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October 4, 2024

PRESIDENT’S OFFICE

Palomar Comets Football Stadium Grand Opening and Season Opener
We celebrated both the grand opening of the new football stadium and the historic first-ever Palomar Comet football home game in early September. Over 2,000 employees, their families, community members, and lifelong fans of Comet football joined us during the two events. The list is endless as to who is responsible for this amazing addition to our San Marcos campus, and we are incredibly grateful to each and every person who contributed their time and talent to this project. We must also take a moment to thank the taxpayers who supported Prop M in 2006, for it is their forethought and commitment to Palomar College that has resulted in this milestone.



Palomar College Governing Board Members, administrators, and community leaders cut the grand opening ribbon



Palomar College Comet Football players enter the field at the season home opener

Title V Grant Award

It pleases me to no end to announce that Palomar College will receive \$3M (\$600,000 each year for 5 years) through the Developing Hispanic-Serving Institutions Program. Our proposal has two components, one that focuses on Outreach, In-reach, and Holistic Onboarding Support and the second, Intentional Academic Support. Specifically, we will establish programs and support services that foster student success and ensure equitable access to educational opportunities and increase student and academic support to ensure completion of math gateway courses to accelerate time to degree and improve retention rates. I am incredibly proud of the collaboration and intense team effort that generated this great result.

Palomar College Shines at the National Level

In the coming year, I will be serving as the President-Elect of National Community College Hispanic Council (NCCHC) and with this opportunity I will be able to showcase Palomar College at the national level. During the NCCHC meeting in September, Assistant Superintendent/Vice President Nick Mata was recognized for completing the Dr. Ted Martinez Jr. Leadership Fellows program. In addition, this meeting was the official start of the same fellowship program for Nellie Herrera-Martinez, Palomar College Project Director of TRIO ETS/NCEOC.

An Opportunity to Learn and Collaborate

Toward the end of September, I had the privilege of attending the UC Davis School of Education Wheelhouse program which hosted the 36 Latinx CEOs serving in the California Community College System. It was a great opportunity to learn from other community college leaders and to collaborate on new and important strategies to positively impact our students, faculty, and classified professionals.



Dr. Maria Harper-Marinick, Executive Director, NCCHC Leadership Fellows Program, Palomar College Vice President of Student Services Nick Mata and Dr. Angelica Garcia, Superintendent/President Santa Rosa Junior College (VP Mata's mentor during his fellowship)

Excelencia Fall Convening

Governing Board President Roberto Rodriguez, Chief Diversity Officer Dr. Nicole Belisle and I attended the 2024 Excelencia Fall Convening. The invitation-only event was an opportunity for setting the national agenda for Latino student success in higher education. The program featured leaders from colleges, universities, evidence-based programs, philanthropy, business, and government who share our common cause-accelerating Latino student success for America's future. It was particularly special to witness our colleagues at CSU San Marcos receive the Seal of Excelencia. We are actively pursuing the Seal of Excelencia and as part of this process I joined the Presidents for Latino Success (P4LSS) last year.



Campus Engagement

Our American Indian Studies department led the California Native American Day celebration on September 26. The event honored the rich history, cultures, and contributions of California Native Americans and celebrated their stories, traditions, and resilience.

Community Engagement

The Lifeline Community Services' Viva La Vida! fundraising event hosted on September 27 was a great reminder of their important contributions to our region over the past 51 years. It was a privilege to join our community leaders in honoring San Diego District Attorney, Summer Stephan with the Spirit of Lifeline Award.



Bird Singers and Dancers with Ral Christman of Kumeyaay Nation, Lead Bird Singer of Ashaa Takook

OFFICE OF INSTRUCTION

As we continue to support our students and their academic goals, the Office of Instruction has been able to positively respond to the need for additional classes per the recommendations by our department chairs and deans. With student success as our priority, our Strategic Enrollment Management (SEM) Project is focused on developing a sustainable and consistent scheduling framework that promotes student success while prioritizing Student Centered Funded Formula (SCFF) metrics to ensure fiscal stability. The work associated with the project has been organized into the following three workgroups: Scheduling Parameters that Address SCFF; Scheduling Blocks; and Schedule Planning Templates. The project team and each workgroup meet twice a month. Workgroup membership has been growing to ensure that multiple viewpoints are represented within the work.

Career Technical and Extended Education Division

Ute Maschke, Director of Continuing Education, has been actively involved in creating the following events and programs. On, October 9 and 10, Palomar College will host Special Onboarding Sessions for UDW (United Domestic Workers) members entitled "This is Your College." The 2-hour hyflex events will introduce members to our programs and services, and guide members through available resources on our website. In collaboration with TRIO, the attendees will receive hands-on support with the enrollment process and their Palomar College applications. Program presentations are tailored to the individual interests of union members. Over the course of the fall and spring semesters, we will host regular onboarding sessions, and our Continuing Education team, in partnership with UDW case managers, will stay in touch with members throughout their Palomar experience.

On October 15, the first in a series of events under the title/umbrella "Paths to Palomar" will take place. A group of 100 adult learners from our partner K-12 adult schools will join us for a campus tour and explore two pathways, trades, and health. Attendees will visit classrooms, and engage with a student panel, all of which are adult school and Palomar College alumni. Participants will have an opportunity to learn from their peers directly about how the latter benefitted from services and programs and where they are now.



During the month of October our local implementation of SB 554, legislation that expands dual enrollment to include students attending a noncredit or adult education high school diploma or equivalency program, will launch. The Director of Continuing Education is currently facilitating training sessions with Palomar College faculty and staff and with all K-12 adult school partners. This is a big step toward positioning Adult/Continuing Education as a key equity partner and resource.

