

INSIDE...

President's Office1
Office of Instruction2
Student Services3
Finance And Administration...4
Human Resources5
Research and Planning.....6
Public Affairs Office7
Foundation8
Upcoming Events.....9

February 6, 2020

PRESIDENT'S OFFICE

Alignment of Leadership

In late December we welcomed Acting Assistant Superintendent/Vice President of Human Resource Services, Linda Beam. Linda brings more than 25 years of human resources experience in public education and government service. She is an experienced negotiator with academic and staff employee associations, with extensive knowledge of collective bargaining agreement administration. Linda has been working with our District negotiator and has been a valuable advisor for her team and colleagues.



At the end of January, Yulian Ligioso started with the College as the Acting Assistant Superintendent/Vice President of Administrative Services. Yulian has more than 11 years of senior level fiscal administration and business service experience. He most recently served as Vice President, Finance and Business at Rio Hondo Community College District, where he had planned, organized, directed and administered the College and District's fiscal, information technology, and business services functions. Yulian will lead the implementation of

our fiscal recovery plan.

In the first week of February, Shayla Sivert, former Dean of Languages and Literature at Palomar College, returned to our campus to serve as the Acting Assistant Superintendent/Vice President of Instruction. For more than 7 years as dean, Shayla made a lasting and positive impact on the College. We are very confident that Shayla will lead our faculty and staff through this transitional period.



District Response to Board of Governors

It was an honor to provide our District's response to the Board of Governors on January 14. I am very appreciative for the opportunity and for the team of colleagues who worked with me and Board President Hensch to prepare the

presentation. It was rewarding to hear from FCMAT leadership that our institutional plan is well-designed. We have a lot of work ahead of us that will entail meaningful and difficult decisions. Throughout the month of January we have really come together as a College to address our fiscal health, and going forward this collaboration will be essential to our success.

OFFICE OF INSTRUCTION

Fall 2019 Paramedic Graduation

The fall 2019 Paramedic graduation ceremony was held on Tuesday, January 7, 2020 at Palomar College in the Brubeck Theatre. There were 21 recruits graduating out of the academy. Two of the graduates have already signed contracts with Valley Center Fire and were pinned at the ceremony on Tuesday by the Fire Captain of the Valley Center Fire Department. This was extremely exciting and emotional to witness. The ceremony included the showing of a video of the last year that depicted the challenges and successes of the academy recruits. It is evident how important this step in their lives is by the number of family and friends in attendance at the ceremony. It was a packed house. Congratulations to all of the graduates and to the faculty and staff who made their achievement possible.



STEM Mixer

The second STEM Mixer was held at the STEM Center on January 29, and 175 students signed in to this event. The mixer is an opportunity for STEM faculty, counselors and students to mingle and discuss classes, majors, and programs. Food was provided and students were able to tour the STEM Center. The first week of



school is so important that going forward, this event will continue to be held during the Week of Welcome. This will allow us to promote the STEM Center to and give students an opportunity to speak with faculty and counselors during the first week and receive information regarding other programs (e.g., Rising STEM Scholars, GTASP, and Women in STEM) and ultimately for students to feel comfortable utilizing STEM Center resources.

Palomar Archaeology Faculty Join San Diego Archaeological Center Board of Trustees

Palomar College Anthropology/Archaeology faculty member Betsi Pain has joined the San Diego Archaeological Center (SDAC) Board of Trustees. Professor Jim Eighmey, also from Anthropology/Archaeology, serves as a SDAC trustee as well. The SDAC is the official repository of archaeological collections from all of San Diego County. All professional excavations conducted in the county must send their collections to the SDAC for long-term collection as part of their contracts with the governing agencies. The center is self-supporting, generating most of its operating budget from one-time storage fees and grants. Palomar College has had an important relationship with the Center since its beginning in approximately 1996. Each year the Anthropology/Archaeology program sends numerous students to SDAC as interns and volunteers, and has participated in and supported the SDAC activities as much as possible. We hope to forge a closer tie between SDAC, its extended community, and Palomar College.

