college to new heights. Both Susan and Farhi will be greatly missed as they begin new adventures.



Professor Paul Kurokawa and the Palomar College Jazz Ensemble

In the last month, I also attended the play Heddatron and the Palomar Concert Band performance. The semi-annual Faculty Dance show did not disappoint. Our campus community is very fortunate to be able to experience such a variety of talent throughout the academic year.



Spring 2024 Faculty Dance performance

Community Engagement

The North County Economic Summit hosted by the San Diego North Economic Development Council was a great opportunity to learn about the innovative growth occurring in our region. The impacts of national and international economic impacts on our region were discussed and provided insights into how Palomar can continue to contribute to current workforce needs and those of the future.



Palomar Employees Ute Maschke, Ryan Williams, Dr. Star Rivera-Lacey, Dr. Susan Wyche, Stacy Rungaitis, Dr. Tina Recalde, Nichol Roe, and Governing Board President Roberto Rodriguez.

As the keynote speaker at the 2024 San Diego Chapter American Association for Women in Community Colleges (SDC-AAWCC) symposium, I was thrilled to share my educational and professional journeys. It was a pleasure to celebrate the 2024 award winners, including those from Palomar College: Vanessa Rojas, Classified Professional of the Year; Dr. Susan Wyche, Administrator of the Year; and Casey Gwin, Faculty of the Year.

We gathered with our K-12 partners at the end of this academic year too. I joined our community leaders at the San Marcos Unified School District Year in Review event during the latter part of the month. Superintendent Dr. Andy Johnsen spoke about the District's accomplishments and plans for the future. The District is ranked #5 in San Diego County! Along with Palomar College, MiraCosta College and CSU San Marcos colleagues, I also attended the North County Hispanic Education Alliance (NCHEA) year-end event to



commemorate the accomplishments of this academic year. Palomar College, MiraCosta College, and CSU San Marcos are committed to working together to make North County higher education relevant and accessible for all!

A celebration of student success continued at the Education Without Borders event held at CSU San Marcos. Vice President of Student Services Nick Mata and our very own student leaders Christopher and Dana Garcia Mendez were featured speakers. The event honored our amazing, and resilient, dreamer graduates.



Palomar College and CSU San Marcos dreamer students recognized at the Education Without Borders event.

OFFICE OF INSTRUCTION

The month of May was a whirlwind of celebrating student achievement. Events included degree and certificate completions, scholarships and awards, acceptances and transfers to 4-year institutions, passing of licensing and certification exams, and employment offers. Congratulations to all and a huge thank you to all the faculty, staff, administrators, and Governing Board members who supported the student journey!

Arts, Media, Business Administration Division

On May 23, the Performing Arts department held the last show of the semester. The Jazz Ensemble Concert Series concluded with a performance by Palomar's Night and Day Jazz Ensembles. The audience experienced thrilling big band sounds with vibrant rhythms and melodies – both old and new – brought to life at the Howard Brubeck Theatre. Paul Kurokawa took his final curtain as a director, musician, and full-time faculty with the Performing Arts Department. Thank you for the music, Paul!

The Boehm Gallery held the opening reception of their annual student exhibition "Fresh" on May 9. An artist's talk followed the reception. Artist and museum professionals Matt Picon and Kuroshio Yahyai discussed careers in the arts. The exhibition ran through May 12.



Promotional collateral for the annual student art exhibition on May 9 -12, 2024.

Congratulations to Art Department student Jerrie Fabrigas! The ceramics student was selected as a [2024 Artaxis fellow](#). The fellowship will provide funding her to attend a two-week summer workshop at the renowned Haystack Mountain School of Crafts in Maine. [Jerrie's story](#) is featured in Palomar News. Palomar College Art Department members Tim Murdoch and Sasha Koozel Reibstein are among the 11 artists featured in the new exhibition "Afterburner" at the Techne Art Center in Oceanside. The show, which brings together local and New York artists pushing the boundaries of their materials, is a testament to the innovative and thought-provoking work being created by Palomar College staff and faculty. You can read more about the exhibition in [this article](#).



Palomar College students and their work have been recognized with several nominations for the National Academy of Television Arts & Sciences Pacific Southwest Chapter Emmy Awards. Elana Monzon, Patrick Shartzter, and the Palomar News team were nominated in the Student Programming - Newscast category for Palomar News - Episode 423. Elana Monzon also received a nomination in the Student Programming - Video Essay category for her work "Supergirl Surf Pro-Am." In addition, Di Huang was nominated in the Student Craft - Photographer category for "The Voicemail," Patricia Duffey received a nomination in the Student Craft - Talent category, and Katherine Dodge was nominated in the Student Craft - Talent category for "Love, Angelica." The Emmy Awards Gala will be held on June 15 at the Westin Rancho Mirage.

A new exhibition titled "A Practical Guide to Modest Magic" opened on June 1 at the California Center for the Arts Escondido and will run through August 17, 2024. Guest curated by Palomar College Associate Professor of Photography Scott Klinger, the exhibition features artwork created by college and university students in response to written assignments that encourage finding magic in everyday life. These assignments, authored by regional artists and educators, explore various themes such as cross-border collaborations, banality, unconventional spaces, future visions, functional design, placemaking, and inclusive choreography. The exhibition aims to foster artistic exploration and build empathy by recognizing and appreciating the inherent magic in our daily lives and practices.