New noncredit programs and courses, including a six-course program in Adult Education Workforce Preparation, has been tailored to the needs of Adults with Disabilities and has been submitted to the curriculum committee for review and approval. The program was developed as a foundational component of a new partnership with TERI Campus of Life, a non-profit organization in Oceanside and San Marcos dedicated to serving individuals with autism and other developmental disabilities.

Languages and Literature Division

The Palomar Speech and Debate Team attended the Pacific Southwest Collegiate Forensics Association (PSCFA) Warm-Up at El Camino College the weekend of September 28-29. Students Marcus Daza and Izzy Brousseau won Superior Certificates in International Parliamentary Debate, winning three out of their four rounds. Marcus Daza also won an Excellent Certificate in Impromptu Speaking. This was their first speech tournament ever, and the speech team looks forward to another successful season!

STUDENT SERVICES

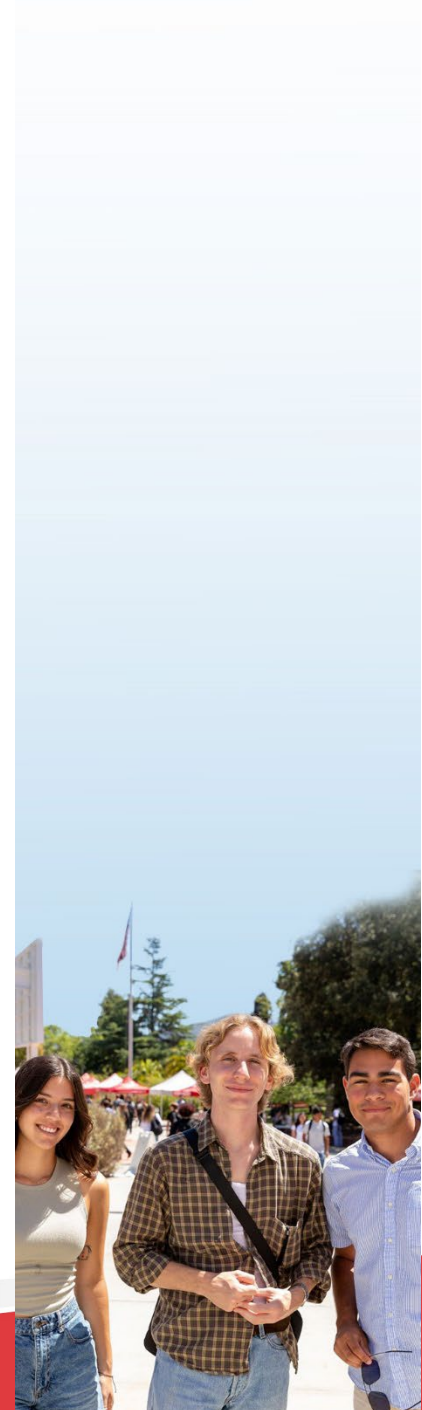
EOPS/CARE

This year marks the 55th anniversary of Extended Opportunity Programs and Services (EOPS) in the state of California. Senate Bill 164 was signed into legislation on September 4, 1969, by then Governor Ronald Reagan, establishing funds to support increased access to higher education in underserved communities. Fifty-five years later, EOPS has a legacy of increased access and student success across the state, but there is still work to be done. On September 4, 2024, our EOPS program hosted an anniversary celebration where we were joined by Dr. Rivera-Lacey and the executive leadership and nearly 75 guests. We celebrated the positive impacts EOPS has had on the Palomar College community and the lives of many students.

EOPS, CARE, CalWORKs, NextUP, and FYRST hosted a Welcome Back event on September 5, where students enjoyed light refreshments and received a new backpack. Counselors and staff were on hand to connect with students on a variety of topics.

We are in the midst of our fall scholarship application process, as we continue to partner with Brother Benno of Oceanside to provide additional financial support to some of our most vulnerable students. Each semester, through this partnership we are able to award 20 scholarships worth \$500 each. The scholarship funds are raised by Brother Benno through grants and donations, and they run the review process independently. This year marks the fourth year that we were able to provide this opportunity for our students.

We are continuing to receive an abundance of applications for the EOPS program. The deadline to apply is October 5. To date we have received nearly 550 new applications.



TRIO Upward Bound

TRIO Upward Bound kicked off the new semester actively participating in back-to-school events across the seven high schools we serve. We are actively recruiting new students and have a full schedule of engaging activities planned for the fall semester.

Office of Student Recruitment

The Office of Student Recruitment covered 25 high school and community events in the last month, serving over 600 prospective students. We also have an additional 34 events scheduled through the end of October.

Palomar Promise welcomed over 2,700 students for the 2024-25 academic year. Since the launch of Palomar Promise in 2017, the program has supported over 13,000 students with up to two years of free tuition, textbook assistance and comprehensive academic, social and personal support.

Palomar Promise is partnering with over 13 campus departments and community organizations to offer over 60 Skillshops for the fall 2024 semester. Skillshops are student success workshops offered to all Palomar College students. Skillshops focus on several topics: Academic Success, Career Exploration and Planning, Financial Literacy, Health & Wellness, Student Life & Leadership, Student Support Programs & Services and Transfer Success.

