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November 8, 2019

PRESIDENT'S OFFICE

Budget Workshops Offer Solutions

Throughout the month of October, budget workshops were held on the main campus and via Zoom to gather insights from staff, faculty and administrators as to the best approaches to reducing our FY19-20 expenditures. While some ideas shared were duplicative, when compared to what came in via the [Comet Feedback Network](#) and suggestion cards distributed throughout campus, we gathered 5 pages of suggestions. As a campus, we must continue to work together and productively discuss changes to our business practices and fiscal management strategies to address our deficit.

Fiscal Crisis Management Assessment Team (FCMAT) Report

FCMAT has completed its report and will present the Palomar College Fiscal Health Assessment Report to the Board of Trustees on November 12. The report will detail where FCMAT identified areas of improvement and specific recommendations that will be the foundation for the Fiscal Stewardship Plan for the College.

Elected Officials Commit to Address Regional Issues

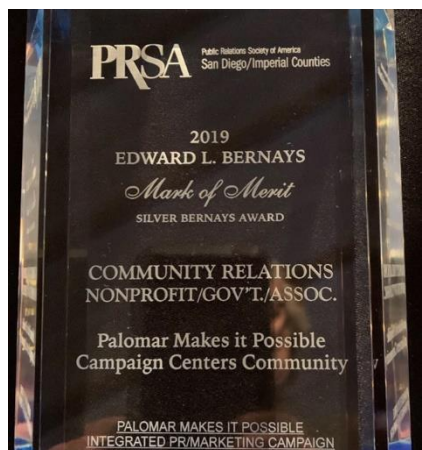
City Mayors and the County Board of Supervisors were all represented at a luncheon held on campus. Student housing insecurities and the magnitude of human trafficking throughout our region were among the subjects we discussed. Two student leaders provided their insights into the housing insecurities of our students and expressed their gratitude for the sense of community and support we provide here at our College. As a result of this dialog, the College will work elected officials and agencies within the region to present a human trafficking public policy summit.



From left: Mayor Judy Ritter, City of Vista; PCCD President/Superintendent, Dr. Joi Lin Blake; Mayor Peter Weiss, City of Oceanside; Mayor Pro Tem Priya Bhat-Patel, City of Carlsbad; San Diego County Supervisor Jim Desmond; Mayor Rebecca Jones, City of San Marcos; and Mayor Paul McNamara, City of Escondido.

Palomar Makes It Possible Wins 2019 Mark of Merit Silver Bernays Award

The Palomar Makes It Possible integrated public relations and marketing campaign, that launched this past June, received recognition from the Public Relations Society of America – San Diego and Imperial Counties. The campaign earned Mark of Merit Silver Bernays Award in the Community Relations Nonprofit Government/Association category. This award recognizes excellence for an integrated approach in campaign design and implementation. Our campaign consisted of outdoor, direct response, web-streaming and social media advertising, website development and public relations. Throughout the last five months, we have focused on *Palomar Makes It Possible* student success stories which have now become iconic for the campaign.