Languages and Literature Division

Over the last month, English as a Second Language (ESL) has provided outreach and onboarding support to San Pasqual High School, La Mirada Academy, and Fallbrook High School. The Instituto Nacional para la Educación de los Adultos (INEA) program held its Ceremonia de Logro Académico on May 15. Students received their primary and secondary school diplomas. A special note of gratitude to the instructors and to INEA Coordinators Carmelino Cruz, Lawrence Hamilton Lawson, and Marcela Gomez for all their hard work. ESL students at the Escondido Education Center performed and did a gallery walk of their work on May 16.

On May 17, the English department held their annual gala for their award-winning literary magazine *Bravura*, which celebrated its 60th anniversary this year. Free copies are available around campus. Thank you to faculty advisors Dr. Clare Rolens and Dr. Stacey Trujillo for all their hard work.

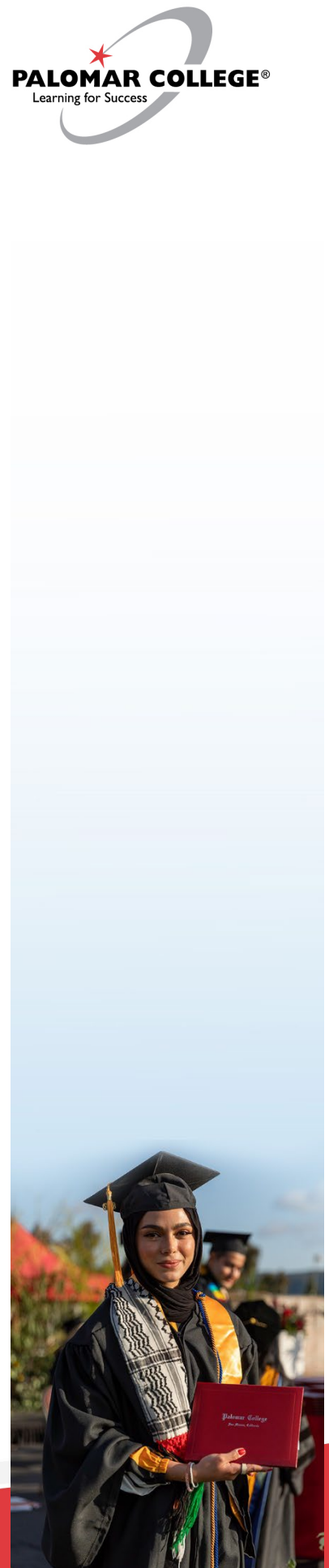
The Speech and Debate Team held their spring semester showcase on May 16. Students performed their award-winning speeches at the event.

Math, Science and Engineering (MSE) Division

Biology Professors Sara Krause and Henry Cen have been chosen to guide Palomar College students in their exploration of native bee research funded by the National Science Foundation (NSF). This grant focuses on offering genuine research experiences for community college students attending minority-serving institutions. The students have been actively gathering bees from both the arboretum and the nearby open spaces on campus. Currently, they are engaged in identifying the bees and adding their data to a global biodiversity database. They will be presenting their discoveries at an upcoming research symposium this summer.



Palomar College Speech and Debate Team member performing his speech.



All five Biology Bridges Program students are actively immersed in lab shadowing experiences, and deeply engaged in cutting-edge research. They are exploring a wide array of disciplines, ranging from Dr. Julie Jameson's groundbreaking work on immune system functions safeguarding epithelial barriers, with implications for conditions like alopecia areata, to Dr. Beckett's fascinating research on nearshore microbial communities. Meanwhile, students are delving into organic chemistry with Dr. Lafe, unraveling molecular mysteries with Dr. Kim, and venturing into the captivating realm of Quantum with Dr. Perron, discovering its applications in robotics and autonomous software. The contagious energy and enthusiasm within these labs are fueling a profound passion for discovery.

Exciting data science developments are underway through a fruitful collaboration between the mathematics and computer science departments. The Data Science Transfer Degree has been crafted and is set to debut in Fall 2024. Recently, representatives from UC Berkeley visited our Rancho Bernardo Campus to meet with Professors Peter Chen and Terrie Canon to discuss the implementation of CSIT 128 - Foundations in Data Science, a course adapted from the Berkeley curriculum. Moreover, there are exciting grant opportunities on the horizon. Collaboratively, UC Berkeley, UC San Diego, and SDSU are working on a proposal for a Data Science Transfer Pathway NSF grant. UC San Diego has invited Professor Terrie Canon to serve as the community college faculty member for this collaborative endeavor. These developments highlight the burgeoning landscape of Data Science right here at Palomar College, promising great opportunities for students and faculty alike.

On May 21, our GEOG 195 California Naturalist Certification students proudly completed their program. They were awarded their certificates and pins by the University of California, Agriculture and Natural Resources (UCANR). Their accomplishments can be reviewed at [the UCANR website](#). Throughout the program, they dedicated themselves to completing all required hours, including their remarkable capstone projects. These projects involved planning and executing environmental initiatives in collaboration with local environmental organizations.

