

July 4, 2025

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PRESIDENT'S OFFICE

Welcome Student Trustee Ariel Fridman

It is always a highlight at the start of a new academic year to meet our new student trustee. We are looking forward to working with Ariel Fridman as she achieves her goals as the 2025-26 Student Trustee of the Palomar College Governing Board. Ariel's first Governing Board meeting was June 10.



The parents of new Student Trustee Ariel Fridman, Ariel Fridman, and Governing Board President Jacqueline Kaiser

San Marcos Forward

I had the pleasure of speaking during the “Education as a Catalyst for Progress” segment during the inaugural San Marcos Forward event hosted by the San Marcos Chamber of Commerce. Over 300 community and business leaders and city, county, state, and federal elected officials attended the event. Governing Board President Jacqueline Kaiser, Governing Board Vice President Dr. Holly Hamilton-Bleakley, Governing Board Secretary Yvette Maria Acosta, and Governing Board Trustee Roberto Rodriguez, joined me at the event along with Palomar College Chief of Police Chris Moore, Foundation Executive Director Stacy Rungaitis and Public Information Officer Julie Lanthier Bandy. It was an ideal chance to share the importance of higher education and the role that Palomar College has in educating and training future generations. It was a perfect setting to thank our partners at CSU San Marcos, and numerous community organizations, and businesses who attended the event.



Palomar Police Chief Chris Moore, Governing Board Vice President Dr. Holly Hamilton-Bleakley, Superintendent/President Dr. Star Rivera-Lacey, Governing Board President Jacqueline Kaiser, Governing Board Secretary Yvette Marie Acosta, Public Information Officer Julie Lanthier Bandy, and Governing Board Trustee Roberto Rodriguez.

Governing Board Summer Retreat

On June 21 we held a summer retreat for our Governing Board members at the San Marcos campus. It was a great opportunity to review the results of their annual self-

evaluation, discuss roles and responsibilities, as well as the board policy approval process. During the meeting, Dr. David Viar, a former Superintendent/President of Glendale Community College, facilitated the discussion to establish the Governing Board's 2025–26 goals.

Congratulations to Breanna Lutz

Breanna Lutz, a Palomar College softball player, was recently named State Athlete of the Year by the California College Sports Information Association. It is just the second time that a softball player has been selected for the award. The latest honor comes on top of numerous other awards for Breanna, who was described as one of the greatest softball players in the history of California Community College sports. In her two seasons at Palomar College, she was named National Fastpitch Coaches Association Player of the Year, Southern California Player of the Year, MVP of the Pacific Coast Athletic Conference, and was state batting champion with a .560 batting average this year. You can read the full story on Breanna in [Palomar News](#).



Palomar College Softball Player and State Athlete of the Year Breanna Lutz

Professional Development

Governing Board Vice President Dr. Holly Hamilton-Bleakley attended the 2025 Heterodox Academy Conference. The conference convened scholars, educators, and academic leaders to explore how to harness their collective influence to protect open inquiry and academic freedom in the face of a myriad of challenges in the academy today. Participants addressed the ethical responsibilities and duties that come with academic roles.



Governing Board Vice President Dr. Holly Hamilton-Bleakley at the 2025 Heterodox Academy Conference

Our State and Community Connections

The California Community College Chancellor's Office California Climate Fellows held a retreat at the San Marcos campus. During their visit, Manager of Construction and Facilities Planning Dennis Astl conducted a tour of the campus and provided detailed information on our resource saving strategies. The Chancellor's Climate Fellows Program is a two-year commitment for faculty and staff to support statewide level climate related work with Chancellor Dr. Sonya Christian and the Chancellor's Office.

Governing Board Vice President Holly Hamilton-Bleakley and I recently met with Stephen Cope, Chairman of the San Pasqual Band of Mission Indians. We discussed the opportunities to collaborate and to identify strategic ways to expand educational pathways for our Native American students. Chairman Cope informed us that he is working with Assemblymember Alvarez on a piece of legislation that could enable the reopening of the San Pasqual



Battlefield State Park. If this comes to fruition, it will provide a facility for the San Pasqual Band of Mission Indians to educate future generations on the tribe's history and contributions to the community.

On June 10-13 we hosted the San Diego County Sheriff's Junior Women's Academy (JWA) at the San Marcos campus. The Academy is designed to reach high school students who have an established interest in law enforcement or simply want to learn more about this career path. Over 90 students, ages 14-18 years old attended the Academy. During one of the sessions, City of San Marcos Mayor Rebecca Jones spoke with the students. The Sheriff's Department shared a [promotional video](#) of the Academy which depicts the true intention of the program.



San Diego County Sheriff's Department Junior Women's Academy attendees with City of San Marcos Mayor Rebecca Jones

Our Focus on Student Success

The eighth cohort of the Palomar College Rising Scholars started their educational journey earlier this summer. Meeting our newest students is always a rewarding experience. I am grateful for the opportunity to welcome them to Palomar College and looking forward to seeing all that they accomplish.

Comet Kudos

We are proud to announce that Executive Director Stacy Rungaitis was nominated and selected to serve on the Board of Directors for the Network for California Community College Foundations (NCCCCF). This esteemed statewide organization, in partnership with the California Community Colleges Chancellor's Office, is dedicated to advancing the role of philanthropy in strengthening California's community colleges, enhancing student success, and preparing a highly skilled workforce. Stacy will also serve on the NCCCCF Governance Committee.



