

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



February 13, 2026

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PRESIDENT'S OFFICE

All College Day – A Success

The spring semester is off to a fantastic start. Over 300 employees attended All College Day on January 22 as we discussed our institutional priorities and recognized our continued commitment to an Accessible Palomar. I appreciate Governing Board President Dr. Holly Hamilton-Bleakley for welcoming us back for the spring semester and to Trustee Roberto Rodriguez for attending.

During the program, we celebrated our successes and enjoyed a sincere thank you from one of our former students, Juan Gonzalez. Juan's

educational and professional journey started at Palomar as an ESL student who went on to receive his Associate of Arts and transferred to CSU San Marcos to earn his bachelor's degree. Juan is now contributing to the success of students as the Dean of Career Technical Education and Workforce Development at Hartnell College. He is just one example of many stories that has resulted from our steadfast commitment to student success. I am confident that our students will be positively impacted by each of our faculty and staff during the spring semester.



Acting Assistant Superintendent/Vice President of Instruction Justin Smiley and Dean Diane Studinka joined Interim Superintendent/President Dr. Tina Recalde to recognize instructional departments that have made significant progress in improving the accessibility of their courses.

A Community Celebration

In honor of Dr. Martin Luther King, the North County NAACP hosted their annual community prayer breakfast in Oceanside. This event brought together community members, organizational leaders, and elected officials to honor the principles of Dr. King. The Palomar College Foundation sponsored a table to support our attendance at the event. I was joined by Governing Board President Dr. Holly Hamilton-Bleakley, Assistant Superintendent/Vice President of Human Resources Anna Pedroza, Chief Diversity Officer Dr. Nicole Belisle, Human Resources Benefits Manager Wendy Corbin, Curriculum Specialist Cheryl Kearse and Assistant Professor of Earth, Space and Environmental Sciences Nina Shmorhun.



Milestone Achieved

On January 29, we celebrated an important milestone for the Athletics Fieldhouse during our Beam Signing and Topping Off Ceremony. It was a great opportunity to recognize the countless hours of planning by our amazing employees, and the dedication of incredibly talented designers, contractors, and specialty vendors who are working diligently to make this important addition to our Athletics Complex a reality. I sincerely appreciate our Governing Board President Dr. Holly Hamilton-Bleakley for opening the event and I am grateful to Governing Board Secretary Dr. Judy Patacsil and Student Trustee Ariel Fridman for celebrating with us.



Back Row: Assistant Superintendent/Vice President of Student Services Nick Mata, Acting Assistant Superintendent/Vice President of Instruction Justin Smiley, Student Trustee Ariel Fridman, Interim Superintendent/President Dr. Tina Recalde, Trustee Emeritus Mark Evilsizer, Governing Board President Dr. Holly Hamilton-Bleakley, Dean Diane Studinka.
Front Row: Foundation Executive Director Stacy Rungaitis, Assistant Superintendent/Vice President Anna Pedroza, Governing Board Secretary Dr. Judy Patacsil, Public Information Officer Julie Lanthier Bandy and Senior Director of Institutional Research, Planning & Grants Michelle Barton.

Conversations at the State Level

Just before the start of the spring semester, I attended the Effective Trusteeship and Board Chair workshop hosted by the Community College League of California (CCLC). The workshop offered in-depth professional development tailored to trustees and administrators with different levels of experience. I participated in a panel discussion focused on the importance of investing in Credit for Prior Learning programs and the vast benefits provided to our students. Governing Board President Dr. Holly Hamilton-Bleakley, Governing Board Secretary Dr. Judy Patacsil, Trustee Jacqueline Kaiser, and Trustee Roberto Rodriguez also attended the workshop.

The workshop was followed by the CCLC's annual legislative conference, which provided us with an opportunity to meet with legislators from our region and staff consultants of various legislative committees and legislators from our region. The San Diego and Imperial Counties Community College Association (SDICCCA) Superintendent/Presidents, Chancellors,



Governing Board Trustees, Public Information Officers, and student leaders participated in the meetings. We were thrilled to host a session with Assemblymember Dr. Darshana Patel, who represents the majority of our district and Assemblymember David Alvarez, who represents the district of Southwestern College. Both assemblymembers serve on the budget committee and the education committee. It was a perfect opportunity to communicate our region's legislative priorities and the impact their decisions have on the success of our students and our institutions.