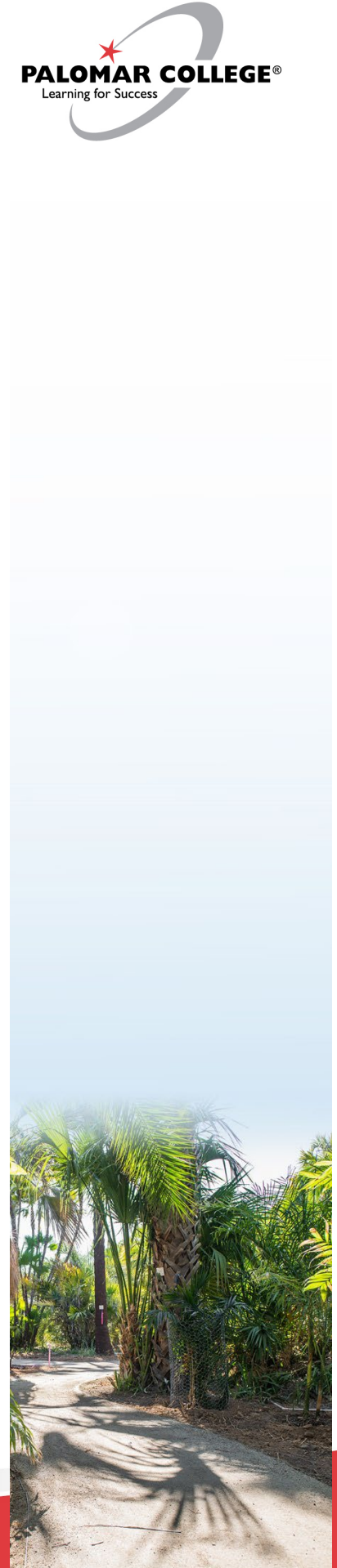
Astronomy Professor Scott Kardel has secured a spot at an in-person workshop at the SETI (Search for Extraterrestrial Intelligence) Institute's Hat Creek Radio Observatory in Northern California. There, he will delve deeper into the realm of radio astronomy and the quest for extraterrestrial intelligence.

The Nursing Department is thrilled to announce the successful graduation of 36 new Registered Nurses into the workforce. The Pinning ceremony took place on May 21.

The Math Science Learning Center (MSLC) had 498 students signed up for N BASC 904, our general tutoring services for STEM subjects during Spring 2024. Since the beginning of the semester, there have been a remarkable 5,505 visits. In the proctoring room, MSLC oversaw over 1,833 exams, underscoring the commitment and involvement of our academic community.

Social and Behavioral Sciences (SBS) Division

The Psychology department hosted a very successful Research Methods poster session on May 16. There were 31 groups of students from PSYC 230 who presented their end of semester research projects on a variety of interesting and important topics. They worked tirelessly to design their research studies, collect and analyze data, and create posters to showcase their work. The research topics were incredibly creative this semester.



Fallbrook Education Center

During the spring semester, in collaboration with Child Development Department Chair Laurel Anderson and Dean Diane Studinka, the uniquely scheduled Associate Teacher Certificate was offered at the Fallbrook Education Center. Some of the Bonsall High School Early College students enrolled in the classes and took four consecutive 4-week classes enabling them to fully complete the certificate in one semester. The certificate satisfies the industry's employment requirements. Eight Bonsall High School seniors completed the sequence and graduated from Palomar with a Certificate of Achievement. They were able to cross the state at both the Palomar College commencement and their high school graduation ceremony. Most importantly, these students did not have a plan after graduation, but now are able to start working immediately while continuing their education at Palomar.



Bonsall High School students who earned an Associate Teacher Certificate of Achievement

STUDENT SERVICES

Counseling Services

EOPS/CARE/CalWORKs and Foster Youth programs celebrated more than 130 graduating students who earned their degree in the 2023-24 academic year. In collaboration with the Palomar Promise and TRIO SSS programs, our annual commencement recognition event was held on May 16. Nearly 200 students and their guests attended to celebrate the accomplishments of students and enjoyed an array of food from around the world. In addition to celebrating our students, we supported new Palomar students from San Pasqual Academy to support them through the application process, providing a campus tour and providing exposure to campus life. Lastly, we took an opportunity to celebrate the retirement of Trong Nguyen. Trong has been an EOPS counselor here at Palomar for 25 years, providing exemplary counseling and support to countless students over the years. We wish him the best in his retirement.

Upward Bound has been committed to supporting seniors with their final steps towards college enrollment, prioritizing assistance with FAFSA applications and guiding them through the enrollment process. For incoming Palomar students, our focus remains on facilitating a smooth transition by helping them with class enrollment, scheduling counseling appointments, and submitting the Palomar Promise application. Additionally, we are preparing for our 6-week summer program, which will feature courses in engineering, robotics, and mathematics.

Student Life & Leadership

We finished the semester with 23 active clubs, and scheduled Fall Club Rush for September 3 and 4. In preparation for the summer and fall sessions, the hours for students to purchase their Student Activity Card at the Education Centers are being finalized.

The “Destress Fest” was held on May 15 in collaboration with Student Health Services, Love on a Leash, and many campus clubs. Associated Student Government (ASG) elections were held May 1 - May 7. The new board was sworn in at the final ASG meeting of the semester on May 17. Below is a list of the ASG leaders for the 2024-25 academic year.