Superintendent/President Dr. Star Rivera-Lacey welcomes the Palomar College Rising Scholars Summer Cohort

On June 25, Education Center Director Ryan Williams was installed for his first term as a board member of the Fallbrook Chamber of Commerce. The Chamber is an integral organization within our district and has been a long-time supporter of the Fallbrook Education Center. He was joined at the event by Vice President of Instruction Dr. Tina Recalde, Executive Director Stacy Rungaitis, Public Information Officer Julie Lanthier Bandy, and Senior Center Coordinator Yvette Maynard.



Senior Center Coordinator Yvette Maynard, Public Information Officer Julie Lanthier Bandy, Education Center Director Ryan Williams, Executive Director Stacy Rungaitis, and Vice President of Instruction Dr. Tina Recalde



OFFICE OF INSTRUCTION

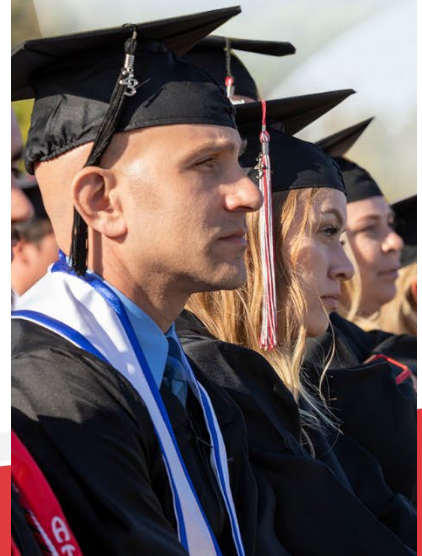
During the month of June, we continued our focus on student success and we have been closely monitoring course enrollments and adding courses to our summer and fall schedules to meet the demand of our students. Assistant Superintendent/Vice President of Instruction Dr. Recalde joined a team of Palomar College employees at the California Community College Chancellor's Office Bachelor's Degree Programs workshop, held at San Diego Mesa College. This two-day workshop brought together community colleges from throughout the system to learn more about applying for and implementing baccalaureate programs. The Palomar team was focused on learning strategies to assist in implementing our first bachelor's degree

in Building Performance and Environmental Design. VPI Dr. Recalde also participated in a discussion regarding Assembly Bill 1400 (Soria), which will expand access to nursing bachelor's degrees at California Community Colleges. In addition, she attended the California Community College Association for Occupational Education (CCCCOE) Board of Directors Retreat.



Academic Records Analyst Polly Shaffer, Articulation Officer Dr. Ben Mudgett, VPI Dr. Tina Recalde, Dean of Instruction Dr. Jenny Fererro, Senior Director of Fiscal Services Dr. Carole Meagher, and Interim Dean of Enrollment Services Dr. Mandi Horn at the California Community College Chancellor's Office Bachelor's Degree Programs workshop.

Palomar College was proud to support high school graduates from our Poway to Palomar Middle College, Middle College at Orange Glen High School and our Bonsall High School Early College programs at their respective ceremonies.





Palomar College Dean of Instruction, Dr. Jenny Fererro at the Poway to Palomar Middle College graduation alongside administrators and trustees from Poway Unified School District.

The Instruction Office team hosted the first regional convening of class schedulers for Region 10, gathering representatives from the scheduling and instruction teams from all of the colleges at the Rancho Bernardo Center on June 26. This convening was an opportunity for classified professionals and administrators involved in class scheduling processes to collaborate, share, network, and troubleshoot. Palomar's Instruction Office was proud of the turnout and the excellent connections and collaboration fostered between colleges in the region.

Social and Behavioral Sciences (SBS) Division

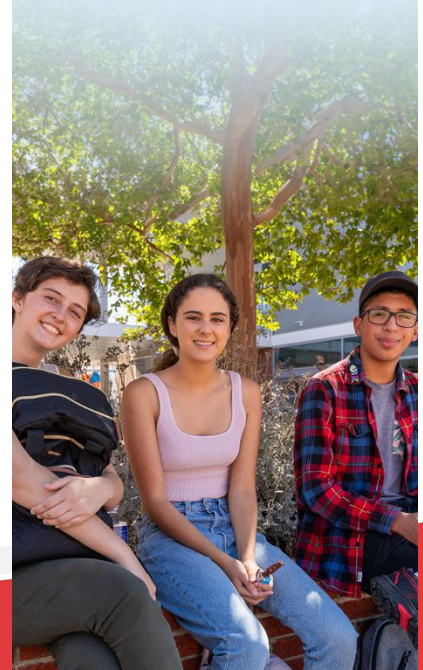
The Early Childhood Education Lab School (ECELS) recently earned a 5-star rating through the San Diego Quality Preschool Initiative, a rigorous quality improvement program led by the San Diego County Office of Education. Achieving this distinction is a significant accomplishment that demonstrates excellence in teaching, learning environments, and family engagement. This month ECELS was notified that the San Marcos and Escondido sites will both receive an additional \$10,000 to purchase materials and supplies for the children.

