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December 6, 2024

PRESIDENT'S OFFICE

A Season of Joy and Gratitude

We often use the holiday season to reflect and recharge and look ahead to the new year. For me, this is the season of joy and gratitude. It is an opportunity to pause and truly recognize our incredible employees for their commitment to the success of our students. It is also a time to consider the goals of our students and our roles in helping them pursue their path. Our students never cease to amaze me with their high level of determination to achieve their goals. As we close out 2024, I wish everyone continued health and happiness in the new year.

Welcome and Best Wishes

During the past month we welcomed Chris Yatooma as our Interim Superintendent/Vice President of Finance and Administrative Services. Chris brings 18 years of California community college fiscal planning and management experience to Palomar. We are looking forward to collaborating with him as we continue to prioritize our work to maintain the fiscal stability of the district.

Within the coming weeks we will say goodbye and thank you to two incredible Palomar College leaders. Chris Miller, Director of Facilities and Pippa Pierce, Supervisor of Student Life & Leadership, are both retiring in December. While we wish them the very best in their next adventure, we do so with a heavy heart filled with gratitude. Both Chris and Pippa have made significant contributions to the success of Palomar College.

CCLC Annual Convention

In late November, I attended the Community College League of California Annual Conference with Governing Board President Roberto Rodriguez and Governing Board Vice President Dr. Judy Patacsil. The theme “Lead Beyond Limits: A Focus on Innovation and Excellence” was perfectly aligned with the work we do at Palomar College. The League’s Annual Convention is the premier professional development event and brings together CEOs, trustees, faculty, staff, administrators, and partners from across the state to share tools, models, and solutions to system issues, as well as celebrate accomplishments.



Governing Board Vice President Dr. Judy Patacsil, Superintendent/President Dr. Star Rivera-Lacey, and Governing Board President Roberto Rodriguez

COLEGAS Conference

A group of dedicated equity minded Palomar College employees benefited from attending the annual COLEGAS conference in Sacramento. The COLEGAS mission is to develop, elevate, and increase leadership from the Latinx community in higher education. It was a great opportunity to learn and connect with colleagues from throughout the state. We look forward to sharing our learnings to enhance the success of all our students.



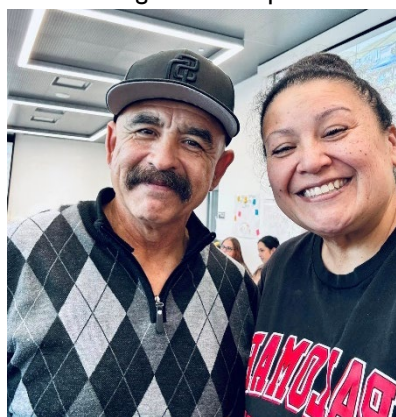
Palomar College employees in attendance at the COLEGAS annual conference

Campus Engagement

Palomar College serves one of the largest military affiliated student populations in the region. Our Veterans Day celebration on November 7 was a wonderful opportunity to honor those who served. I sincerely appreciate our team of employees who designed and implemented this important event.

It is the season of gratitude, and everyone gave thanks at the Rising Scholars Friendsgiving event. The event included staff and students from MiraCosta College Transition Scholars and the CSU San Marcos Project Rebound. It was a perfect start to the Thanksgiving weekend and great to connect with students and colleagues.

Congratulations to both the Palomar College men's soccer team and women's volleyball team. Both secured playoff spots. For the women it was a



*Rising Scholar Student Jesse Velasco
Superintendent/President Dr. Star
Rivera-Lacey*



season filled with determination and key victories leading them to the playoffs for the first time since 2015. In late November, I had the pleasure of watching the women's volleyball team come away with a win against Santa Monica College. Their performance was impressive and thrilling to watch.

Community Engagement

It was an honor to join a panel discussion at the Hispanics Organized for Political Equality (HOPE) Leadership Institute in the early part of the month. The event brought to light the significant role community colleges have in higher education and our commitment to facilitate the social mobility of our students.

There is so much incredible work going on in our region. One example is the Chicano Federation of San Diego County Leadership Training Institute. I had the opportunity to participate in a panel discussion on the importance of higher education and the impact it has on the Chicano community. The presentations were exhilarating, and it was exciting to discuss all of the educational advancements at the regional, state, and federal levels.

My love of learning is magnified by the opportunity to teach others and see them grow in their knowledge and commitment to the betterment of themselves. At the request of Cuyamaca College President Dr. Jessica Robinson and Chancellor of the South Orange Community College District Dr. Julianna Barnes, I had the opportunity to guest lecture in a class of San Diego State doctoral students. The class "Re-Thinking Leadership" centers on being prepared for the challenges in modern day organizations. It was a pleasure to play a small role in the development of future community college administrators.



Superintendent/ Dr. Star Rivera-Lacey and National Community College Hispanic Council Executive Director Dr. Ted Martinez at the Chicano Federation Leadership Institute.

Earlier this month, I had the opportunity to attend the San Diego North Economic Development Council Chairman's dinner. This tri-annual event brings together employers and community leaders to discuss new innovations and challenges to our region.

OFFICE OF INSTRUCTION

During the month of November, the Vice President of Instruction attended the Port of San Diego: Workforce Needs of the Future Tour which included an overview of the various industries that line the San Diego harbor and their workforce needs.

