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August 9, 2019

PRESIDENT'S OFFICE

First Things First

The fall semester is fast approaching! I hope everyone had an exciting and restful summer! Time really does fly when you are having fun. It is often said, it is good to come aside and rest awhile. So, now that we have had a much needed summer break, it is time to prepare to welcome our new and continuing students. Our enrollment trends are on the increase, online courses are leading way, the Education Centers are thriving and we are solidifying several of our partnerships with business and industry and our K-16 partners. And, we still have two weeks before classes begin.

In preparation for the 2019-20 academic year, I have been working on just a few initiatives to support our theme this year, Explore the Possibilities. As we explore the possibilities, Fiscal Stewardship is our priority this year. While Fiscal Stewardship was also a priority this past year, it will remain our focus in 2019-20 due to the changes in the funding formula to a performance-based model, our recent participation in the Institutional Effectiveness Partnership Initiative (IEPI) which studied our business processes, and our need to build a fiscal infrastructure that is resilient and agile enough to support changes in any fiscal environment. We will reaffirm our commitment to our guiding principles established in 2017-18, align our decision-making with our mission, vision and values and governing board goals. A series of workshops and town hall meetings will be held throughout the year to keep everyone abreast of our progress toward effective and responsible financial stewardship.



County Board of Supervisors Meet-Up

I had an opportunity to “meet up” with County Supervisor Desmond of District 5, to discuss the need for transportation funding for the local high schools and residents in the Fallbrook/Bonsall area. We discussed strategies and funding options to support the residents interested in attending classes at the Fallbrook Education Center. He has requested a tour of the Center and looks

forward to exploring ways to also support the educational needs of Borrego Springs.

Bond 2020 Update

The District in its consideration of a future bond for 2020, hired a consulting firm to determine if we had the necessary 55% support threshold required for a successful campaign. The polling results indicated that the District had the support of the community, however, there is limited support from homeowners to increase their property taxes to support a bond. There was concern that the District had several internal issues that can potentially have a negative impact on a bond campaign. The governing board will continue its discussions on whether or not to pursue a bond in the upcoming election year.

San Diego Taxpayer's Association

Palomar's Finance and Administrative team was invited to present our Prop M progress to the Subcommittee on Excellence in Education. Our team- Acting Vice President Stephen Garcia, Chris Miller, Carmen Cognilio, Dennis Astl and ICOC member Athenea Luciano, did an excellent job showcasing the Prop M projects, the sound fiscal management of the bond and our commitment to fulfilling our promise to the San Diego Taxpayers. At the end of the meeting we were asked to maintain contact with the Association as the District considers any future bonds.

Vista Unified School District

I had an opportunity to meet with the Superintendent of Vista Unified School District, Dr. Linda Kimble, to discuss concurrent and dual enrollment opportunities. She mentioned her interest in *Create 78*, a pathway program for the performing arts area. Our teams will meet to discuss the framework and short-term and long-term model for both districts.

Media Brown Bag Lunch

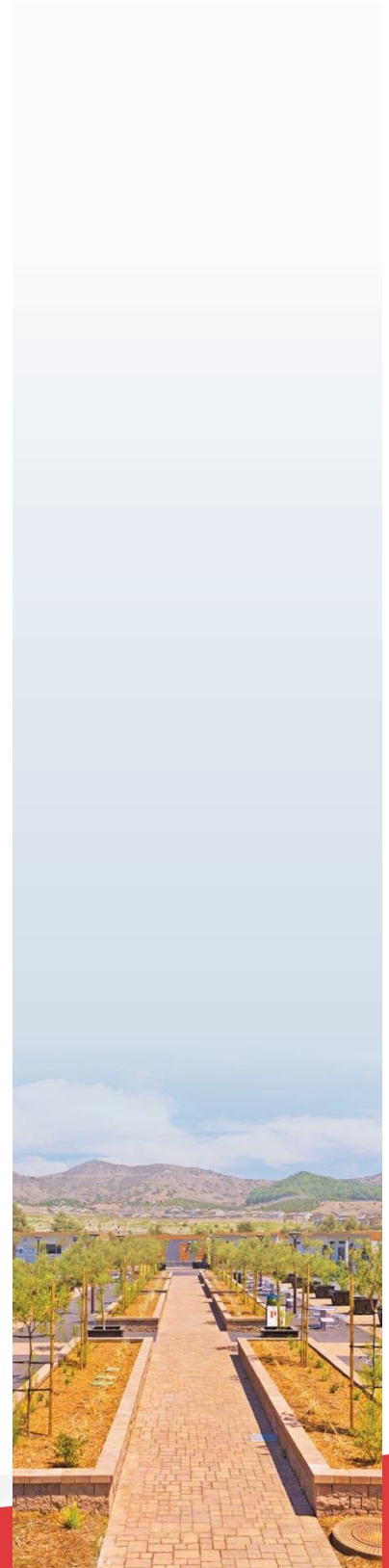
This past spring, the Office of the President initiated media brown bag lunches, with the intent to establish stronger relationships with representatives of our local media. In August, we discussed next year's initiatives and priorities, toured the Maintenance and Operations building and gave them a sneak peek at the new Edwin & Frances Hunter Arboretum Trails. We will meet with our media colleagues during the next quarter and will feature another one of our signature programs and/or services.

