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December 5, 2019

PRESIDENT'S OFFICE

FCMAT Fiscal Health Risk Analysis Report

The administrators are working diligently to develop an action plan aligned with the findings provided in the Fiscal Health Risk Analysis Report as presented by FCMAT at the November 12 Governing Board meeting. Serving our students is our main priority as we navigate the changes that are required to improve the fiscal health of our College. Meetings will be held with all constituency groups to review the plan.

On December 17, Chancellor Oakley will address the Board of Trustees. At the same meeting, Dr. Stephanie Droker, Senior Vice President of ACCJC, will provide training to the Board of Trustees on accreditation and their role in the process.

Board of Governors Visit to the Region

Hildegarde B. Aguinaldo, Kim Perigo, and Bill Rawlings, members of the Board of Governors of the California Community College System met with Chancellors, Superintendent/Presidents, College Presidents and Trustees to discuss the challenges and priorities in our region. Our common priorities, to serve students in all aspects of their education and improve equity and access, made for a meaningful and productive conversation.



Meeting of the Board of Governors, CEOs and Trustees

Community Showcase

We are very excited and looking forward to our Community Showcase on December 12 at the California Center for the Arts in Escondido. At the Showcase we will be releasing our annual report and kick-off our theme “Building Our Future”. We will present Brian Cahill with our Comet Award in



PALOMAR COLLEGE
FOUNDATION

You're Invited

Community Showcase

Building Our Future	Thursday 12.12.19
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Community Showcase Announcement

recognition for his time, dedication and support of the Palomar College Foundation.

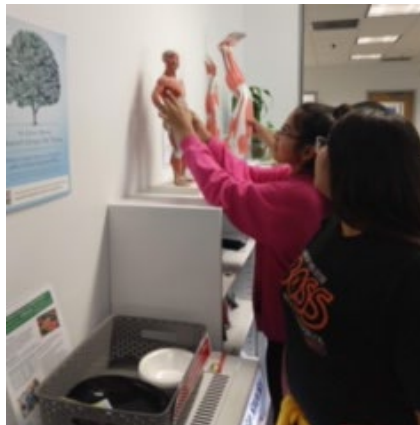
Excellence in Economic Development Higher Education Award

The Transition Program at Palomar College has been selected as the higher education winner for the 2019 North County Excellence in Economic Development award. The ceremony that will be held on December 12. The Palomar College Transition Program is designed to provide previously incarcerated individuals access to higher education and the tools they need to succeed.

OFFICE OF INSTRUCTION

Puente and Umoja Program Stem Information Session

On November 4, thirty-five students from the Puente and Umoja programs attended a STEM Information session, along with Karimi Minor-Flores, UMOJA Counselor and Michael Lundell, English Professor for Puente. The students enjoyed pizza and received complimentary school supplies provided by the Office of Student Success & Equity. Presentations were provided by: Dr. Richard Armenta, Assistant Professor in Kinesiology with a focus on Health Science and Public Health; Joshua Love, Math Center Tutor and Palomar Math Club President; and Roberto Leon-Baxin, former Palomar College STEM Center tutor and Stem information leader, now majoring in Biochemistry at CSU San Marcos (CSUSM) and President of the student chapter of the American Chemical Society at CSUSM. The students then toured the Math Center and the STEM Center and finished up with a drone demonstration by Graphic Communications Professor, Mark Bealo. This event was put on in collaboration with faculty and staff from both Palomar College and CSUSM, with support by the Title VI/STEM grant.



Students enjoy STEM information meeting



Professor Bealo demonstrates use of drone

Geographic Information Systems Day Celebration

On November 13, the Geography and GIS (Geographic Information Systems) department celebrated GIS Day. They hosted a series of exploratory activities providing students the opportunity to get their hands on some of the tools and teaching aids used in GIS or Geography, including: a heat-sensitive drone, a virtual reality topography sandbox, and a drone flight simulator. Students became competitive for the chance to



win prizes with the “Where in the World” trivia game and the geocaching campus-wide scavenger hunt. Later in the evening, a GIS and Drone presentation was attended by students and the community. This event allowed students to connect with faculty and expand their understanding of Geography and GIS.