The Interim Associate Dean of Dual Enrollment hosted a dual enrollment event along with Career Ladders covering dual enrollment access data and collected input on the dual enrollment strategic plan. Community partners from 14 different institutions attended. Participants were excited to learn that the data demonstrated that there were no equity



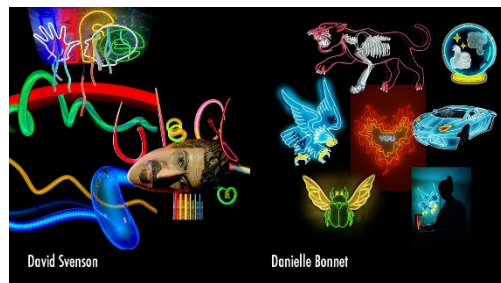
gaps in access or participation in dual enrollment compared to the high school demographics.

Instructional Services hosted a Strategic Enrollment Management (SEM) Mentor Visit in which our three SEM workgroups presented their projects and elicited feedback from our SEM mentors, deans, department chairs, directors, and lead faculty. The SEM team looks forward to revising their documents and presenting them to the campus community during the spring 2025 semester.

Arts, Media & Business Administration Division

The Palomar College journalism program earned multiple honors at the Journalism Association of Community Colleges (JACC) SoCal Regional Conference held at CSU Northridge in October. Impact magazine received first place for "News Feature," and fourth place for "Profile Article," honorable mention for "Cover Design," and meritorious for "General Excellence." The Telescope podcast team also earned an honorable mention for "Audio News."

The Boehm Gallery showcased GLOW, an illuminating exhibition featuring works by neon and plasma artists Danielle Bonnet, David Svenson, and Brian Coleman from October 21 - November 19. The exhibition brought innovative light-based artwork to the gallery and concluded with an artist talk and closing reception.



Light-based artwork featured in the Glow exhibit

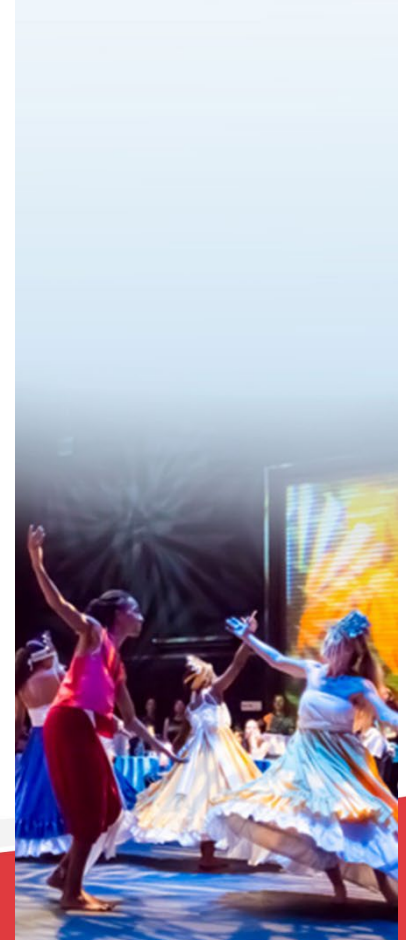
The Legal Studies program successfully completed its 18-month Cal-LAW grant, significantly expanding dual enrollment partnerships with local high schools and exceeding enrollment goals. The program served over 380 students through engagement events and established new transfer pathways, with particular success in reaching underrepresented student populations.

The Performing Arts department closes out the fall semester with three exciting productions in December. The Student Composer's Concert on December 5 will showcase original work by emerging composers. "She Kills Monsters," directed by Heather Megill, brings fantasy role-playing adventures to the stage December 6-15. The semester concludes with Winter Dance 2024, featuring diverse dance styles and traditions in performances on December 20-21.

Social and Behavioral Sciences Division

The Child Development and Education department maintained robust community engagement. They hosted multiple successful events, including a virtual department meet and greet connecting faculty with students, and their first Community of Practice focusing on self-awareness and self-care. Family Fun Nights at San Marcos and Escondido Early Childhood Education Lab Schools (ECLS) brought families together for dinner and activities. The department also welcomed their second cohort of Early Care and Education Apprenticeship Program students, who began their Child Development classes while working at MAAC's Early Head Start and Head Start Centers.

In addition, the department continued strengthening its educational initiatives through various activities. Faculty members presented the California permit process to MAAC apprentices and the Union of Domestic Workers, highlighting advancement opportunities in education. The California Certified Mentor Teachers completed their Community of



Practice program studying emotional resilience in educators. ECELS staff attended the National Association for the Education of Young Children (NAEYC) conference and shared insights with CHDV 201 Practicum students, particularly focusing on integrating diversity and anti-bias curriculum in early childhood education.

The Behavioral Sciences department achieved several notable accomplishments recently. The psychology program Psi Beta/Psych Club won the 2024 Chapter Award for College Life, while Dr. Peviani published significant research in the *Journal of Youth and Adolescence*. The department hosted successful visits for high school AP Psychology students. Thirty-three students from Valley Center High School participated in brain structure lab activities. The sociology program supported various community initiatives, including the Black



Valley Center students participate in brain structure lab activities

Faculty and Staff Association events and a domestic violence awareness conference. The program also worked on an oral history project with the Pride Center Committee to Combat Hate (PC3H Pride) to document memoirs from LGBTQ+ faculty and staff throughout the years. The alcohol and other drug studies program received re-accreditation through 2027 and participated in the Regional Equity and Recovery Partnerships Grant.

In the Economics, History, and Political Science department, Professor Catherine Gwin was appointed as the new Gender & Women's Studies Coordinator, and the department revised its scholarship criteria. Professor Park presented research at the Western Economic Association International conference and received an Equity & Inclusion Fellowship. The department successfully hosted Fall Political Economy Days, featuring speakers from various institutions discussing diverse topics, such as the Electoral College, Ukraine, Vagrancy Laws, Black labor in Hawaii, and climate change in Latin America.

