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January 10, 2025

PRESIDENT'S OFFICE

Happy New Year!

We begin 2025 with our newly elected trustees and officers of the Governing Board. On Tuesday, December 17, the Governing Board elected Trustee Jacqueline Kaiser as our new Board President. In addition, Dr. Holly Hamilton-Bleakley was elected Vice President and Yvette Marie Acosta will serve as the Board Secretary. The Governing Board will continue to meet on the second and fourth Tuesday of the month. Due to my need to attend the California Community College Board of Governors meeting on January 14, where they are scheduled to consider Center Status for the Rancho Bernardo Education Center, our Governing Board will meet on January 15.



Governing Board Secretary Yvette Marie Acosta, Student Trustee Reagan Barham, Superintendent/President Dr. Star Rivera-Lacey, Trustee Dr. Judy Patacsil, Trustee Roberto Rodriguez, Governing Board President Jacqueline Kaiser, and Governing Board Vice President Dr. Holly Hamilton-Bleakley.

Our spring 2025 enrollment continues to show improvements over the 2024 spring semester. The progress we have made to return to pre-pandemic enrollment counts would not be possible without our incredible faculty, staff, and administrators. I know that our students are grateful for the continued guidance they receive inside and outside the classroom. With winter intersession in full gear, we begin to look toward welcoming our students to the spring semester and hosting all of our employees at All College Day on Thursday, January 23. Please keep an eye out for all of the details.

A Successful Giving Tuesday

The Palomar College Foundation ended the calendar year on a high note by raising nearly \$82,000 on Giving Tuesday, held on December 3. The donor campaign launched in November and highlighted students who through the generosity of our donors were able to receive



Immediate Past Foundation Board Chair Will Rivera, Superintendent/President Dr. Star Rivera-Lacey, Foundation Executive Director Stacy Rungaitis and New Foundation Board chair Richard Marks.

scholarships and emergency grants enabling them to pursue their degrees and certificates. Congratulations to Executive Director, Stacy Rungaitis, and the Foundation team for such an amazing result. Later in the month the Foundation Board of Directors hosted its annual meeting and installed Richard Marks as the new Board chair.

Palomar College Rising Scholars Day

For the outstanding service, leadership, and commitment to the citizens of San Diego County, County Supervisor Jim Desmond issued a proclamation on behalf of the County Board of Supervisors designating December 10 as Palomar College Rising Scholars Day. During the presentation, Supervisor Desmond mentioned how through education the Rising Scholars program empowers people to rebuild their lives and make lasting, positive impacts on our communities. The meeting was well attended which gave us the opportunity to share the work we do every day to contribute to the betterment of our region. This recognition would not be possible without the dedication of our Rising Scholars program team, faculty, and staff.



Palomar College staff, students and administrators joined County Supervisor Jim Desmond as he proclaimed December 10, 2024, as Palomar College Rising Scholars Day in San Diego County.

Campus Engagement

The month of December is always busy with celebrations and student achievement recognition events. This year it was no different. I was able to attend the Fashion Merchandising and Design Open House, and the graduation ceremonies for the Emergency Medical Education (EME) Paramedic program and the fire and police academies. I also attended the nursing program pinning ceremony. It is on these occasions that we are able to take a moment and experience the impact that we have on student success.

Our speech and debate team never ceases to amaze me. It was a pleasure to attend the Speech & Debate Team Fall 2024 Showcase and take in the work of these talented students. The students have had the opportunity to participate in both regional and national level competitions and each time they bring home awards and recognition. Our students are truly fortunate to work with talented and dedicated faculty.



Fall 2024 Palomar College Speech and Debate Team with Superintendent/President Dr. Star Rivera-Lacey.



Speaking of amazing students and faculty, the Research Methods Poster Fair held just prior to the end of the semester was fantastic. The event featured a number of research topics illustrated and shared by our students. Topics included the impact of incentives on achieving goals and objectives, the relationship of faith on stress management, and how aluminum may be affecting recycling behavior.

Our EOPS/CARE/CalWORKs and foster youth programs hosted the annual winter holiday event to support our students with children. The team partnered with Toys for Tots, Campus Police, and the Palomar College Council of Classified Employees (CCE) to collect new, store-bought toys. The generous commitment of many was evident as 130 children were given a wrapped gift. The event is a fantastic example of the love and support our employees provide for our students and their families.



Palomar College families enjoying the annual winter holiday event.

I also attended the Associated Student Government Winter Fest. This is a wonderful event designed to help students reduce their stress and take time for themselves prior to finals. It was supported by many departments and programs on campus, and it was great to see so many students participating. It is always heartwarming to see the campus community come together to support the well-being of our students.

Community Engagement

The San Marcos Chamber of Commerce hosted their annual holiday reception with City of San Marcos Mayor Rebecca Jones. The event was well attended by elected officials, business owners and leaders, as well as individuals who recently completed the Chamber's inaugural leadership program. Both Dayna Schwab, Facilities Operations Manager, and Campus Police Chief Chris Moore were part of the first cohort to complete the program.

Palomar College was again the staging area and start of the annual Lake San Marcos Kiwanis Holiday Parade. I was joined by then Governing Board Trustee Roberto Rodriguez and his dog Sparky, who enthusiastically howled and entertained the parade watchers. This event is always a great opportunity to connect with community leaders and elected officials.



San Marcos City Councilmember Maria Nuñez, San Marcos Unified School District Superintendent Dr. Andy Johnsen, and Superintendent/President Dr. Star Rivera-Lacey.