STEM Communities of Practice meeting

On November 14, STEM faculty and staff from CSUSM and Palomar College met for the STEM Communities of Practice meeting, held at the CSUSM Faculty Center. Faculty from mathematics, computer science, biology, physics, engineering, counseling, and chemistry met to discuss course alignment, pedagogy, and creating a “soft landing” for STEM students transferring from Palomar College to CSUSM. Sponsored by the jointly held Title V/STEM Grant, this was the 4th meeting held between the two institutions.

STUDENT SERVICES

Behavioral Health Counseling Services

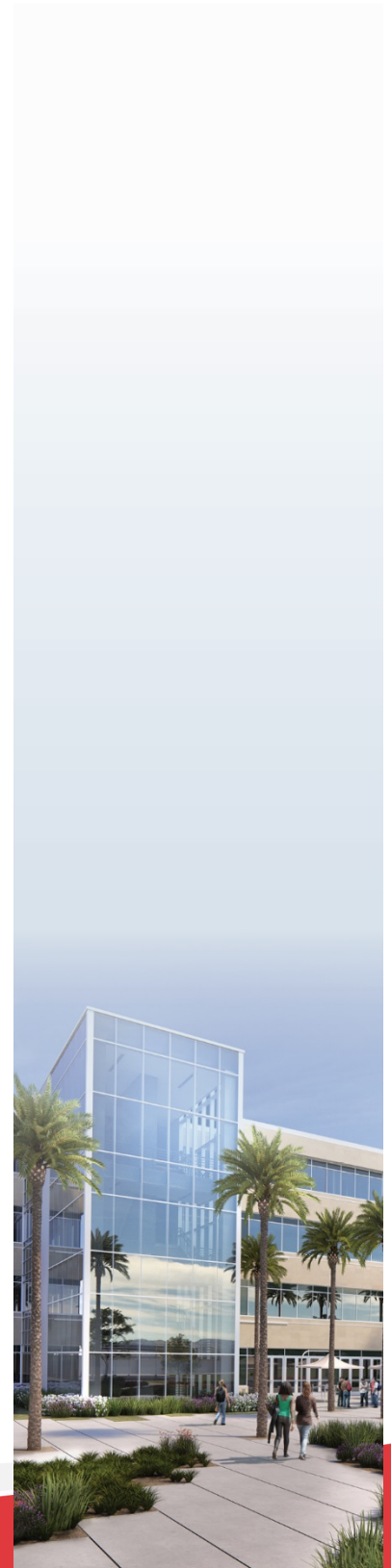
On November 5, Palomar College was officially awarded the Mental Health Services Grant from the State Chancellor’s Office. Palomar College is the only college in the county to be awarded this grant. This 20-month, \$400k grant will begin in May 2020 and will allow the College to maintain its full-time Assistant Director of Behavioral Health Counseling Services position as well as the Student Wellness Advocacy Group (our student mentors). Our Student Wellness Advocacy Group provides wellness and stigma-reducing outreach services to their peers on campus. We will also be able to expand basic needs and case management services by increasing the hours of the Student Affairs Case Manager position.

Student Health Center

The Student Health Center has entered into a contract with Rezolve Telemedicine Company, which will offer low cost visits to Palomar College students. The student will need to access the Student Health Center Portal to receive the discount code for the low-cost visit. This service will provide students access to after-hours 24/7 low-cost medical care. Information will be distributed to students regarding this service during the week of December 2. Palomar College Student Health Center is the first student health program in California to enter into such an arrangement with a telemedicine company. Director Judy Harris’ last day of work is December 13. Recruitment for this vacancy will begin soon.