PRSA Mark of Merit Silver Bernays Award



Palomar College and Intesa Communications

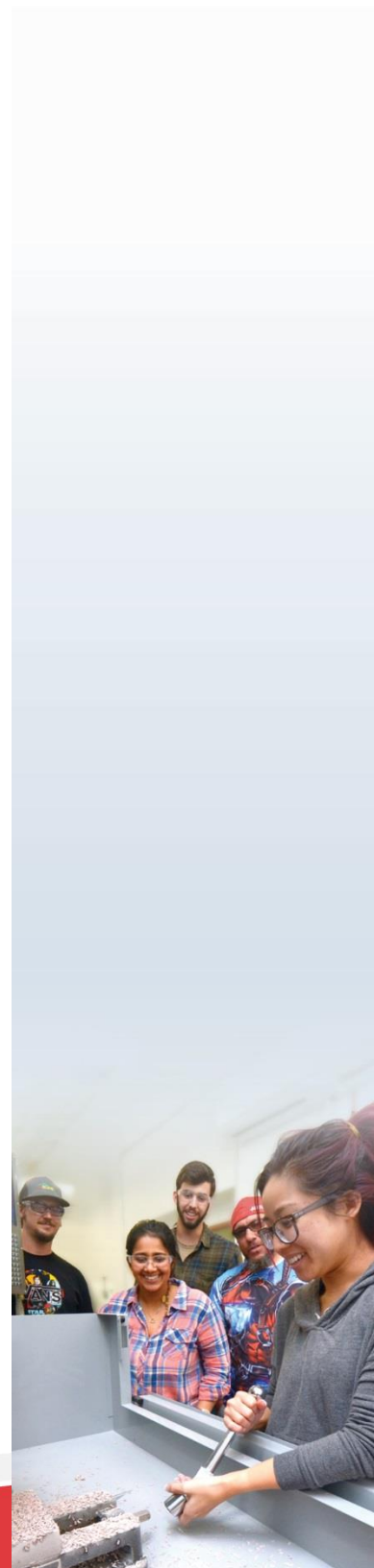
OFFICE OF INSTRUCTION

MATCH Teams Up with ECE Lab

Recently, the Math Across The Curriculum Holistically (MATCH) teamed up with the Early Childhood Education (ECE) lab to expose our young students to higher mathematics. The MATCH coordinators Shelbi Mayo and Luis Guerrero brought faculty and volunteers to explain with hand on activities topics about topology. Fellow math faculty Gina Sanders and Tracy Johnston brought some of their Concepts of Elementary Mathematics students and members of the math club to help the young children work with tessellations, fractals, mobius strips and converting coffee



ECE students work together on mathematics



cups into donuts and vice versa. The children learned interesting math concepts like self-similarity, tiling of the planes, single sided surfaces and topological equivalences. Posters connecting the patterns to nature and how it can be weaved into art and design were also used. The work of our young students are on display at the library for all to admire.

California Apprenticeship Initiative Grant Award

Palomar College was awarded a California Apprenticeship Initiative: New and Innovative Program Grant, which seeks to create new and innovative apprenticeship opportunities in priority and emerging industry sectors. Our team proposed a new apprenticeship program that will align with the current USMC Sergeant School. The new Military Leadership (MIL) Apprenticeship program will articulate the in-classroom coursework of the Sergeant School into Palomar College credit and combine it with 2000 on-the-job training hours once the marines return to their Military Occupation Specialty (MOS). The grant proposal included \$499,643 in funding over the course of two years to support college staffing and counseling for marines in sergeant school, as well as internet hot spots and laptop carts for Camp Pendleton and Twenty Nine Palms. The targeted launch is scheduled for fall 2020 at Camp Pendleton with expansion to Twenty Nine Palms by spring 2021.

Credit For Prior Learning Update

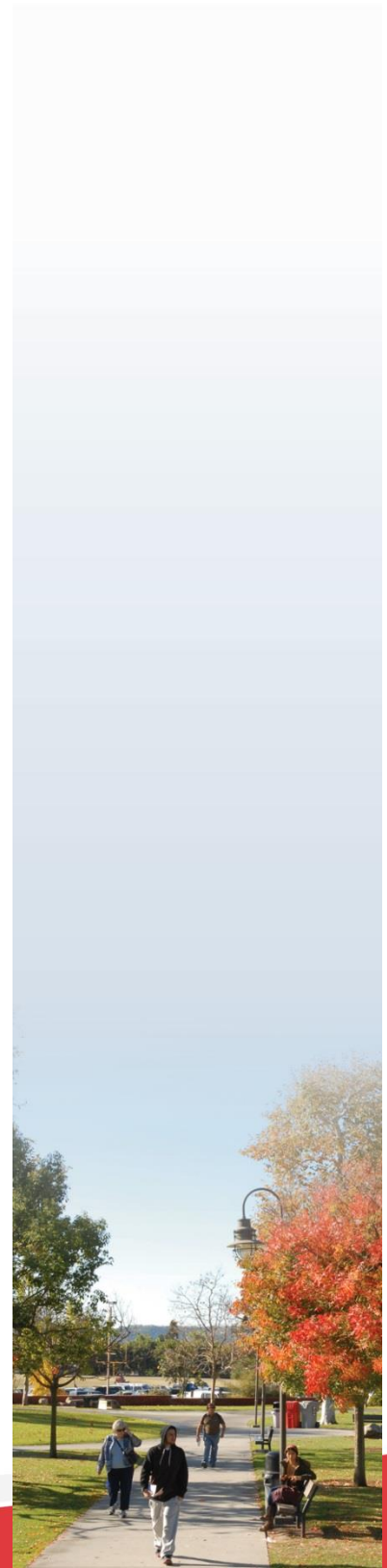
The Credit for Prior Learning workgroup, comprised of Candace Rose and Ben Mudgett, is actively meeting with faculty champions on campus who are identifying opportunities to award students credit for prior learning - credit for skills gained through military, workplace and civic experiences. Participating disciplines include: business, cybersecurity, information technology, fire science, emergency medical education, English as a Second Language, geological information systems, fashion, architecture, foreign languages, and graphics.