Math, Science and Engineering (MSE) Division

Upward Bound (UB) is a year-round comprehensive program that provides students attending high schools in north county with academic instruction, academic support, and promotes academic excellence to high-potential college bound students who are preparing to attend and graduate from an institution of higher education. Each summer UB hosts a summer program and this year the Palomar College Engineering department will work with UB and offer an Engineering 100 (Introduction to Engineering) course for students. The course will include a Robotics component/lab to the Engineering 100 class. The goal of this partnership is to motivate and engage students in the STEM field. The summer program will run from June 24 to August 2nd.

Arts, Media, Business Administration Division

Congratulations to our outstanding Palomar College students who brought home Emmy Awards at the National Academy of Television Arts & Sciences Pacific Southwest Chapter ceremony on June 21. Sam Pfoer earned Student Craft – Photographer for "La Jolla Tide Pools," Tomas Hollis received Student Craft – Editor for "The Cassette," and the team of Sharia Love, Timothy Riggs, Jack O'Brien, Patricia Duffey, and Camillo Riveros Alvarado won Student Programming-Sports Program for "Comet Countdown." These prestigious awards recognize exceptional achievements in television production across the Pacific Southwest region and demonstrate the high caliber of talent and creativity fostered in our media studies programs.



Career Technical and Extended Education Division

The Electrical Training Institute (ETI) of San Diego and Imperial Counties celebrated the graduation of 92 apprentices on June 13. The ceremony recognized 80 graduates of the Inside Wireman Apprenticeship Program and 12 graduates of the Sound Technician Apprenticeship Program. These apprenticeship programs are conducted in partnership with Palomar College, which provides college credit toward certificates and degrees, helping apprentices advance both their careers and their education. Through this collaboration, graduates earn while they learn with high-demand skills but also make progress toward academic and professional credentials.

This year's celebration also honored 17 students for perfect attendance, and several others for exceptional service on the Student Council, excellence in work performance, and going above and beyond expectations in the field and classroom.

Fallbrook Education Center and Camp Pendleton Education Site

The Fallbrook Education Center observed Lupus Awareness Month in May which aligned with the Lupus Foundation of America's 2025 theme: "Make Lupus Visible." Lupus is a complex and often misunderstood autoimmune disease that affects millions worldwide. Two employees at the Fallbrook Education Center have been personally impacted by this disease. To show our solidarity and support to our courageous team members, all employees wore purple shirts throughout the month and displayed informational flyers around the center to spark conversations and promote a greater understanding of lupus.

The Early College Program, a partnership between Bonsall Unified School District and Palomar College, continues to provide high school students with access to college-level courses through dual enrollment, classes taken at the Fallbrook Education Center, and concurrent enrollment, offering a valuable head start on their post-secondary education.

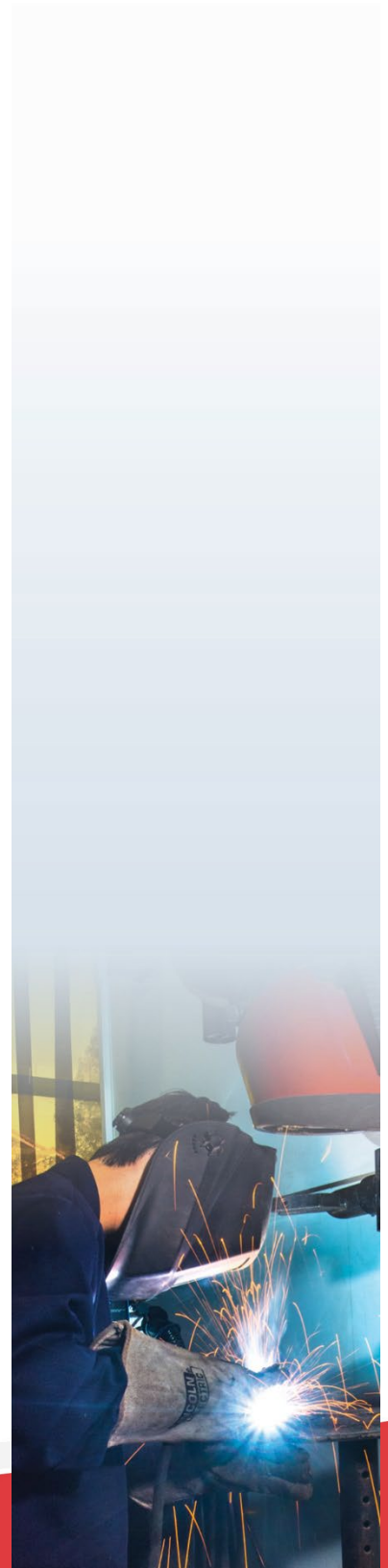
In Spring 2025, 75 students enrolled in 150 courses, collectively earning 423 college credits. Academic outcomes remained strong, with 82.6% of students earning a grade of B or higher and 69.3% receiving an A. 9 students also earned Certificates of Achievement in Graphic Design and 12 students earned Certificates of Achievement in Child Development – Associate Teacher.

The program maintains a strong focus on equity, serving a student body that is 57% socioeconomically disadvantaged, 43% first-generation college students, and 47% Hispanic. Student feedback reflects that participation not only builds academic confidence but also provides clarity about future college and career paths. The Early College Program continues to be a critical strategy for expanding access, closing achievement gaps, and supporting successful transitions from high school to higher education.

STUDENT SERVICES

Office of Student Recruitment (OSR)

The Office of Student Recruitment held an in-person student orientation on June 7 and welcomed 59 incoming Palomar students to the San Marcos Campus. For the 2024-25 academic year, 2,176 students received campus tours and OSR conducted 8,614 touchpoints to prospective students in our community.



