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February 26, 2021

PRESIDENT'S OFFICE

Managing COVID-19

As the pandemic continues to impact our District, and we look ahead to the summer and fall terms, the President's office was very active in COVID-19 related planning in the last month. As vaccines are becoming more available, we have found it important to bring awareness to the need for COVID-19 vaccinations. In recognition of this need, a joint communication with constituency group leaders and the District was distributed to all employees. We have also prioritized the education of our community, and hosted three vaccine related training sessions during our weekly COVID-19 campus update. We tackled the difficult tasks of scheduling a vaccine; myths, and facts about vaccines; and information on viruses and preventative measures.



Integrated Planning Model

A lot of time and effort during this last month has been spent setting the stage to address a FCMAT recommendation concerning integrated planning. Through a collaboration between the executive cabinet and Strategic Planning Council, we have offered a new model for communication and the integration of ideas to prioritize funding to build future budgets. The first use of the model will be a learning experience as it continues to be refined and in result will be a major change for our faculty and staff. The model will set the College in the right direction for integrated planning.

Continued Advocacy

Dr. Kahn has also been very busy in advocacy work this past month. This included joining colleagues across the state in meetings with federal legislators and advocating for needs of the community colleges and our students. Dr.



Kahn also met with the mayors of Vista and San Marcos this month to discuss strategies in supporting our communities during the pandemic. Several new projects have come from these meetings. An update will be provided to the Board upon the development of tangible updates. Dr. Kahn also met with the SCFF Equity Coalition, which will be conducting advocacy work with state legislators next month. This work is important and focuses on the need to address cost of living issues currently not accounted for in the SCFF.

OFFICE OF INSTRUCTION

Title III Part F STEM Grant Update

The MSE division is in the process of drafting the Title III Part F STEM Grant. The grant will primarily focus on filling articulation gaps between all 29 Cal State and UC schools. It will also aid in building a better connection between Instruction and Students Services, and the development and implementation of a STEM culture through program development and innovative tutoring practices, as well as, the purchase of the necessary equipment to provide up-to-date hands-on experiences for our students. A special emphasis will be placed on our partnership with CSU San Marcos to delineate a pipeline framework that can be implemented with other four-year institutions.

Career Technical Extended Education (CTEE) Fall 2020 Special Projects

Due to the COVID-19 related interruption to onsite teaching, a number of CTEE faculty completed special projects as part of their fall 2020 contract. These projects enabled CTEE to move instructional initiatives forward that will impact the student experience. Below is a summary of these projects conducted in fall 2020, completed by instructor Steve Bertram in Automotive Technology, and instructor Barry Valentine in Air Conditioning and Refrigeration.

Set Up ATECH Trainers

New electrical trainers were purchased and needed to be set up and tested. All 20 trainers were set up for student use. During the initial testing, it was determined that new software that was still in the development phase was necessary to complete the set up. Palomar College is the very first training facility to use the new trainers and software. Once received the software was installed. These trainers will add interactive, hands on electricity exercises to better train our automotive students, starting in the spring 2021 semester.

Service and Repair Engine Machining Equipment

The cylinder honing machine began producing inconsistent results during the fall 2019 engine machining class. Further complications rendered the machine unusable during the spring 2020 engine rebuilding class. To address this concern, the machine was disassembled and inspected. The necessary cleaning and machine reassembly took place and with the conditioning of new diamond cutters, the machine started to provide acceptable results. It is now ready for students to use during the spring 2021 semester.

Prepare Engines for Student Learning

The second half of the spring 2020 engine rebuilding class was greatly affected by the pandemic. Despite the efforts of faculty to provide alternative methods of instruction, many students withdrew from the course. The six incomplete project engines owned by the College, were left completely disassembled by the students. In result these required preparation for the next rebuilding class. The engines were reassembled and prepared for the students enrolled in the spring 2021 engine rebuilding class.



Complete Installation and Testing of Cleaning Oven and Engine Shot Blaster

The cleaning oven and engine shot blaster were purchased, and installed, and required testing. In setting up the cleaning oven, it was discovered that the burners would not light due to inadequate gas pressure. Once this was addressed, the oven fired up and performed flawlessly. Similarly, when the engine shot blaster was tested, it was determined there was no power to the control mechanism. Once the proper voltage was supplied to the machine, it worked well. Both machines are now ready for students to use in the spring 2021 engine rebuilding class.