The Ethnic Studies department actively supported Latinx Heritage Month through weekly presentations and created a Día de Los Muertos altar in the main campus library.



Día de Los Muertos altar in the main campus library.

Languages and Literature Division

The Speech and Debate Team recently competed in the 2024 Dahlin and Griffin Invitational Tournament at Grossmont College. Our students did an excellent job. Here are the results for the Dahlin Invitational: Dia Hill, first place "Impromptu;" Carly Sobel, first place "Persuasive;" Max Hutchins, third place "Drama;" and Kat Caldwell third place "Programmed Oral Interpretation." The following are results for the Griffin Invitational portion of the tournament for individual



events. Marcus Daza, Tanner Mejia, and Milos Vuskovic were all finalists in “Novice Impromptu.” Izzy Brousseau earned fourth place and Dia Hill earned sixth place in “Novice Impromptu.” Max Hutchins was awarded fourth place in “Novice Drama” and Kat Caldwell earned first place in “Senior Impromptu.” In IPDA debate, Marcus Daza was awarded Bronze Novice, Milos Vuskovic received Gold Novice, and Kat Caldwell earned Gold Junior.

The World Languages department held their German and Arabic Board Game Night on November 8. Students enjoyed food and games that helped them learn more about specific languages and cultures. World Languages also hosted a successful Cafe International event in the Student Union on November 12. The theme was “Holidays around the World,” and students visited various stations featuring all of the languages taught within the department. Other activities included salsa dancing lessons, painting, and practicing their languages skills.



Palomar College Speech and Debate Team at the Dahlin and Griffin Invitational Tournament



Students participating in the Cafe International event

STUDENT SERVICES

Upward Bound

In partnership with the Palomar College Pathway to Law program, Upward Bound provided students with a unique opportunity to explore the legal field. On October 12, we hosted an engaging session where 29 students gained hands-on experience, identified their strengths, and connected with legal professionals.

On October 26, 34 students visited Chapman University, a key partner in the Pathway to Law program. They toured the campus and attended a presentation by current law students, gaining valuable insights into what it means to pursue a career in law. This experience empowered our students with a clearer understanding of the legal profession and the pathways available to them.



Upward Bound students at a field trip to Chapman University.

Office of Student Success

Our Black Student Success Team, in partnership with UMOJA and the Transfer Center, participated in two regional opportunities to promote Black student transfer success. The first event was the Black Transfer Student Success Conference hosted by San Diego State University (SDSU). One of



the most significant aspects of the event was the chance for our students to engage directly with current SDSU students. These interactions gave our students a first-hand account of the transfer experience. Hearing from peers who have successfully navigated the transfer process provided our students with both inspiration and practical strategies for their own academic paths. Students expressed appreciation for the opportunity to connect with the Black student community at SDSU.

The second event was the California Community Colleges (CCC) to Historically Black Colleges and Universities (HBCU) Caravan held at Mesa College. Our students met with over 20 representatives from a variety of HBCU campuses, which provided them with the opportunity to explore academic and transfer opportunities. HBCUs emphasize the importance of cultural heritage and history while celebrating and supporting Black excellence.

TRIO Student Success Support (SSS) Programs

In honor of First-Generation Celebration 2024, Palomar Promise and TRIO SSS collaborated with the CallLaw grant program to host a series of activities aimed at helping students explore careers in legal and public policy fields. The election-themed events encouraged first-generation students to engage with professionals in these fields and consider related degree paths. Carwina Weng, a first-generation college and law graduate with over 20 years of experience in civil legal services and legal education, led a Professional Identity Formation workshop. The session helped students identify strengths, explore career alignment, and reflect on how their personal values connect with professional roles in law.



TRIO SSS students enjoy a field trip to the UC Irvine School of Law

A field trip to the UC Irvine Law School on October 18 provided students with a campus tour, admissions guidance, and a panel discussion with current law students on preparation and academic pathways. On October 24, Palomar alumni, including judges, attorneys, and city council members, participated in a panel discussion on their legal practice areas, career journeys, and navigating workplace diversity in the professional world.

Office of Student Recruitment

In the first three weeks of November, 23 recruitment events serving over 650 students were held. This is in addition to 18 tours for 142 students and guests.

Student Services Communications Systems & Technology

A workgroup is finalizing AB1111 copy for use in marketing materials regarding common course numbering. January 8, 2025, has been selected for the launch of our the required annual all student Title IX training. In the last month, enhancements were made to the system associated with the California Virtual Campus – Online Education Initiative (CVC-OEI) to address a technical issue with student data.



Student Life & Leadership, Associated Student Government, and Inter-Club Council

On November 15, the Associated Student Government (ASG) hosted the Region 10 delegate meeting in which community colleges from around the region were represented.

The ASG attended the Student Senate for the California Community Colleges (SCCCC) Advocacy Academy from November 22 – 24 in Sacramento. At the conference, ASG student leaders participated in a variety of sessions to equip them with the skills to advocate for change in their communities and campus. Student Trustee Barnum, Student Activities Coordinator Brooke Beckett, and Dean of Student Life and Leadership Dr. Amrik Johal also attended the conference.

The ASG held a Comet Hour at the Escondido Education Center on November 7. During the session, data was collected around the student experience, while information about the impact of the ASG was shared. The Student Activities Coordinator held Student Activity Card hours at the Escondido Education Center and the spring schedule is being finalized. There are now 22 active clubs that consistently attend Inter-Club Council meetings, hold their own club events, meetings, and campus clean ups.