Anita and Stan Maag Food and Nutrition Center

Three fifteen-pound turkeys donated by the San Diego Food Bank were distributed in an opportunity drawing to our students before the Thanksgiving holiday. In addition, students were notified of the opportunity to get last-minute items for their Thanksgiving meals. Winter hats donated to the Food & Nutrition Center are being distributed. CalFresh representatives visited twice in November to enroll students in the program. The Associated Student Government hosted a Stock the Bank event and collected over 500 lbs. of food for the Anita and Stan Maag Food and Nutrition Center. In the month of November, the Food and Nutrition Center received generous donations from the Palomar Faculty Federation (PFF), Council of Classified Employees (CCE), and CCC Tech Connect.



In the first three weeks of November, 39 new visitors registered with the Anita and Stan Maag Food and Nutrition Center. In addition, 3,535 pounds of food were distributed, impacting 541 household members and 1,505 diapers were distributed. The three Education Centers combined, received 303 pounds of food. 741 pounds of foods were delivered to various departments throughout the College. The Food and Nutrition Center also distributed nearly 300 pounds of food at free food events on the main campus and at the education centers.

The Office of Student Affairs

In the month of November, the Office of Student Affairs (OSA) and the Associated Student Government (ASG) hosted a campus-wide Basic Needs Awareness/Stock the Bank event that generated over 500 pounds of food for the Anita and Stan Maag Food and Nutrition Center. Various community and campus partners participated in this event to provide basic need resources, including CalFresh, Comet's Closet, Veteran's Resource Center, EOPS, Women's Resource Center, Carlsbad Mental Health Facility. In addition to this event, ASG and OSA worked collectively with CCE and PFF to collect additional non-perishable food items. The OSA and ASG hosted a Winterfest celebration designed to de-stress students before finals and to celebrate the upcoming holidays. There will holiday crafts, activities, games, an ugly sweater contest and a live student band performance.

FINANCE AND ADMINISTRATION

Internal and External Initiatives

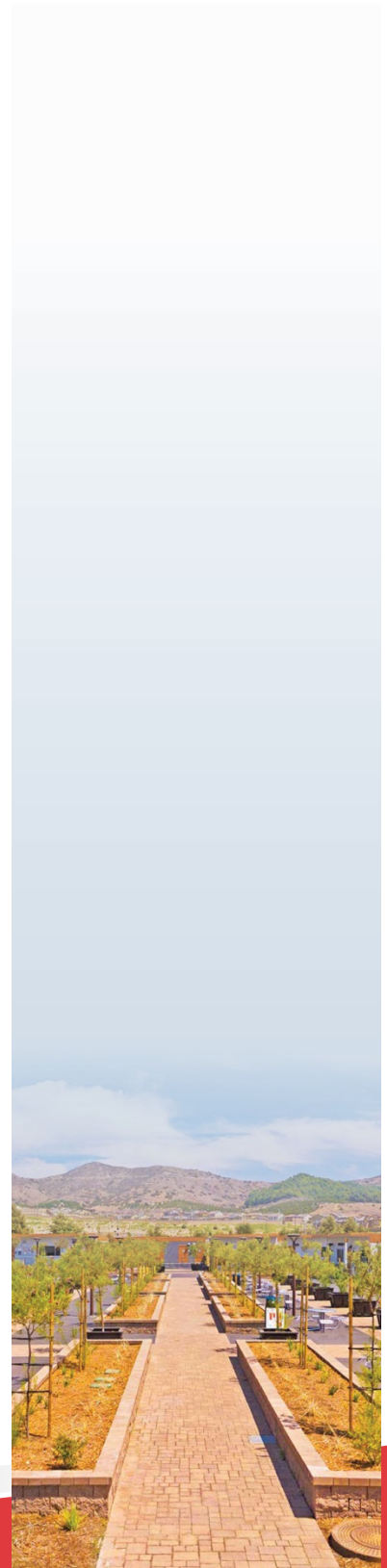
The team has been working diligently to analyze and develop a summary response to the FCMAT Fiscal Health Risk Analysis Report. In addition, collaboration with external auditors is underway to complete the district's annual audit.