SDICCCA leaders meeting with Assemblymember David Alvarez and Assemblymember Dr. Darshana Patel

Annual SDICCCA Dinner

I was joined by Governing Board President Dr. Holly Hamilton-Bleakley, Governing Board Secretary Dr. Judy Patacsil, Acting Assistant Superintendent/Vice President of Instruction Justin Smiley and Public Information Officer Julie Lanthier Bandy at the SDICCCA dinner, held at Southwestern College. The event was an opportunity for the community colleges throughout the region to connect on new and proactive strategies to continue our mission to impact the lives of all students. Our guest speaker, Gaspar Orozco Ríos, from the Consulate General of Mexico, inspired us all with his deep understanding and admiration for the work that we do.



Acting Assistant Superintendent/Vice President of Instruction Justin Smiley, Governing Board Secretary Dr. Judy Patacsil, Interim Superintendent/President Dr. Tina Recalde and Governing Board President Dr. Holly Hamilton-Bleakley

OFFICE OF INSTRUCTION

The Office of Instruction is off to a strong start this spring semester, with faculty and staff across all instructional divisions welcoming students back and diving into new and ongoing initiatives.

On January 30, Acting Assistant Superintendent/Vice President Justin Smiley attended the North County Higher Education Alliance (NCHEA) Board Reception where California State University San Marcos President Dr. Ellen Neufeldt and Dr. Sunny Cooke, Superintendent/President of MiraCosta College, joined members of the NCHEA board to discuss shared priorities and collaboration opportunities. The conversation focused on increasing transfer success and navigating the impact of artificial intelligence within our institutions, which are two areas that are particularly relevant to the continuing work happening in the instructional divisions this semester.

Social and Behavioral Sciences Division

The Social and Behavioral Sciences division faculty and staff are welcoming back students for the spring 2026 semester and are looking forward to supporting their academic and professional success throughout the term.



The Social and Behavioral Sciences division is pleased to report significant achievements across our programs. The Alcohol and Other Drug Studies (AODS) student interns have demonstrated exceptional success, with 80% securing gainful employment either during or by the completion of their internship class over the past two years. This outstanding placement rate reflects the quality of our program, and the dedication of both our students and faculty in preparing graduates for meaningful careers in the field.

We are proud to announce that multiple departments within our division have been recognized for their commitment to accessibility. The American Indian Studies (AIS), Chicano Studies (CS), Child Development (CHDV), Kinesiology (KINE), and Philosophy (PHIL) departments have all received awards for achieving the Ally A+ accessibility ratings. This recognition demonstrates our division's dedication to creating inclusive learning environments for all students.

Math, Science and Engineering (MSE) Division

As the new Associate Dean of Nursing, Deborah Chow has been focused on fostering a positive, collaborative, and student-centered environment within the Nursing department. This month, the department held its first Nursing Retreat with the theme "You Are the Heart of the Nursing Program."



Palomar College Department of Nursing faculty during a retreat

Recent accomplishments by the nursing department include a revised Nursing Education Student Handbook

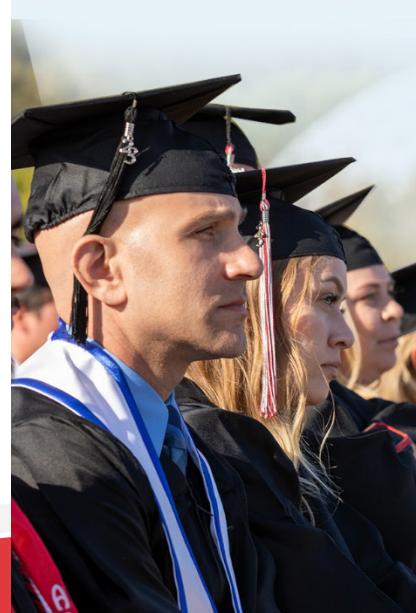
with updated policies to provide greater clarity and guidance for all students, the hosting of a semi-annual Education Fair to develop RN-to-BSN partnerships and transfer pathways, with the goal of increasing successful transfer outcomes. This is in addition to the streamlining of course scheduling to reduce duplicate course sections, resulting in improved departmental productivity, and the development of three new nursing courses, including a non-credit open skills lab to support hands-on practice and skill development. Finally, students who completed the program achieved a 94% NCLEX-RN pass rate, with an upward trend in graduates securing employment as Registered Nurses. The Nursing department is looking forward to building on these accomplishments as it continues to strengthen outcomes for students, faculty, and the wider community.

Arts, Media, and Business Administration Division

The Performing Arts department will launch its spring programming with the start of the weekly Concert Hour series on February 19, featuring the Dylan Soto Jazz Combo as the opening performance.

The Boehm Gallery will open a new exhibition, Systems Under Pressure, which explores the intersection of art, ethnic studies, and social justice. The opening reception will take place on February 19, and the exhibition will run through April 18.