ASG continues to plan the Comet Hours in December. These include a Giving Tuesday Food Drive on December 3 and the annual Winterfest on December 11. Winterfest will be held in collaboration with Health Services, Active Minds, Love on a Leash emotional support animals, and other campus clubs.

Anita and Stan Maag Food & Nutrition Center and Basic Needs

From November 1 – November 19, there were 28 new registrants with the Food and Nutrition Center. During this time over 201 households, a total of 438 individuals, were provided with food and nutrition assistance. Thus far during the month of November, we were able to provide 2,500 pounds of fresh produce and grocery items to our students. The Grab and Go refrigerators were restocked weekly at the Escondido, Rancho Bernardo, and Fallbrook Education Centers, totaling over 250 pounds of snacks and produce. Palomar College Basic Needs department continues to strengthen its partnerships with organizations including the North County Food Bank and CalFresh to provide additional services and support for students. In total 2,800 pounds of food were distributed through the Anita & Stan Maag Food & Nutrition Center, Events/Farmer's Markets, and Grab n' Go refrigerators in the month of November. In addition, we hosted our annual turkey raffle for students, providing the winning students with a turkey ahead of the Thanksgiving holiday.

We are excited to welcome Riham Mathieu, who will be stepping in as the Out of Class Basic Needs Manager. Riham brings a depth of student services experience to the role, including her work with the Palomar College TRIO Student Support Services and GEAR UP programs.

Student Health Centers and Behavioral Health Counseling Services (BHCS)

The Student Health Services team continues to provide services to our students to include COVID-19 triage and academic physicals to the Police Academy 2025 class. We are also distributing free COVID-19 tests to our students.

Behavioral Health Counseling Services therapists continue to provide direct mental health support for our students. We have been assisting them with navigating stress related to the election, midterm exams and projects, as well as preparing for the holiday season and upcoming winter break.



FINANCE AND ADMINISTRATION

Business Services

Business Services is in the process of soliciting bids for the Athletics, Phase 2 building project. There are 22 bid packages included in this project. The bid closes on December 12 and district staff will carefully review responses and bring recommendations for the lowest responsive responsible bidder to the Governing Board for approval shortly thereafter. Once bid results are finalized, an amendment for the Construction Manager at Risk agreement with Balfour Beatty will also be presented for approval so that the project's guaranteed maximum price can be finalized.

Business Services is also working with facilities staff on preparing several bids for various public works projects, as well as preparing the Request for Proposal (RFP) documents for the upcoming Food Services RFP that is expected to be distributed in mid-January.

Campus Police

One of the original officers of the Palomar College Police Department is retiring at the end of the year after completing over 33 years of service. Gerard Perez is a face often recognized on the San Marcos campus and at the Escondido and Fallbrook Education Centers. Early on he embraced the concept of relationship-based policing and has led our community outreach efforts. He established a decade plus relationship with ESL Professor Gary Sosa which has fostered hundreds of students and classroom interactions on the role of police. Officer Perez has mentored dozens of community service officers who have entered the career field as police officers throughout San Diego and Los Angeles counties. He will be missed, and his legacy and impact will remain with Campus Police.

On November 21, the San Diego County Sheriff provided information on the Blue Envelope program. It is a nationwide community outreach program designed to aid communication with law enforcement with members experiencing neuro divergent concerns, such as autism. We were provided with materials to share with our Disabilities Resource Center and the campus community to help de-escalate interactions with community members.

Facilities Department

Construction & Facilities Planning

Bidding for the Athletics Phase 2 project is currently underway with bids due on December 12. The Athletics Phase 2 project is approximately 20,000 square feet of new space including public restrooms for the home side of the football stadium, a concession area, athletics ticket office, locker room for officials, football team locker room, offices for football coaches, meeting room, equipment room for all of athletics, weightroom and training room for athletics and kinesiology, a fitness training room and a small grounds maintenance building. The facility will be located immediately north of the football stadium.

Facilities Maintenance

The team rebuilt and installed two of the HVAC systems at the Rancho Bernardo Education Center. A major maintenance project was initiated for the replacement of the roof and HVAC units on the AA/ST building. In addition, all HVAC filters throughout the district were replaced to ensure good indoor air quality.

Custodial Services

Following the results of an equipment audit, a funding source was identified, and new equipment was ordered for the custodial services team. The new equipment will enhance the safety and effectiveness of operations.



Environmental Health and Safety/Risk Management

The team provided Scissor Lift recertification training for both the Performing Arts Center and maintenance staff per Occupational Safety and Health Administration guidelines. The Palomar College Emergency Operations Plan (EOP) was presented to the leadership team and hard copies were distributed to all attendees. In addition, enrollment information was distributed for leadership to attend Federal Emergency Management Agency (FEMA) training for courses IS-100 and IS-700.

Information Services (IS)

During the month of November, Information Services (IS) employees remained busy working on regular operational and technical support tasks, in addition to making progress on several technology projects and initiatives. Highlights in each IS area include the following.

Help Desk

The team provided first level support to over 2,450 incoming phone calls, emails, and walk-in requests for assistance. Two thirds of these were answered or resolved within the first contact. Short-term hourly employees have been hired to address operational needs.