HUMAN RESOURCE SERVICES

General Operations

Human Resource Services (HRS) is currently auditing Faculty Service Area (FSA) designations for full-time faculty. All tenured and tenure-track faculty are being asked to review their Faculty Service Area (FSA) designations on file with HRS. An FSA, as defined by California Education Code §87743.1, is "a service or instructional subject area or group of related services or instructional subject areas performed by faculty and established by a community college district." When a tenure/tenure-track faculty member is hired to teach within the District, they must demonstrate that s/he possesses the minimum qualifications to teach a specific discipline as qualified by the California Community Colleges Chancellor's Office Minimum Qualifications Handbook. The discipline they qualified for is recorded as their initial FSA. FSAs are used if there is a reduction in force in accordance with the PFF Contract Article 18-Reduction in Force.

In addition, negotiations with CCE on a three-year successor agreement has been initiated.



Work on the online evaluation portal is continuing in order to have a quality pilot for implementation in Spring 2020. This new process will help increase participation in evaluations while making the process less manual and more useful for employees and supervisors.

Recruitment/Vacancies

Below are the recruitment figures to date:

25 permanent recruitments in progress

9 – Admin/CAST

16 – Classified

62 part-time faculty recruitments are in progress. 21 additional part-time faculty postings have closed and departments are still hiring from those application pools

INSTITUTIONAL RESEARCH AND PLANNING

Accreditation

Accreditation writing teams continue to work on their fall 2019 writing assignments. IR&P published the first Institutional Self Evaluation Report newsletter as one communication method for keeping the campus community informed on the progress of accreditation writing teams.

Dr. Stephanie Droker, Senior Vice President of ACCJC, will attend the Governing Board meeting on December 17 to provide training for the Trustees on accreditation and their role in the process. In addition, Dr. Droker will tour the Fallbrook Center as the final step in the Substantive Change process.

Integrated Planning

Strategic Plan 2022

The Governing Board approved Strategic Plan 2022 with the addition of content regarding implementation of a plan and actions to address the FCMAT Financial Health Risk Analysis report of the college. The additional text has been added to Objective 1 and Objective 2 as shown in the underlined copy below.

Objective 1: Complete the IEPI PRT process and implement the College's Innovation and Effectiveness Plan which includes the following:

Assess and refine the College's governance process to align with state's Vision for Success goals.

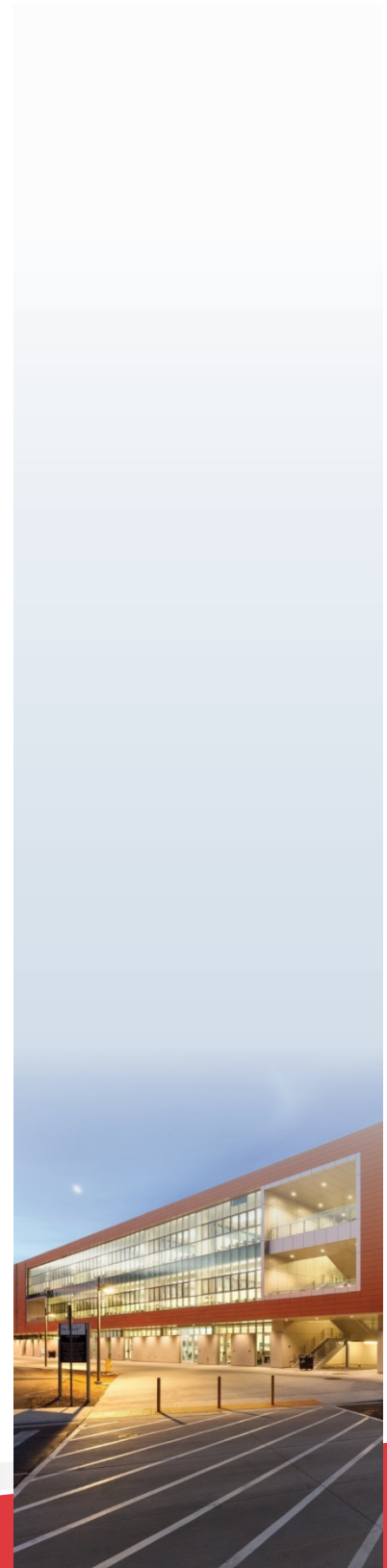
Assess and improve the College's integrated planning and resource allocation process to ensure it aligns with the state's Vision for Success goals.