Additionally, the Art department is pleased to share that full-time Painting and Drawing professor Briana Stanley was awarded a competitive residency at the prestigious Sitka Center for Art and Ecology in early February, an honor that reflects the exceptional caliber of the department's faculty.



Career Technical and Extended Education Division

On January 16, a cross-functional leadership team from Palomar College attended the 2026 Credit for Prior Learning (CPL) Regional Convening in San Diego. Participants included Nichol Roe, Dean of Career, Technical, and Extended Education; Wendy Nelson, Interim Associate Dean of Career, Technical, and Extended Education; Jenny Fererro, Dean of Instruction; and Leslie Salas, Dean of Student Success, Equity, and Counseling. As a recognized leader in CPL implementation, Palomar's participation was important to both contribute to and learn from the best practices statewide. The convening focused on advancing equitable CPL strategies, strengthening cross-division collaboration, and expanding student access, persistence, and timely completion through recognition of prior learning.



Palomar College administrators Leslie Salas, Dean of Student Success, Equity, and Counseling; Nichol Roe, Dean of Career, Technical, and Extended Education; Wendy Nelson, Interim Associate Dean of Career, Technical, and Extended Education; Jenny Fererro, Dean of Instruction at the CPL Regional Convening.

Arts, Media, and Business Administration Division

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Professional Learning

January started off strong with our Leadership Exploration and Development (LEaD) Academy taking place at the Rancho Bernardo Center during our return from break. A resilient group of current and future leaders met for two days, gaining insights and resources from their colleagues.

The Academy was followed by the second cohort of the AI Literacy workshop that met to discuss the importance of the ever-developing realm of Artificial Intelligence. Hosted in our employee center, the EDGE, this dynamic 3-day workshop series will see one more cohort in the upcoming summer prior to the start of the fall semester.



Palomar College LEaD Academy attendees



The month also saw another successful Flex Week with nearly 80 training sessions offered, capped off with our All College Day where over 300 of our colleagues gathered to kick off the semester with a focus on Accessibility and Student Success.



STUDENT SERVICES

Palomar College AI Literacy workshop attendees

Financial Aid, Veterans, and Scholarship Services

The first disbursement of the Spring 2026 Pell Grant was awarded to 3,583 students for a total of \$3,760,721. Two hundred and fifty-six students were awarded Spring 2026 scholarships for a total of \$206,198.67.

During the first week of the spring semester, with the support of the Palomar College Foundation, the Veterans Resource Center (VRC) provided snacks and essential supplies to students.

Student Health Center (SHC)

The Health Promotions team is already getting the word out on available mental health services for students at Behavioral Health Counseling Services (BHCS). As a result, students new to BHCS and those returning for the spring semester have been scheduled to work with our two full-time therapists and three interns. Active Minds is planning a wellness skill shop to present on Mindfulness, Meditation and Relaxation. There are also requests coming in from faculty that have invited the Health Promotion team to their classes to review the services provided by Student Health Services. Health Promotions will begin a monthly health awareness campaigns for students in February as it is Heart Health Month. Free blood pressure screenings and a reduced fee for cholesterol testing will be available.

The SHC continues to offer Narcan training (per SB 367) with a free dose of Narcan distributed upon the completion of the class. Training is offered to all students and employees via hyflex on the PD portal or during the Welcome Center skill shops. Free fentanyl test strips (AB 461) and drink test strips (SB 1013) are available to our students. The SHC also collaborated with the Environment Health & Safety department to order and replenish all expired Narcan doses across the San Marcos campus and at the three education centers.

The SHC team has been busy scheduling and providing childcare physical exams, immunizations, and immunization reviews for students in the Child Development program as part of their requirements. The SHC Director attended LGBTQ gender affirming care training at the LGBTQ Community Center in Oceanside.

Behavioral Health Counseling Services (BHCS) and Health Promotions

The mental health clinicians and interns have been preparing for the workshops they will be offering this semester in addition to individual counseling sessions. Two of our interns are also finalizing details for their Healthy Relationships psychoeducation group. We are working with the Dreamer Success Program to ensure that they are aware of the mental health resources available with guidance from the Chancellor's Office as well as student-expressed needs. BHCS successfully connected with Rising Scholars students to increase awareness of the services available.



The Director of BHCS attended the LEaD Academy and offered a presentation during Flex Week to inform employees about the services offered within BHCS.

Basic Needs

On January 26 and 27, the Basic Needs team participated in the Comet Welcome Day events hosted by Student Life and Leadership. Through tabling and direct engagement, the team connected with 135 new students, registered them for the Anita and Stan Maag Food and Nutrition Center, and introduced them to the range of Basic Needs services available to support their success.