Systems and Programming Team

The technical design, development and implementation of new data collection pages, processes, and reporting required for the Chancellor's Office mandated Vision Aligned Reporting (VAR) continued throughout the month. Additional technical enhancements to our student application and processing was completed. This represents a big step forward in combatting fraud and increasing efficiency in the processing of CCC Apply student applications. The final technical design, development, integration, and testing of the system and processes for compliance with AB-2683, the Mandatory Title IX Training for students was completed. The launch is planned for January 8. Lastly, modifications were made to several more reports and interfaces to enable the display of preferred names for students and staff. This is another step forward in ensuring our commitment to employee and student equity and inclusion.

Network and Data Center (NADC) Team

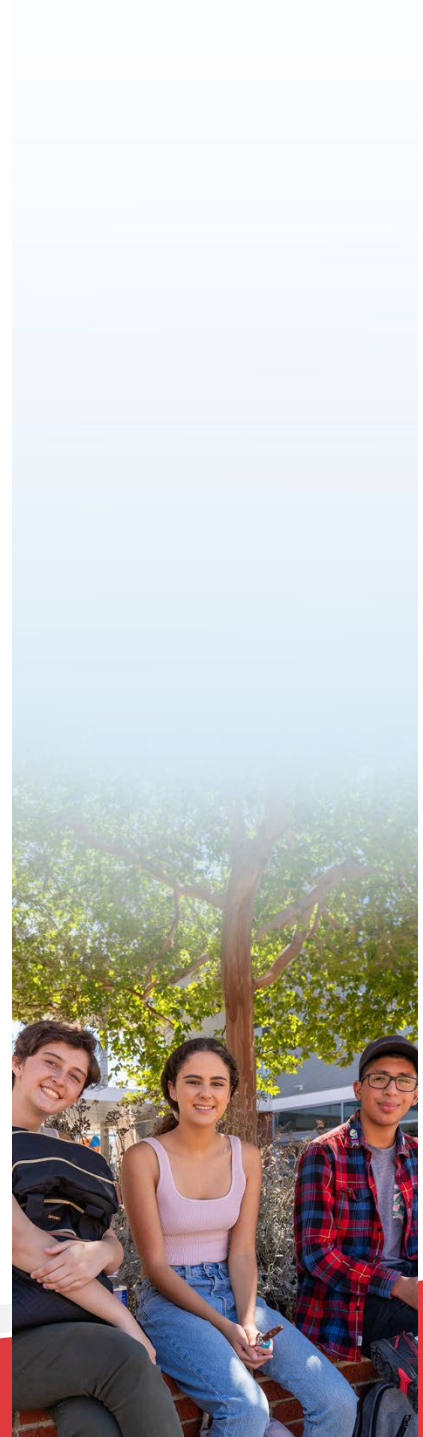
The planning and preparation work for the networking and technology infrastructure for both the Athletics Phase II and Fallbrook 40 construction projects continued. Plans, design, scoping, and procurement of secondary firewalls, as well as secondary internet/connectivity circuits for installation at the Fallbrook and Escondido Education Centers also continued. This work will add much needed network redundancy and security enhancements at both locations.

Technical Services and Audio-Visual (AV) Team

Numerous technology updates, enhancements, and installations in support of instructional classroom and lab updates, department remodels, and new or enhanced offices/spaces, across the district were completed. The final installations of audio visual and other technology equipment as part of the new athletics stadium and adjoining team rooms continued. A comprehensive, sustainable technology equipment refresh plan, with a goal of replacing technology equipment on a regular basis before it becomes unusable, insecure, or otherwise obsolete is in development.

Cybersecurity

In the month of November, the team increased the number district workstations, servers, devices, and network appliances being scanned and remediated for cybersecurity vulnerabilities. Improvements were implemented in the regular, recurring network, and system scans and remediation. Work on our annual, comprehensive Cybersecurity Assessment, as required for compliance with the Gramm-Leach-Bliley Act (GLBA) is in



progress. The implementation of recommended actions, required for access and support of technology equipment and systems used by the Palomar College Police Department, outlined in Management Advisory: California Law Enforcement Telecommunication System (CLETS) Network was initiated.

HUMAN RESOURCE SERVICES (HRS)

Negotiations

The District and the Palomar Faculty Federation (PFF) have begun negotiating the annual reopener for the 2024-2025 contract year. We look forward to collaborative and successful negotiation meetings.

Title IX and EEO

A mandatory Title IX training for students will be launched on January 8, 2025. Per California state law AB 2683 and AB 2608, each campus of the California Community Colleges that receives state financial assistance must annually train its students on the prevention of sexual violence and harassment. All students will need to self-certify or complete the training course every twelve months.

Benefits

Anthem continues to actively negotiate their contract with Scripps Health. We will update members of the Anthem health insurance plans when we receive additional details regarding contract negotiations. We understand that our employees who utilize the Scripps Health system are anxiously awaiting an update on this situation.

Recruitment figures as of November 21, 2024

28 permanent recruitments in progress

5 – Admin/CAST

21 – Classified

2 – Faculty

55 part-time faculty recruitments in progress

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

DEIAA OFFICE

Hispanic Serving Institution (HSI) Initiatives

Chief Diversity Officer Dr. Nicole Belisle attended the annual Hispanic Association of College and Universities (HACU) Conference which provided a forum to share information and ideas for the best and most promising practices to support Hispanic/Latinx students. As a federally designated Hispanic Serving Institution, it is important to be engaged with exemplary programs and initiatives that can be adapted and expanded here at Palomar College. California attendees were also invited to the California HSI Summit, where representatives



Palomar College employees Jose Luis Ramirez, Dr. Nicole Belisle, and Dr. Andrew Mertig at the HACU conference.



from California's higher education systems shared insights on the current legislative landscape and their goals for the upcoming year.