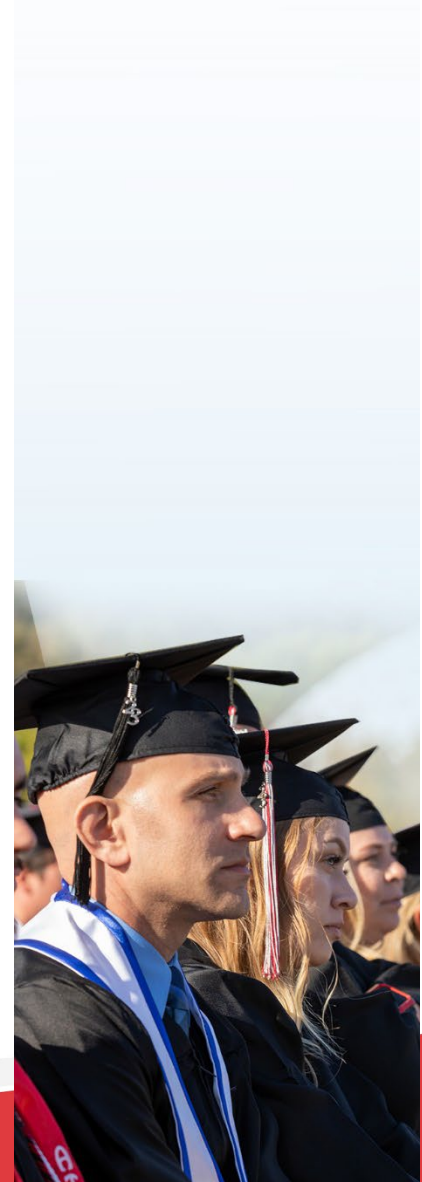
Palomar Promise in collaboration with EOPS and TRIO SSS is hosting our annual Dia De Los Muertos Sugar Skull Decorating event on October 28. Palomar Promise, TRIO SSS and EOPS students are invited to attend this special presentation to learn about the history of Dia De Los Muertos, decorate a sugar skull and enjoy delicious traditional food and sweets.

Student Health Center/Behavioral Health Center

The Student Health Center (SHC) administered over 80 flu vaccines to our students during the month of September. Our Registered Nurse hosted a Narcan Administration training on September 11. Five students attended. The next one is scheduled for October 9. The SHC providers continue to triage student COVID-19 submissions. With the increase in enrollments, the demand for services at the SHC has increased compared to September 2023.

Behavioral Health Counseling Services (BHCS) collaborated with community partners on two successful events to honor Suicide Prevention Month in September. On September 10, World Suicide Prevention Day, BHCS and TrueCare welcomed guest speakers on the topics of breaking down stigma and how to best support those impacted by suicide. During this event, two large paintings, with positive statements written by the Palomar community during the IMALIVE Fair held in May, were dedicated to the Health Promotion space where they will be proudly displayed. Students participated in a resource fair and took tours to Health Services to receive handouts, giveaways, and free food from the Disfruta food truck. On September 11, BHCS partnered with the San Diego Suicide Prevention Council to host a film screening of the short film “Living Through it: Surviving Suicide” in the Howard Brubeck Theater. This film screening included a welcome from the film’s creator and a panel discussion brought students, staff, and faculty, and community members together to contemplate the many complexities of suicide and mental health, and brought suicide prevention resources to campus from NAMI, TrueCare, and more.

BHCS therapists and interns began offering a wide range of groups, workshops, and community forums dedicated to supporting the well-being of our diverse student population. The updated list of group offerings can be found on the BHCS website and [Health Promotion calendar of events](#).



The demand for individual therapy and crisis intervention has increased as compared to September 2023. BHCS will continue to offer walk-in appointments to support students experiencing a crisis as well as a variety of supportive groups to assist students who may be experiencing heightened stress during this election season.

Student Life & Leadership

Student Life and Leadership held the first of our three civic engagement events for the semester on September 17. The League of Women Voters, Registrar of Voters, and a representative from Congressman Scott Peters' office joined with informational tables, answering questions about the upcoming election, and providing support with registering students to vote. Collectively, more than 35 students registered to vote! We look forward to our next civic engagement event on October 2 with internal campus partners and campus clubs to continue our efforts.

Club Rush was held September 3-4 in the Student Union Quad, with 10 student clubs participating. Each club was able to get at least ten students signed up as interested members, with some clubs receiving up to 50 student sign-ups! We currently have 10 active clubs and expect more to develop as the academic year continues.

We have continued planning for the first Associated Student Government (ASG) Comet Hour of the semester on September 25 in the Student Union Quad for Hispanic Heritage month. ASG will be giving out paletas and partnering with the Dreamer Success Program and campus clubs to celebrate Hispanic and Latinx history and culture.

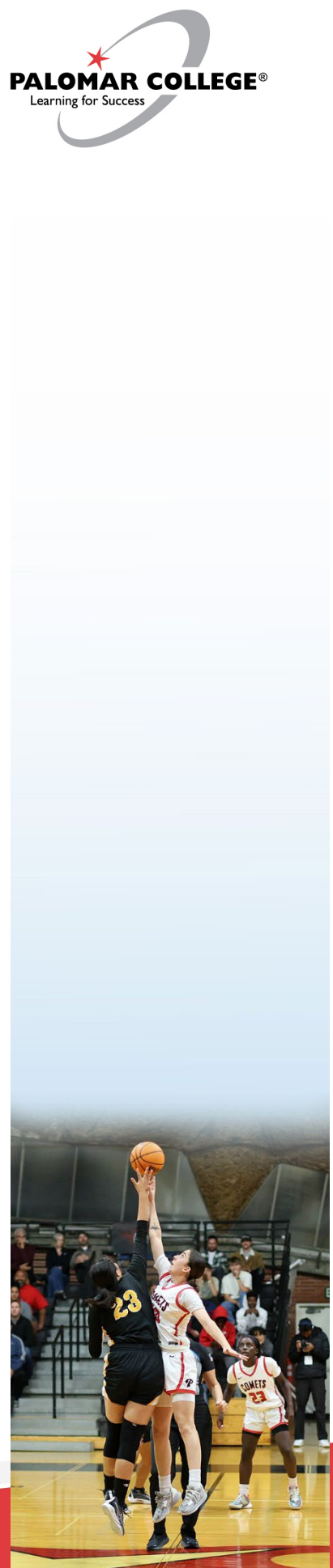
The Associated Student Government held their Fall 2024 Retreat September 13-15. The retreat started on campus and then moved offsite to Valley Center. We focused on workshops, presentations, and training about committees and shared governance, executive, senate, and delegate position descriptions, travel, Robert's Rules of Order to name a few topics. We were joined by the Dean of Student Life and Leadership, Dr. Amrik Johal, and Chief Diversity Officer, Dr. Nicole Belisle. We also led multiple team building sessions, giving the new members and ASG returners time to bond and get to know each other.