Palomar Promise

During the spring semester, the Palomar Promise program offered 59 student success workshops, also known as Skillshops, reaching over 800 students. In collaboration with 15 campus departments, the workshops addressed a wide range of essential topics including: Transfer Success, Tutoring Services, Financial Literacy, Library Services, Health & Wellness, Study Strategies & Academic Success, Career Exploration, Math Anxiety, and hands-on financial aid application support. Skillshops surveys are currently being reviewed, and we look forward to sharing key insights and outcomes.

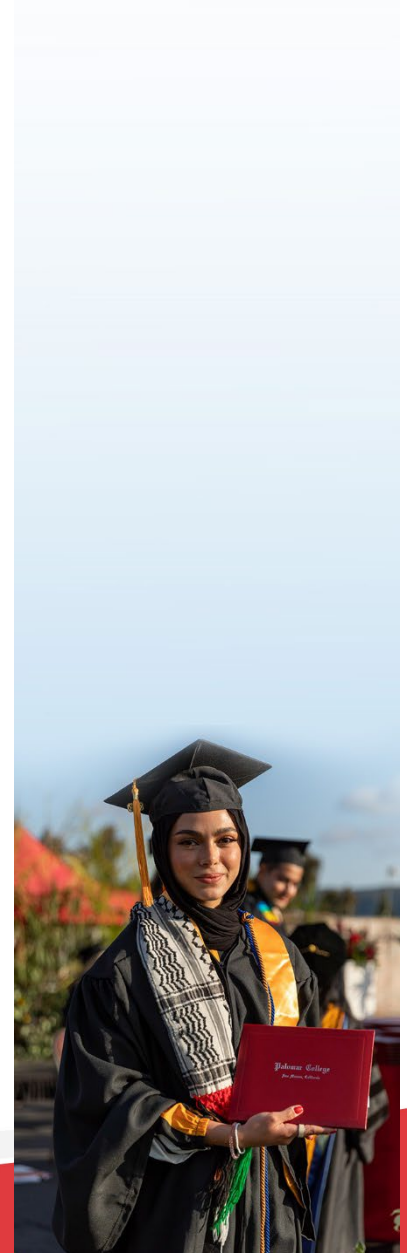
In June, Palomar Promise, in collaboration with TRiO SSS, hosted an overnight field trip for 30 students. The trip featured a campus visit to California State University, Northridge, a cultural experience at the Getty Museum, and a recreational day at Universal Studios. The field trip offered students a valuable opportunity to explore a four-year university campus, learn about academic pathways at CSU Northridge, and engage in artistic exploration at one of the world's premier art museums. The experience was rounded out with a fun and memorable visit to Universal Studios, fostering both community and personal growth among the participants. When surveyed, 98% of students reported it was their first time visiting CSU Northridge, 93% had never been to either the Getty Museum or Universal Studios, and 97% reported connecting and building new relationships with peers and staff, which is an important outcome as we aim to increase student engagement and foster community. In addition, 93% felt the trip increased their motivation and confidence to complete their transfer goals, and students gave the trip a perfect 5 out of 5 rating which highlights the success and positive impact of the experience. This collaboration effort provided an inspiring blend of academic exposure, cultural enrichment, and peer connection.



Palomar College Promise and TRiO students visiting California State University, Northridge.

Rising Scholars Program

The Rising Scholars program kicked off its eighth summer cohort with 35 students taking two classes together and participating in a weekly activity. The program also celebrated 29 graduates this year, the largest in program history.





The eighth summer cohort of the Palomar College Rising Scholars program.

EOPS/CARE/CalWORKS and Foster Youth

There were many achievements during the academic year, including a combined 120 graduates from our programs. During the month of June, we reflected on our programming and events of the past year and began to focus on how we can continue to improve for the upcoming academic year and worked to close out our budgets in preparation for our annual reporting requirements. We also hosted a parent/child movie night for our parenting students, where we screened Mauna 2 and worked on island themed arts and crafts. We plan to host our second movie night in July, where we will screen Disney's Luca and complete themed activities that align with the movie.

FINANCE AND ADMINISTRATION

Facilities Department

Construction & Facilities Planning

The Construction & Facilities Planning team made significant strides across multiple projects this month. At the Fallbrook 40 site, crews completed the installation of rolled curbs and sidewalks at the roundabout on the main entry drive. They also finished pad over-excavation and recompaction, began installing underground utilities beneath the new building, and stubbed utilities to the site of the future irrigation well.

Progress continued on the Athletics Phase 2 project as well, where excavation for the new retaining wall along the fire lane was completed. A certified building pad was achieved, plumbing drain lines were installed beneath the future building slab, and conduit and plumbing were placed under the slab of the new ground storage building. Concrete for the storage building's foundation was also poured during this phase.

On the planning side, the team completed and submitted the District's 5-Year Capital Outlay Plan, including the Initial Project Proposal and Final Project Proposal for a potential state-funded infrastructure project to replace the electrical distribution system at the San Marcos campus. In other initiatives, work advanced on the development of the District's comprehensive wayfinding plan, and an Evaluation and Design Criteria Report (EDCR) was submitted to the Division of the State Architect (DSA) to support increasing the allowable occupancy of the welding fabrication building. The department also hosted a campus tour for the Chancellor's Office California Climate Fellows, who held an all-day work retreat at the San Marcos campus.