President: Safiya Swearingen



Executive VP: Yaretzi Hernandez
VP of Internal Affairs and SSCCC Region X Communications Officer: Derek Blevins
VP of Finance: Mingyeol Kim
VP of Events: Sina Laie
Senator: Ethan Rink
Governing Board Student Trustee Reagan Barnum

The ASG annual banquet was held on May 18. Both Superintendent/President Dr. Star Rivera Lacey and Chief Diversity Officer Dr. Nicole Belisle attended.

Enrollment Services

Financial Aid is currently working on resolving various issues related to the Free Application for Federal Student Aid (FAFSA). We have made progress in awarding 2024-25 California College Promise Grants (CCPGs) to students who have submitted their FAFSA and California Dream Act Application (CADAA). As there has been a decrease in the number of successful FAFSA applications, we have informed students that they will not be dropped from their classes due to non-payment. However, we strongly urge students to regularly check their email for any updates. According to the Department of Education, FAFSA corrections will be allowed starting in June. We anticipate that there will be an increase in the number of FAFSAs received once these corrections are made available.

Student Health Services

The Student Health Center welcomed Sarah Adams, RN, FNP-BC, MSN into her new role as the Interim Director, effective May 15. Both in-person and telehealth appointments will be available to serve students who are enrolled during the summer session.

Behavioral Health and Wellness/Health Promotions collaborated with on and off campus partners to host Mental Health Awareness month activities throughout the month of May. The “IMALIVE Mental Health Fair” was held on May 1 and the De-Stress Fest was on May 15. Combined, more than 1,500 students participated in the activities. On May 14, we had 65 students participate in several mental health skill shops. Topics included self-care, burnout, suicide prevention, and stress management.

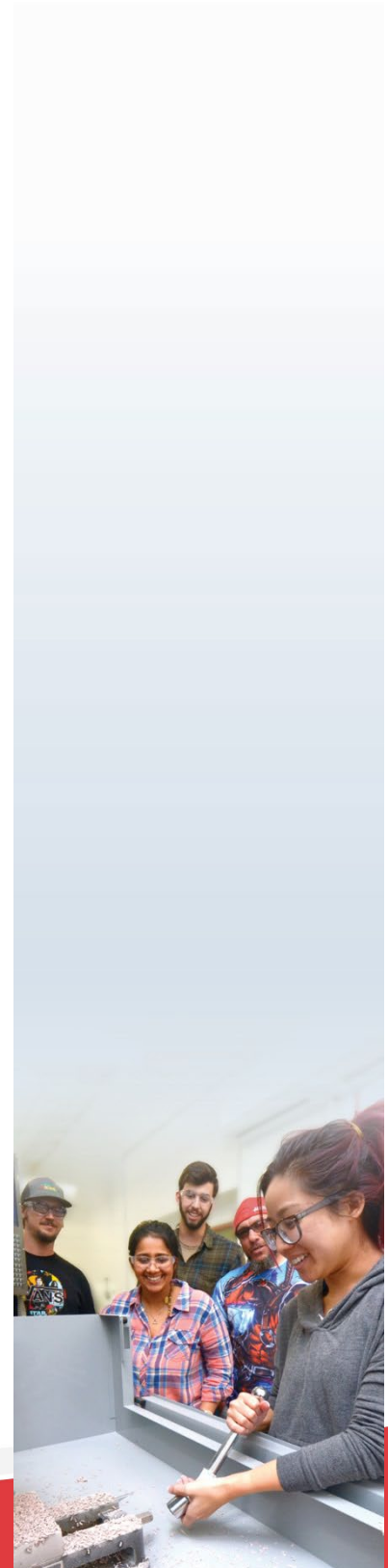
Dr. Patrick Savaiano co-presented a workshop for staff, faculty, and administrators during the Chancellor’s Office Mental Health Action Week on the topic of managing concerning behaviors that may arise on campus.

Student Services Communications Systems & Technology

Regular updates were made to the [Commencement website](#), these were in addition to managing the hosting required for the live webstreaming of the ceremony.

During the month of May, we hosted a hybrid student services information session with feature speakers from Cariño Dream Village. In collaboration with the Undocumented Resource Center a text and email campaign to promote the Cariño Dream Village programs and services was sent to potential students identified through CCCApply. In addition, text campaigns for year-end celebration events, priority registration appointments, and open registration information were sent to over 46,000 students.

Throughout the month, large student services and information services projects were tracked and prioritized. In support of the upcoming launch of Palomar College becoming a Teaching College ([CVC-OEI](#)), information on this exciting initiative was presented to college leadership.



FINANCE AND ADMINISTRATION

Fiscal Services

The accounting and reporting team is preparing for the year-end and the annual audit. The budget office is preparing the tentative 2024-25 budget for presentation to the Governing Board at the June 11 meeting.

The cashier's office, in collaboration with information services, has successfully implemented Nelnet as the credit card processor for the College. This initiative will reduce costs and improve reliability for students. Further, we now support our international students using their home currency to make payments and enroll in a payment plan.

Business Services

Business services is working closely with the facilities and Balfour Beatty teams on finalizing the bid package for the Fallbrook 40 construction project. We anticipate the Fallbrook bid will be released at the end of June and will be finalized with contractors selected by early fall.

The purchasing department is wrapping up year-end ordering for fiscal year 2023-24 and preparing to open the new fiscal year for orders and services delivered after July 1. Monthly training on purchasing procedures and practices will continue during the summer.