ACCJC Team Chair Training



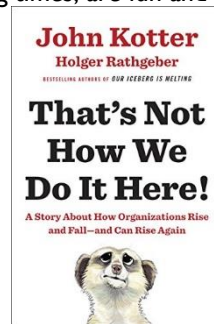
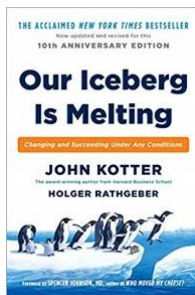
In 2022, the College is scheduled for a ACCJC accreditation site visit. Michelle Barton, Marti Snyder and I will be leading a team to Cabrillo College this fall to prepare us for the new standards and process recently implemented by ACCJC. I

serve as the team chair and me, along with all team members are required to attend training for each visit. I attended the chair training which covered the following topics: Purpose of the Pre-Visit, Team Chair Timeline and Checklist, Role of the Team Assistant, During the Team visit, After the Team Visit, Team Communications, Team Assignments and Schedule, Analysis of ISER, and Other Topics related to the Team Visit.



Campus Retreats

August is the season for campus retreats! The purpose of these retreats are to bring the campus leaders together and to plan for the upcoming academic year. This year, the executive team, President's Cabinet and the Strategic Planning Council (SPC) were asked to read John Kotter's books, *Our Iceberg is Melting* and *That's Not How We Do It Here*. The books are fables outlining change management strategies during challenging times, are fun and informative.



We are looking forward to a promising semester as we EXPLORE THE POSSIBILITIES!

OFFICE OF INSTRUCTION

Class 53 Paramedic Academy Graduation Ceremony

On June 27, Palomar College celebrated the graduation of the Paramedic Academy Class 53 at the Howard Brubeck Theatre. The ceremony included the playing of the bagpipes in remembrance of fallen public safety professionals and the awarding of certificates to all the graduates. There were a total of 25 graduates receiving their Certificate of Achievement from Palomar



College. Family and friends attending the ceremony celebrated the graduates' achievements in this very rigorous training program. Program Director and faculty Sarah DeSimone served as the Masters of Ceremony, joined by her colleagues and faculty members Michael Finton and Andy Page, along with the program's Medical Director, Dr. Chris Kahn. Congratulations Class 53!

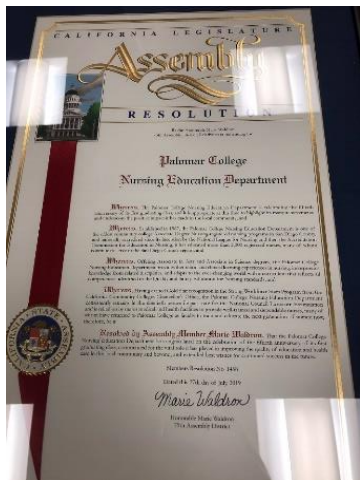
Nursing Department's 50th Anniversary Celebration

The Nursing Department held its 50th Anniversary Celebration on July 27 at the California Center of the Arts in Escondido, California. There were approximately 150 guests in attendance, including Governing Board President Mark Evilsizer, Vice President Dr. John Halcón, trustee Norma Miyamoto, Superintendent/President Dr. Joi LBlake, and Vice President for Instruction Dr. Kahn.

In addition, Tom Stinson, District Communications Director for Assembly Republican Leader Marie Waldron's office, and Council Member Maria Nunez (Escondido)



attended. Mr. Stinson, presented a framed resolution from the California State Assembly in recognition of the nursing program's achievements and to underscore the positive impact the program has made in the local community.