Our Student Activities Coordinator, Brooke Beckett, has continued to provide Student Activity Card hours at the Fallbrook, Escondido, and Rancho Bernardo Education Centers, and will continue to visit the centers throughout the semester.

The Dean of Student Life & Leadership, Dr. Amrik Johal, was invited to serve as a facilitator for the inaugural National Youth Service Summit (funded by The Allstate Foundation and hosted by the Center for Expanding Leadership and Service) in Chicago, IL; the summit provided a robust, intentional leadership development program for youth changemakers across the country.

From August 26 - September 19, the Anita and Stan Maag Food and Nutrition Center gained 114 new registrants. The Center is serving 251 households, a total of 545 individuals, with food and nutrition assistance. Farmers Markets were held at the San Marcos campus and all four of the Education Centers during the month of September. At the Farmers markets, we were able to provide close to 700 lbs. of fresh produce and bread products to our students throughout the events. Grab and Go coolers have been restocked at San Marcos and all education centers, totaling over 1,500 pounds of snacks and produce.

Two interns from the California State University San Marcos Master of Social Work program joined the Basic Needs department. They will be fulfilling their first-year internship field work requirement. Students are able to access Comet Closet at SU-19. Our Basic



Needs Manager, Katie Ramos, has been reaching out to community partners to scale up food and nutrition offerings for students.

FINANCE AND ADMINISTRATION

Business Services

Business Services and warehouse staff are preparing an information item for inclusion on the Governing Board meeting agenda in November regarding an auction of surplus items. Additional auctions are planned to result in the reduction of stored unusable furniture and equipment across the District.

Business Services is working on finalizing the bid documents for the next Prop M project, Athletics Phase 2 (a.k.a. The Fieldhouse). Dates for the bid are being finalized, but this project should be open for bidding within the next month. The awards for contractors for the Fallbrook 40 project will be presented to the Governing Board for approval at the meeting in November, as will an updated preliminary Guaranteed Maximum Price (GMP) for the project. All unsuccessful bid packages will be rebid, and will occur after the Athletics Phase 2 project as these packages include work scheduled for latter portion of the Fallbrook 40 project (e.g., landscaping). Once these final packages have been rebid and awarded, the final GMP will be provided to the Governing Board for approval.

Campus Police

In support of the Rising Scholars program, Campus Police Officers attended the showing of the Palomar College Television produced film, *Almost Home* at Brubeck Theater. Campus Police supported the first Palomar College home football game for Palomar College on September 7. The department is working with the athletics department and campus administration to collaborate on managing all home games. Campus Police is working with the Vice President of Student Services on improved signage to inform game attendees on prohibited items. Campus Police participated in both lockdown drills and provided feedback to Environmental Health and Safety colleagues. Sgt. Montes conducted several safety presentations throughout the month of September.

The Campus Police committee met on September 18. The committee is in need of a chairperson, as Tom Dailey has stepped away from this position. We are incredibly grateful for his service. The meeting was well attended and included representatives from both ASG constituency groups from throughout the college.

Facilities Department

Construction & Facilities Planning

We received a Bronze rating for our first-ever Sustainability Tracking, Assessment & Rating System (STARS) report submission to the Association for the Advancement for Sustainability in Higher Education (AASHE). STARS is a comprehensive sustainability rating system for colleges and universities that addresses the environmental, social and economic dimensions of sustainability.

Members of the department attended the inaugural C3/Converge 2024 Community College Climate Summit conference held in Sacramento. The conference focused on how community colleges are preparing to support and attain the Chancellor's Office's climate action goals.



Sustainability Tracking, Assessment, and Rating System (STARS) bronze seal



Facilities Maintenance

The main backflow devices for water services at the San Marcos campus and Escondido Center were rebuilt during the last month. The team is working with Student Life and Leadership to develop a phased improvement plan for the renovation of the former Campus Police building which will serve as the new Basic Needs Center.

Custodial Services

The team has set up and supported dozens of events since the beginning of Fall 2024, including the home football games. The team continues to adapt and improve its level of services for these games.

Environmental Health and Safety/Risk Management

The Emergency Operation Plan (EOP) was revised, finalized, and approved by Dr. Star Rivera-Lacey, Superintendent/President. A one-hour CPR & AED safety training was held for employees during Flex Week. This was a well-attended session. Many departments are now asking for more training.

Presentations have been developed for the Palomar College Injury & Illness Prevention Program and Workplace Violence Prevention Plan (WVPP). The presentations will be made available in the P3D portal.

Information Services (IS)

During the month of September, Information Services employees remained busy working on regular operational and technical support tasks, as well as on numerous technology projects, initiatives, and tasks.