Complete a business process analysis of areas within the Finance and Administrative Services division, including a review by FCMAT.

Implement recommendations per FCMAT's review.

Streamline the college's onboarding process.

Objective 2: Develop and implement a fiscal stewardship plan in response to recommendations in FCMAT Financial Health Risk Analysis report, which reflects the elements outlined in the Student Centered Funding Formula and addresses the following:



- Revenue and expenditure alignment,
- Compliance requirements,
- Five-year enrollment and fiscal projections,
- Strategic trigger points, and
- Development and implementation of alternative revenue streams.

IEPI Partnership Resource Team (PRT) Plan Implementation

IR&P submitted a progress report on the College's IEPI plan. The College's PRT will be on campus on December 11, 2019 to meet with representatives working on each component of the plan. The College's Strategic Plan 2022 Institutional Effectiveness Objective I (as documented above) outlines the work included in the IEPI plan,

Institutional Research and Planning

IR&P is preparing a data set and presentation for the Division of Student Services. Divisional leaders will meet on December 9th to discuss the role of Student Services as it relates to the College's Vision for Success Goals, Guided Pathways, and the Student Centered Funding Formula (SCFF). IR&P will provide data documenting a student's journey from application to completion to inform the discussion.

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, and Facebook advertising, as well as posters throughout both the main campus and education centers. The digital media campaign, inclusive of search engine marketing (SEM), a targeted display campaign and ads on SnapChat, that launched during the last days of October is performing well. 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. All digital campaign advertising is designed to support programs that are targeted for growth this academic year.

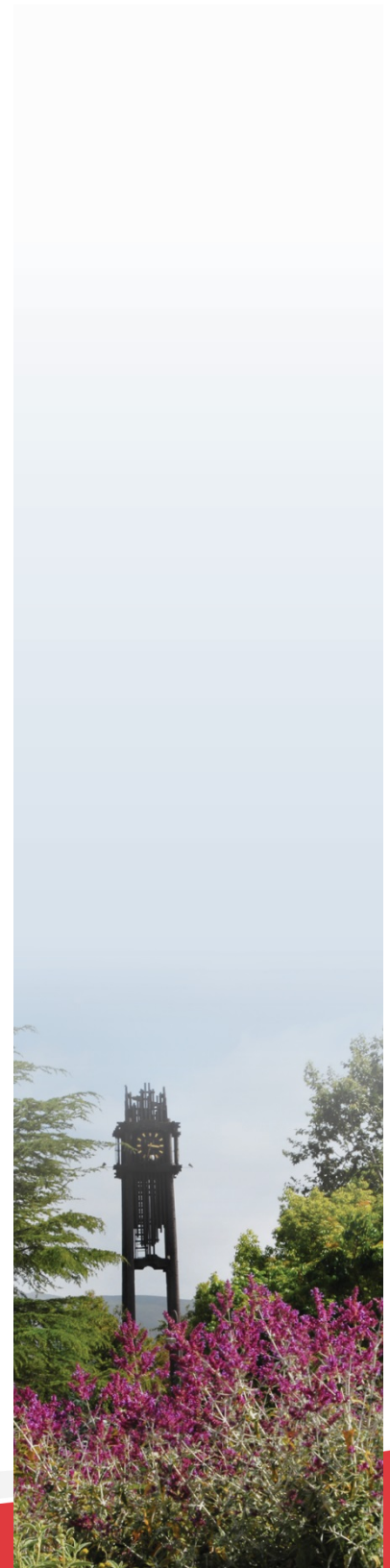
A redesign of billboard creative is underway and is scheduled for install in December. The refresh includes images of our own students taken at a photo session held in early November.