Air Conditioning and Refrigeration (ACR) Online and Face-to-Face Course Development

The completion of Palomar Online Education Training (POET) and an Online Course Design project with another instructor prior to the development of these new courses (ACR 103 and ACR 110) proved to be extremely beneficial. The two new courses now designed to be taught in both an online and onsite format, required an extensive review of content and Canvas set up. The review included a 1000-page course textbook, supplement manuals, course PowerPoint files, and videos to create a comprehensive 16-week Canvas and classroom course. The course includes specific lab projects, online discussions, and assignments. In addition to the development of these courses, Instructor Valentine and two adjunct faculty members worked to re-structure the lab and classroom support carts, tools cabinets, and static training equipment for the ACR program.

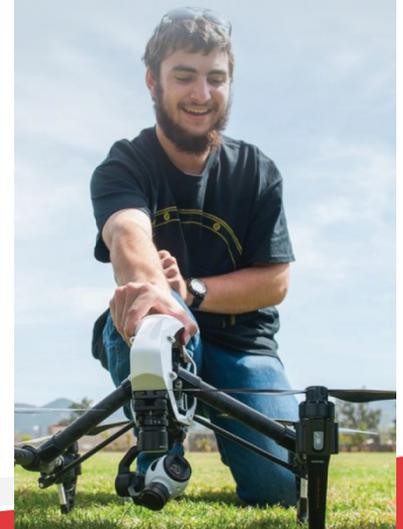
Expansion of the Palomar College Credit for Prior Learning (CPL) program

In collaboration with Associate Professor and Credit for Prior Learning Coordinator, Candace Rose, and utilizing information on the American Council on Education (ACE) website, the CPL course listing for Palomar College was expanded. To gain further insight into Career Technical & Extended Educational (CTEE) course offerings and content, CTEE instructors were integrated into the project through meetings and other modes of communication. This project will allow students with related work experience to earn credit toward their required courses.

STUDENT SERVICES

Student Life & Leadership

During the month of February, a month-long social media campaign to honor Black History Month was designed and implemented. The campaign included weekly Instagram posts regarding inspirational African Americans in US History. In addition, two “SL&L



Live Talks” were hosted regarding what Black History means to the Student Life and Leadership team, and how it applies to continuing our mission towards anti-racism. A Black History Month Quizlet for students was also made available.

In preparation for a future student-targeted drive thru food distribution event, the Student Life & Leadership team members conducted an inventory of food on hand in the Anita and Stan Maag Food & Nutrition Center.

Looking forward to the 2021 Commencement celebration, a cross-functional team has been meeting to design and plan for a Drive-Thru Commencement. The specific details for the May 28 event are being finalized, and will be communicated in the very near future.

The Associated Student Government (ASG) held a virtual Spring 2021 retreat. In addition, four ASG members attended the virtual SDSU Leadership Summit, held February 19 – 21. The ASG also recorded its first podcast, with Dr. Kahn as their inaugural guest.

The Inter-Club Council held two meetings thus far. Currently, 14 clubs are active.

Counseling Services

Extended Opportunities Programs and Services (EOPS), Cooperative Agencies Resources for Education (C.A.R.E.), California Work Opportunity & Responsibility to Kids (CalWORKS), and Foster Youth Retention Success and Transition (FYRST), are hosting the 2nd Annual Palomar College Many Faces of Women in Leadership Series on Friday, March 5 from 10:00 a.m. to 12:30 p.m. via Zoom. In addition, EOPS, C.A.R.E., CalWORKS, and FYRST will also host the Palomar College “Self-Care Series” starting on March 12. Each program within the series will be an hour long, and include topics such as boosting your immunity naturally, restorative yoga, and mindful self-compassion.