Help Desk

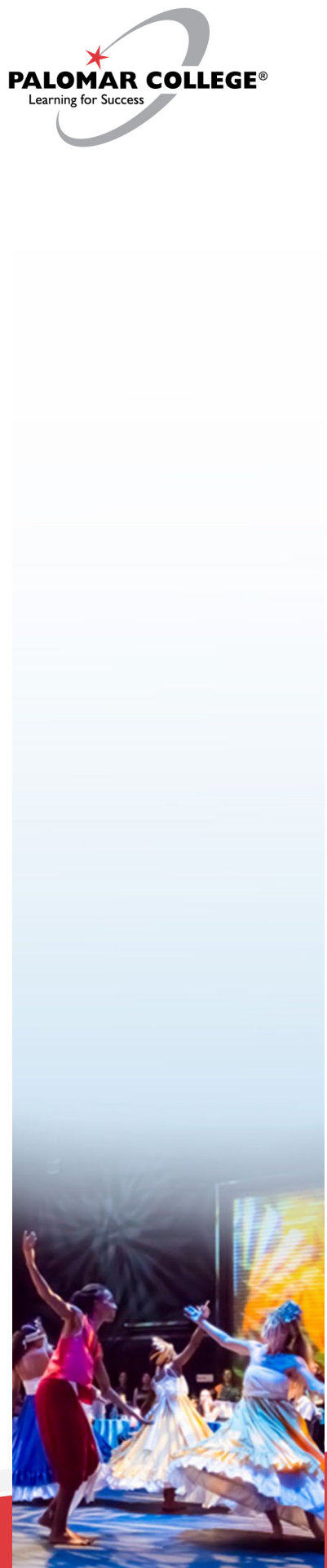
First-level support was provided to over 3,100 incoming phone calls, emails, or walk-in requests for assistance. Over two-thirds of these were resolved within the first contact.

Systems and Programming Team

The testing and installation of a large, quarterly legislative, and regulatory update and patch to our PeopleSoft Human Resources system was completed in September. As was the first phase technical design, development, and implementation of a new data collection page, processes, and reporting required for the Chancellor's Office mandated Vision Aligned Reporting (VAR). In addition, the technical integration and implementation of the federal ID.ME verification system, another large step in combatting fraud in Palomar's CCC Apply student application processing was completed. Work is continuing on the final technical design, development, and integration of the Palomar College system and processes for compliance with AB-2683, the Chancellor's Office Mandatory Title IX Training for students. Lastly, numerous application pages, reports, and both online and printed schedules and class/student rosters, to display preferred names was implemented. This is a significant step forward in our commitment to ensure employee and student equity and inclusion.

Network and Data Center (NADC) Team

The final installation and configuration of network infrastructure, and equipment, including an expanded wireless network, for the new athletics stadium and adjoining team rooms were completed in September. The networking and technology infrastructure and equipment requirements and specifications for both the Athletics Phase II and Fallbrook 40 construction projects was also finalized. A wireless assessment and related recommended changes to portions of the Rancho Bernardo Education Center were conducted last month. These changes should improve wireless coverage and access. The team provided technical support for the successful test of our Informacast emergency notification system during the two



lockdown drills conducted on September 12. The implemented changes resolved the delay of notifications that were sent to a few on-campus telephones and a digital display in a single classroom.

Technical Services and Audio-Visual (AV) Team

Numerous technology updates, enhancements, and installations in support of instructional classroom and lab updates, department remodels, employee additions and moves, and new or enhanced offices/spaces, were completed across the District. A comprehensive, sustainable technology equipment refresh plan is in progress. The goal of the plan is to replace technology equipment on a regular basis before it becomes unsupportable, unusable, insecure, or otherwise obsolete. This effort is an important component of the pending updated technology plan.

Cybersecurity

As a result of the work done in September a number servers and workstations are now more secure, and improvements were implemented in our regular, recurring network, and system scans and remediation. Our 4th Cybersecurity Self-Assessment required by the State Chancellor's Office was completed and submitted.

HUMAN RESOURCE SERVICES (HRS)

Human Resources has been actively engaged with faculty to reevaluate salary placement for related vocational experience, this has provided faculty from vocational disciplines to use both work experience and training and coursework towards grade placement. This joint effort by the Palomar Faculty Federation and the District has resulted in our faculty being paid more equitably among other faculty across disciplines.

The Human Resources team attended the California Native American Day Celebration, it gave us the opportunity to engage with students and discuss pathways and employment opportunities right here at Palomar College.

Benefits

Open enrollment for part-time faculty ended on September 30. We are continuing to see increased participation by our part-time faculty due to the District's commitment to provide health benefits to part-time faculty working 40% or more.

Recruitment

Recruitment figures as of September 23:

25 permanent recruitments in progress

- 5 – Admin/CAST
- 16 – Classified
- 4 – Faculty

56 part-time faculty recruitments in progress



Palomar College Human Resource team members engaging students and employees at the California Native American Day



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

DEIAA OFFICE

The Open for Antiracism (OFAR) program – co- led by the Community College Consortium for Open Education Resources (CCCOER) and College of the Canyons – emerged as a response to the growing awareness of structural racism in higher education. A call out went out at the beginning of the semester for interested faculty, resulting in an overwhelming response. Ultimately, Palomar will be represented again in the 24-25 by one team. This will be the third year Palomar College will be participating in the program. Thank you to all who expressed interest this year!



Palomar College Chief Diversity Officer Dr. Nicole Belisle and Rising Scholars program leaders

North County African American Women's Association (NCAAWA) hosted their 27th Annual Gentlemen's Gourmet Scholarship Fundraiser. Chief Diversity Officer Dr. Belisle was able to serve in one of the highly coveted judge roles.

Dr. Belisle also attended the Chancellor's Office Diversity, Equity, Inclusion, and Accessibility in Action Pre-Institute. The sessions were designed to empower and support Rising Scholars advocates and DEIA practitioners. Staff and students represented the Palomar College Rising Scholars.