On January 30, Basic Needs leadership attended the Agency Fair at San Diego State University to strengthen community partnerships and explore the development of an internship pipeline with the Sociology graduate program. These efforts are focused on expanding case management capacity to support students requiring one-on-one assistance with emergency housing, food insecurity, and other critical basic needs.

In January, the Anita and Stan Maag Food and Nutrition Center continued providing comprehensive food support to students and their families. The Center welcomed 61 new students and supported 235 students and their households across more than 601 visits, distributing a total of 3,481 pounds of food. In addition, the Center distributed hygiene kits, diapers, and period products for households with dependents, assisted students with CalFresh applications, and connected several students to emergency housing resources.

To expand access beyond regular operating hours, Campus Care Lockers fulfilled 30 districtwide orders for groceries, hygiene supplies, diapers, and period products. Grab and Go stations also continued to support students across the district, distributing approximately 902 pounds of snacks and fresh produce at the San Marcos campus and an additional 477 pounds at the education centers, ensuring equitable access for evening students.

Comet Welcome Day

The Office of Student Life & Leadership with the Associated Student Government (ASG) hosted Comet Welcome Days for a two-day event welcoming students back to the spring semester. We are incredibly grateful to have connected our students to over 21 dedicated teams offering endless connections and overwhelming support.

ASG in Action

On January 29, the Associated Student Government (ASG) attended the Athletics Fieldhouse Beam Signing and Topping Off Ceremony, marking a significant construction milestone for the new Athletics Fieldhouse. Student leaders joined campus administrators, employees, and vendor partners in recognizing the progress of this important facility, which will support student-athletes and enhance campus life.



ASG leadership at the Palomar College Athletic Fieldhouse Beam Signing and Topping Off Ceremony



ASG held its first meeting of the spring semester on January 30, which served as a special meeting to initiate the spring ASG retreat. The retreat provided student leaders with dedicated time to engage in leadership development through 16 training sessions and presentations focused on committee formation, event planning, budget review, and strengthening reporting practices. Through collaborative planning and intentional team-building activities, student leaders identified shared priorities for the semester, including preparation for state and federal advocacy efforts in San Francisco and Washington D.C.

ASG has developed a virtual reservation option on the Student Life and Leadership website to promote and support equitable use of the campus Meditation and Reflection Room. This space provides students with a quiet and inclusive environment for meditation, prayer, mindfulness, and personal reflection, supporting student wellness and holistic well-being. The online reservation system allows students to view availability and reserve time in advance, helping to reduce scheduling conflicts, encourage intentional use of the space, and increase awareness of this wellness resource.

FINANCE AND ADMINISTRATION

Fiscal Services

Fiscal Services has issued all the required tax forms including 1098-Ts, 1099s, and W-2s. The Budget Office is starting the FY26-27 budget development process. Accounting and Accounts payable disbursed our first spring 2026 Pell grant dollars to eligible students and is diligently helping staff with the Concur Travel platform. The Cashier's Office offered extended hours during the first two weeks of the spring semester to assist students and will start disbursing student scholarships and categorical grants.

Facilities Operations

Construction & Facilities Planning

Progress on the Fallbrook 40 project continued throughout January as exterior and interior wall framing and mechanical, electric, plumbing and fire sprinkler rough-in continues on all floors. The installation of drywall will start the week of February 9 on the second floor.

Work has continued on the Athletics Fieldhouse project as well. This work includes the completion of structural steel and masonry on the main building and the continuation of exterior and interior wall framing and the rough-in of mechanical, electric, plumbing and fire sprinklers.

Environmental Health & Safety/Risk Management

The Risk Management team conducted an Emergency Preparedness Workshop during Flex Week that was attended by 40 employees. Participants learned about the Injury & Illness Prevention Plan (IIPP), Emergency Operations Plan (EOP), lockdown procedures, and the Workplace Violence Prevention Plan (WVPP). In addition, the annual Statewide Association of Community Colleges (SWACC) questionnaire data collection was facilitated to support renewal of the district's Property and Liability insurance policies.

The Environmental Health & Safety team facilitated a building emergency evacuation drill and completed fire extinguisher inspections at the Rancho Bernardo Education Center.

Technical Services provided 7 ergonomic consultations and workstation installations for district employees, along with 21 hazardous, biological, and pathological waste management, disposal, and shipment services across all district sites.



Custodial Services

Custodial teams across all district locations completed prioritized and deep-cleaning efforts in preparation for the spring semester. This work included extensive floor care projects, such as stripping and resealing multiple floors. In addition, custodial staff supported a high volume of campus events and activities across multiple sites, including All College Day, youth flag football games, information stations, Comet Welcome Days, and the LEaD Academy. Teams ensured event setups were completed efficiently, and that the facilities remained clean, safe, and welcoming for students, employees, and visitors.