CSU San Marcos (CSUSM) hosted their annual HSI summit highlighting "Excelencia in Action: Advancing Latinx Success, Cultivating a Culture of Servingness." CSUSM shared their journey of earning the Seal of Excelencia from Excelencia in Education, celebrating the institution's ongoing efforts to advance Latinx student success. Palomar College is looking forward to partnering with CSU San Marcos in some of their ongoing opportunities for engagement.

INSTITUTIONAL RESEARCH, PLANNING & GRANTS (IRPG)

Accreditation

The development of the midterm report is progressing according to the established timeline. The Accreditation Writing Leadership Team (AWLT) has completed drafts of Sections A and B of the report and is currently seeking feedback from the Accreditation Steering Committee.

Integrated Planning

The Governance Evaluation Task Force is in the process of completing its three-year review of the Palomar College governance structure. The team is gathering feedback from planning council chairs regarding the effectiveness of the current governance framework. Additionally, the group is examining ways to centralize and standardize the posting of agendas and minutes for councils and committees. The expected outcomes of this evaluation include an updated governance handbook and recommendations for refining the college's governance processes.

The Instructional Program Review Committee has developed a new, comprehensive instructional program review form. Upon review and approval by the Faculty Senate the form will be integrated into the upcoming Instructional Program Review and Planning (PRP) cycle. Meanwhile, the Program Review and Resource Allocation Committee has completed its prioritization of one-time resource requests from the 2023-24 PRP cycle, in alignment with the established timeline.

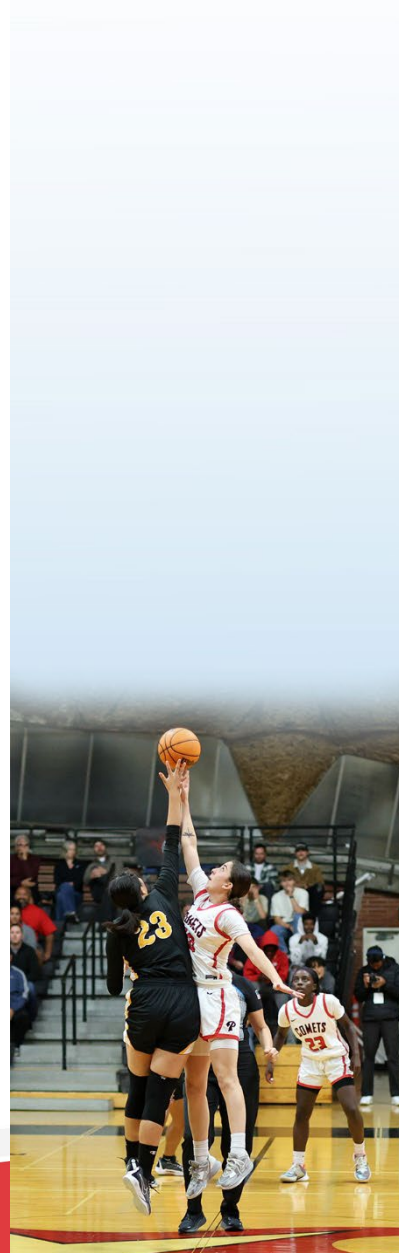
Institutional Research

The Institutional Research, Planning, and Grants (IRP&G) team is actively working on its fall research agenda. The team has been preparing and presenting the results of recent student surveys. A demonstration of the Distance Education dashboard was given to the Distance Education Committee, with plans to post it publicly in early December.

Senior Director Barton has completed and submitted the Fall Faculty Obligation Report to the Chancellor's Office and is finalizing the staff data files for submission by January. Additionally, the IRP&G team is nearing completion of its mapping of the Palomar College program pathways to academic plans and completion outcomes.

Grants

The grants team has provided recommendations to the Vice President of Instruction for strengthening the Palomar College Time and Effort reporting for federal grants. In addition, the Grants Handbook is being finalized. When complete, the handbook will be posted on the grant webpage. In addition to these efforts, the team is working on a proposal for the National Science Foundation's Enabling Partnerships to Increase Innovation Capacity (EPIIC) solicitation, due in January 2025. Several other grant opportunities are under review, with approval pending through the Intent to Apply form, as outlined in Administrative Procedure 3280 Grants. IRP&G continues to support current grant-funded projects, including those that are completing bi-annual progress reports. Notable ongoing grants include:



- Bridges to the Baccalaureate Research Training Program, a subaward from CSU San Marcos funded by the National Institute of General Medical Sciences
- Regional Equity and Recovery Partnerships Grant, funded by the California Community College Chancellor's Office
- Zero Textbook Cost (ZTC) Acceleration Grant Program, also funded by the California Community Colleges Chancellor's Office, Office of Equitable Student Learning, Experience, and Impact

PUBLIC AFFAIRS OFFICE

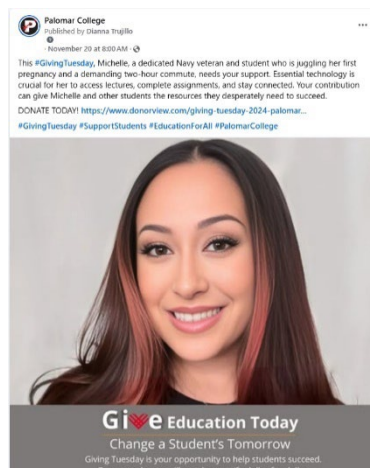
Marketing/Advertising/Promotion

The Palomar Makes It Possible digital advertising strategy inclusive of academic area advertising as well as brand related enrollment-focused ads was refreshed to support spring 2025 enrollment goals. Further a comprehensive analysis of the digital media channels within the campaign was conducted and adjustments to improve efficiency and effectiveness were implemented. The spring enrollment campaign elements launched on November 4.