On December 19, I attended the North County Economic Development Council Annual Awards luncheon with Assistant Superintendent/Vice President of Instruction Dr. Tina Recalde, Assistant Superintendent/Vice President of Student Services Nick Mata, Dean of Career Technical Extended Education Nichol Roe, Dean of Student Life & Leadership Dr. Amrik Johal, Public Information Officer Julie Lanthier Bandy, Campus Police Chief Chris Moore, Office of Student Recruitment Manager Andrew Mertig, Foundation Development Manager Linda Moynan, and Foundation Development Officer Cathy Splett. The event is designed to provide recognition to educational institutions, businesses, and community organizations for their contributions to



the region's economy. It was extra special to be able to show our appreciation for Dr. Sunny Cooke, Superintendent/President of MiraCosta College, as she was presented with the 2024 North County Steward Award for her leadership in workforce aligned education in the region. The award is given annually to someone who seeks to improve the community for its current residents and for future generations to come.

I was also honored to be able to share the amazing work we are doing in the areas of STEM and healthcare and how our planetarium serves the region during a panel discussion at the National Association of Latino Healthcare Executives (NALHE) event. The program included the film "A Million Miles Away," which celebrates the success story of Dr. Jose Hernandez. His journey from a migrant farmworker to astronaut is inspiring. I am hopeful that Dr. Hernandez will be able to visit Palomar College in the near future.

OFFICE OF INSTRUCTION

On December 3, our fashion merchandising and design students held an amazing showcase of their designs at the Rancho Bernardo Education Center. The event was well attended and a preview of what we will see at the MODA fashion show in the spring. The fire academy, police academy, and nursing program celebrated the accomplishments of their graduates at various ceremonies at the end of the fall semester. We are looking forward to hearing about the success of our students as they enter the workforce.

Languages and Literature Division

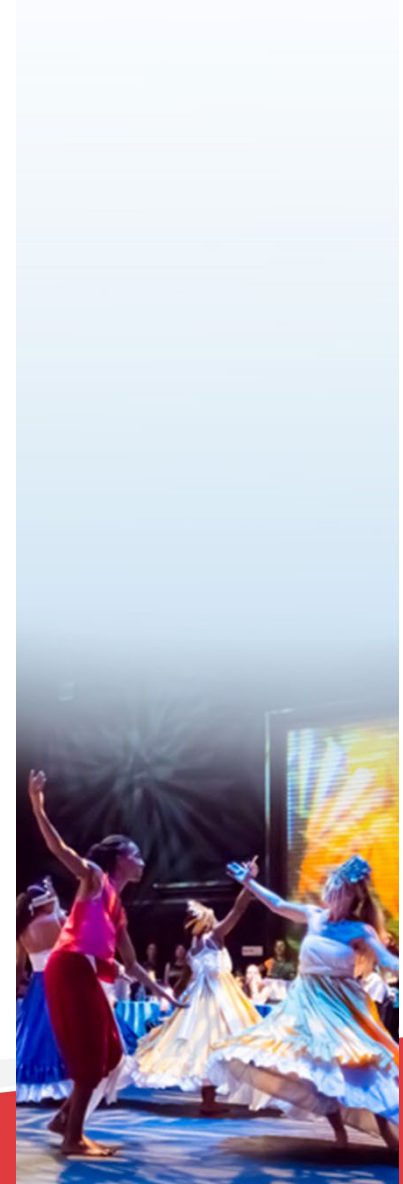
The speech and debate team held their Fall Speech Showcase on December 12, providing an opportunity for some of the team members to present their award-winning speeches. The team also competed in the Pacific Southwest Collegiate Forensics Association (PSCFA) Fall Championships Tournament during the weekend of December 8 and 9. The team came away with one first place finish, three second place awards, one third place recognition, four finalists and one semifinalist standing. These are in addition to two bronze awards, one in Novice IPDA Debate and one in Open IPDA debate.

Career Technical Extended Education Division

The Palomar College Police Academy Class #33 graduated eleven recruits on December 12. The academy program encompasses 12 months, 23 hours a week of intense training that includes but is not limited to laws of arrest, physical fitness, emergency vehicle operations, firearms proficiency, community awareness and cultural diversity, defensive tactics, scenario demonstrations, and chemical agent exposure. The eleven graduates successfully met all mandated testing requirements set by the Commission on Peace Officer Standards and Training (POST). The 2025 police academy is scheduled to begin in January 2025, with twenty-eight applicants.



Palomar College Police Academy #33 graduates



Fire Academy #66, a 700-hour program that runs over the course of a semester, graduated thirty-six students in December. This academy provides students with the skills and certificates needed to become qualified candidates for careers in the fire service. Many of these students may also opt to move on to paramedic training in emergency medical education, as most fire departments hire candidates who have attended both a fire academy and hold a current paramedic license. Through our established reputation for preparing well-trained students, many graduates enter into their chosen fields upon completion of the academy.



Palomar College Fire Academy #66 graduates

The Palomar College military leadership program team was honored with the myOneFlow customer award for military impact. The award is in recognition of the ongoing success of the apprenticeship program and support for active-duty marines seeking to start or continue their off-duty education. This award was presented at the first annual myOneFlow User Summit on December 10. myOneFlow is one of the largest providers of social services case management solutions, serving state, local, and community agencies in workforce development, adult education, apprenticeship and more.

Workforce, Community and Continuing Education

As a result of a new partnership, seven members of the Union of Domestic Workers have enrolled in the spring 2025 semester. In addition, a new noncredit program for workforce preparation tailored to adults with disabilities was approved by the curriculum committee. The program consists of six courses spanning basic life skills, interpersonal communication, and computer skills. In addition, the curriculum committee approved a new noncredit English as a Second Language course and a new noncredit emergency medical education course to support medical careers and reinforce the pathways to credit programs.

Escondido and Rancho Bernardo Education Centers

The Escondido and Rancho Bernardo Centers hosted a workshop facilitated by the Palomar College campus police that focused on employee safety. This was in addition to a CPR and AED refresher course. The architecture department hosted their Architecture Final Critique at the Rancho Bernardo Center on December 17.