Building and Ground Services

Facilities maintenance projects included the installation of new roof and HVAC units at the new Basic Needs Center, roof installation at the bookstore, additional electrical in the ITC building to support zero emissions vehicle instruction, and the replacement of two heating coils on two air handlers serving the NS building. The team also removed the sash hood from NS 140, and completed wall repairs, and painting.

Grounds Services continued trimming and thinning of vegetation across the San Marcos campus. Additionally, a donation of California native plants from Tree of Life Nursery were accepted and planted. Finally, staff gave an ecology class a tour of the Arboretum and cactus garden.

Campus Police Department

Campus Police recently hired two full-time Community Service Officers (CSO) and a Police Parking Specialist. This full-time staff replaces several short-term hourly positions, providing more consistent service to the college, including 7 day-a-week coverage for CSOs. Campus Police hosted two workshops during Flex Week on identifying concerning behaviors. This coursework from the Department of Homeland Security addresses behaviors tied to threats to campus and workplaces.

HUMAN RESOURCE SERVICES (HRS)

Human Resources continues to advance process improvements and identify opportunities to streamline our operations. Key focus areas include position control, document retention, and onboarding. We are partnering closely with Information Services to better leverage existing systems and tools, with the goal of increasing efficiency, improving data integrity, and enhancing communication across the institution.

As we begin the spring semester, we are also engaging with the Palomar Faculty Federation to initiate negotiations for the full contract reopeners. This is a collaborative process resulting in mutually beneficial outcomes that support the needs and priorities of the unit.

Human Resources participated in the California Community Colleges (CCC) Career Connect Job Fair on January 31 in Los Angeles. Our presence at events like this is part of a broader strategy to showcase Palomar College as an employer of choice, highlight the benefits of working within our community, and attract a diverse pool of talented candidates.

Benefits

The spring 2026 part-time faculty health insurance open enrollment runs from February 1-28. The part-time faculty medical benefit eligibility data will be available on February 10. In February, the benefits team will provide six drop-in open enrollment support events in LRC-308.



TEAM LIFE and the benefits office are hosting biometric screenings on April 28 for covered employees and their eligible dependents over the age of 18. Email notifications will be distributed and appointments are required. Participants who make an appointment and have their biometric screening will receive an email with a link to a \$25 Amazon reward.

Recruitment

Recruitment figures as of February 3, 2026:

- 28 permanent recruitments in progress
 - 6 – Admin/CAST
 - 21 – Classified
- 1 – Faculty72 part-time faculty recruitments in progress

CHIEF DIVERSITY OFFICE

Community Engagement

The legacy of Dr. Martin Luther King Jr. was honored by the Palomar community who participated in the MLK Parade in San Diego on January 18. Palomar College participated in the parade alongside our North County Higher Education Alliance (NCHEA) partners MiraCosta College and CSU San Marcos.

Palomar College leaders attended the North San Diego County NAACP annual Dr. King Community Prayer Breakfast on Martin Luther King Jr. Day.

Leadership Development

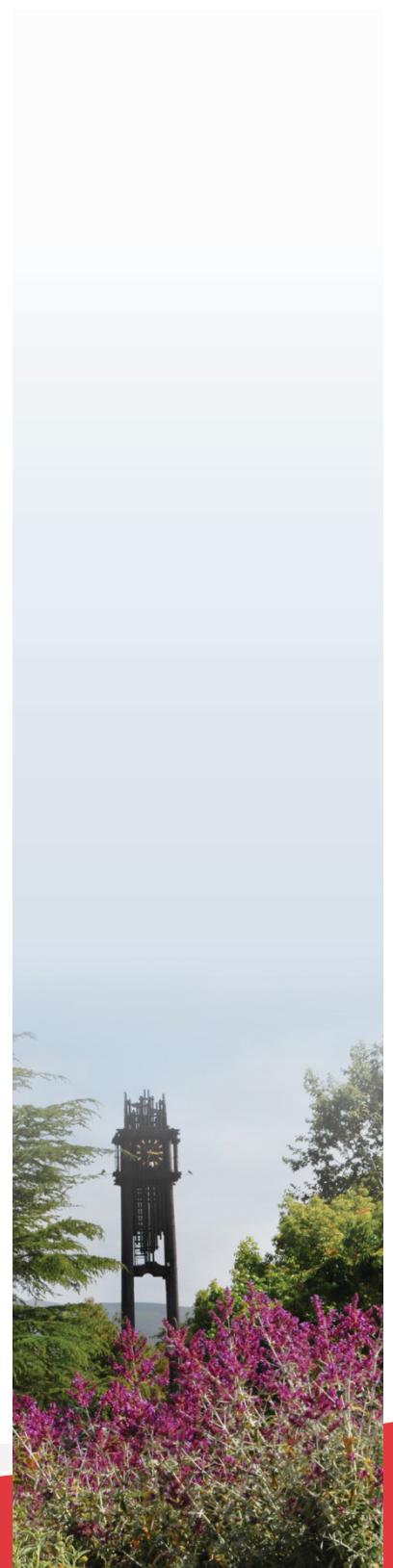
Dr. Belisle supported the Professional Learning team as they hosted the annual Leadership Exploration and Development (LEaD) Academy. She led sessions on Team Building Based on Shared Values, Inclusive Excellence Leadership in Troubling Times, Leadership within Accessibility Initiatives and co-lead with Director Winterle a closing session on reflection that leads to action.