The workgroup has made significant progress in updating BP/AP 4235 Credit by Exam policy to the new Title V Credit for Prior Learning language, which will be presented to the Policies and Procedures committee.

In addition, Palomar College recently partnered with Saddleback College to host a regional workshop on Credit for Prior Learning at the Rancho Bernardo Education Center. Over 80 faculty, articulation officers, and counselors from both the California Community Colleges and our 4-year partners attended. Guest speakers from the American Council on Education presented and participants learned about the military Joint Service Contract review process that assists our military students in earning credit for their military training and experience.

CVC-OEI Improving Online CTE Pathways (IOP) Grant Update

Palomar College was awarded a CVC-OEI (California Virtual Campus Online Education Initiative) Improving Online Career Technical Education (CTE) Pathways (IOP) Grant for 2019-2020. Excellent progress has been made in developing new CTE online programs. The fully online programs currently under development include alcohol & other drug studies, cybersecurity, project management, medical professions prep, and public relations. On October 9, the IOP Grant team offered a workshop to college faculty on *Best Practices in Online Course Development* using the CVC-OEI Course Design



Rubric. The IOP Grant team will continue to work with faculty to develop new CTE model classes and improving existing CTE online classes.

ESL Students Attend STEM Event

On October 17, fifteen English as a Second Language (ESL) students attended a STEM information event, which included a Math Center and STEM Center tour. The students gained insight into the many support services available to them and heard a brief description of STEM careers and related majors offered at Palomar College. Physics and engineering professor Quan Nguyen spoke to the students about his journey from arriving to the U.S. not speaking English to working as an engineer at an aerospace company, and becoming an engineering professor at Palomar College. He included engineering demonstrations in his presentation.

Professor of mathematics, Martha Martinez, told her story of arriving to the U.S. from Mexico, taking ESL classes at Palomar College, transferring to CSU San Marcos, completing her Master's degree in Mathematics, and becoming a professor of mathematics at Palomar College.

Tayeba Murad works in the Math Center as front desk support staff. She came to the U.S. from Pakistan at age 18. She signed up for ESL classes at Palomar College, ultimately transferred to CSU San Marcos and recently completed her bachelor's degree in Business. All three speakers encouraged our ESL students to keep taking classes and to earn a degree.

STUDENT SERVICES

TRiO/SSS Program

The offices are seeing a greater number of students with the addition of over 140 new participants between the San Marcos and Escondido campuses. We are proud to have met the required participant numbers of 225 for San Marcos and 140 for Escondido. We are still awaiting communication from the Department of Education for the FY18/19 submission. With all the new students on board, our academic advisors are busier than ever.

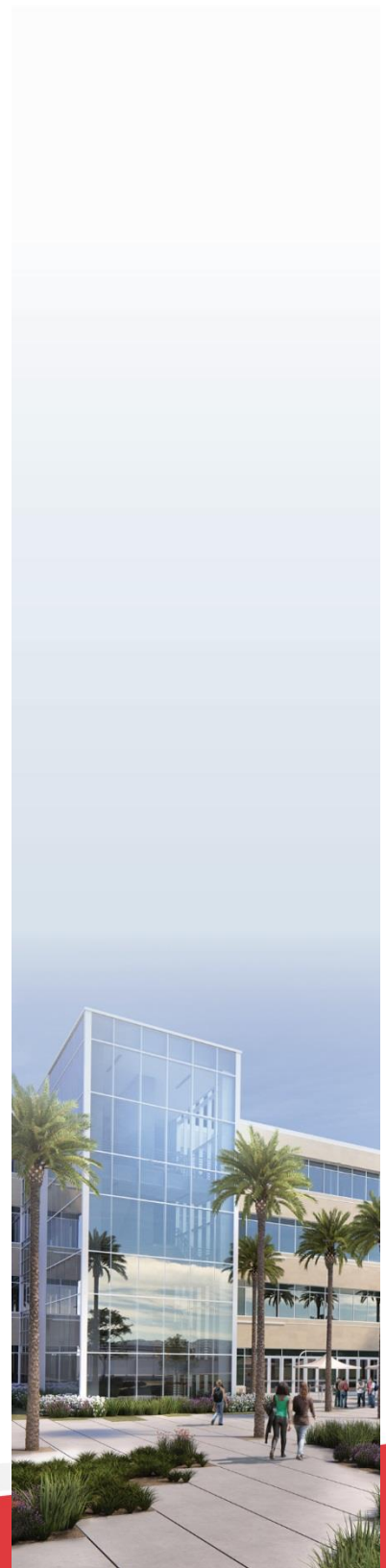
Student Affairs

Palomar College was awarded the 2019 Best Client Award from the Jacobs and Cushman Food Bank on September 17th. Sherry Titus and Lisa Hornsby accepted this award on behalf of Palomar College and the Stan and Anita Maag Food and Nutrition Center.