Since the launch of the Palomar Makes It Possible advertising campaign on June 17, the number of new sessions and first-time visits to the website has continued to increase. Compared to the same period in 2018, between June 17 and November 30, the number of new sessions increased 6.2% and first-time visits to website increased 2%. Sessions generated by Twitter and YouTube have increased 10% and 42% respectively. The top three media channels driving overall traffic to the website are Facebook, iHeartMedia (webstreaming ads) and the new digital advertising campaign.

Community and Media Relations

A press release regarding receipt and review of the FCMAT Fiscal Health Risk Analysis report was distributed on November 12. This story was covered by Pomerado News, the Union Tribune, InsideHigherEducation.com, Voice of San Diego, DailyRepublic.com, UniversityBusiness.com, Coast News Group and KPBS.

In support of Palomar College Foundation end-of-year activities, press releases were



issued to announce Giving Tuesday on December 3 and the Community Showcase on December 12.

Palomar College issued press releases and media advisories garnered 25 media mentions, articles and website stories.

Internal/External Communications and Public Affairs

In the month of November two feature stories were written and distributed regarding the on-campus Veteran's Day celebration and the Stock the Bank event sponsored by the Associated Student Government.

Photography of the Veteran's Day celebration, photography department sponsored open house in the LRC and a 3-day student photo session for the Spring 2020 "Palomar Makes It Possible" campaign were also completed in November.

Two editions of "3 Minutes of News" were issued in November. A special edition of the *Palomar News* newsletter solely focused on the Community Showcase was distributed on November 21.

The 2018-19 annual report went into production and will be distributed at the Community Showcase on December 12.

FOUNDATION

Fundraising Activities

Following a meeting with Executive Director Stacy Rungaitis, the Foundation received a contribution from the Issa Family Foundation for \$75,000. The funds will support several key initiatives at Palomar College. These include the Palomar Promise, Comet Affordable Learning Materials (CALM), Veteran Services and underwriting of the Community Showcase event.

The Foundation was awarded \$10,000 from Nordson Corporation for the CALM program. After submission of the grant, the Foundation was required to meet and present additional information on the program. The Nordson corporate giving team was impressed and in result awarded the maximum funding available of \$10,000. In addition, a \$5,000 grant was approved by the McCarthy Foundation in support of STEM program outreach. The McCarthy Foundation is a new funder of the Palomar College Foundation.



Former Palomar Student performs at Stone Brewery

Stone Brewery Escondido partnered with the Palomar College Foundation President's Associates for a Salute to Veterans event on Sunday, November 10. The Foundation received a portion of the proceeds totalling \$2,000 to benefit our Heroes Fund. The featured band included a former Palomar College veteran student (on drums) who now attends CSU San Marcos.



The Foundation submitted grant and major gift requests in the month of November to the Cushman Foundation in support of the Disabilities Resource Center (DRC); the California Community Colleges Foundation for a one-time special opportunity for the nursing program; the County Board of Supervisors Neighborhood Reinvestment Program; Rincon and the Haugh Family Foundation.

Marketing & Community Engagement

Development Officers Kim Hartwell and Linda Moynan attended the Contractors and Cold One's at Stone Brewery. This outreach event was designed to engage the contractor industry and business leaders in the region. On Nov. 27, the Foundation team, staff and Foundation Board members attended the annual Rancho Bernardo Community Foundation luncheon.

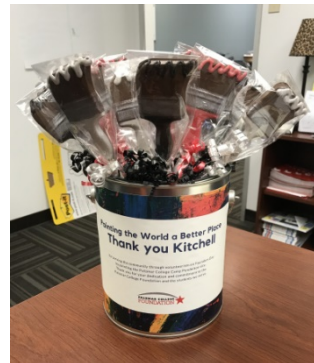
On a picture-perfect Veteran's Day at Palomar College, students, elected officials, administrators, and guests of the college gathered to celebrate and pay tribute to the tens of thousands of military-affiliated students who have pursued their education goals at Palomar during the institution's 73-year history. The Foundation supported the event by hosting lunch for all in attendance.