Environmental Health & Safety / Risk Management

The Environmental Health & Safety and Risk Management team continued to lead efforts in maintaining a safe and compliant learning environment across the district. During the month, a total of five ergonomic services were provided, including assessments, consultations, installations, and deliveries at multiple locations. Additional services were completed to manage hazardous, biological, and pathological waste, including collections, inventories, and off-site shipments at the San Marcos campus and the Education Centers in Rancho Bernardo, Escondido, and Fallbrook. Fire and life safety compliance remained a priority with the completion of both the one-year and five-year fire alarm and sprinkler inspections at the Rancho Bernardo Education Center. Fire extinguisher inspections were also conducted at the Escondido Education Center and within quadrant 3 of the San Marcos campus. The team also participated in the new employee orientation sessions held by the Human Resource Service division. This was an opportunity to provide new employees with important safety information related to evacuation maps, required training, and campus-wide safety protocols.

Custodial Services

Custodial Services remained active in supporting daily operations and event logistics across all district sites. In addition to routine cleaning and sanitation, the team undertook several restorative and detailing projects aimed at enhancing the learning and working environments. Staff provided vital support for a variety of campus events, including the Pride Flag Raising Ceremony, the Water Reuse Networking Event, and the Sheriff's Junior Women's Academy, among others. They also assisted with moving and cleaning tasks at the Student Services Center (SSC), helping prepare spaces for the phased reopening of the center.

Building Services

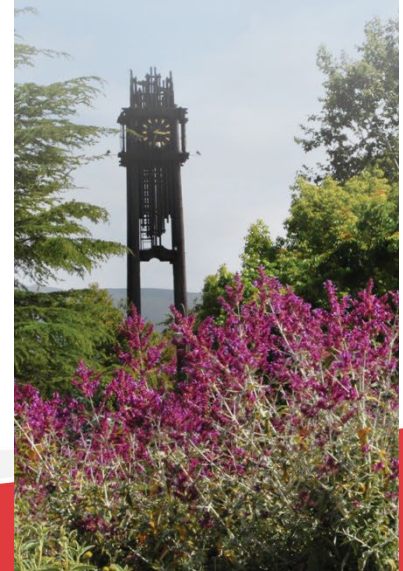
Building Services completed many maintenance and improvement projects in June including those focused on facility upgrades and functionality. In the cafeteria, the team repaired epoxy flooring and undertook ceiling improvements, which included painting and tile replacement. Additional work was completed in Lot #1 with the removal of the unused guard shack, improving the appearance of the entrance to the campus and increasing public safety. At the SSC, fixtures were replaced and walls painted in the women's restroom, and the break room received new paint, updated kitchen cabinets, and improved plumbing fixtures to better serve staff needs.

Information Services

Networking and Data Center Team

The Networking and Data Center Team remains committed to advancing the district's technology infrastructure and security posture. The Networking and Data Center team has made significant progress across multiple strategic initiatives aimed at enhancing campus infrastructure, security, and service delivery. These initiatives include the replacement of the firewall and security enhancements at the San Marcos campus, an upgraded network infrastructure to support enhanced imaging capabilities for technical services to improve deployment efficiency and reliability. The team also initiated a comprehensive evaluation of future hypervisor solutions to support virtualization needs, improve performance, ensure long-term sustainability, and advance the development of Single Sign On capabilities to streamline user authentication and improve access to institutional resources. Team members attended the Cisco Live workshop and gained valuable insights into emerging technologies, best practices, and industry trends to inform future planning and operations.

At the Fallbrook Education Center, the team coordinated the installation of new network circuits to expand connectivity and support the growing demand. This is in addition to reviewing technical submittals and ongoing support for the Fallbrook 40 and Athletics Phase 2 construction projects, ensuring the alignment with Information Services standards. At the



Escondido Education Center, the team installed a new Uninterruptible Power Supply (UPS) system to enhance power reliability and protect critical infrastructure.



To support the implementation of the Contact Center platform, Information Services developed and deployed multilingual voice prompts. This initiative was designed to enhance accessibility and ensure an inclusive user experience for our diverse student population. By providing language support within the contact center environment, the project aligns with the institution's commitment to equity and improved service delivery.

Technical Services Team

The Technical Services Team has made considerable progress across multiple strategic initiatives aimed at enhancing technology infrastructure, improving user experience, and preparing for the upcoming academic year. These initiatives include a continuation of the deployment of Microsoft Intune, a critical project for centralized device management and improved security across all district locations. This initiative will streamline IT operations and enhance endpoint protection. In addition, preparations are underway for a phased rollout of Windows 11 beginning this fall. Initial testing has yielded positive feedback, and efforts are focused on ensuring full compatibility with all instructional and administrative software. This summer, 375 student lab computers are being replaced across the San Marcos campus and Education Centers. These new systems, equipped with Windows 11, will provide students with faster, more reliable access to academic resources. This project is in addition to the upgrade of classroom lectern computers. The team successfully completed the relocation of technology equipment for the financial aid, admissions, records, and evaluations departments back to the Student Services Center (SSC). Finally, a new digital signage system has launched. These displays will provide real-time updates and announcements, fostering a more connected and informed campus environment.