In the month of October, 763 pounds of food were distributed to the three



Palomar College receives 2019 Best Client Award



education centers. 1,430 pounds of food were distributed to departments and student service related centers on the main campus.

Maribel Onstott, Clinical Social Worker and Case Manager in the Student Affairs Office started work on September 16th. She will be assisting students in our HUB area with basic needs resources as well. This part-time position is funded through the Mental Health Allotment Grant.

The Office of Student Affairs helped host Club Rush, a two-day event designed to aid clubs in recruiting members. The event was successful with over 30 clubs participating. Each club provided a student engagement activity. The Palomar College Foundation joined Club Rush to recruit students for the Monster Dash and Bash 5K at a discounted rate of just \$10 and hosted a raffle for \$50 bookstore gift card. The Student Health Center and Vista Community Clinic participated in the event to engage with students on volunteer opportunities for upcoming events such as the blood drive.

The Office of Student Affairs has extended the new student activity card services to Escondido, Rancho Bernardo and Fallbrook Education Centers. The Education Centers will be able to provide students with a student activity card on designated dates and times. We look forward to being able to collaborate further and host Farmer's Market events and provide services/benefits to all of our students.

Health Services

The flu vaccination program will be completed this week with an estimated 400 vaccines administered. The Health Center is waiting for an announcement from the Chancellor's Office regarding Palomar College's proposal for the Mental Health Grant Award.

FINANCE AND ADMINISTRATION

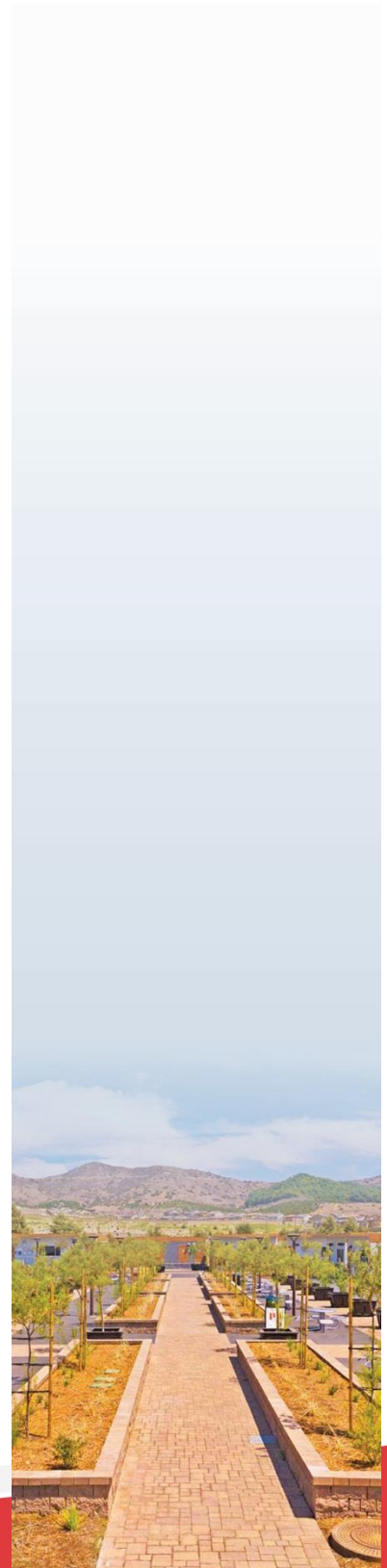
Internal and External Initiatives

In an effort to more closely match FY19-20 expenditures with revenue projections, the team has been evaluating budget data to identify potential cost reductions, some of which involve negotiations with employee bargaining groups.

Draft changes to board policies and administrative procedures pertaining to fiscal services and operations are being formulated. In addition, the team is working to prepare the CCFS-311s Quarterly Financial Status Report ending September 30, 2019.

Information Services continues to make progress on various projects to improve efficiencies and operations.

A memorandum of understanding with the Poway Unified School District regarding the development of a Middle College, inclusive of use of facilities, program infrastructure, staffing and other operational necessities is actively in discussion.