This integrated digital advertising strategy generates qualified traffic to the associated landing pages and the palomar.edu website. In the month of October, the campaign generated over 474,000 impressions, while remaining cost efficient. The redesign of the microsite utilized for the digital media campaign was initiated and the planned launch is in early December.

In addition, to the digital strategy, the spring 2025 enrollment campaign also includes direct mail delivery to 155,000 households within the district, community centered digital and print advertising, our digital billboard, transit ads, and web streaming ads that feature Palomar College alumni and radio personality Jesse Lozano. The webstreaming campaign includes Over-the-Top (OTT) video advertising. The OTT ads are targeted to platforms and programming that align with our student demographics.

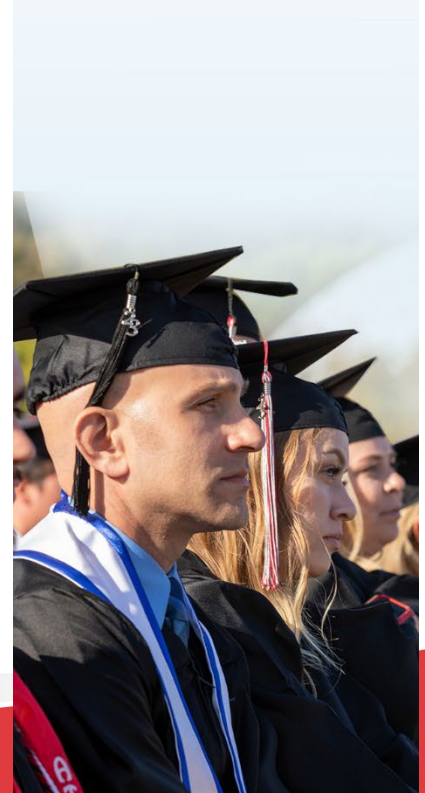
The Palomar.edu website continues to perform well. We experienced an increase compared to last November in both users and new users of 6% and 5% respectively. These metrics are an indication of increased engagement of our target audiences through all media channels and outreach. Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website. Facebook, TikTok, and Instagram sites 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.



Sample Social Media Post in November



Sample Social Media Post in November



Throughout the month of November our social media posts centered on increasing awareness for the opportunities to enroll in open 4-week courses, spring 2025 registration, Giving Tuesday, winter intersession, performing arts events, and campus activities.

A year-over-year performance comparison of our social media platforms shows steady growth for all channels. We experienced a 1% increase in Facebook “Likes” and X followers compared to last November. Followers on LinkedIn grew 6% compared to November 2023. Instagram is continuing to show a significant increase at 13%. Followers on our TikTok channel grew 34% compared to the previous November.

Community and Media Relations

PIO Julie Lanthier Bandy attended the North County Executive Committee Member luncheon for all chambers of commerce in the region on November 1. She also attended the San Marcos Chamber Executive Committee and Board of Directors meetings and the monthly Rising Stars event hosted by the Chamber and the San Marcos Unified School District. As part of our strong partnership with the San Marcos Chamber of Commerce, Palomar College Athletic Director Dan Lynds was invited as a featured guest on the [Chamber’s podcast](#).

The Public Affairs Office met with the Chief of Staff of the North County Transit District (NCTD) to discuss future collaborations for increased branding and awareness. The Public Affairs Office continues to work with student reporters to provide information and schedule interviews for their stories.

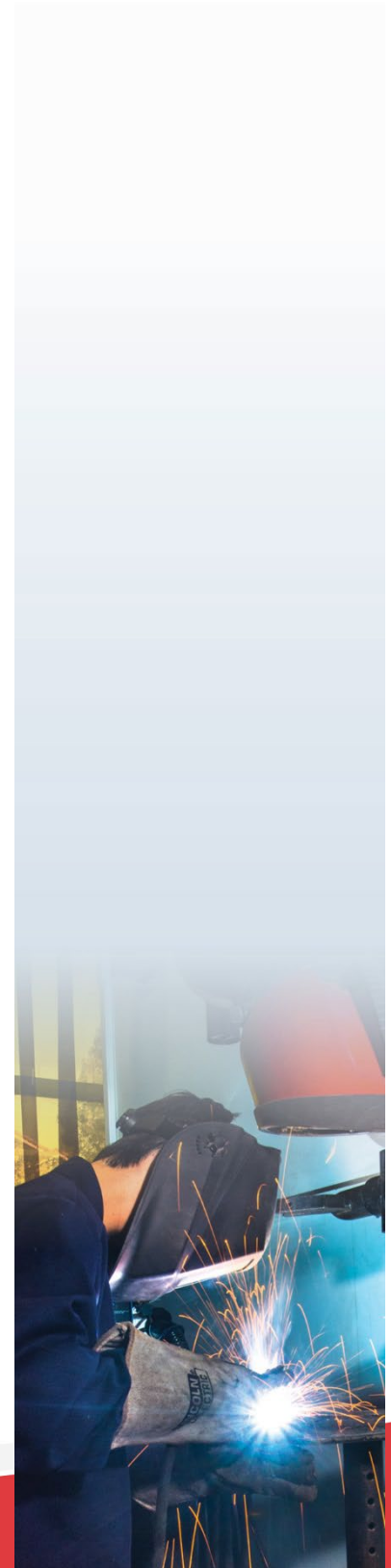
In response to a developing story on the election of a new mayor in the City of San Diego, PIO Julie Lanthier Bandy arranged for part-time faculty member Gary Castañeda to participate in an interview with Fox5/KUSI news. The interview aired on November 5.