Campus Police

On May 3, the EDGE center invited Campus Police to discuss operations on campus. It was an opportunity to share procedures and preparedness with employees. Topics included the recent protests on other campuses and our department's preparations for similar activities on campus.

Chief Moore attended the Department of Homeland Security Master Trainer program on Behavioral Threat Assessment. This will be an opportunity to provide bystander training to students, faculty, staff, and regional partners. Sgt. Montes and another officer assisted the CSU San Marcos Police Department with a protest at CSU San Marcos involving 200 students. No significant issues were reported. We also assisted with CSU San Marcos commencement ceremonies on May 17 and 18. These collaborations continue to foster our relationship with our CSU San Marcos colleagues.

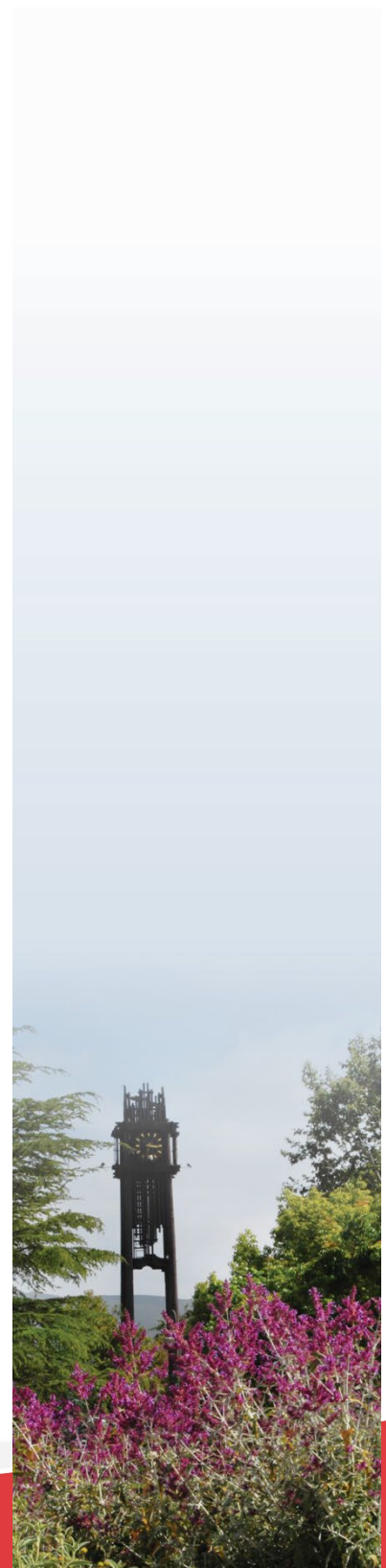
Campus Police was featured in Impact magazine, a student led publication. The student reporter interviewed Chief Moore, Officer Wilson and Sgt. Montes about our policing strategy and response to active threats on campus.

Construction & Facilities Planning

Prop M Projects

The work on the punch list items on the softball field portion of the project is continuing. The softball fieldhouse building punch list was recently created. The football field drainage system is complete, and the synthetic turf installation began on May 28. Landscape planting is complete and the last of the irrigation lines are being tested and projected to be complete by the end of May. The completion of the football press box building is continuing. The total change order rate for the project to date to 7.77% including Change Order #09 which will be presented to the Governing Board in June.

Preparation of the Athletics Fieldhouse project bid will proceed after the Fallbrook 40 project bid process is complete. The facilities and contracts teams are making progress on the Fallbrook 40,000 square foot building project bid documents complete, with a target of starting the advertising in mid-June. The project bids are scheduled to be presented for award at the Governing Board meeting in October.



Other Projects

The Escondido Campus Safety and Security Fencing project is 95% complete with only the pedestrian gate at the entry to be installed. Installation of the new security cameras will also take place in May. With the Change Order included on the June Governing Board agenda, the project has a current change order rate of 5.94%.

Information Services (IS)

As a high priority initiative, IS has continued to work on improving cybersecurity. This work includes the draft of a formalized Information Security Plan, as well as the implementation and adherence to enhanced technology security measures and practices. These and several other recently completed operational, security-related projects and tasks within IS are significantly improving our cyber-security posture and reducing our vulnerability and risk of cyber-attacks.

The systems and programming team is continuing to support the Palomar Teaching College initiative. The launch is set for June. Additionally, this team has made several more enhancements to support fraud detection in student application processes, which has resulted in improvements in the processing and load time of student applications.

The technical services and audio-visual teams were very busy this past month supporting numerous academic year-end activities and events, capped with the successful commencement ceremony. A lot of behind the scenes, technical work went into these events, ensuring things like audio, video, and live-stream services were provided.

The technical services and network and data center teams continue to work closely with facility contractors on the final installation and configuration of infrastructure and equipment needed to support all technical systems, devices, and equipment for both the new athletics stadiums and the safety and security project at the Escondido Education Center.