Fallbrook Education Center

For the first time in history, Palomar College offered classes inside the Camp Pendleton Brig during the fall semester. The two non-credit classes are designed to provide students with a Certificate of Competency in College Preparation, also known as the academic skills program. These classes focus on remedial reading, English, and mathematics. This program has been serving active duty military servicemembers at Camp Pendleton for approximately 25 years. This semester it was expanded to include



Camp Pendleton Brig



incarcerated students within the Brig. Seventeen students completed these classes and participated in a small completion ceremony prior to the end of the semester. Education Center Director, Ryan Williams; Rising Scholars Coordinator, Dr. Nora Kenny-Whitley, and Commanding Officer of the Headquarters & Support Battalion Charlie Company Brig, CW04 Hall all made remarks congratulating the students and encouraging them to continue their education. Further opportunities to expand course offerings within the Brig are currently being explored.

STUDENT SERVICES

TRIO Educational Talent Search (ETS)

TRIO ETS hosted an engaging and educational student trip to California State University, San Bernardino (CSUSB), for fifty students from Vista and Escondido high schools. The students participated in a full day of activities during their fall break, including guided campus tours, presentations on various student support programs, a fun social event, and bowling at the CSUSB Student Union.

In addition to the trip, ETS made significant strides in collaborating with local educational programs. These included partnering with Upward Bound and ETS Wahupa to offer financial aid guidance at the Escondido Education Center; hosting an application workshop with the San Pasqual High School counseling department to support students interested in career and technical education and California community colleges, and collaborating with Del Lago Academy to host a family financial aid night to provide essential information and assist families in navigating the financial aid process. These partnerships and events have strengthened ETS's outreach and support for students pursuing higher education.

TRIO North County Educational Opportunity Center (NCEOC)

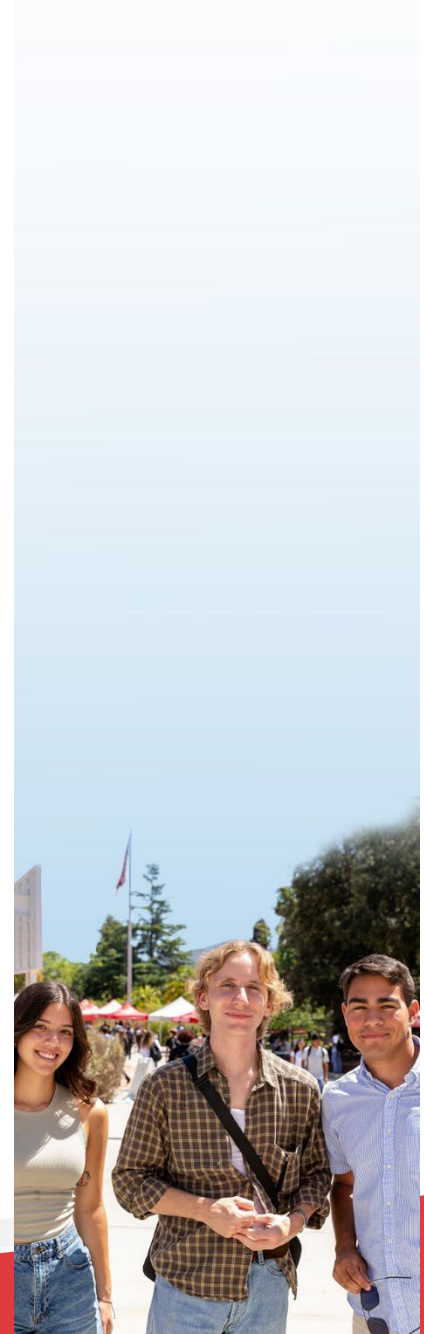
TRIO NCEOC had a productive month, focusing on assisting students with completing the new 2025-2026 FAFSA. The team has been engaged one-on-one with students to help them stay on track with financial aid deadlines.

Additionally, Gabriela Lopez, Outreach Specialist for NCEOC, represented the program at the Rising Scholars Day Proclamation in San Diego. This event celebrated the educational journeys of our students and further strengthened the partnership between Rising Scholars and NCEOC. The event underscored the ongoing commitment to support first-generation college students and expand educational opportunities. On December 14, Project Director, Nellie Martinez, hosted a booth at the Senator Brian Jones Holiday Open House event.

EOPS/CARE/CalWORKs

EOPS/CARE/CalWORKs and Foster Youth hosted their annual holiday event to support our students with children. We partnered with Toys for Tots, Campus Police, and the Palomar College Council of Classified Employees (CCE) to collect new, store-bought toys and were able to provide a brand new, wrapped gift for more than 130 children. This event was designed as a winter holiday village. More than two hundred guests enjoyed the festivities. The EOPS/CARE/CalWORKs and Foster Youth programs are appreciative of those who contributed to the event and extend a special thank you to Ellen Weller and her jazz quartet for providing festive music to set the ambiance.

During the monthly college hour, more than forty students came in to enjoy snacks, games, and the company of faculty and EOPS/CARE/CalWORKs and Foster Youth staff.



Our Foster Youth team took a group of students to Sur La Table in Carlsbad for a cooking class. We had ten students attend. They learned how to make ice cream, homemade pasta, and chicken parmesan.

Office of Student Recruitment

During the fall 2024 semester, the Office of Student Recruitment provided over one hundred group and individual tours to over 1,000 prospective students. In addition, the team made over 5,000 touchpoints with students at high schools, college fairs, and through other community activities. This data includes representing Palomar College at Senator Brian Jones' Holiday Open House event on December 14.

Student Services Communications Systems & Technology

Online resources were finalized, and communication was sent to all students on the required annual Title IX training that becomes available on January 8, 2025. In addition, to support students during finals week, a text campaign was distributed to inform students of the free tutoring services available.