INSTITUTIONAL RESEARCH, PLANNING & GRANTS (IRPG)

Accreditation

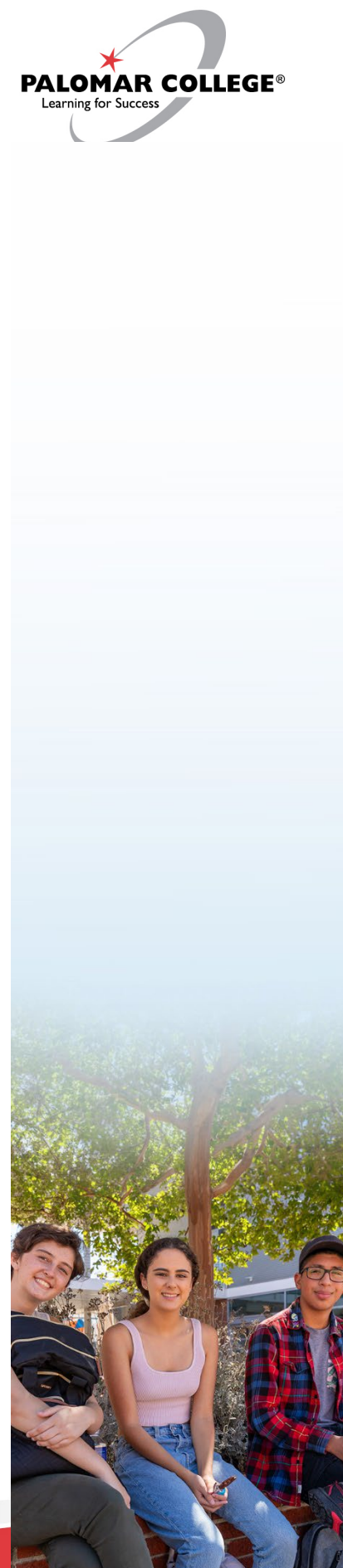
The Accreditation Writing Leadership Team (AWLT) is actively preparing the initial draft of the midterm report. In September, the Accreditation Steering Committee (ASC) convened to discuss the report and its timeline. During the meeting, the ASC reviewed Standards 1 and 2 from the new accreditation standards, focusing on how the college meets these requirements and the evidence that supports our compliance.

Integrated Planning

The Institutional Research Planning and Grants (IRP&G) is assisting two task forces focused on enhancing the College's planning and institutional effectiveness. The first task force will review the College's policies and procedures, while the second will conduct a three-year evaluation of the governance structure. Additionally, the College Council aims to review and refine the College's integrated planning model during the upcoming academic year.

Institutional Research

As fall gets underway, the IRP&G research team remains busy. Notably, the team is preparing to release the Palomar Services Survey. The survey's main purpose is to give service areas an opportunity to gather data relevant to their Program Review and Planning (PRP) goals. To align with the PRP cycle, the survey is administered every three years to faculty and staff at the college. While its focus is on collecting data for PRPs, departments



have the flexibility to include additional questions that address employees' perceptions of their service delivery, aiming to improve the effectiveness of their services.

Grants

The Grants Annual Report for 2023-24 has been published, highlighting the twenty-nine competitive awards held by the College, which total over \$54 million. These awards align with Palomar's Vision Plan 2035 and enhance the District's state appropriations, facilitating projects that might not otherwise be feasible. Through these initiatives, Palomar College continues to support student enrollment, success, and overall fiscal health.

In September, the College submitted three new proposals to funding agencies. The first proposal, submitted as part of an intersegmental team that includes UC San Diego, San Diego State University, CSU San Marcos, and San Diego City College, targets the California Education Learning Lab Artificial Intelligence (AI) Grand Challenge. As a sub-awardee, Palomar aims to develop and implement AI literacy professional development for faculty, focusing on the principles, techniques, and responsible use of AI, while fostering a critical perspective.

The second proposal, submitted to the National Science Foundation (NSF) Advanced Technological Education (ATE) program with CSUSM as the lead institution, seeks to introduce high school students to career pathways in geomatics and relevant educational opportunities.

The third proposal, prepared by the Career and Technical Education and Extended Education division, is titled "Tomorrow's Water Technicians (TWT): Innovating Curriculum, Diversifying the Pipeline, and Boosting Career Readiness," and was also submitted to the NSF ATE program. With these new submissions, the total number of proposals currently under review has reached seven.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The Palomar Makes It Possible digital advertising strategy inclusive of academic area 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 August, the campaign generated nearly 501,000 impressions, while remaining cost efficient. The microsite utilized for the digital media campaign will be refreshed in October with a planned launch in early November.

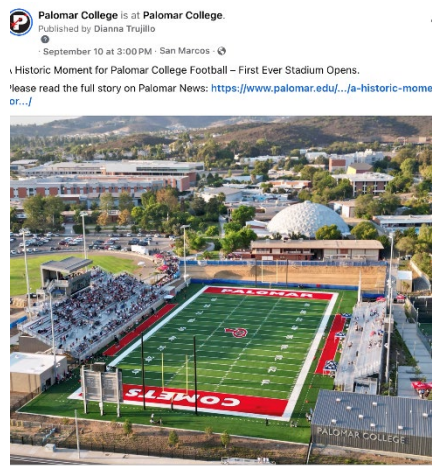
The integrated marketing and communications campaign to support fall enrollment goals continued with an emphasis on promoting 4-week and 8-week courses. The campaign includes outdoor advertising, as well as community based online ads and support for our Camp Pendleton education site. Our digital billboard also included a promotional ad for the President's Invitational Golf Classic.

The Palomar.edu website continues to perform well. We experienced an increase compared to last September in both users and new users of 9% and 11% respectively. These metrics are an indication of increased engagement of our target audiences through all media channels and outreach. Social media remains the 5th ranked source of all traffic generated to the Palomar.edu website. Facebook, Instagram, TikTok and X 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.

Throughout the month of September our social media posts centered on increasing awareness for the opportunities to enroll in fall courses, open 4-week and 8-week courses, performing arts events, campus activities, and important deadlines.



Sample Social Media Post in August



Sample Social Media Post in August

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 September. Followers on LinkedIn grew 4% compared to September 2023. Instagram is continuing to show a significant increase at 14%. Followers on our TikTok channel grew 46% compared to the previous September.