STUDENT SERVICES

Office of Student Affairs

We had a successful start for the spring semester with a grand opening of the Access & Engagement Center in room SU-19. The feedback from students has been overwhelmingly in favor of our new centralized 'one stop' center for services.

In addition, the Student Life & Leadership Office participated in Week of Welcome. The Associated Student Government (ASG) funded the purchase and distribution of school supplies such as notebooks, pencils, pens, erasers, and highlighters for students.



ASG and Inter-Club Council (ICC) hosted their first official meetings of the semester. Both organizations are excited for our upcoming events, activities, including the promotion of Census 2020.

Colleagues from Mt. San Antonio College and Southwestern College toured the Anita and Stan Maag Food & Nutrition Center to learn about our operation and services. The Pack the Pantry event sponsored by Cal Coast Credit Union held last November earned the Center a credit of \$1,250.00 to spend at the San Diego Food Bank.

Athletics

Recruitment of the new Athletic Director is in progress. The Comets baseball team is now 3-2 overall and the softball team is 3-1 overall. Both teams are off to a great start!

Student Health Centers

Free pregnancy and STI testing will be available at the San Marcos Campus on February 10 and February 11. Living a healthy lifestyle will be promoted during the Service Learning Fair on February 12. On February 13, the Vista Community Clinic will provide no cost dental screenings for students. A blood drive will be hosted at the Escondido Education Center on February 19.

FINANCE AND ADMINISTRATION

Fiscal Services

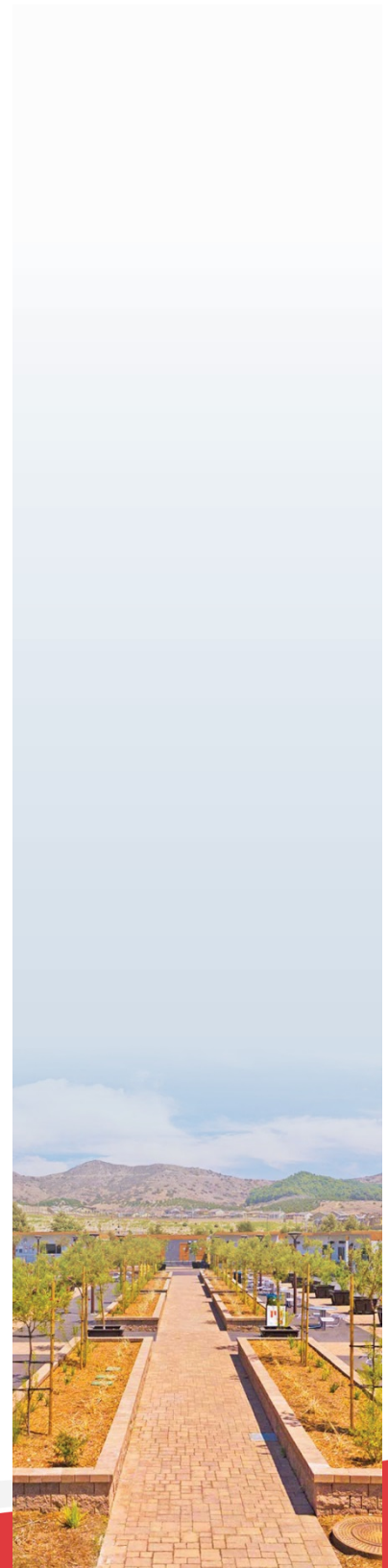
On January 10, Governor Newsom submitted his 2020-2021 budget proposal to the legislature. Highlights include:

- \$222 billion expenditure budget
 - \$153 billion General Fund
 - \$69 billion in Special and Bond Funds
- \$18 billion Budget Stabilization Account/Rainy Day Fund

The impact of the January budget proposal on Community Colleges and Palomar College is as follows:

- Total of \$317 million increase, however, limited new funding.