Student Life & Leadership, Associated Student Government (ASG) and Inter-Club Council (ICC)

On December 11, the ASG, Student Life & Leadership, the Active Minds club, and Student Health Services hosted the annual Winter Fest which included therapy support dogs from Love on a Leash, and holiday-related activities. The event is designed to help students de-stress and build community ahead of finals. It was very well attended.

ASG held a Giving Tuesday Comet Hour on December 3 which involved a competition among clubs for gathering non-perishable food and nutrition items that would be donated directly to the Anita and Stan Maag Nutrition Center. There were over 250 pounds of canned goods and non-perishable items donated!

On November 20 ASG and Student Life & Leadership hosted a Gratitude Comet Hour to encourage gratitude and appreciation for their peers, loved ones, and the Palomar community. Different clubs collaborated on crafts and activities to express their appreciation.

ASG held their final meeting of the fall semester on December 13 and finalized the preferred dates for the ASG spring retreat.

ICC held their final meeting of the fall semester and finalized the dates for the Spring Club Rush, which will be held February 3 and 4. This annual event gives clubs an opportunity to advertise, network, and recruit for the spring semester. ICC also reviewed club events and ASG event participation to determine the distribution of points for the fall semester. It was determined that twenty-three active clubs combined held over thirty of their own club events and participated in seven ASG events. There were also six clubs that had perfect ICC meeting participation: Active Minds, Students for Justice and Gender Equity, Cybersecurity, Latter Day Saints Student Association, Chemistry, and Economics.

Anita and Stan Maag Food & Nutrition Center and Basic Needs

Between November 20 and December 13, the Food and Nutrition Center welcomed twenty new registrants, expanding its reach to serve 187 households (a total of 411 individuals) with food and nutrition assistance. During this period, we distributed 3,377 pounds of fresh produce and grocery items, helping to alleviate food insecurity for our students and their families.



The Grab-and-Go stations were restocked weekly at the San Marcos campus and Escondido, Rancho Bernardo, and Fallbrook Education Centers, providing over 815 pounds of snacks and fresh produce to students on the go throughout December.

In total, we collectively distributed 4,192 pounds of food through various channels, including the Anita & Stan Maag Nutrition Center, campus events, and Grab-and-Go stations across the main campus and education centers.

Student Health Centers and Behavioral Health Counseling Services (BHCS)

During the month of December, Health Services continued to support students experiencing a variety of mental health and medical needs. For some students, the holiday season can feel overwhelming, and all students must navigate the additional stressors related to final exams and projects. We hope that all Comets had a smooth and successful finish to the fall semester, enjoyed a peaceful and restorative winter break, and we look forward to welcoming our students back in 2025!

FINANCE AND ADMINISTRATION

Fiscal Services

The budget team has initiated the development of the FY2025-26 budget. The FY2023-24 external audit is near completion and will be presented to the Governing Board in January.

Business Services

The bid for the Athletics Phase 2 Prop M bond project closed on December 12. The District received bids from 50 different contractors on a total of 22 bid packages, with some contractors bidding on multiple packages. After all of the bids have been completely vetted, we anticipate that a recommendation to award will be presented at the Governing Board meeting in February.

The Request for Proposal (RFP) for district wide Food and Vending Services was advertised on January 6. Proposals are due February 5. Once the committee has reviewed and scored the submitted proposals, the top firms will be asked to attend an in-person interview during the week of February 24. Recommendations to award these services are anticipated to be included on the Governing Board meeting agenda for approval in April.

The team is working on multiple upcoming bids for public works projects, products, and an RFP for districtwide auditing services.

Campus Police

On December 9, Campus Police provided traffic control for the annual Kiwanis holiday parade. On December 12, we supported EOPS/CARE/CalWORKs and Foster Youth holiday celebration. Campus Police, led by Officer Chris Dillard, facilitated the 25th Annual Toy Collection.

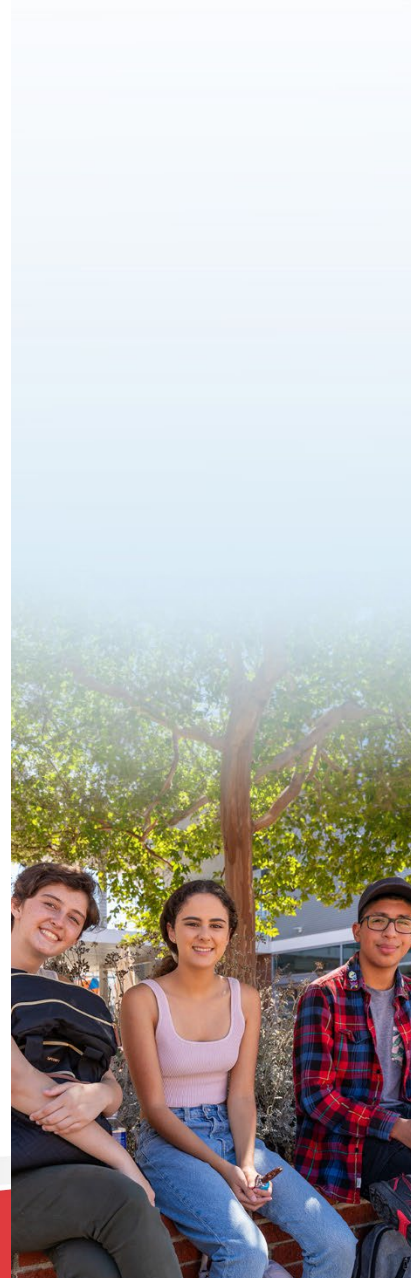
Facilities Department

Construction & Facilities Planning

Construction has begun on the Prop M funded 40,000 square foot project at the Fallbrook Education Center. Site mobilization is underway including temporary construction fencing and job trailer installation. Site demolition and utility re-routing will begin in early January.