California State Assembly resolution



Nursing faculty and staff members

There were nine Professor Emeritus nursing faculty retirees in attendance, who were recognized for their outstanding service to the program and college. One of the retirees, Melba Kooyman, was hired in 1968 as one of the original Nursing teaching faculty. Professor Kooyman gave the keynote speech. All current faculty attended as well as graduates and current students. It was a wonderful community event. Congratulations to the outstanding faculty in the Nursing program at Palomar College.

STUDENT SERVICES

Outreach Services

In a continuing effort to stay connected to higher education institutions in California, the Manager of Outreach Services presented an overview of California Community Colleges to recruiters at a recent CSU-wide conference.

During the 2018-19 academic year, the outreach services team completed 399 activities inclusive of campus tours, off campus outreach events, and events on-campus.

Student Affairs Office

The Office of Student Affairs has implemented a new system for our Student Activity Cards called CI Solutions. The new card has a brand new look and will have additional benefits for the upcoming semester.

In addition, all of our service areas will be incorporating a module of the Palomar Attendance Tracking System by scanning the student activity cards to identify how many students we are serving. With our services continuing to expand, we want to ensure that we are able to meet our students' needs. In addition, with improved tracking, we



can use our statistical findings for grant writing that can lead to additional support services for our students.

Food & Nutrition Center

Four new “Grab & Go” coolers were added on campus, bringing the total to 15 different locations to serve students. The following is a summary of additional activities:

- Free farmers markets weekly at each site
- 1,650 free diapers were distributed
- 1,389 pounds of food was provided to departments and sites
- Assisted 277 visitors

FINANCE AND ADMINISTRATION

Fiscal Year-end and Beginnings

Finance and Administrative Services has been extremely busy with year-end closing to ensure alignment with reporting deadlines and effectively and efficiently set up for the start of the new fiscal year.

Members of the fiscal and facilities team accompanied President Blake to the San Diego County Taxpayers Association meeting to discuss the College’s progress of projects and status of expenditures of Prop M. The information was very timely and well received.

HUMAN RESOURCES

Operations

Human Resources has been diligently working to onboard and new full-time and part-time faculty as well as staff for the fall semester. We are continuing to work on areas where processes can be streamlined and use technology to enhance our human resources functions, including the implementation of a new online evaluation through Cornerstone.

Recruitment/Vacancies

Human Resources will be assessing the job fairs we attended in fiscal year 2018-2019 to ensure we are utilizing our funds wisely and are attending productive, diverse career fair events. Below are the recruitment figures to date:

39 permanent recruitments in progress

13 – Admin/CAST

22 – Classified

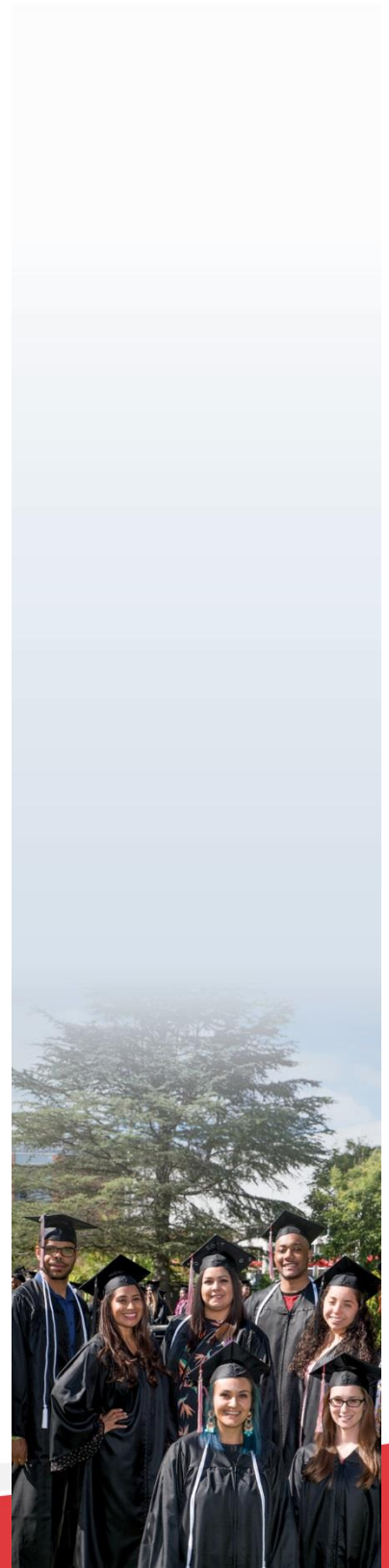
4 – Faculty

72 part-time faculty recruitments in progress

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

Benefits, Workers Compensation, Leaves, and Accommodations

In continuing with our supervisory training series, on July 30th the Benefits Office hosted a Supervisor and Manager training regarding employee accommodations and the interactive process. There were 36 Supervisors and Managers registered for the