HUMAN RESOURCE SERVICES (HRS)

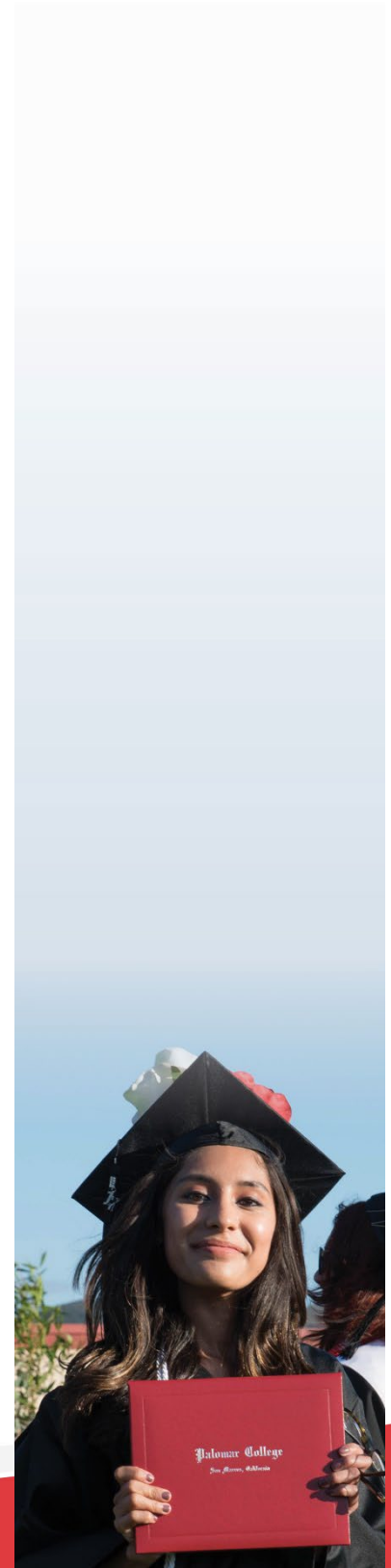
Human Resource Services attended various year-end celebrations in support of students and faculty. Human Resources has engaged in collaborative meetings with our educational administrators to develop evaluations that will provide an opportunity for faculty input. Human Resources is also collaborating with the Confidential and Supervisory Team (CAST) to review and update their handbook.

Benefits

The annual full-time employee health insurance open enrollment period is set for August 1 through August 30. The benefits team is developing a calendar of workshops, events, and drop-in office hours designed to assist employees during this process. In-person workshops and a vendor meet and greet during the week of August 19 through the 23, are tentatively planned. The medical plan rates for the 2024-25 plan year have been received. The rate increases will take effect October 1, 2024.

Negotiations

Human Resources completed negotiations with Council of Classified Employees (CCE) for a permanent remote work policy.



Recruitment

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

Recruitment figures as of 5/1/24:

39 permanent recruitments in progress

9 – Admin/CAST

26 – Classified

4 – Faculty

65 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

Palomar College was represented at the 2024 convening of the National Conference on Race and Ethnicity (NCORE) by a team of classified professionals, part time and full-time faculty, and administrators. This weeklong conference took place in Honolulu, Hawaii, and consisted of over 5,500 participants with over 300 session offerings. Two of these sessions were led by Palomar employees, Ben Mudgett for one, and Anel Gonzalez, Cheryl Kearse, Carmelino Cruz and Angela Kong for the other. The Palomar team looks forward to sharing what they learned at Fall Plenary and throughout the upcoming academic year.



Palomar College classified professionals, part time and full-time faculty, and administrators gained insights at the National Conference on Race and Ethnicity (NCORE)

INSTITUTIONAL RESEARCH, PLANNING & GRANTS (IRPG)

Accreditation

The Accrediting Commission for Community Colleges (ACCJC) recently changed its policy on distance education. As a result, community colleges must submit a substantive change application if 50% or more of their students take at least one distance education course and/or if 50% or more of their courses are offered via distance education. This change impacted most California Community Colleges. And, while Palomar is currently approved to offer distance education courses and programs, the College was required to submit a new Distance Education Substantive Change application as it meets at least of one of the two threshold criteria established in policy. Palomar submitted its application in May and received notification of approval for the substantive change on May 28.

Integrated Planning

IRP&G is developing institutional effectiveness metrics to align with the Education and Facilities Vision Plan 2035. These metrics will also align with the California Community Colleges Chancellor's Vision 2030 and the Governor's Roadmap.



Using the capital outlay enrollment forecasts from the Chancellor's office, IRP&G provided the annual enrollment and projection distribution by location report to the Facilities department. These distributions will be included as part of the College's 5-year capital outlay plan due to the Chancellor's office.



Institutional Research

During the month of May, the IRP&G research team continued to carry out its spring research agenda and respond to requests for information and data. Some projects completed by the team include submission of a regional data set for dual enrollment, review of the Comprehensive Local Needs Assessment Plan, administration of the governance self-evaluation survey, preparing data for the College's upcoming TRIO grant submission, and initial preparation for the College's HERFF data for its annual report.

Grants

The Grants Manager is continuing to work on two proposals for submission later this year to the U.S. Department of Education and the National Science Foundation's Advanced Technology Education program. We are also exploring funding sources to support project ideas from the Career Technical and Extended Education and Math, Sciences, and Engineering divisions. In terms of post award support, the Grants Manager is providing close-out support for two faculty awards from Cal Coast Cares Foundation, along with sub awards from the National Science Foundation (Southwestern College-Year 2, Unmanned Aircraft Systems Program), National Institute of General Medical Sciences (CSUSM-Year 1, Bridges to the Baccalaureate Research Training Program), and National Institutes of Health (Indian Health Council-Year 3, Native American Research Centers for Health).