Facilities Maintenance

A new HVAC unit was installed in the men's locker room in the M Building. In addition, additional automated access controls were installed at the Rancho Bernardo Education Center. The programming of the new athletics stadiums fire alarm system into the central



campus fire alarm network was completed. New carpet and flooring were installed in various locations.

Custodial Services

In addition to the normal ongoing cleaning and event setup services, custodial services provided special event support for several community events at the new football stadium, including the local California Interscholastic Federation (CIF) games.

Environmental Health and Safety (EH&S)/Risk Management

To limit the District's liability, the department collaborated with Student Life and Leadership and student services division leaders to develop a uniform Student Travel/Field Trip Indemnity/Hold Harmless Waiver. In addition, the team secured an agreement with Akeso Occupational Health to perform respirator fit testing, physicals, and the medical evaluation forms for district employees who are enrolled in the EH&S Respiratory Protection program.

Emergency evacuation practice drills were performed in the Performing Arts Center and the C Building. The team is developing formal evacuation procedures and security processes for special events (example: athletics stadiums and performing arts events) for both internal departments and external organizations.

Information Services (IS)

Information Services (IS) employees continued to work on regular operational and technical support tasks, in addition to making progress on several technology projects and initiatives. The help desk team continues to provide first level support to incoming phone calls, emails, and walk-in requests for assistance.

HUMAN RESOURCE SERVICES (HRS)

Demonstrating a shared commitment to supporting both educators and students, Human Resource Services, and the Palomar Faculty Federation (PFF) worked in close partnership this semester to significantly expand office hours for part-time faculty. The first payment cycle for office hours exceeded 5,000 hours, and we anticipate a similar figure for the second cycle. This expansion of hours provided students with greater access to faculty throughout the semester, fostering deeper engagement and enhancing student learning outcomes.

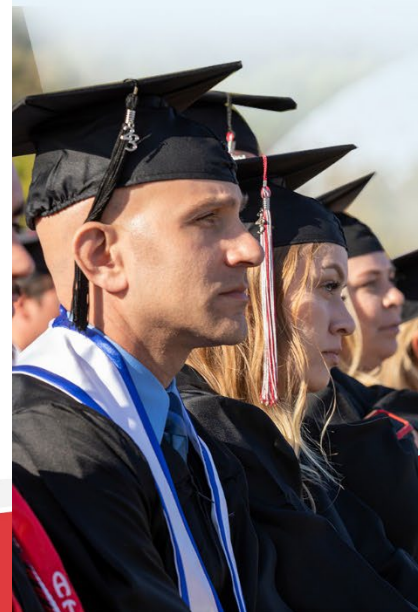
On January 25, Human Resource Services will proudly represent Palomar College at the California Community College (CCC) Registry Job Fair in Los Angeles. This event offers a valuable platform to showcase Palomar College and its diverse employment opportunities to a broad audience of talented educators and professionals. As one of the main hiring events for community colleges in California, the job fair attracts applicants from across the state and beyond, all who believe in the mission of higher education.

Negotiations

The District has been engaged with PFF in the annual contract reopeners and the process has been collaborative and productive.

Benefits

On December 10, the Benefits Office hosted a virtual meeting with our Self-Insured Schools of California (SISC) account executive and all active and retiree Anthem members who may be impacted by the potential Anthem – Scripps contract termination. A recording of the virtual meeting is available on the Palomar College Benefits webpage, along with FAQs of the topics discussed at the meeting. Unfortunately, the Anthem – Scripps did not meet the January 1, 2025, deadline to reach an agreement and the contract was terminated.



Employees who are impacted can contact the Palomar College benefits office, connect with Anthem directly, visit the Anthem website, or contact their medical provider to determine their best options. Both Scripps and Anthem noted that patients who are currently receiving treatments for serious and complex conditions may continue care with Scripps through a Continuity of Care accommodations request.

Recruitment figures as of December 18, 2024

26 permanent recruitments in progress

5 – Admin/CAST

19 – Classified

2 – Faculty

57 part-time faculty recruitments in progress

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

DEIAA OFFICE

The Justice, Equity, Diversity, and Inclusion (JEDI) Council is a collaborative of California Community College equity focused practitioners in the San Diego region. The JEDI Council hosted a student-centered and culturally responsive educator check-in which provided a space for Southern California educators to discuss student needs and strategies to support students and other professionals. A number of Palomar College employees were able to attend and participate in the discussion.

Vista Unified School District Superintendents' Council for Equity and Anti-racism held a recent convening. Representing Palomar College, Chief Diversity Officer Dr. Nicole Belisle supported the efforts of the council as they discussed future recommendations for their school board, analyzed equity data across the district and reviewed components of their board policy 0415 regarding equity.

INSTITUTIONAL RESEARCH, PLANNING & GRANTS (IRPG)

Accreditation

The midterm report development remains on schedule. Sections A and B are complete; however, the Accreditation Writing Leadership Team (AWLT) will revise Section B over the winter break following the release of new equity data. AWLT will also collaborate with Instruction in the spring semester to collect and disaggregate student learning outcomes assessment data. This analysis will inform the development of Section C.