At the Rancho Bernardo Education Center, outdated library systems have been replaced with newer, warranty-covered machines which are now able to support architecture software and improved student access. In addition, a full replacement of computers in one of the rooms was completed. The new systems will run Windows 11 and support the upcoming summer session.

Cybersecurity Team

Over the past year, the institution has made significant strides in strengthening its cybersecurity posture and compliance readiness. The following initiatives reflect our ongoing commitment to safeguarding institutional data, enhancing operational resilience, and aligning with federal and industry standards. Key initiatives and accomplishments include the implementation of Multi-Factor Authentication (MFA) which significantly reduces the risk of unauthorized access and enhances the overall integrity of institutional systems. A comprehensive third-party audit was coordinated and completed to assess compliance with the Gramm-Leach-Bliley Act (GLBA) and NIST 800-171 cybersecurity frameworks. The audit provided actionable insights and affirmed our progress toward meeting federal data protection requirements. In 2024, we oversaw a full-scale external penetration test to identify and remediate vulnerabilities. Building on this effort, a Ransomware Readiness Assessment is scheduled for July to further evaluate and strengthen our response capabilities against emerging threats. Lastly, a standardized process for evaluating third-party software and application purchases has been developed and launched. This initiative ensures that all technology acquisitions undergo rigorous security and compliance vetting, reducing institutional risk and improving procurement governance.

Looking ahead, key priorities for advancing the district's cybersecurity posture include expanding MFA coverage to over 90% of users by the end of 2025, implementing recommendations from recent audits and penetration tests, and completing the upcoming



ransomware readiness assessment. Additionally, we will continue to refine the third-party risk assessment framework to ensure it remains responsive to evolving threats and regulatory expectations. These efforts will collectively strengthen our resilience and safeguard the institution's digital infrastructure.

HUMAN RESOURCE SERVICES (HRS)

Human Resources is working proactively with departments to evaluate short-term assignments to see where we can potentially reallocate resources to classified positions and to also see how we can make student employment opportunities that align with career pathways.

Human Resources continues to evaluate processes to ensure that we can efficiently hire qualified employees while adhering to best practices. As usual, the summer is a busy time for HR as we prepare for the new academic year.

Our recruiters attended the Employment Transition Hiring Event at MiraCosta College on June 18. The goal when attending events like these is to highlight Palomar College, discuss the features and benefits of working at our college and to encourage all candidates to apply.

Benefits

The health insurance open enrollment period for full-time employees will run during the entire month of August; any changes made during August will take effect October 1. There are no changes to the benefit options this year and only those who are requesting a change need to re-enroll. The benefits team will host drop-in office hours twice a week in LRC 308 during August and at each of the Education Centers for this open enrollment cycle. Please look for the open enrollment calendar of events in your email or find an informational postcard in your mailbox at home. Postcards will be mailed to the address on file.

Recruitment figures as of June 23:

33 permanent recruitments in progress

- 13 – Admin/CAST
- 18 – Classified
- 2 – Faculty

63 part-time faculty recruitments in progress

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

DEIAA OFFICE

In partnership with the office of student recruitment, the Palomar College Chief Diversity Officer participated in North San Diego County's NAACP annual Juneteenth event in Oceanside. This event brought together the community in honor of the federal holiday celebrating Juneteenth, commemorating the end of slavery in the United States, particularly for those in Galveston, Texas in 1865, two years after the signing of the Emancipation Proclamation.

In mid-June, the third Palomar College faculty team participated in the Open For Antiracism (OFAR) program and presented their amazing work in a showcase with eight other community college teams from across the state. The Open Education Global Community College Consortium for Open Educational Resources (CCCOER) has opened the call for teams of 4-6 faculty from California community colleges wishing to make their teaching and instructional materials antiracist to join a statewide Open For Antiracism (OFAR) faculty



cohort running from October 2025 through June 2026. VP of Instruction Dr. Recalde has sent out the initial call for applications.

Palomar College was represented at the 2025 convening of the National Conference on Race And Ethnicity (NCORE) by a team of classified professionals, part time and full-time faculty, and administrators. This weeklong conference was attended by over 3,500 participants and included over 200 session offerings. One of these sessions was led by Palomar College faculty member Dr. Cynthia Cordova titled "Pedagogy of Cariño: A Framework to Becoming Our Culturally Relevant Whole Selves." Palomar College attendees look forward to sharing what they learned throughout the upcoming academic year.

INSTITUTIONAL RESEARCH, PLANNING & GRANTS (IRPG)

Accreditation

The Accreditation Writing Leadership Team (AWLT) is collaborating with the Student Learning Outcomes (SLO) Coordinators to draft the Midterm Report section on student learning assessment. This section will highlight the college's efforts to upgrade its technology platform to improve coordination, implementation, and reporting of SLO assessment results.

Integrated Planning

On June 21, the Senior Director of Institutional Research, Planning, and Grants (IRP&G) supported the Governing Board's annual retreat. During the session, the Board reviewed its roles and responsibilities, reflected on its annual self-evaluation, discussed the policy approval process, and established its 2025–26 goals.

IRP&G is also supporting the Continuing Education program in developing a mission statement to guide its strategic planning. Two team members will facilitate a workshop to help the program align its mission with both institutional and statewide strategic priorities.

Institutional Research

This summer, IRP&G is reviewing and updating its website to ensure greater accessibility. Team members also participated in professional development focused on the use of focus groups and panels in research. Current projects include standardizing dashboard protocols and evaluating FTES at the Rancho Bernardo Education Center.