Community and Media Relations

PIO Julie Lanthier Bandy attended and welcomed the participants of the Rising Star program hosted by the San Marcos Chamber of Commerce and San Marcos Unified School District on September 17. She also attended the CSU San Marcos Report to the Community event on September 19, along with Palomar College colleagues, VP of HR Anna Pedroza, VP of Instruction Dr. Tina Recalde, Foundation Executive Director Stacy Rungaitis, and Chief Diversity Officer Dr. Nicole Belisle. Lastly, the 2nd Anniversary celebration of One Safe Place provided an opportunity to connect with community leaders and recognize all of the incredible work this organization does in our region.



San Marcos Sheriff Kevin Ralph, District Attorney Summer Stephan, San Marcos City Councilmember Ed Musgrove, Palomar College PIO Julie Lanthier Bandy, a member of the Carlsbad Police Department and Palomar College Chief of Police Chris Moore at One Safe Place event.

After the issuance of an alert to all of the media outlets within our District, we received interest regarding the new football stadium. These inquiries included Fox5/KUSI TV News, San Diego Union Tribune, and Coast News. Palomar Comet Football coaches and players were interviewed for both the San Diego Union Tribune and Coast News stories and Fox5/KUSI attended the grand opening event. In addition, nine student reporters from both the Telescope and Palomar TV News, engaged with the Public Affairs Office for guidance and the scheduling of interviews with various Palomar College leaders. The completion of two



stories remains pending interviews in October.

A [story on the stadium opening](#) was published on September 5. Palomar News also featured a [story](#) on one of our students who received a prestigious national scholarship awarded by the Coca-Cola Scholars Foundation. These stories published can be found on the [Palomar News website](#). In addition, a joint press release with Erickson Hall, the construction firm for the stadium, was distributed. Lastly a press release in collaboration with the San Diego and Imperial Counties Community College Association was distributed on the civic engagement efforts conducted at each of our institutions. Palomar College received over 300 media mentions in the month of September. This equates to a publicity market value of over \$150,000 for the District.

Internal/External Communications and Public Affairs

With gratitude to the cross functional event planning team, the grand opening celebration for the football stadium on September 5 was outstanding with over 150 employees and community members in attendance. PIO Lanthier Bandy managed the communications and logistical details associated with elected officials attending the first-ever Palomar College Comet football home game on September 7. Attendees included County Supervisor Jim Desmond, and San Marcos City Councilmembers Ed Musgrove and Maria Nunez.



Palomar College Governing Board members Dr. Judy Patacsil, Cassandra Schaege, Jacqueline Kaiser, Michelle Rains and Superintendent/President Dr. Star Rivera-Lacey, Governing Board President Roberto Rodriguez, City Councilmember Ed Musgrove, and County Supervisor Jim Desmond.

PIO Lanthier Bandy attended the monthly meetings of the Community College League of California Government Affairs meeting and Government Relations Liaisons meeting hosted by the California Community College Chancellors Office.

The Creative Services team worked diligently throughout the month of September to support the signage and collateral needs of many of the instruction and grant funded programs. This included directional signage for Puente, EOPS and Student Health Services. Additional signage for the football stadium was also designed and produced. The design of the 2023-24 Annual Report is underway, with planned completion in late October/early November.

FOUNDATION

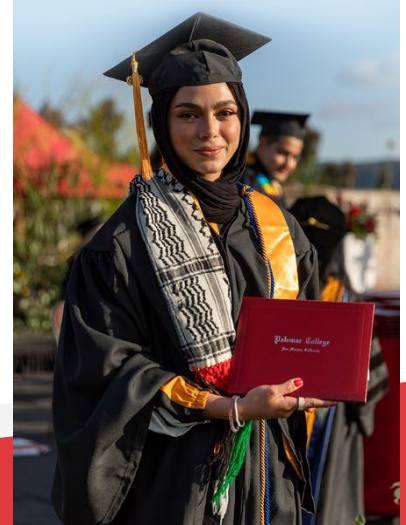
Fundraising Activities

VIP Palomar Comet Football Reception

On Saturday, September 7, the Palomar College Foundation proudly hosted a VIP Reception before the inaugural Palomar College football game at the newly opened football stadium. The event welcomed over 70 distinguished guests who gathered to celebrate this historic occasion.



San Diego County Supervisor Jim Desmond, Superintendent/President Dr. Star Rivera-Lacey, and Mrs. Kerri Desmond.



The President's Invitational Golf Classic

The Foundation is excited to announce the President's Invitational Golf Classic is in full swing, with an impressive \$127,000 raised to date! This milestone marks a fantastic start, but there is still more to come as we gear up for the main event on October 21 at the beautiful Country Club at Rancho Bernardo. Participants can look forward to a day filled with great golf, camaraderie, and fun. But the excitement does not end on the course. The highly anticipated opportunity drawing promises some truly spectacular prizes including vacation packages, Bose sound system, premium golf packages, and much more. With such fantastic offerings and the continued support of our community, we are confident this year's tournament will be a tremendous success—both on the green and in support of our mission.

Major Gifts & Scholarship Program

Foundation Executive Director Stacy Rungaitis and Superintendent/President Dr. Star Rivera-Lacey hosted the Issa Family Foundation on campus in September. The Issa Family Foundation has been a significant supporter of Palomar College and plans to continue to help in four critical areas of need in the coming year.

Thanks to the generosity of our incredible donors, each of the recruits in the fire academy has been awarded a scholarship this year. This incredible support not only alleviates the financial burden for our trainees but also allows them to focus entirely on their rigorous training and development. The impact of this contribution goes beyond just monetary assistance—it is an investment in the future of our community, empowering these future firefighters to pursue their calling with dedication and passion.