Press releases highlighting the recent accolades received by the [Palomar College Bravura Magazine](#) and the [availability of streaming](#) the Almost Home : Life After Incarceration documentary produced and directed by Palomar College Television were issued to our media partners. Both releases garnered the attention of regional and local media outlets. A [story on Palomar College employee Dayna Schwab](#), our Manager of Facilities Operations and her completion of a leadership program was posted. This story and press releases are available on the [Palomar News website](#). Palomar College received over 401 media mentions in the month of November. This equates to a publicity market value of over \$286,000 for the District.

Internal/External Communications and Public Affairs

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 November to finalize the 2023-24 Annual Report. The Report is expected to be distributed in early December. The team also met with members of the facilities team to discuss signage needs for the arboretum at the San Marcos campus and landscaping at the Education Centers.



FOUNDATION

Fundraising Activities Major Gifts & Scholarship Program

You've heard of Black Friday and Cyber Monday; the Foundation team launched our annual #GivingTuesday campaign on November 4. It ran through December 3. The email/social media campaign featured student stories showcasing the Foundation's impact through our



Giving Tuesday Promotional Ad

core programs of scholarships, textbook/laptop support and emergency grants. Employees were invited to make a "Dough-nation" at a coffee and donuts event on Giving Tuesday, December 3 at the EDGE. All internal and external donations made during the campaign were matched dollar-for-dollar by a generous donor.

The Foundation is pleased to announce a gift from the Issa Family Foundation of \$75,000. This generous donation will support several key programs, including Veterans/First Responders, Former Foster Youth, Rising Scholars, and unrestricted support for Foundation core programs.

Grant Program

In November, the Foundation submitted two grant proposals to support student needs. The first was to the Angel Society of Fallbrook, seeking emergency grant funding to assist Fallbrook students struggling to cover parking fees. The second proposal was submitted to the Christensen Foundation, requesting funding for the Rising Scholars Program and emergency grants to provide critical resources for students in need.

Donor Meetings

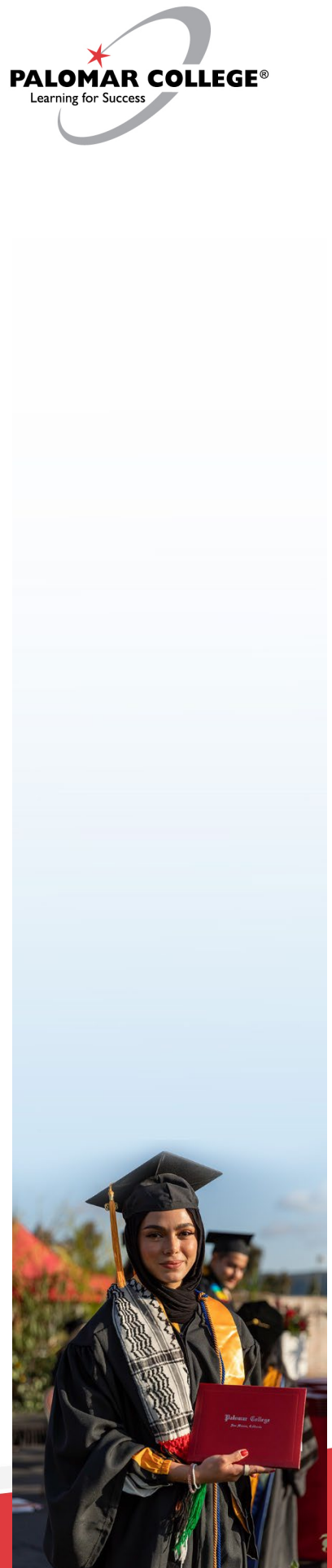
Executive Director Stacy Rungaitis and Development Officer Cathy Splett were thrilled to host a meeting and campus tour with executives from Hunter Industries, including Foundation Board Member Katie Johanski, Warren Gorowitz, and Kim-Ashleigh Mostert-Freiberg. After an overview of Palomar College and the Foundation, the group toured the campus which included a guided visit to the Edwin and Frances Hunter Arboretum with facilities experts Dennis Astl and Tony Rangel. Expanded partnership discussions included not only funding opportunities, but workforce pipeline needs at Hunter Industries and potential employee engagement options at the Arboretum.



Hunter Industries Team Touring the Edwin and Frances Hunter Arboretum

Community Engagement

Development Manager Linda Moynan and Development Officer Cathy Splett attended the Association of Fundraising Professionals (AFP) National Philanthropy Day on November 15 in San Diego. This prestigious event, with 800 attendees, celebrated the contributions of philanthropists and fundraising professionals in the region.



At the November meeting of the San Diego State University Community College Leadership (CCLEAD) Alumni group, the leaders of community college foundations in the region were recognized. CCLEAD Board Members Dr. Joseph Allen of Palomar College, and Dr. Jason Allen of Grossmont College presented the certificates honoring the impact the foundations make in the lives of our students and our communities in the region.



CCLEAD Board Vice-President Dr. Jason Allen of Grossmont College, Palomar College Foundation Executive Director Stacy Rungaitis, and CCLEAD Board President, Dr. Joseph Allen of Palomar College