workshop and we had 22 attend. The workshop was presented twice by the Risk Management Analyst from Keenan and Associates.

The Benefits Office is hosting various workshops and webinars for Open Enrollment for 2019. The first webinar was on August 6th. Attendees received a 30 minute review of the Anthem medical plan options, and an additional 30 minute review of the Kaiser medical plan options from representatives of Anthem and Kaiser, respectively. An emphasis was placed on bringing awareness and understanding of the high deductible plans. All webinars include a live chat and a brief 15 minutes Q&A after each presentation and will be recorded and made available on the Open Enrollment website.

On August 14th a webinar on dental, vision, long term care, life, and legal insurance; flexible spending accounts, and optional insurance will be held. Representatives will be available during the webinar to answer questions. During plenary there will be six additional workshops hosted by the Benefits Office, the subjects include: part time faculty benefits, filling the gap (PERS) 403b, (2) CalSTRS mid-career, medical/dental/vision/optional insurance, and filling the gap (STRS) 403b.

RESEARCH AND PLANNING

Accreditation

The Accreditation Writing Leadership Team (AWLT) is preparing to kick-off the district wide effort to complete our Institutional Self Evaluation Report. The process, titled “Exploring our Legacy of Excellence” will take place over two years and involve an examination of the College’s work to meet accreditation eligibility requirements and standards. AWLT creating a detailed (monthly) timeline and calendar of events, preparing a communication plan, developing training materials, and organizing the structure of writing teams for accreditation standards. The work will be launched in the Fall 2019 semester.

Integrated Planning

Education Center Status

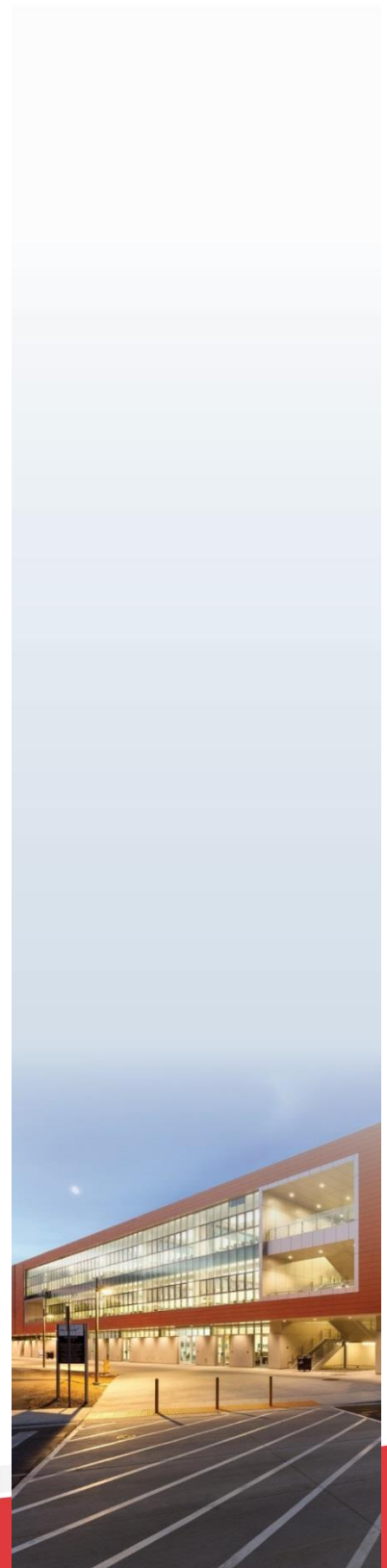
The District submitted the Rancho Bernardo Needs Assessment to the Chancellor’s Office on July 26, 2019. The Needs Assessment represents an in-depth description of the Center and requests the Board of Governor’s approve the location as a formal Center. This approval will allow the District to collect based education center funding once the Rancho Bernardo earns 1,000 FTES. In addition, to the Rancho Bernardo Needs Assessment, the District submitted 2018-19 FTES for the North Service Area (Fallbrook Education Center) in order to facilitate lifting of the Center’s provisional approval status.