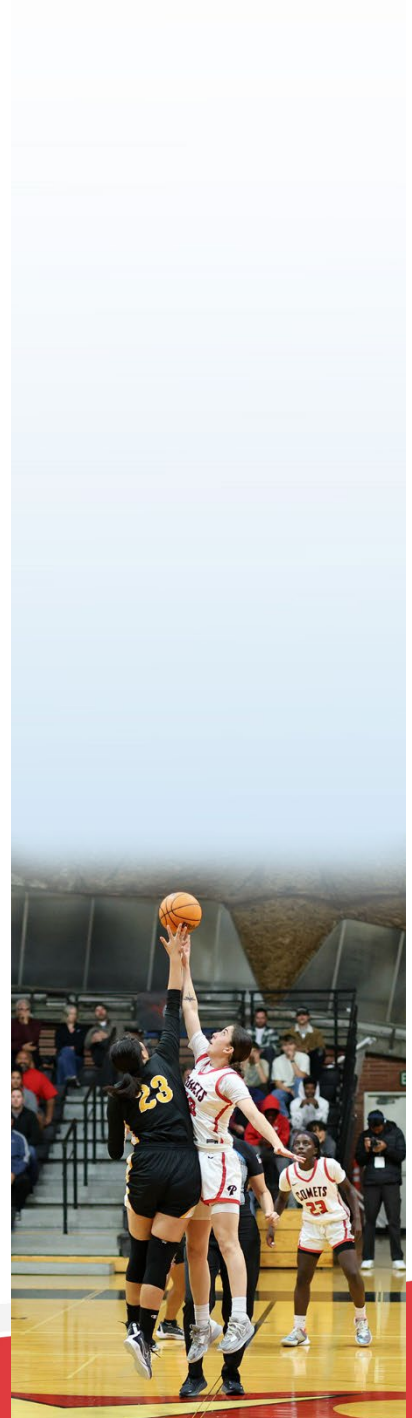
Integrated Planning

A small team from the College Council has started reviewing the Palomar College Vision, Mission, and Values statement as part of a regular review cycle. The team will continue its discussions and present recommendations to the College Council for any proposed revisions.

Additionally, Senior Director Michelle Barton met with a working group from the Pride Center to reimagine their mission statement. The group will finalize the new mission and develop complementary vision and values statements during the early part of the spring semester.

Institutional Research

The IRP&G team is concluding its fall research agenda. Recent updates include the launch of the new Distance Education dashboard on the IRP&G webpage and a descriptive report



summarizing the food services survey results, which were part of the broader Palomar Services survey.

The Chancellor's Office has released updated equity data, which the principal researcher has analyzed. Findings will be shared with the Equity, Education, and Student Success Council in early spring.

Grants

The grants team is actively preparing competitive proposals for upcoming deadlines. Current efforts target funding opportunities from the U.S. Department of Education Office of Postsecondary Education, the National Science Foundation Technology, Innovation, and Partnerships Directorate, and the California Community Colleges Chancellor's Office Educational Services and Support Division.

For post-award activities, the Grants Manager continues to oversee the District's thirteen federally funded awards and fourteen state-funded projects. To support project leads, the IRP&G Grant Development and Management webpage has been updated with new resources, including a glossary of grant terms and a handout outlining allowable and non-allowable grant costs.

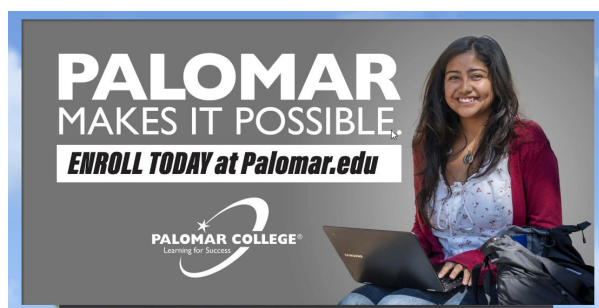
Furthermore, the Palomar College Title III and V Award Summary report now reflects the recently secured U.S. Department of Education Title V Developing Hispanic-Serving Institutions Program grant, Launching the Student Success Journey. This \$3,000,000 grant will run through September 30, 2029, with a focus on enhancing outreach, onboarding, and academic success strategies to improve retention and completion for first time in college Hispanic students.

PUBLIC AFFAIRS OFFICE

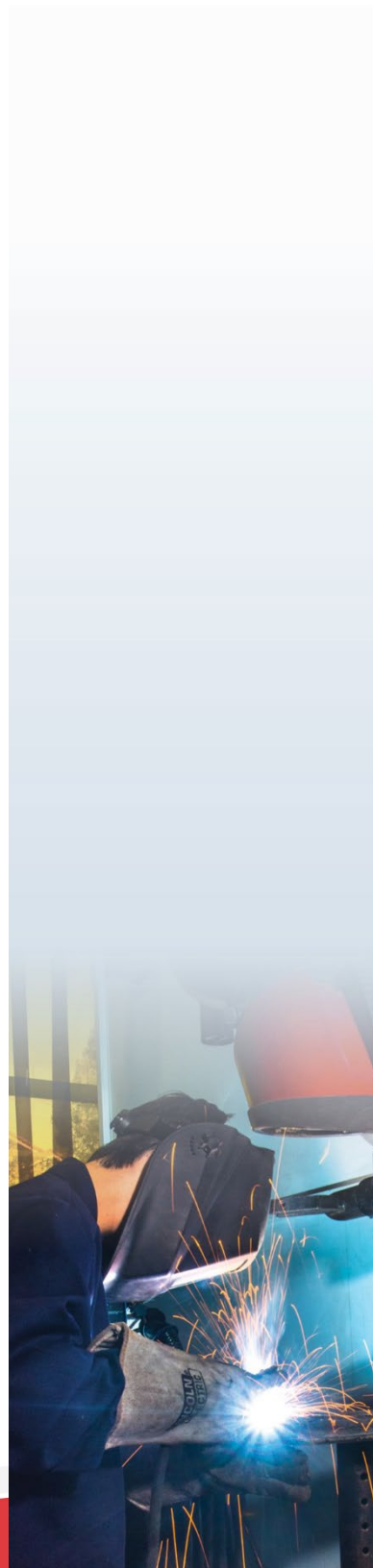
Marketing/Advertising/Promotion

The Palomar Makes It Possible digital advertising strategy inclusive of academic area advertising as well as brand related enrollment-focused ads designed to support spring 2025 enrollment goals launched on November 4 and continued as planned throughout December.