HUMAN RESOURCES

Hiring Freeze

In recognition of the fiscal concerns facing the District, Human Resource Services is currently implementing a District-wide soft hiring freeze, effective immediately. Exceptions will be made only for those positions, new or replacement, that are essential to sustain a mission-critical function of the College. All requests for exceptions to the freeze must be submitted in writing with justification to the President through a Vice President and will be reviewed by the President and executive cabinet. Positions that are currently posted for recruitment or previously approved, will be examined by the executive cabinet and departments will be notified if their position is affected. This freeze expressly includes all requests to hire part-time faculty, student employees, and short-term employees going forward.

Operations

On October 17 and 18, HRS held the new selection committee and District Compliance Officer training led by presenter Tom Brown. The agenda included the new hiring requirements of the California Community Colleges Chancellor's Office; an overview of the federal, state, and district hiring regulations that are needed for a successful search. Fifty-one employees participated in the workshops.

Benefits, Workers Compensation, Leaves, and Accommodations

In late September the benefits office notified all employees who elected to enroll in the High Deductible Health Plans with Health Savings Accounts that district contributions are subject to California income tax. Three employees elected to remain on their previous medical plan.

During the month of October, the benefits office worked to gain confirmation that all employee and dependent data changes were accurate within the medical provider system. The Health Savings Account deposits were completed on November 2. Effective October 1, the District elected to purchase the Hyatt/MetLaw Legal Plan directly from Hyatt. All new enrollments will be done directly with Hyatt. For the months of October, November, and December the district will have two legal plans. The majority of participants will remain enrolled in the Hyatt/MetLaw plan through December 31, 2019, through the SDCOE Fringe Benefits Consortium. Effective January 1, 2020, all participating employees will be transferred to the direct Hyatt Legal plan.

Recruitment/Vacancies

Below are the recruitment figures to date:

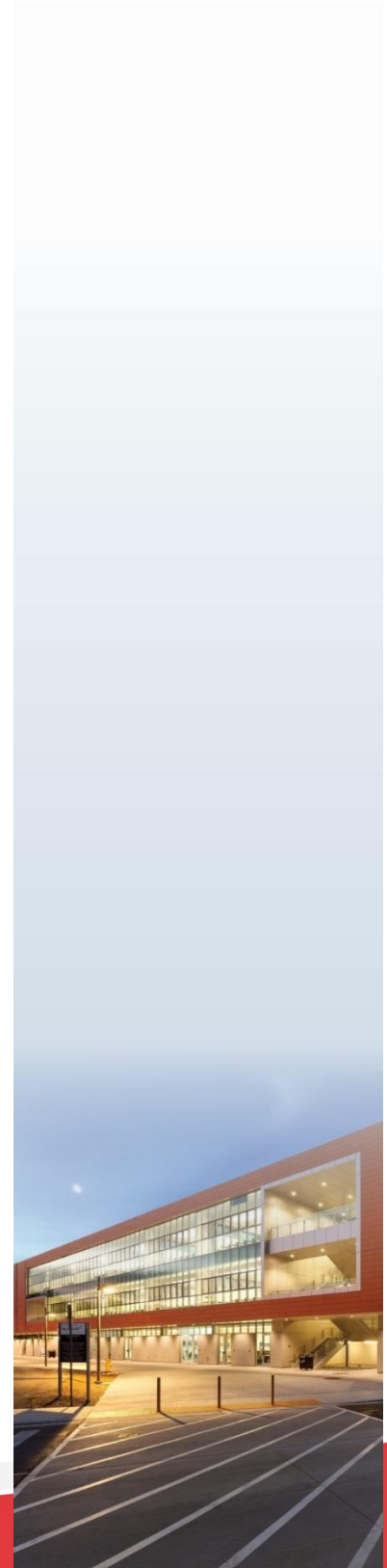
27 permanent recruitments in progress

10 – Admin/CAST

16 – Classified

1 – Faculty

71 part-time faculty recruitments are in progress. 20 additional part-time faculty postings have closed and departments are still hiring from those application pools



INSTITUTIONAL RESEARCH AND PLANNING

Accreditation

Training for the Accreditation teams is completed. Teams are beginning to meet to complete their fall 2019 writing assignments.

Integrated Planning

Strategic Plan 2022

The Strategic Planning Council received the Strategic Plan 2022 for action in September. The plan will be on the November Board of Trustees meeting agenda. The plan incorporates the College's Vision for Success metrics as expected outcomes and is organized around five strategic goals: Students, Teaching and Learning, Communications and Community, Human Resources, and Institutional Effectiveness. It also integrates objectives from other significant institutional planning processes and initiatives including Guided Pathways and Student Equity and Achievement.