Governing Board Goals and Related Tasks

IR&P facilitated the Board of Trustee’s annual goals setting retreat in July. The Board first reviewed progress on their previous year’s goals and items to for follow up from their self-evaluation. Then, the board set its goals and related tasks for the 2019-20 year.

Strategic Planning 2022

IR&P had completed an initial draft of Strategic Plan 2022. The Plan will be shared with the Strategic Planning Council at its retreat in August.



Institutional Research and Planning

IR&P completed a brief study on the college's most difficult courses and has shared the report with the Guided Pathways workgroup. Other projects include but are not limited to the an examination of the college's general education and university study awards to determine overlap with other discipline specific awards, a survey of the College's military affiliated students on the topic of Food and Housing insecurities, and an analysis of the college's possible meta-majors for Guided Pathways.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

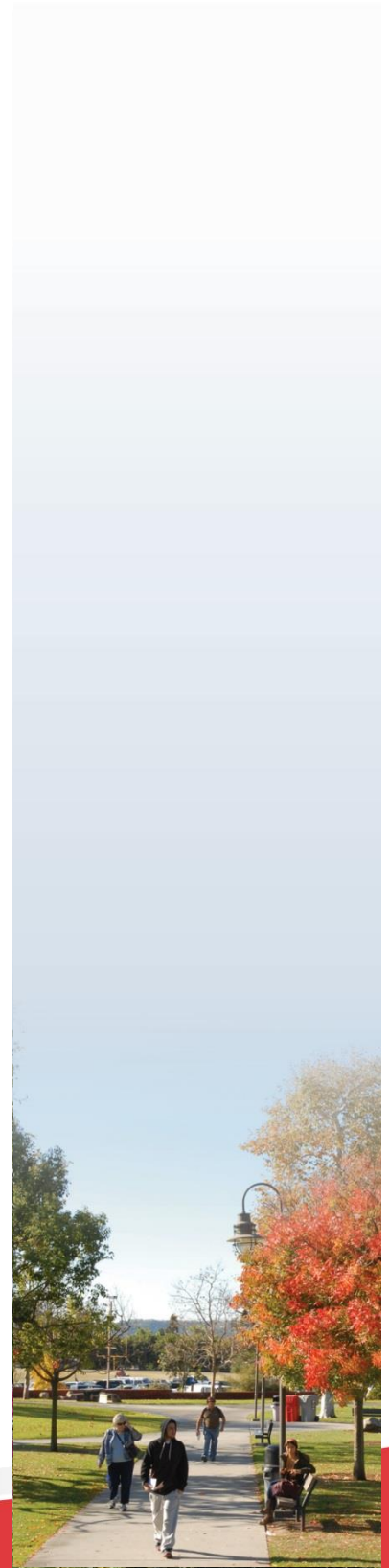
The media strategy for the *Palomar Makes It Possible* advertising campaign continued to expand into Facebook advertising and on-campus posters. The Facebook ads are programmatic focused and in this month featured: Drone Technology, Air Conditioning, Heating & Refrigeration, CAD/CAM Design & Manufacturing and Intelligent Transportation Systems. The expansion of this strategy will be determined based on the performance of these ads. There are five versions of the posters that will be placed on the main campus and at the centers. Each design addresses a pillar of the *Palomar Makes It Possible* campaign, specifically, "Your Goal", "Your Schedule", and "Your Budget". The posters are scheduled for posting in the early part of the fall semester.



Facebook Paid Advertising

Community and Media Relations

A press release was distributed on Palomar Ranked Among Top Colleges and Universities and being recognized in the top ten colleges and universities in San Diego County by the readers of the San Diego Union Tribune. A photo shoot was held at the Fallbrook Education Center and at the nearly complete Arboretum trails in preparation for feature stories and creative need.