Award winning veteran student, Superintendent/President Dr. Blake, Trustee Evilsizer, Trustee Miyamoto, Stacy Rungaitis and Lejearl Young

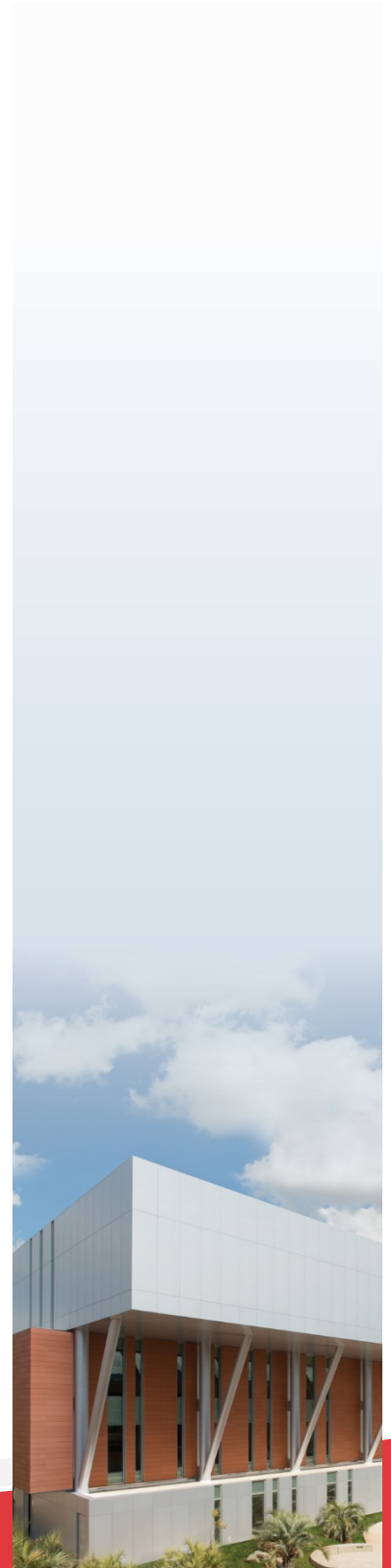
Donor Relations & Stewardship

The Foundation continues to focus on increasing our stewardship efforts with our generous sponsors. Earlier in the Fall, our partner Kitchell sent a group of employees to paint the Education Site at Camp Pendleton. The Foundation is sending a "paint can" of chocolates as a thank you!



Board and Staff Development / Infrastructure

The Foundation is working to strategically and intentionally develop the Board of Directors. Scotty Lombardi, Chair of the Board Development & Nominating Committee along with Executive Director, Stacy Rungaitis, have meet this month with several prospective candidates. Four to six new board members will be nominated for election to the Board at the December meeting.



The By-Laws of the Foundation Board of Directors were recently updated. The foundation Board of Directors will vote on the amended By-Laws at the December meeting.

Executive Director Stacy Rungaitis is the Writing Chair for the Accreditation Committee – Standard IV B & C – CEO & Governing Board.

UPCOMING EVENTS

Thursday, December 12, 7:00 – 9:00 a.m., Palomar College Community Showcase, California Center for the Arts, Escondido

Thursday, December 12, 11:00 – 1:30 p.m., SD North Economic Development Council's luncheon and awards ceremony, Cape Rey Carlsbad Hotel

Saturday, December 14, 3:00 p.m., Palomar College Nurses Pinning, Woodland Park Middle School

Saturday, December 14, 5:00 p.m., Palomar College Class 28 Police Academy Graduation, Mission Hills HS, Redwood Hall

Saturday, December 14, 6:00 p.m., North County Food Bank Gala, CSU San Marcos Ballroom

Tuesday, December 17, 4:00 p.m. Governing Board Special Meeting

Tuesday, December 17, 6:00 p.m. Palomar College Fire Academy Graduation, Mission Hills High School

Tuesday, January 7, 6:00 p.m., Palomar College Paramedic Academy Graduation, Brubeck Theatre