Grants

The Grants team has updated the IRP&G website to improve usability, accessibility, and alignment with the full grant lifecycle. The revised site offers streamlined navigation, clearer guidance, and easier access to resources for faculty and staff. Additionally, the team has published its Competitive Grant Lifecycle Monitoring Framework, a tool designed to support proactive grant oversight and identify potential compliance issues early.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The media placements designed to support the summer and fall enrollment goals that launched in early May and continued through June. The campaign messaging will adjust to a focus for fall enrollment only in early July. The Palomar Makes It Possible digital advertising strategy inclusive of academic area advertising as well as brand-related enrollment-focused ads designed to support enrollment goals continued as scheduled. This integrated digital advertising strategy generates qualified traffic to the associated landing pages and the



palomar.edu website. In May, the campaign generated over 614,057 impressions while remaining cost-efficient.

A request for proposal for the Palomar College Digital Advertising Strategy Design, Implementation and Management closed in late May. We received 19 proposals, and the committee determined a winning bid and alternate winning bid which will be presented to the Governing Board for approval at their July 8 meeting.

Compared to June 2024, traffic to the palomar.edu website increased 12.2%. New users increased by nearly 10%. These results are positively impacted by the digital advertising strategy. Social media traffic to the website increased 24% over the previous June and remains the 4th ranked source of all traffic generated to the Palomar.edu website. Facebook, Instagram, and LinkedIn generated the majority of the social media traffic to Palomar.edu. The overall top channels of traffic to the website are direct traffic, organic search, and referral traffic.

Throughout June, our social media posts focused on increasing awareness of upcoming enrollment dates, launch of the scholarship application, student support programs, San Marcos campus construction updates, new course numbering, and campus tours.

A year-over-year performance comparison of growth within each of our social media platforms shows mixed results. Facebook followers increased by just over 1% and X followers decreased 1% compared to last June. Followers on LinkedIn grew 6% compared to June 2024. Instagram is continuing to show a significant increase at 12%. Followers on our TikTok channel grew 16% compared to the previous June.



Sample Social Media Post in June



Sample Social Media Post in June

Community and Media Relations

In response to a media inquiry from iNewsSource, PIO Lanthier Bandy prepared responses on behalf of Governing Board President Jacqueline Kaiser and Superintendent/President Dr. Star Rivera-Lacey. The [article](#) appeared on the iNewsSource website on June 18. The Public Information Office, facilities, and athletics departments worked with an external advertising agency to utilize the football stadium and a location in the MD building for the production of a Verizon Business ad that will featured former NFL player Drew Brees and fashion designer Kristin Juszczyk on June 13.

Two press releases were issued in June. One centered on the approval of the Palomar College [bachelor's degree](#) in Building Performance and Environmental Design, and the second release featured the achievements of [Palomar College softball player Breanna Lutz](#). These press release are available on the [Palomar News website](#). Palomar College received



277 media mentions in June. This equates to a publicity market value of over \$591,000 for the district.

PIO Julie Lanthier Bandy attended the San Marcos Chamber of Commerce executive committee and strategic planning meetings, and the San Marcos Forward event hosted by the Chamber. In late June, she attended the Fallbrook Chamber of Commerce annual awards and board installation luncheon.

Internal/External Communications and Public Affairs

PIO Lanthier Bandy attended the San Diego and Imperial Counties Community College Association (SDICCCA) meeting in early June and the Palomar College Independent Citizens' Oversight Committee meeting in mid-June.

She also attended the Government Relations Liaison meetings hosted by the Community College League of California (CCLC), and California Community College Chancellor's Office and the Association of Community College Trustees (ACCT) webinar which focused on the status of and content of budget reconciliation at the federal level. PIO Lanthier Bandy joined the Rapid Agency Coordination meeting hosted by SANDAG. The agenda included an update and timeline on rapid transit planning, some of which can positively impact our student's travel to and from the San Marcos campus and our Education Centers.

In collaboration with the Office of Instruction and the Student Services division, two video productions are underway to educate students on the common course numbering initiative and the importance of pursuing an Associate Degree for Transfer (ADT). These videos are scheduled for release later this summer.

The Creative Services team designed and delivered projects to support a variety of initiatives including the finalization of the 25-26 catalog, collateral updates and redesigns, program logo development, and palomar.edu content.