PUBLIC AFFAIRS OFFICE

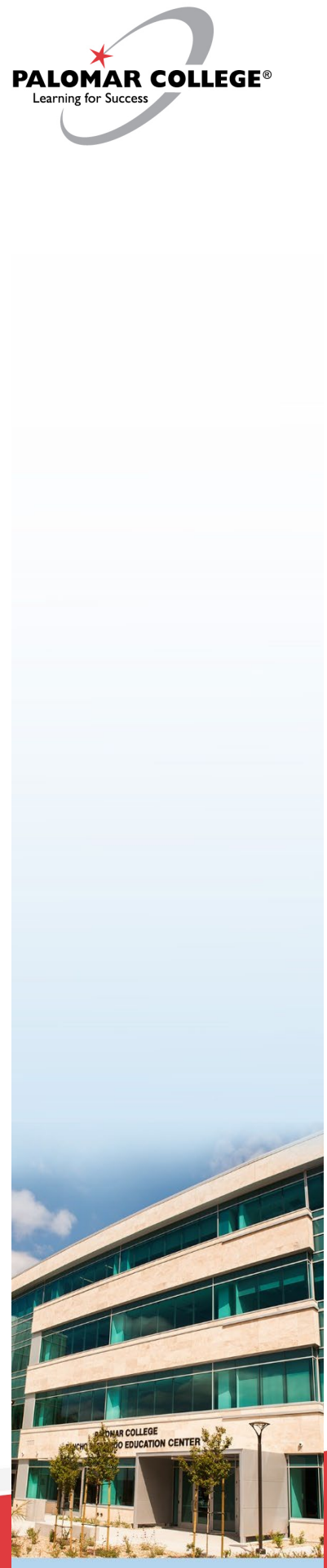
Marketing/Advertising/Promotion

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 April, the campaign generated nearly 478,000 impressions, while remaining cost efficient.

The integrated marketing and communications campaign to support summer and fall enrollment goals launched in early May. The campaign includes outdoor and transit advertising, as well as an updated web streaming campaign with endorsement ads featuring alum and radio personality Jesse Lozano and Over-the-Top (OTT) video advertising. The OTT ads are targeted to platforms and programming that align with our student demographics. On May 13, over 166,000 households in our District began to receive our direct mail campaign. Ads specific to our Camp Pendleton education site were also launched in May. As part of our outdoor campaign, the digital billboard on Highway 15 included a congratulatory message to graduates in the region.

The Palomar.edu website continues to perform well. Compared to the previous May we experienced a 6.1% increase in users and a 7% 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, 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.





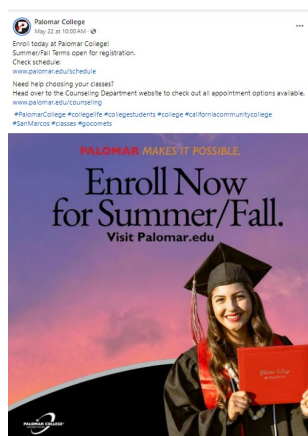
Updated Billboard Advertising



Congratulatory message used on our digital billboard ad

A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook “Likes” and Twitter followers increased 1% and 2% respectively compared to last May. Followers on LinkedIn grew 4% compared to May 2023. Instagram is continuing to show a significant increase at 18%. Followers on our TikTok channel grew 53% compared to the previous May and 2.2% compared to last month.

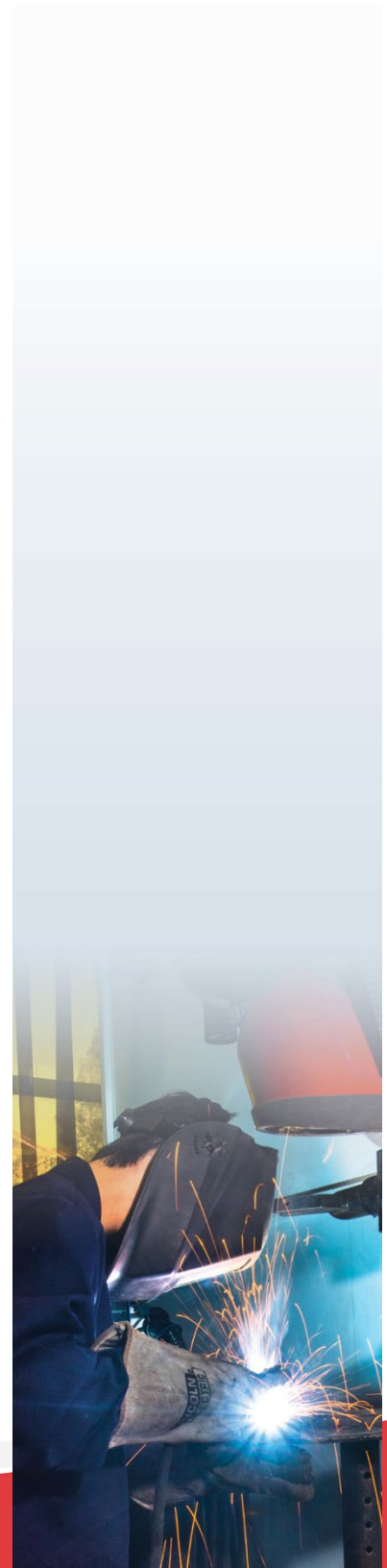
Throughout the month of May our social media posts centered on increasing awareness for the summer and fall course registration, open 4-week and 8-week courses, commencement and other year-end activities.