We are grateful to continue receiving generous support from our dedicated scholarship donors, including \$5,000 from the Louise Bingham Scholarship and \$8,000 from The Women's Club of Carlsbad. In total, we have secured over \$20,000 in scholarships this month which will greatly benefit our students by allowing them to pursue their education while removing financial barriers.

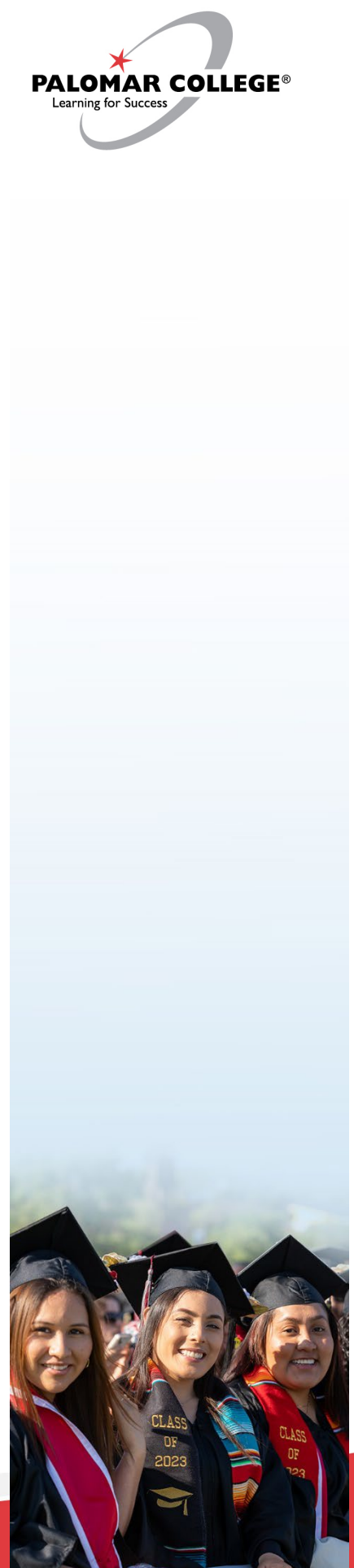
Emergency Grants

During the fall semester, the Foundation has made a significant impact by awarding \$8,435 in emergency grants to students facing unexpected financial hardships. In addition, we distributed eleven laptops, ensuring that students have the tools they need to succeed academically. These efforts are part of our commitment to keeping students on track, providing both the resources and support they need to stay enrolled and continue pursuing their educational dreams, even in challenging circumstances. Through this initiative, we aim to alleviate some of the financial burden and ensure that no student is left behind due to a lack of access to critical resources.

Grant Program

The Foundation is thrilled to announce the receipt of a grant from The Parker Foundation. Following a site visit by the Board Chair, we received \$15,000 in funding to support the growing needs of Palomar College's Rising Scholars Program. This funding will be directed toward critical areas, including purchasing laptops and hotspots to ensure students have digital access, textbooks to aid academic success, and transportation services to facilitate student participation.

Additionally, The Palomar College Foundation was awarded a \$1,250 grant from the San Marcos Community Foundation to enhance the radio communications equipment for the Palomar College Police Academy. The funds were used to replace worn-out components and conduct necessary repairs, restoring the equipment to optimal functionality.



Community Engagement

Palomar College was represented in the community at several events this month. Dr. Patrick Savaiano and Stacy Rungaitis attended the Palomar Health Behavioral Health Groundbreaking in Escondido. This new behavioral health hospital will help address the growing need within our community. In addition, a Help for Heroes Program will focus on supporting military veterans, first responders and healthcare workers.

On September 19, Palomar College was represented at CSU San Marcos Report to the Community. Dr. Ellen Neufeldt delivered her fifth annual report highlighting the innovation and accomplishments of CSUSM. A Step Beyond hosted its fourth annual event at the Westin in Carlsbad. Superintendent/President Dr. Rivera-Lacey serves on the board of directors for this Escondido nonprofit. While Dr. Rivera-Lacey was away on college business, Executive Director Stacy Rungaitis attended the event.

A strong partnership is being developed between Palomar College and TERI Campus of Life. In response to a recent visit by Superintendent/President Dr. Star Rivera-Lacey, Executive Director Rungaitis and Ute Masche, Director of Adult and Community Education connected with the TERI Campus of Life team. Director Masche is working with Palomar College faculty to establish curriculum related to adults with disabilities. The meeting led to many levels of potential partnership between the two organizations.

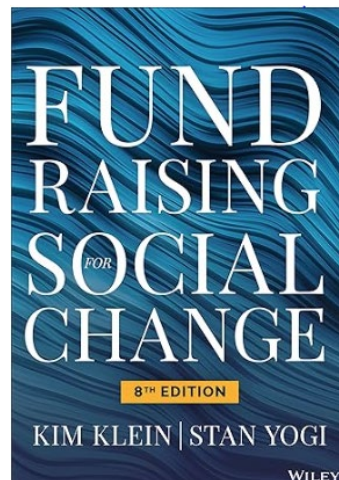


CSU San Marcos President Dr. Ellen Neufeldt at the Report to the Community event

Professional Development

Tiffany Rosik, Foundation Board Member nominated Stacy Rungaitis who was selected to participate as a Founding member of the first-ever REF Global Nonprofit CEO Forum. REF is a global organization bringing together networks of business leaders based on sector. This is the first nonprofit CEO sector group to form within the REF global framework in any location, internationally. The year-long professional development opportunity will bring CEOs from nonprofit organizations together monthly to grow, challenge and learn through collective intelligence.

Three Foundation team members attended the San Diego Foundation's fundraising conference on September 20. A highlight of the conference was the morning keynote speaker, Kim Klein who spoke on Fundraising for Social Change. Ms. Klein's book was included in the conference materials.



A book Fundraising for Social Change, by Kim Klein.