	<u>Community Colleges</u>	<u>Palomar College</u>
COLA	2.29% or \$167.2 million	\$2.3 million
Growth	0.5% or \$31.9 million	Not eligible/in Hold Harmless
One-time funds		
Deferred Maintenance	\$17.2 million	\$400k
Mandated Block Grant	\$30.85/FTES	\$540k





The College recently participated in a statewide Prop. 39 (California Clean Energy Jobs Act) program which, was a joint effort between the utility companies and the Chancellor's Office over the past 5 years. Through this program, the College replaced all light fixtures with LED lighting, and also installed a state-of-the-art Energy Management System. The total project cost was just over \$2 million and yielded an estimated \$177,000 in annual electric savings. This particular award was specific to the portion of this program which replaced all the interior light fixtures on the San Marcos campus.

HUMAN RESOURCE SERVICES

General Operations

Human Resource Services is working with Fiscal Administration Services and Information Services to define and identify the scope of a commitment accounting project that will assist the District in integrating data from human resources, payroll, and fiscal services to increase efficiencies and provide reliable information for budget preparation. Human Resources Services is also in the implementation stage of online performance evaluations through Cornerstone, our 3PD Portal. Our objective in using this new system is to increase completion of evaluations for all employee groups, especially our part-time faculty. In addition it will provide an automated system allowing tracking and monitoring of evaluation completion.

Benefits, Workers Compensation, Leaves, and Accommodations

The benefits office and Fiscal Services team have collaborated to implement a process for reimbursement of premiums for PPO and Medicare Part D for over age 65 Group I retirees. The first reimbursement will take place at the end of February. The District has prepared a communication that will go out to all employees who currently cover a domestic partner on their insurance plans. Effective October 1, 2020, employees will be required to submit a California Domestic Partner Certificate in order to continue covering their partner. This requirement is based on a change to California law.

The Benefits Office filed the OSHA 300 report with the Bureau of Labor and Statistics in late January. In 2019, the total number of work related injuries was 22, down from 31 injuries in 2018.

The Benefits Office has received 12 new requests for leave of absence during the month of January.



Recruitment/Vacancies

Below are the recruitment figures to date:

27 permanent recruitments in progress, 9 – Admin/CAST, 17 – Classified, and one Certificated/ECE. There are 59 part-time faculty recruitments in progress. 20 additional part-time faculty postings have closed, and departments are still hiring from those application pools.

INSTITUTIONAL RESEARCH AND PLANNING

Accreditation

In January, the Accreditation Writing Leadership Team (AWLT) reviewed Writing Assignment #1 and provided feedback to writing teams. The team also developed the second writing assignment to be completed during spring 2020, and created a training module for evidence. AWLT will facilitate the evidence training in February. The College's ACCJC liaison will be at the main campus on February 19, 2020 to facilitate an Institutional Self Evaluation Report (ISER) training with the campus community. She will travel to the Fallbrook Education Center as part of the substantive change checklist of activities, and return to the main campus to provide ISER training to the Board of Trustees in the evening.