The College received a number of press mentions in the month of July, including:
The inclusion of Dr. Joi Lin Blake in an article featuring women in higher education.
<https://www.northcoastcurrent.com/coastline/2019/06/28/local-college-executives-see-more-room-for-women-in-higher-ed-leadership/>

The Vista Press and the Village News printed the College's press release on the new academic programs launching in the fall.
<http://thevistapress.com/fall-19-enrollment-opens-with-new-programs-new-options-for-students/>

<https://www.villagenews.com/story/2019/07/18/community/fall-enrollment-opens-with-new-programs-new-options/56807.html>

A blog writer in Valley Center wrote a feature on one of our Emmy Award winning students, Antonio (Tony) Flores. The writer became interested in the story, not only because of the subject matter of the film, but also because Tony grew up in Valley Center.

https://www.facebook.com/ValleyCenterHappenings/photos/a.127744000634308/2851625411579473/?type=3¬if_id=1563667016574869¬if_t=page_post_reaction&ref=notif

Media outreach is an important part of the *Palomar Makes It Possible* advertising campaign. Our team was able to secure an interview with KUSI to feature one of our counselors, Glyn Bongolan. Glyn was given time to describe the value of our offerings and the transformational impact college can have on the lives of our students.

<https://www.kusi.com/college-and-career-training-at-palomar-college/>

The Maintenance and Operations building was featured in Metropolis Magazine. Our facilities team and manager, Dennis Astl were interviewed for the article. The article was shared many times on social media in several industry sectors.

<https://www.metropolismag.com/architecture/educational-architecture/palomar-college-maintenance-operations-complex/>

Internal/External Communications and Public Affairs

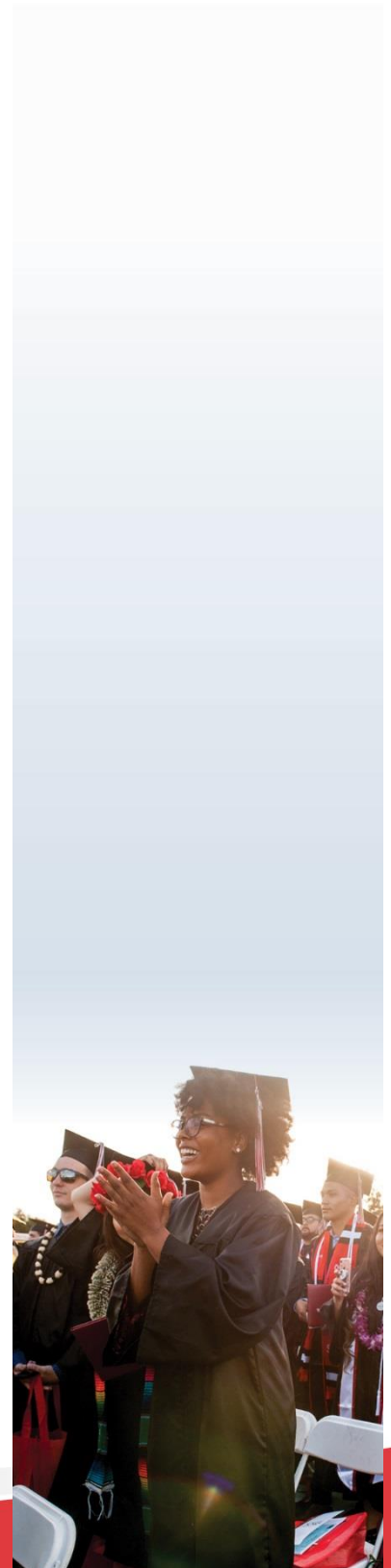
Student success stories remain an integral part of the *Palomar Makes It Possible* campaign. Four more student stories have been written and promoted on the Palomar News and Palomar.edu/Possible website. Since the launch of the campaign on June 17, we have written seven student success stories. Each of the stories reaffirm the impact that our College makes on the lives of our students.

The *Palomar News* newsletter was distributed on Friday, August 2, which included a story on how the College is leading the way in sustainability for all community colleges. The team is working on a feature story on the Edwin & Frances Hunter Arboretum Trails project.

FOUNDATION

Fundraising Activities

The Assistance League of North Inland County provided \$4,500 in addition to their original gift of \$52,000. These funds will support scholarships for students in the trades, nursing and our first responder programs.



The Foundation Fall Events are right around the corner! Sponsorships in support of the events total over \$14,500 to date. Partners will receive “twice the community impact” with entrance to the Monster Dash & Bash 5K Walk/Run (October 19) and the Community Showcase (December 12).