Immigration Enforcement Activities

Palomar College follows state and federal laws to protect the rights, privacy, and well-being of all students and employees. These guidelines ensure clear communication, limit disclosure of personal information, and help maintain a supportive campus environment for undocumented and mixed-status families. During Spring 2026 Flex week, Dr. Belisle led a session reviewing Palomar College's administrative procedure 3415 on Immigration Enforcement Activities and the Dreamer Success Program partnered with Higher Education Legal Services on a session highlighting Bystander Strategies.



Left to Right Assistant Superintendent/Vice President of Human Resources Anna Pedroza, Assistant Professor of Earth, Space and Environmental Sciences Nina Shmorhun, Chief Diversity Officer Dr. Nicole Belisle, Governing Board President Dr. Holly Hamilton-Bleakley, Interim Superintendent/President Dr. Tina Recalde, Human Resources Benefits Manager Wendy Corbin, and Curriculum Specialist Cheryl Kearse



INSTITUTIONAL RESEARCH, PLANNING & GRANTS (IRPG)

Accreditation

The Governing Board received the Accreditation Midterm Report as an information item at the January 13 Governing Board meeting. The report is scheduled for action by the Governing Board in February, with final submission to the Accrediting Commission for Community and Junior Colleges (ACCJC) due in March.

Integrated Planning

IRP&G, in partnership with the Instructional Program Review committee and the Program Review and Resource Allocation committee, launched the 2025-26 Program Review and Planning (PRP) cycle with a series of trainings during flex week in January. The team will offer additional training during the first week of February. All instructional and non-instructional departments and programs across the college follow a four-year PRP cycle that involves completing a comprehensive annual review and assessment, followed by three annual updates.

For instructional PRPs, faculty discuss enrollment, student progress, and achievement data, along with the results of Student Learning Outcomes assessments and other quantitative and qualitative data related to their programs such as enrollment management metrics and labor market information. They then develop 4-year plans aligned with the Palomar College mission. Non-instructional units complete similar planning and assessment cycles, utilizing institutional effectiveness data specific to their areas. Programs may also submit one-time requests for resources to support their plan implementation as part of the process.

Institutional Research

IRP&G has completed its fall research agenda and is moving into its spring calendar. Over the past month, the office supported the upload of college data to the state California Community College Chancellor's Office (CCCO) management information system, completed review and submission of the Integrated Postsecondary Education Data System (IPEDS) winter collection, and provided technical support for the launch of the Program Review and Planning (PRP) process.

In addition, the research team began work on the Comprehensive Local Needs Assessment (CLNA), a required biennial process for institutions receiving funds under the federal Strengthening Career and Technical Education for the 21st Century Act (Perkins V). The CLNA includes a review of student performance data, program quality, labor market needs, educator professional development, and access for special populations. The data provided by IRP&G for the CLNA will inform the college's identification of priority needs for its local Perkins funding proposal and plan.

Grants

At the request of Executive Leadership, the cross-functional Time and Effort workgroup, led by the District's Grants Manager, completed its review of the time-and-effort processes of the college. The team issued recommendations to standardize procedures and documentation across divisions to ensure alignment with federal requirements (2 CFR §200.430) and strengthen audit readiness. Next steps include finalizing an implementation timeline for competitive grants and developing training materials.

IRP&G supported the Career and Technical and Extended Education division in developing a competitive application for the CCCCO California Apprenticeship Initiative – New & Innovative (Implementation) grant. The grant was submitted ahead of the January 30



deadline. The office also provided data and analysis for the Title V Annual Performance Report and prepared datasets to support anticipated TRIO Talent Search and TRIO Educational Opportunity Center (EOC) proposals.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The integrated marketing campaign with a specific focus to support the spring 2026 enrollment goals continued throughout January. The campaign includes the Palomar Makes It Possible digital advertising strategy, inclusive of academic area advertising as well as brand-related enrollment-focused ads, generating over 366,130 impressions while remaining cost-efficient.