Integrated Planning and Program Review

All college units are engaged in completing their Program Review and Planning (PRP) documents during this semester. The plan is for divisions to use completed PRPs to establish planning priorities aligned with the College's Strategic and Master Plans.

IEPI Partnership Resource Team (PRT) Plan Implementation

The Strategic Planning Council has formed the Governance Task Force to review and recommend updates and/or revisions to the Governance process and structure. The Task Force participated in a retreat on October 25. During the retreat, the Task Force reviewed its charge, participatory governance legislation, accreditation standards, and Palomar's policies and procedures. The Task Force engaged in a Strengths, Weaknesses, Opportunities, and Threat (SWOT) analysis and reviewed the Governance Structure of another college. Task Force members were assigned additional colleges to review as homework. A second retreat will be held on November 15.

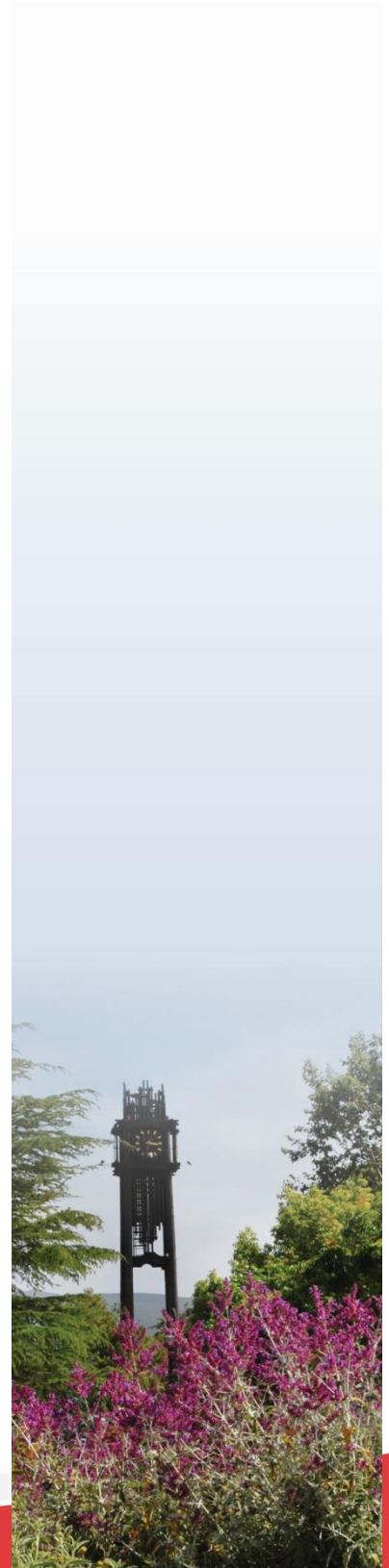
Institutional Research and Planning

IR&P is completing research examination related to its University and General Studies awards. The purpose is to determine if students earning these awards also earn awards in other majors. Further, the study examines how many students who earn these awards transfer to a four-year institution.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

In support of spring 2020 enrollment goals, the media strategy for the *Palomar Makes It Possible* advertising campaign continued to include outdoor, webstreaming and Facebook advertising, as well as posters throughout both the main campus and education centers. Furthering our goal to increase the digital footprint of the College, a search engine marketing (SEM) and targeted display campaign launched on the last two days of October. Early results indicate increased traffic to our website, click-thru actions to the landing pages that accompany the campaign and phone calls to our enrollment team. As the campaign progresses, a more detailed summary of results will be provided.



Our social media strategy continues to work well as our Twitter and Instagram followers have increased over the previous month by 3.3% and 2.7% respectively. While Facebook followers are growing at a slower rate than the other social media platforms, it generates 75% of all social media generated sessions to our website. Website sessions generated from new traffic increased nearly 3% over the previous month.

Since the launch of the Palomar Makes It Possible advertising campaign on June 17, the performance of the Palomar.edu website has improved. Compared to the same period in 2018, between June 17 and October 31, the number of new sessions increased 8.3% and first-time visits to website increased 2.5%.

In collaboration with colleagues throughout campus, six students were identified to participate in a photo shoot as part of an image refresh for the Makes It Possible Campaign. The new photos will be used in upcoming advertising.

Community and Media Relations

A media advisory in support of the Monster Dash and Bash was distributed. We received coverage from a number of print publications including articles in the Vista Press and the North County Star.