Integrated Planning

Participatory Governance Update

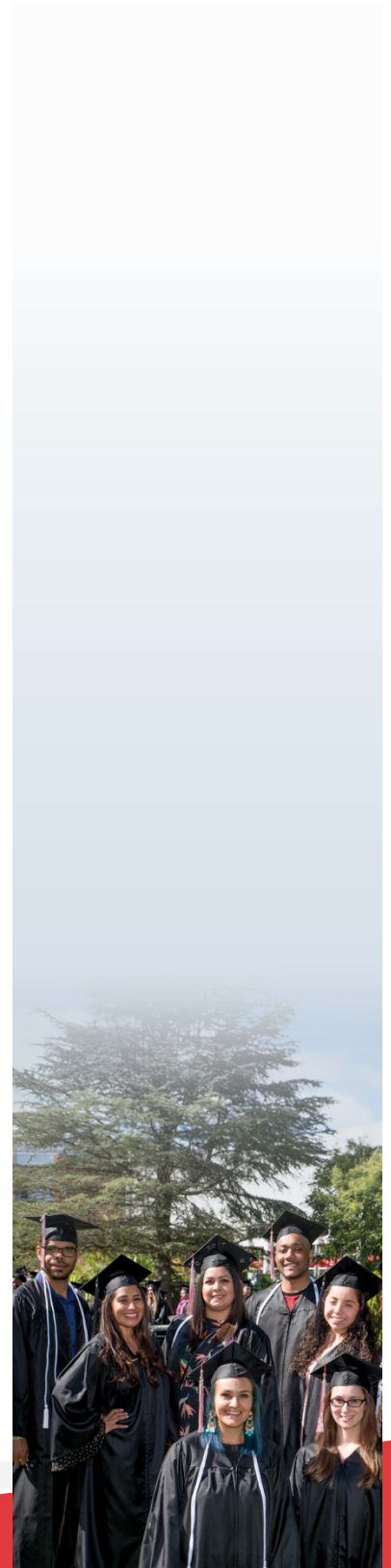
The Participatory Governance Task Force (GTF) created two writing teams to continue the work of crafting a new governance handbook and proposed governance structure. The GTF met on January 31 to review the work of the writing teams and reach consensus on a proposed structure moving forward. During the month of February, the GTF will be collecting feedback from the campus community through a series of meetings and forums. Utilizing this feedback, the GTF will make revisions to the handbook and proposed structure in early March.

Institutional Research and Planning

In December and January, IR&P continued to review the results and report from the National Assessment of Collegiate Campus Climates (NACCC). The NACCC is a quantitative national campus racial climate survey of undergraduate students at community colleges and 4-year institutions. It is administered through the USC Race and Equity Center (Center).

The survey was administered at the College in spring 2019 and we received the results in the fall. After reviewing the results and report, the office met with members of the USC Race and Equity research team. We also reached out to other California Community Colleges who administered the survey to seek information on how they were sharing and using the report. Based on these initial conversations, researchers from several of the colleges met with the Center a second time to discuss the results and reports provided to the campuses.

During the January meeting, the Director of the Center indicated the spring 2019 administration represented the inaugural national administration of the survey. He invited the community college researchers to come to the Center to collaborate and provide additional input on how best to analyze and present the results. The researchers, including two from Palomar, will meet with members of the Center in



February. The Center's director, Dr. Shaun Harper, has offered to hold forums on our college campuses to engage in discussions about the results and strategies to address the results. These forums will be planned after the February meeting and as his schedule permits.

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, Facebook advertising and an integrated digital marketing strategy. Posters throughout both the main campus and education centers also remain part of the campaign. Results indicate increased traffic to our website, click-thru actions to the landing pages that are integrated into the campaign and phone calls to our enrollment team.

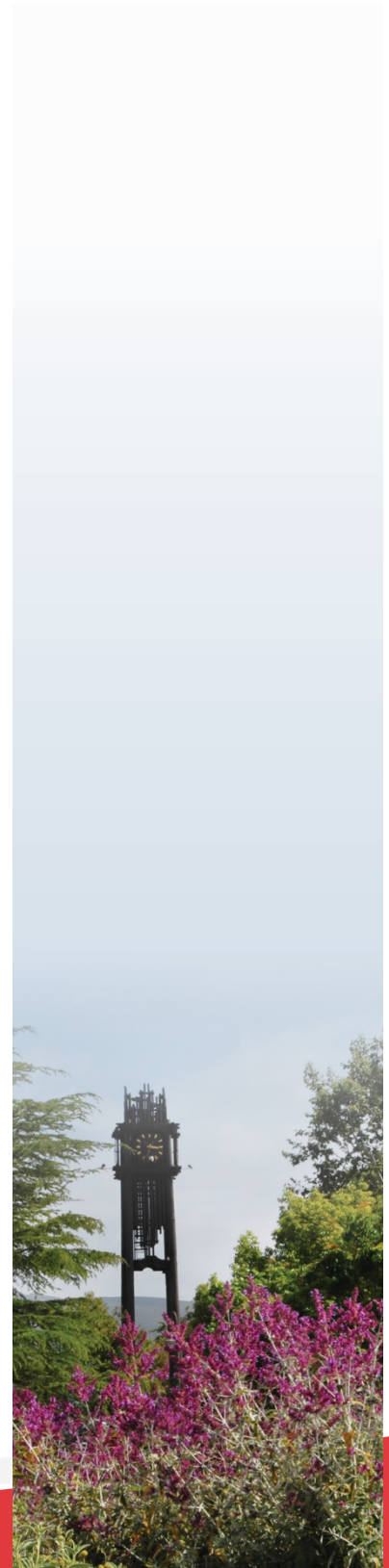
In alignment with the financial aid department's desire to increase awareness, a web-streaming advertising campaign began during the week of January 13 and will continue through the end of the semester. This campaign is designed to engage students in spring and begin to drive enrollments for the fall semester. Below is one series of the web-streaming ads that are running for this campaign.