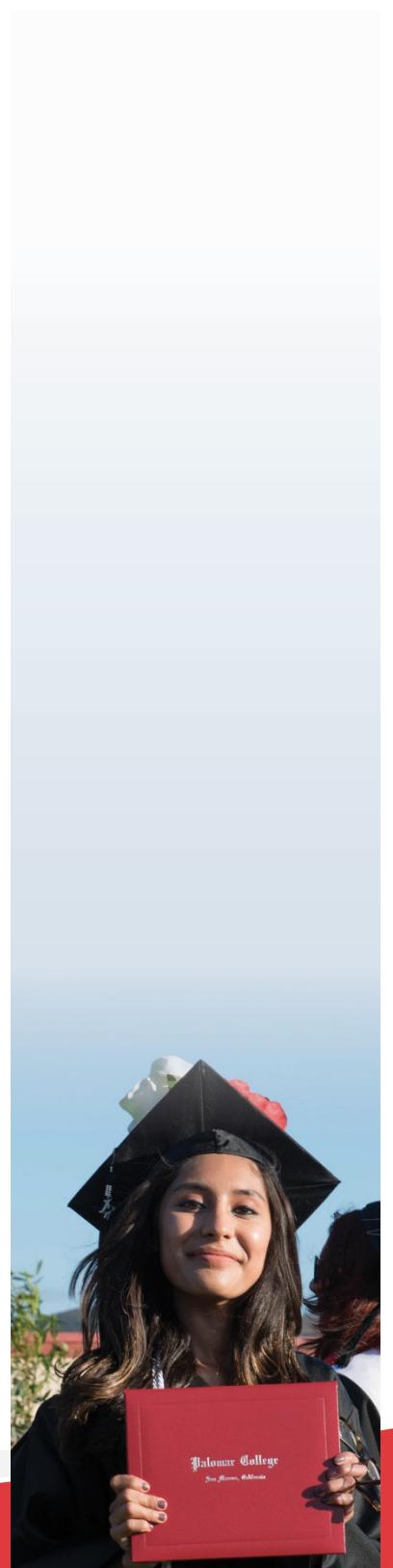
The comprehensive advertising campaign featured a diverse mix of placements, including a billboard on Highway 78, digital bulletin ads along Interstate 15, digital web banner ads in the UT Community Press outlets, and a full-page ad in *North County Informador*, which included an accompanying web banner. In the southern portion of the district digital transit shelter ads and a cinema ad ran. Additional efforts included the distribution of a Palomar College branded email to Camp Pendleton subscribers and a web-streaming campaign with iHeart Radio featuring Palomar College alumnus and radio personality Jesse Lozano. This campaign also includes over-the-top (OTT) video advertising targeted at platforms and programming that align with our student demographics, all aimed at driving traffic to the palomar.edu website.

The Public Affairs Office has supported the success of the BPED bachelor's degree by integrating program keywords and phrases into the existing digital advertising strategy, as well as outdoor advertising, cinema ads, digital ads in community press outlets, and web streaming. The placement of promotional signage on the San Marcos campus and Rancho Bernardo Education Center continued.

Compared to January 2025, new user traffic to the palomar.edu website increased 78%. These results are positively impacted by the comprehensive advertising strategy implemented in January. Social media traffic remains the 4th ranked source of all traffic generated to the Palomar.edu website. TikTok, Facebook, LinkedIn, and Instagram 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 January, our social media posts focused on enrolling for the spring semester and intersession courses, student support services, the opportunity to apply for the Bachelor of Science in Building Performance and Environmental Design and the promotion of low-enrolled courses.

A year-over-year performance comparison of growth within each of our social media platforms shows mixed results. Facebook followers increased by 1% and X followers were flat compared to last January. Followers on LinkedIn grew 6% compared to January 2025. Compared to the previous January, both Instagram and our TikTok channel grew 16% and 14%, respectively.



Palomar College
Published by Dianna Trujillo • January 19 at 5:00 PM •
Spring classes for 2026 begin in just one week! Make sure you're registered and prepared for the first day on January 26.
There's still time to finalize your schedule—don't wait.
Learn more about Palomar College at www.palomar.edu.



Sample Social Media Post

Palomar College
Published by Dianna Trujillo • January 27 at 3:00 PM •
Palomar College proudly participated in the MLK Parade in Downtown San Diego on January 19, celebrating the remarkable legacy of Dr. Martin Luther King Jr. and his unwavering commitment to justice, equity, and service.
We extend our heartfelt thanks to everyone who joined us in honoring his inspiring vision and for working together to uplift our community.