FOUNDATION

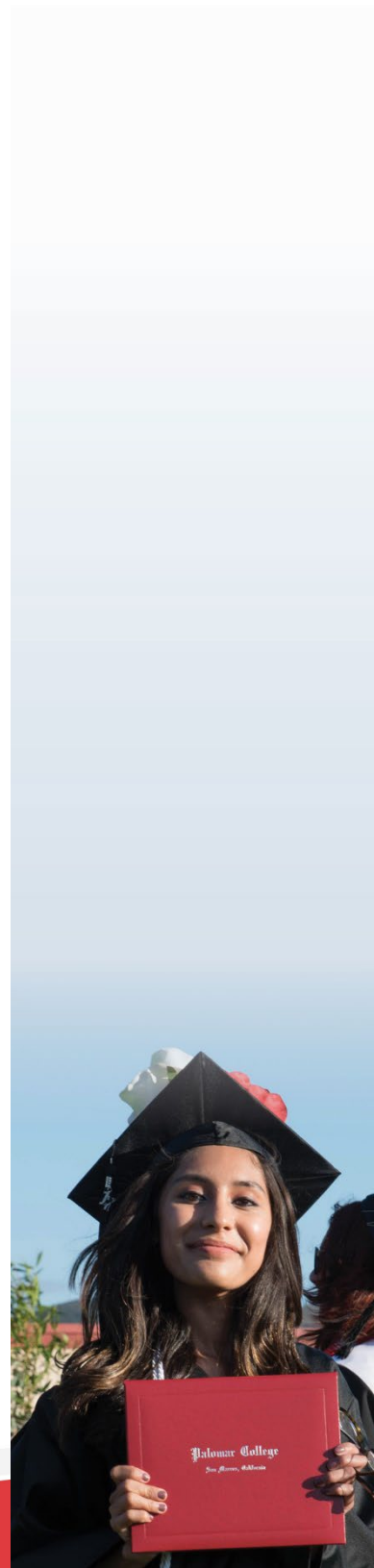
Fundraising Activities

Boyce Family Legacy Donation

The Palomar College Foundation received an incredible estate gift from the Boyce Family, the estate of Dr. William and Lorraine Boyce of Escondido totaling nearly \$93,000. Dr. William Boyce (Dr. Bill), a surgeon at Palomar Hospital, served six years on the Palomar College Governing Board in the late 1970's. He passed away at 95 in 2015. His wife Lorraine passed away earlier this year at 98. Lorraine was the first woman mayor of Escondido, started the Escondido Community Child Development Center and was instrumental in the establishment of North County Transit. Former Escondido City Council member, Ed Gallo said in a recent article, "I think the Boyces are or should be one of Escondido's Legends."

Scholarship Program

The Palomar College Foundation was proud to raise \$7,000 in scholarship support for our students. This includes a generous \$5,000 contribution to the Carstarphan Scholarship, which supports aspiring nurses as they pursue their vital training. We also received \$1,000 each for the Swaner Hardwood Scholarship, benefiting students in our Cabinet and Furniture Technology program; and the Ward "Rusty" Meyers Scholarship, which supports students pursuing degrees in health and kinesiology. These gifts make a meaningful difference in the lives of our students and reflect the community's continued investment in their success.



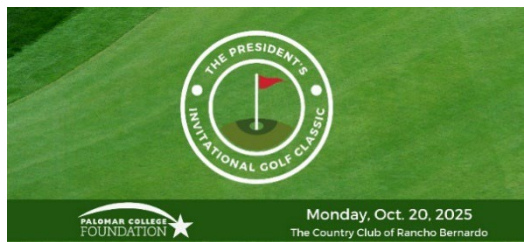
Grant Program

This month, the Palomar College Foundation secured \$22,500 in grant funding to support student success and engagement. The Allstate Foundation awarded \$10,000 to fund youth-led, youth-driven community service projects on campus. A \$5,000 HMC Designing Futures Foundation grant will provide scholarships for architecture and design students. Kaiser Permanente contributed \$7,500 to sponsor the President's Invitational Golf Classic, renew their President's Associates Membership, and sponsor the annual President's Associates meeting held each December.

Additionally, the Foundation submitted a final report to the County of San Diego Neighborhood Reinvestment Program (District 2) for the successful purchase of a new cargo van. This van has significantly expanded the capacity of the Stan and Anita Maag Food & Nutrition Center to serve Palomar College students and their families on the San Marcos campus and at each of the Education Centers, facing food insecurity.

President's Invitational Golf Classic

The much-anticipated kick-off meeting for the 2025 President's Invitational Golf Classic committee took place on May 21, bringing together dedicated volunteers and key partners to begin planning one of our most impactful fundraising events of the year. This year's tournament is scheduled for October 20, 2025, at the beautiful Country Club of Rancho Bernardo. With strong early momentum, we are thrilled to share that we have already secured \$55,000 in sponsorship commitments, a promising start that reflects the community's continued enthusiasm and support for our mission.



A promotional ad for the President's Invitational Golf Classic on October 20, 2025

Foundation Board and Community Engagement

Foundation Board of Directors

The Palomar College Foundation Board of Directors held a regular meeting on June 23. Financial Advisor, Shawn Wamstad attended the meeting to present a current review of the Foundation's portfolio and analysis of the market conditions. In addition, the committees of the board met earlier in the month including Finance & Investment, Fund Development, and the Grant Review committee.

Community Events

Palomar College was represented at the San Marcos Forward event hosted by the San Marcos Chamber of Commerce on June 10. Attendees included Superintendent/President Dr. Star Rivera-Lacey, Governing Board President Jacqueline Kaiser, Governing Board Vice President Dr. Holly Hamilton-Bleakley, Governing Board Secretary Yvette Maria Acosta, Governing Board Trustee Roberto Rodriguez, Public Information Officer Julie Lanthier Bandy, Chief of Police Chris Moore, and Executive Director



Superintendent/President Dr. Star Rivera-Lacey presenting at the San Marcos Forward event



Stacy Rungaitis. Dr. Star Rivera-Lacey was a featured speaker at the event, highlighting the significance of Palomar College in the San Marcos community.

The Poway Chamber of Commerce held their annual Business Star Awards Dinner on June 20. Palomar College was nominated as Large Business of the Year, with Senior Director Michelle Barton and Rancho Bernardo Education Center faculty member Joe Lucido in attendance.