CBS News Channel 8 is conducting a year-long feature story on first time voters. A Palomar College student was identified through a collaborative effort between the Public Affairs and Student Affairs offices. Part One of the series can be seen at [CBS First-Time Voters Feature Story](#). The Palomar student is a dually enrolled and has been taking courses at Palomar since 2017. He will complete his associates in History in May 2020 and graduate from high school in June.

As a partner in the Northrup Gruman new talent pipeline program, we collaborated with the PR team at Northrup Gruman to develop a press release, which garnered coverage in the Times of San Diego, San Diego Business Journal and engineering journals.

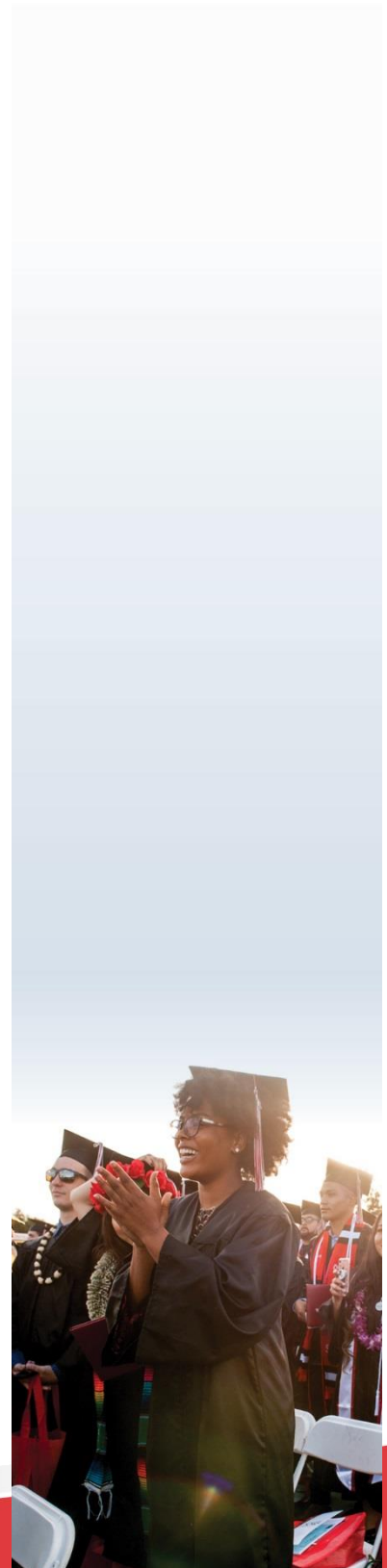
In October, KGTV Channel 10 featured a story about homelessness in our county and included student housing insecurity within the footage. Two Palomar students were included in the coverage. The journalist worked with public affairs and student affairs offices to develop and complete her story. The link to view a small portion of the 60-minute feature is [here](#).

Palomar College issued press releases and media advisories garnered 29 media mentions, articles and website stories in the month of October.

Internal/External Communications and Public Affairs

Feature student stories continue to be an important part of the *Palomar Makes It Possible* campaign. In the month of October, one feature story was written and distributed. Two editions of “3 Minutes of News” were issued in October and the *Palomar News* newsletter was distributed on Friday, November 1.

The team is continuing to finalize copy for the 2018-19 annual report, which is scheduled for production in November.