Tri-City Medical Center (TCMC) Auxiliary provided \$26,000 in scholarships this year. These awards are given to nursing students at Palomar College. Stacy Rungaitis, Executive Director is working closely with the new Chief of External Affairs, Aaron Byzak to develop a strong relationship between TCMC and Palomar College. Aaron has toured the Escondido Center and has scheduled a tour of the San Marcos campus. Following, a comprehensive partnership will be developed.

The Foundation submitted a Letter Of Intent (LOI) to potential new funder McCarthy Foundation and submitted a grant request to the Escondido Rotary. In addition, a follow up report was sent to the Swinerton Foundation.

Marketing & Community Engagement

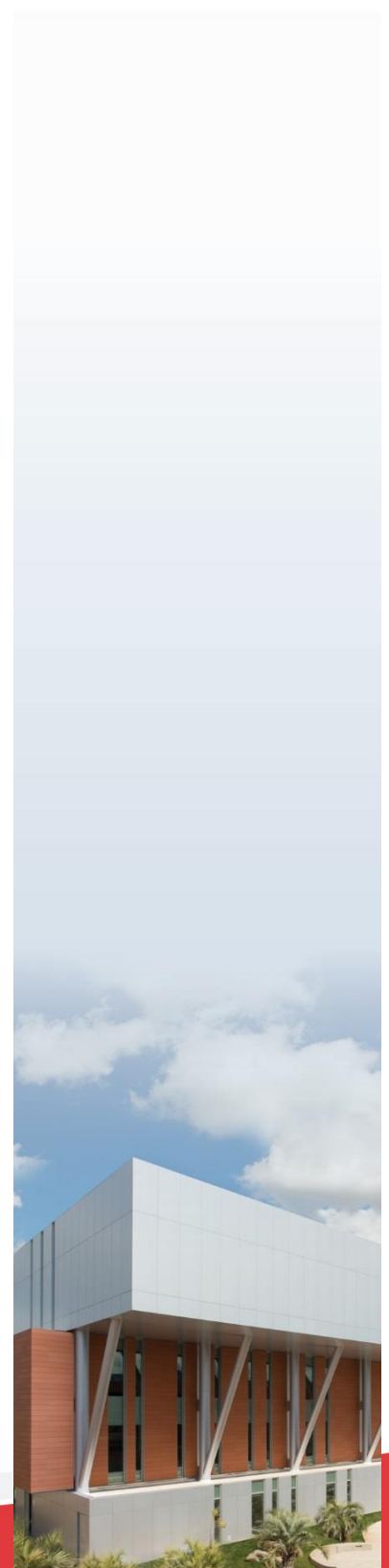
The Foundation held its third quarter President’s Associates event in partnership with the San Marcos Chamber’s annual Meet Your Elected Officials mixer on July 25 in the new LRC. The evening was a huge success in connecting elected officials with approximately 150 local community leaders, prospective President’s Associates and District leaders. Four Palomar Governing Board Members were in attendance. Dr. Blake and Foundation representatives were able to address the audience to share the impact of the College and Foundation. As a result of the event, three attendees joined the President’s Associates.



Foundation Board Member, Scotty Lombardi, Dr. Joi Lin Blake and City of San Marcos Mayor Rebecca Jones

Donor Relations & Stewardship

Executive Director Stacy Rungaitis and Development Officer Kim Hartwell met with longtime donor Mel Cohn and his daughter Sharon for lunch on July 23 at the Rancho Bernardo Inn. Mel is 99 years old and is extremely sharp. His daughter will take over his charitable obligations moving forward. Mel’s intent is to have his annual scholarships for \$20,000 (for trade students) continue for years to come.



The Foundation produced a wonderful stewardship piece for Emma Paquin, a longtime Foundation and scholarship donor. After reaching out to former students, a photo album and letters from these scholarship recipients thanking her (and updating her on their life journey after Palomar) was put together for her. Ms. Paquin was thrilled and touched by the thoughtful gesture.

Board and Staff Development / Infrastructure

Stacy Rungaitis conducted annual meetings with each Foundation Board of Director to solidify roles and responsibilities and deepen relational ties. 100% of the Foundation Board not only give at the President's Associate level (or more) but also engage others to do so as well.

UPCOMING EVENTS

Thursday, August 15th

6:30 p.m.

SDBest Awards Aboard the USS Midway

Thursday August 15th & Friday August 16th

9:00 a.m. - 4:00 p.m.

Fall All-College Plenary