This integrated digital advertising strategy generates qualified traffic to the associated landing pages and the palomar.edu website. In the month of November, the campaign generated over 483,000 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 January.



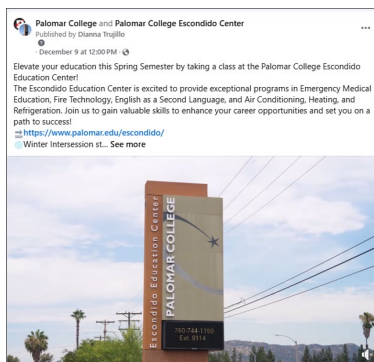
Billboard design that will launch on January 13, 2025



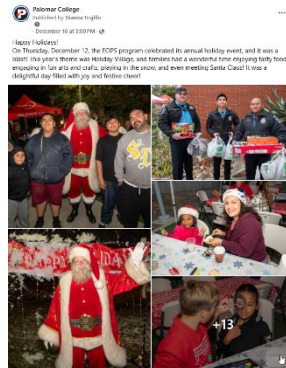
In addition, to the digital strategy, the spring 2025 enrollment marketing campaign also includes direct mail delivery to 155,000 households within the district, community centered digital and print advertising, our digital billboard, transit ads, and web streaming ads that feature Palomar College alumni 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. A billboard will launch on January 13, 2025, on Highway 78.

The Palomar.edu website continues to perform well. We experienced an increase in the first three weeks of December compared to the same time period last December in both users and new users of 5% and 7%, 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.

Throughout December our social media posts centered on increasing awareness of spring 2025 registration, winter intersession, kudos to athletic teams, performing arts events, and campus activities.



Sample Social Media Post in December



Sample Social Media Post in December

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 December. Followers on LinkedIn grew 6% compared to December 2023. Instagram is continuing to show a significant increase at 13%. Followers on our TikTok channel grew 30% compared to the previous December.

Community and Media Relations

PIO Julie Lanthier Bandy attended the San Marcos Chamber Executive Committee and Board of Directors meetings as well as the Chamber's nominating committee to meet with potential new board members. She joined Superintendent/President Dr. Star Rivera-Lacey and Foundation Executive Director Stacy Rungaitis at the Chamber's annual holiday reception for Rebecca Jones, Mayor of San Marcos.

County Supervisor Jim Desmond issued a proclamation on December 10, declaring it Palomar College Rising Scholars Day in San Diego County. Prior to the presentation, PIO Lanthier Bandy worked with County staff to draft the proclamation and speaking points for both Supervisor Desmond and Superintendent/President Dr. Star Rivera-Lacey. A [press release](#) was developed and issued. It was utilized by several of our local media outlets.



PIO Lanthier Bandy, along with several Palomar College administrators attended the North County Economic Development Council annual awards luncheon on December 19. She also attended the SANDAG Rapids Agency Coordination meeting. These meetings are designed to provide local and regional agencies, both public and private, with an opportunity to give feedback on the future of rapid transit in San Diego County. SANDAG has plans to improve rapid transit from throughout our District.

During the early part of the fall semester, PIO Lanthier Bandy worked with a writer from EdSource.org to prepare and schedule interviews with our Credit for Prior Learning (CPL) faculty and a former student to contribute to a [nationally distributed story](#) on how CPL benefits students. The story ran during the week of December 16. The Public Affairs Office continues to work with student reporters to provide information and schedule interviews for their stories.

A press release regarding the annual meeting of the Governing Board and [election of officers](#) was written and distributed on December 18. This story garnered the attention of local media outlets. A story highlighting the results of the Palomar College Foundation [Giving Tuesday](#) campaign was posted to Palomar News. This story and all press releases are available on the [Palomar News website](#). Palomar College received nearly three hundred media mentions in the first three weeks of December. This equates to a publicity market value of nearly \$176,000 for the District.

Internal/External Communications and Public Affairs

PIO Lanthier Bandy attended the monthly meetings of the San Diego Imperial Counties Community College Association (SDICCCA) and the Government Relations Liaisons meeting hosted by the California Community College Chancellors Office.

In collaboration with the Office of Student Recruitment and TRiO NCEOC, PIO Lanthier Bandy organized our participation at the Holiday Open House hosted by Senator Brian Jones on December 14. The community event was attended by educational institutions, community organizations, public agencies and businesses and provided valuable exposure in the southern portion of our District. In addition, PIO Lanthier Bandy, Facilities Operations Manager Dayna Schwab, and Custodial Services Manager Timothy Cross, met with newly elected Assemblymember Dr. Darshana Patel on December 20 to discuss an event that will be held at the Student Union on January 25. Assemblymember Patel noted her admiration for Palomar College and is looking forward to collaborating on future projects.

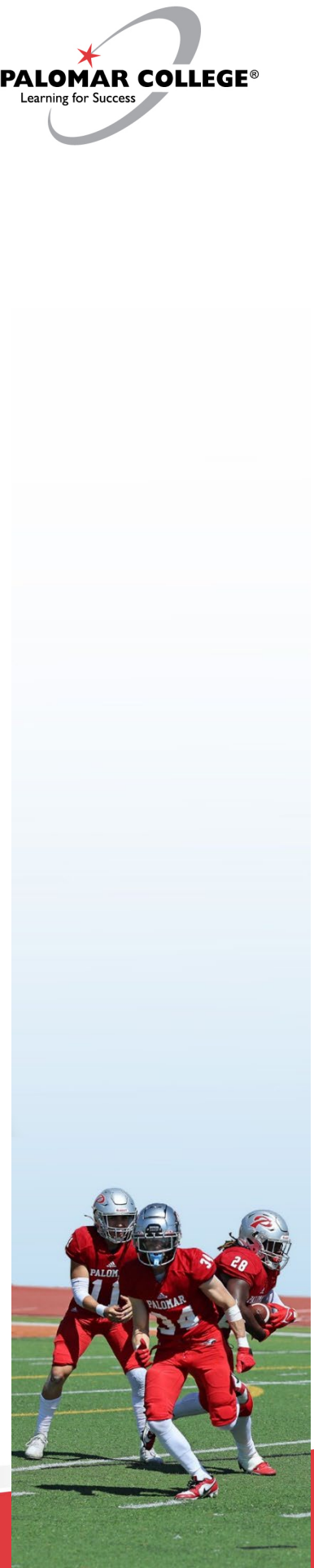
The Creative Services team put the final touches on the [2023-24 Annual Report to the Community](#). The report was distributed in early December. The team designed and produced signage for the construction project at the Fallbrook Education Center, collateral items for upcoming events, programs for completion ceremonies for the Police Academy and Fire Academy and the Nursing Pinning Ceremony. This is in addition to supporting the promotional needs of the performing arts department and continued design work for the softball team locker room and outfield signage.