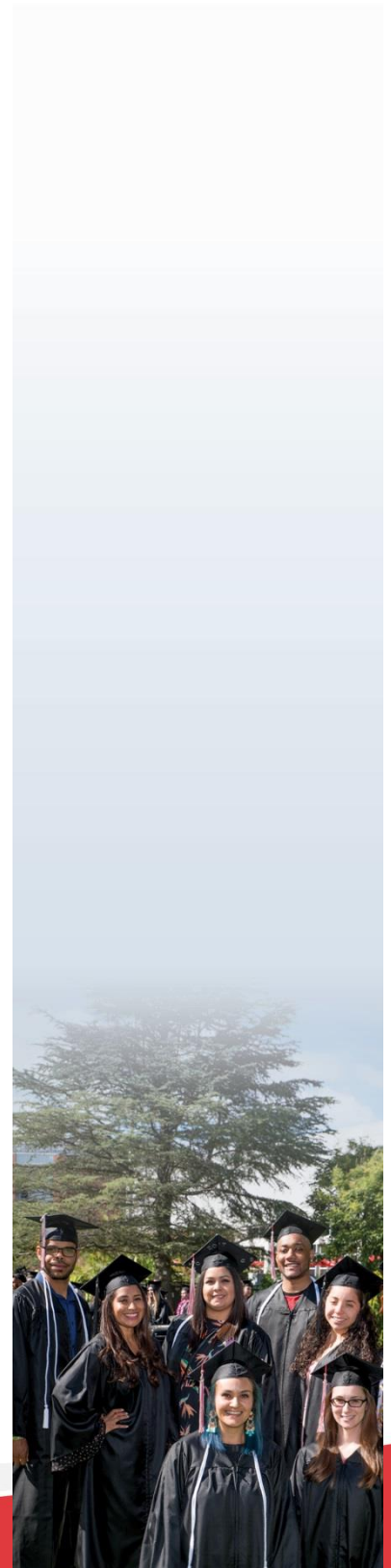
FOUNDATION

Fundraising Activities

The Palomar College Foundation's 2nd Annual Monster Dash and Bash was a huge success! The event sold out with 500 participants registered and over \$75,000 raised in support of student success. The football field provided a wonderful venue for the 5K start and finish in addition to the bash activities. This included over 20 vendors, the beer garden sponsored by Stone Brewery and La Fluer Winery, several heats of kid dashes, a silent auction and food trucks. A BIG thank you to Governing Board President, Nancy Ann Hensch and Student Trustee Linus Smith along with Dr. Blake and Foundation Board Chair, John Masson for serving as a costume contest Judges. We look forward to another "spooktacular" Monster Dash and Bash next fall!



The Foundation received \$10,000 from Nordson in support of the Comet Affordable Learning Materials (CALM) program. CALM, funds faculty cohorts to transition their courses to low and no cost textbook courses at Palomar College. While presenting to the Nordson corporate giving team, they offered an EZTrak machine, a highly desired piece of equipment for our welding program. Nordson has supported the Palomar



College Foundation for the previous three years and is a great partner for student success.

The Foundation received a grant from Wells Fargo in the amount of \$5,000 for Palomar Promise. Grant requests to Swinerton Foundation, CECO, and a major gift request to Tri-City Medical Center were submitted by the Foundation in October.

Marketing & Community Engagement

Governing Board Members Mark Evilsizer and Dr. John Halcon joined Foundation Executive Director Stacy Rungaitis, and Development Officers Kim Hartwell and Linda Moynan at the Mira Costa College Annual Report to the Region Breakfast on October 22. The breakfast provided highlights of the past year at Mira Costa College.



Trustees and Foundation Executive Director attend Mira Costa College Annual Report to the Region

Development Officers Kim Hartwell and Linda Moynan attended the Cal Coast Cares Illuminate Pathways event on October 24. This event helps Cal Coast raise money for scholarships for students. The Cal Coast Cares Foundation was created in 2015 to continue California Coast Credit Union's legacy of supporting the local education community, including teachers, students, and staff. The Foundation is supported by Cal Coast through Sponsorships to our events.

Donor Relations & Stewardship

Our team has increased the use of social media to engage our community and partners in Foundation current events and efforts. Specifically, in October we promoted the Monster Dash and Bash 5K event by consistently posting about the event, tagging and thanking our sponsors for the event. Facebook, Instagram and Next Door social media platforms were very effective tools. We strategically boosted the event on Facebook to a designated audience in our local area.





The foundation is focusing on increasing our stewardship efforts with our generous sponsors. The week prior to the Monster Dash and Bash, we sent a package to each sponsor with a thank you card and a Monster Dash and Bash t-shirt that included their logo on it. The card thanked our donors for making a difference in the lives of our students and that we are looking forward to seeing them at our community showcase on December 12.

Board and Staff Development / Infrastructure

The Foundation Board of Directors Development & Nominating Committee, Chaired by Mr. Scotty Lombardi, is strategically working to engage and recruit new members for 2020. The goal is to increase diversity, diversify the locations of our members to represent all areas of the District and to engage individuals with both affluence and influence. We look forward to growing a strong Foundation Board of Directors in 2020 and beyond.

UPCOMING EVENTS

Tuesday, Dec. 3rd, 11:30 – 1:00 p.m., #GivingTuesday, San Marcos Campus

Thursday, Dec. 12th, 7:00 – 9:00 a.m., Community Showcase, at the California Center for the Arts, Escondido

Thursday, Dec. 12th, 11:00 – 1:30 p.m., SD North Economic Development Council luncheon, Cape Rey Carlsbad Hotel

Saturday, Dec. 14th, 3:00 p.m., Nurses Pinning, Woodland Park Middle School, in San Marcos

Saturday, Dec. 14th, 6:00 p.m., North County Food Bank Gala, CSUSM Ballroom