Community and Media Relations

The public affairs office led the design and development of the Beam Signing and Topping Off event for the Athletics Fieldhouse. Over 100 employees from Palomar College and Balfour Beatty joined community members and former athletic faculty at the event. Prior to the event, a media advisory was distributed in collaboration with Balfour Beatty and a post-event [press release](#) was also issued. A feature story was posted on the success of [Kailani Flournoy](#), a Palomar College basketball player who recently set a new record for most rebounds in a single game.

This press releases and feature story are available on the [Palomar News website](#). In addition, PIO Julie Lanthier Bandy worked with a reporter from [CalMatters](#) on the success that Palomar College has had with its Credit for Prior Learning (CPL) program. The story was published on February 5. Palomar College received 276 media mentions in January, including mentions from local, regional, and online media organizations, with an overall publicity value of \$416,000.

PIO Lanthier Bandy attended the San Marcos Chamber of Commerce executive committee, and board of directors meetings, and Chamber Board Installation event.

Internal/External Communications and Public Affairs

PIO Lanthier Bandy attended the government affairs meetings hosted by the California Community College Chancellor's Office, Community College League of California (CCLC), and the Association of Community College Trustees (ACCT). In addition, she attended the San Diego and Imperial Counties Community Colleges Association (SDICCCA) monthly meeting, and the CCLC Annual Legislative Conference in Sacramento.



Governing Board Secretary Dr. Judy Patacsil, Governing Board President Dr. Holly Hamilton-Bleakley, Field Representative Tracy Nguyen from Assemblymember Dr. Darshana Patel's Office, Interim Superintendent/President Dr. Tina Recalde, and Trustee Emeritus Mark Evilsizer

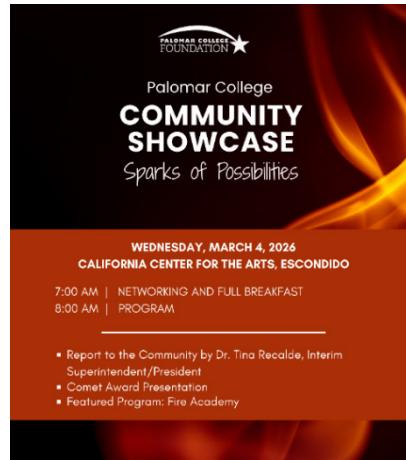


The Creative Services team designed and delivered projects to support a variety of initiatives and events, including the Paramedic Academy graduation materials, event materials for the Beam Signing and Topping Off ceremony, collateral materials for athletics and the new Baccalaureate degree in Building Performance and Environmental Design, and promotional materials for the Performing Arts department.

FOUNDATION

Save the Date!

The Palomar College Community Showcase is scheduled for March 4 at the California Center for the Arts, Escondido. More than 300 community members are confirmed to attend a “Report to the Community” by Interim Superintendent/President Dr. Tina Recalde. The program also includes the presentation of the Comet Award and will feature the Palomar College Fire Academy.



Fundraising Activities

Major Donors

A legacy gift will impact lives of Palomar College business students into perpetuity due to the generosity of former Professor Iris Kohler. A second distribution from her estate in the amount of \$700,000 was received to establish an endowed scholarship well over \$1 million. In addition, the Foundation team met with long-time donor Klaus Kirchhoff, who supported an additional \$10,000 to help with a new program, Ready, Test, Go. This program will be launched this semester to assist students who are unable to pay testing fees in order to go into their professional field.

Grant Program

The Palomar College Foundation received funding from a grant request for \$30,000 from the Christensen Foundation, including \$20,000 in support for the Rising Scholars Program and \$10,000 for emergency grants. The Foundation also submitted a \$16,000 proposal to Hunter Industries to support student scholarships, Arboretum Responsible Water Management, emergency grants, and President's Associates memberships. In addition, two Letters of Intent were submitted to the Cushman Foundation for the Veteran Mental Health Access and Campus Support Initiative and to the Stephen and Mary Birch Foundation for the Rising Scholars Program.

Community and Donor Engagement

Palomar College employees attended the MLK Prayer Breakfast on January 19 and at the Vista Chamber of Commerce State of the City event on January 26. In addition, Julie Lanthier Bandy was installed into the 2026 Board of Directors for the San Marcos Chamber of Commerce on January 29.



San Marcos Chamber of Commerce 2026 Board of Directors



President's Associates

We are pleased to welcome our newest President's Associates members, Shirin Alipanah and Kian Colestock, who have joined this elite level of donors supporting student success at Palomar College. We also extend our sincere appreciation to our renewed members, Sarah Richards, Li Tian, and Peggy Martin, for their continued commitment and generous support.