FOUNDATION

Fundraising Activities

Giving Tuesday

On December 3, the Palomar College Foundation successfully united the internal and external community through its #GivingTuesday campaign, fostering generosity and collective support for Palomar students. The Foundation hosted a “Dough-nation” reception



at the EDGE, Palomar College's employee-focused center, where staff enjoyed donuts and camaraderie while making donations. Foundation staff also visited the Rancho Bernardo, Escondido, and Fallbrook Education Centers, strengthening connections across campuses.

#GivingTuesday focused on a robust social media and email marketing campaign highlighting seven compelling student stories, showcasing challenges of our students and how donor support makes a difference. These narratives resonated deeply, inspiring ninety-four donors to contribute a remarkable \$82,161.68. All donations made during this campaign were matched dollar for dollar by a generous donor. This success underscores the power of community-driven outreach and storytelling in advancing the Foundation's mission of removing financial barriers to education.

Scholarship Program

The Foundation secured \$2,500 for the Hyde Family Scholarship; this is an increase in their funds as they are very pleased with the scholarship recipients they learned about from their scholarship book.



Palomar College Campus Police participated in the Foundation event held at the EDGE.

We are also pleased to announce two new endowed scholarships, each requiring a minimum of \$10,000 to be established. The first is the Andrew Sutton Memorial Scholarship, in honor of Andrew, who attended Palomar College and received his certificate in Water Technology. He then went on to a successful career at Oceanside Water District. The family understands the value of education and wants to pass it along to others who are pursuing a trade. The second endowed scholarship is in memory of Nathan Daum, whose mother Mea worked at Palomar for many years. Nathan studied music here. The scholarship is for music students.

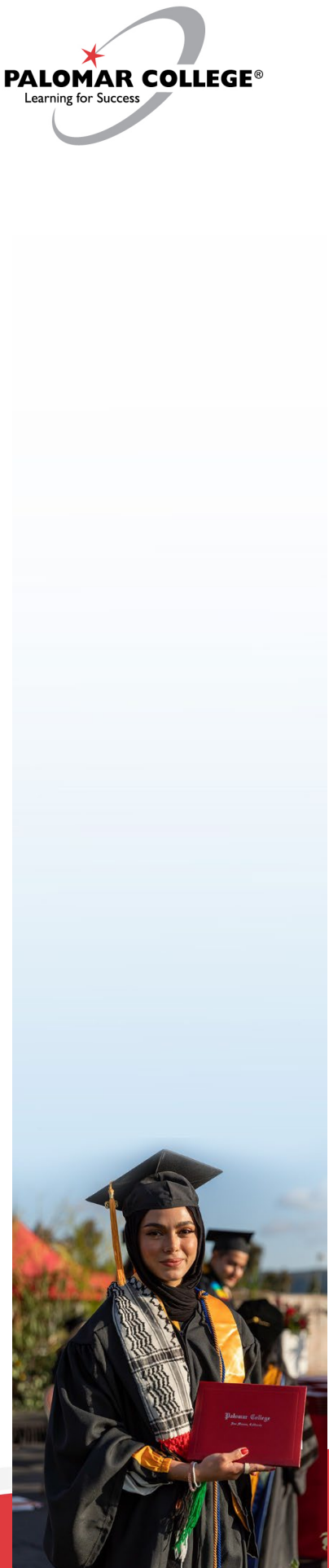
Donor Meetings

The Foundation is pleased to announce a gift of \$7,000 from Marlene Rogers following a recent donor meeting. This generous donation will support Foundation core programs including scholarships, textbook and laptop assistance and emergency grants.

Executive Director Stacy Rungaitis and Director of Continuing Education, Workforce, Community and Continuing Education, Ute Maschke recently met with a potential new donor and community partner, North Island Credit Union, on December 19. North Island is interested in connecting with local community colleges to partner for sponsorship and other events. The Foundation staff has planned a campus tour for North Island in early 2025.

Foundation Board of Directors

The annual meeting of the Palomar College Foundation Board of Directors occurred on December 16. At this important meeting, four new Board members were approved. In addition, the passing of the gavel from the 2024 and 2025 Chair of the Board, Will Rivera to the 2025 and 2026 Chair, Richard Marks took place.



President's Associates

On December 16, the annual President's Associates and Friends of the Foundation Holiday Gathering brought together over sixty dedicated community members to celebrate Palomar College and the Foundation's achievements over the past year. The evening provided an opportunity to reflect on the collective impact of philanthropic investment in student success.

Megan, a Palomar College student and Foundation scholarship recipient, shared her inspiring story of resilience and gratitude, highlighting how donor support helped her overcome challenges and pursue her academic goals. Thank you to our PA members for their continued support, including Kaiser Permanente, who sponsored this fantastic event.



Palomar College Student and Scholarship Recipient Megan and her daughter