Sample Social Media Post in May



Sample Social Media Post in May



Community and Media Relations

PIO Lanthier Bandy attended several community meetings including the Executive Committee and Board of Directors meetings of the San Marcos Chamber of Commerce, the San Diego Imperial Counties Community College Association meeting, North San Diego Business Chamber Economic Development & Advocacy Council meeting, Escondido Sunrise Rotary meeting, and the City of San Marcos State of the City event. She also welcomed 15 high school students and their families, San Marcos Unified School District administrators and high school teachers and administrators to the San Marcos Chamber Rising Stars scholarship breakfast held at Palomar College. This event recognizes high school students who have overcome significant obstacles throughout their high school journey to later become leaders on their campuses. During the scholarship breakfast, more than \$10,000 in scholarships were awarded.

During the month of May, PIO Lanthier Bandy collaborated with two news organizations to develop stories that feature Palomar College. The first was an article being developed by EdSource.com on Credit for Prior Learning and the leadership role that Palomar College has in this growing area throughout California. The second was an interview conducted by a writer from the [Ramona Sentinel](#) on the partnership between Palomar College and the Ramona Unified School District to increase programming for Ramona students.

Three press releases were issued in May, including [a joint release with TrueCare](#) featuring the IMALIVE Mental Health Fair held at the San Marcos campus. We also issued [a release](#) on the partnership of Palomar College with the Ramona Unified School District, which led to the above mentioned story in the Ramona Sentinel. In addition to a media advisory on the 2024 commencement ceremony sent on May 20, the [last release of the month](#) was sent at the close of the commencement ceremony. These releases and other stories published in May can be found on the [Palomar News website](#). Palomar College received a total of 445 media mentions in the month of May. This equates to a publicity market value of nearly \$480,000.

Internal/External Communications and Public Affairs

PIO Lanthier Bandy attended the Pride Festival kick-off event at the student union, the Annual Employee Recognition Extravaganza at the LRC, and the Asian American, Native Hawaiian & Pacific Islander graduate celebration. In addition, the scheduling of photography for dozens of year-end events in addition to commencement were scheduled through the public information office.

PIO Lanthier Bandy attended the monthly California Community College Chancellor's Office Public Information Officer meeting and Government Relations Liaisons update regarding the Governor's May Revision of the budget. She also attended the Community College League of California monthly government affairs meeting. As the Civic and Voter Empowerment Coordinator for Palomar College, PIO Lanthier Bandy attended the Association of Independent California Colleges and Universities (AICCU) and Secretary of State Students Vote Project webinar.

A story featuring the [2024 Palomar College valedictorian](#) was published during the first week of May. Stories on an award winning ceramics student, [Jerrie Fabrigas](#) and our [2024 Alumnus of the Year](#), Anton Greenville were published later in the month on [Palomar News](#).

The Creative Services team centered their energy on support for year-end events, including promotional signage and presentation materials. 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

May was a banner month for the Palomar College Cabinet Furniture Technology (CFT) Program. The Foundation is proud to announce the establishment of the Greg Wease Endowed Scholarship for CFT students, in honor of esteemed faculty member, Greg Wease. This scholarship along with three additional generous gifts that were donated to the Apollo Sprayers, Swaner Hardwoods and Frost Hardwoods CFT scholarships, totaled nearly \$23,000 in scholarship funds for students within the program. In addition, the ongoing commitment to financial support of Palomar College Students was demonstrated in May with renewed gifts to the Carstarphen Nursing Scholarship of \$8,000 and the Albert La Vaque Scholarship of \$750.

Grant Program

The Foundation received confirmation of a \$20,000 grant from Nordson Corporation. This grant is restricted to the Rising Scholars Program and will be awarded over two years. Three grant proposals were submitted in May. These include applications to the DA Community Grant Program to support the Rising Scholars Program, the San Marcos Community Foundation to update the Police Academy radio equipment, and the Rancho Bernardo Sunrise Rotary to aid in the Emergency Laptop program.

Stewardship

The kick-off committee meeting for the President's Invitational Golf Classic was held by Bryan Cahill at the Balfour Beatty offices on May 2. The event will be held October 21, 2024 at the Country Club of Rancho Bernardo. Another successful event is anticipated with already \$40,000 in sponsorship commitments to date!

The Foundation expressed gratitude to the Palomar College employees who participate in the employee giving C.I.R.C.L.E. (Comets Investing in Really Changing Lives through Education) via payroll deduction. To show their appreciation, each contributing employee received a lip balm with a message of thanks, symbolizing the positive impact and care they have on Palomar students. This thoughtful gesture, dubbed "You're the Balm," highlights the foundation's commitment to acknowledging and valuing the generosity of Palomar employees. The Foundation supported several community events including the North County Economic Summit on May 7 and the San Marcos State of the City event on May 29.



You're the Balm campaign to recognize Palomar College employees for their contribution to the Foundation



Dr. Diane Studinka, Stacy Rungaitis, Julie Lanthier Bandy and Dr. Tina Recalde at the State of the City event



Commencement

The Foundation is proud to welcome our 2024 graduates to the Alumni Association. Each graduate received a gift of a journal at their seat during Commencement on May 24.



Alumni Association gift of a journal was presented to each Palomar College graduate