Our social media strategy is showing strength as well. We had 36,000 impressions on Twitter in the month of January and nearly a 2% growth in followers. Instagram followers increased 2.2%. We experienced significant growth in engagement on our Facebook page in January compared to the previous month. Our page views were up 14% and page likes increased 30%. Activity on our LinkedIn page increased over the previous period with unique page views up 38%.

Community and Media Relations

A press release announcing our new executives was distributed in mid-January. Later in the month we distributed a press release announcing the PBS distribution of the PCTV *Shattered Dreams* documentary. Both releases were picked up by local news agencies.



Internal/External Communications and Public Affairs

The team issued two editions of “3 Minutes of News” to the campus and produced two feature stories including one story on a former foster youth who is excelling at Palomar. Her story is available [HERE](#). For the start of the spring semester we published a pictorial that captured the energy of students returning to campus. The February edition of Palomar News e-newsletter will publish on February 7.

FOUNDATION

Fundraising Activities

At the heart of the Foundation is our scholarship program which provides critical funding for student success at Palomar College. We started the year with positive renewals of key donors for this program. Gifts received in January include \$20,000 for the Mel & Betty Cohn Scholarship of the Jewish Community Foundation Fund, \$34,000 from Osher, and \$10,000 from the Needham family.

The President’s Invitational Golf Classic committee had their kick-off meeting to begin planning for the 2020 event. Committee members set a significant goal for this year’s event and are committed to securing sponsorships and auction items for the May 11 event. The Foundation secured the first lead sponsor of \$15,000 from Swinerton.

Donor Relations & Stewardship

As we continue to work hard to build and recognize community support, the Foundation’s newest roadside banner is in the final stages of design. It will be installed on Mission Road on the softball field fence in honor of the top supporters of student success for the Foundation’s fall events.



A rendering of the Roadside Banner on Mission Road

As part of the naming campaign, a dozen of the official plaques recently were installed. The Foundation team and board is coordinating “pop-up” events with each of the donors to unveil the plaques and celebrate the legacy of the naming with the donor. Alumnus Joe Davis (pictured below) with his naming plaque located in the MD building.



Marketing & Community Engagement

Executive Director, Stacy Rungaitis represents Palomar College on the Board of Directors for the North San Diego Business Chamber. The Chamber hosted its inaugural Business Summit at the Palomar College Rancho Bernardo Education Center on January 23. This all-day conference attracted business and industry leaders to the Center including keynote speaker Gary Ridge, CEO of WD-40.

Board and Staff Development/Infrastructure

The Foundation welcomed five new members to the Board of Directors in January. Each brings an incredible level of expertise, community engagement and most importantly a passion for our mission to remove financial barriers for student success.



Rita Brandin

Newland Real Estate Group



Aaron Byzak

Tri-City Medical Center



Margo Cobian

EDCO



Stephanee Taylor

Wells Fargo



Will Rivera

Cal Coast Credit Union

The Foundation completed the process of converting to a new donor database, Donor View. The new system is not only user-friendly and efficient, it is more cost effective. It will help us maintain critical information and aid in our efforts to grow and maintain the many donors who so generously support the mission of Foundation.

UPCOMING EVENTS

North County Economic Development Council – Annual Economic Summit

Wednesday, April 8 – 7:00-10:00 AM

CSUSM - Ballroom