FINANCE AND ADMINISTRATION

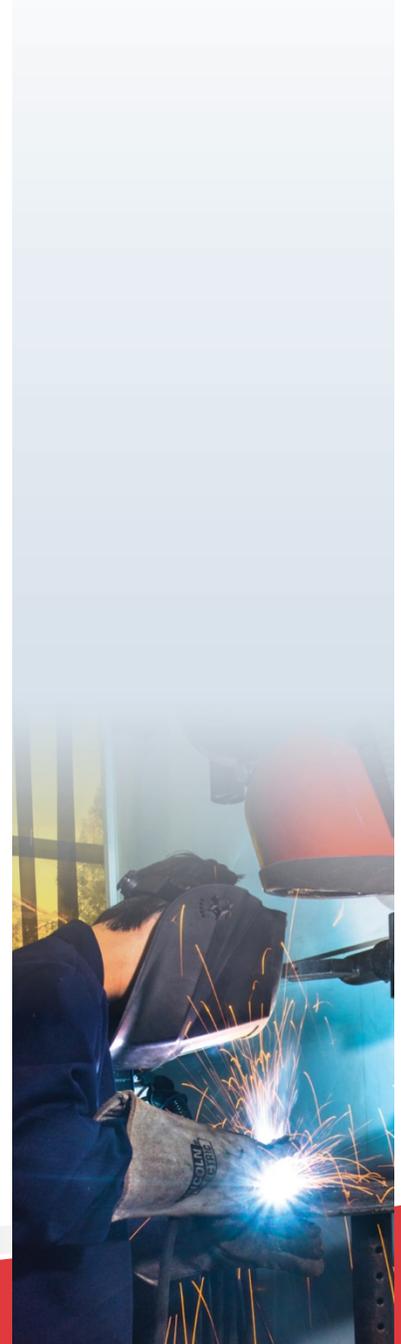
Campus Police Department Update

In 2020, the Campus Police increased coverage to 7-days per week and in result, logged over 16,500 calls. Approximately half of the calls were self-initiated security checks of main campus buildings and Education Centers. Prior to the pandemic, Campus Police responded to 329 alarms, and issued over 2,000 parking tickets. Due to our commitment to Relationship Based Policing, de-escalation and the reduced footprint on campus, there were no arrests on campus in 2020.

HUMAN RESOURCE SERVICES

New Training: A Guide to Implementing Classified Employee Discipline

Human Resource Services has invited all managers and supervisors to participate in a two-part workshop on employee discipline, that will be held in March. Part I of this workshop is hosted by Liebert Cassidy Whitmore (LCW) and provides a “hands on” guide to evaluating appropriate discipline. Participants will learn how to create



thorough written records that accurately document the conduct that triggered the discipline. Part 2 will be hosted by Human Resource Services to provide the opportunity for a question and answer session, and discuss the District's discipline practices.

Benefits, Workers Compensation, Leaves, and Accommodations

The transition of COBRA payment tracking has been formally transitioned to BrightPath Consulting Services to submit payments received to Fiscal and Administrative Services once per week. In addition, to increase efficiency and transparency of COBRA notifications and retiree contribution notifications, the Benefits Office will be working with BrightPath Consulting Services. This process is scheduled to be in place by the end of March.

The part-time faculty benefit open enrollment for the spring semester started on February 16, and will run through March 15. During this time, all part-time faculty can elect dental, vision, or Aflac insurance products. All part-time faculty who meet the contractual eligibility requirements can elect Kaiser employee medical insurance only.

Recruitment/Vacancies

Below are the recruitment figures to date:

13 permanent recruitments in progress and 1 out-of-class recruitment

5 – Admin/CAST

6 – Classified (one is an out-of-class recruitment)

2 – Faculty

1 – ECE Lab School

49 part-time faculty recruitments in progress

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

INSTITUTIONAL RESEARCH AND PLANNING

Accreditation

The Accreditation Writing Leadership Team (AWLT) is meeting with the chairs of all writing teams to review their narratives and request additional evidence where needed. The final working draft of the Institutional Self Evaluation Report (ISER) will be completed by the end of the spring semester. In collaboration with the Vice Presidents of Instruction and Student Services, the Accreditation Steering Committee has come to consensus on the projects that will be included in the College's Quality Focus Essay (QFE). The QFE must include a minimum of two institutional projects focused on student learning and achievement. Also, the QFE must be grounded in data and strategies identified to affect student achievement. The three projects or initiatives identified by the Accreditation Steering Committee to be included in the QFE seek to improve degree completion and transfer. They include implementing strategies to promote completion of transfer level math and English in the first year, fully building out our program maps in partnership with CSUSM, and participating in the Degrees When Due cohort. The Degrees When Due project is endorsed through the Chancellor's office and involves identifying and supporting students who have completed a significant number of units, but have not yet earned a degree.



Integrated Planning

The Strategic Planning Council (SPC) has reviewed and acted on the proposed integrated planning and resource allocation model. All divisions are currently reviewing and prioritizing one-time funding requests resulting from the Program Review and Planning process. Once completed, the Executive Cabinet will consolidate the divisional lists into one prioritized list and make a recommendation for funding, while also considering any categorical funding available to support the requests. This list will be shared and reviewed by the Budget Committee and SPC.

IR&P issued a campus-wide survey seeking review and input on the DRAFT revisions of the vision, mission, and values of the College. The survey will close on February 24 and the results will be reviewed by the Mission, Vision, Values writing team and then shared with SPC in March.

Institutional Research and Planning (IR&P)

IR&P continues to implement its research agenda for the Spring semester including several student surveys (e.g., NACCC, DRC mandated survey, mental health survey), and faculty and staff surveys (Palomar Services Survey, DRC mandated survey). In support of the Degrees When Due initiative, researchers identified students who had earned at least 45 units at Palomar College, and did not receive a degree or certificate award or transfer. This set of data will be used by the College to contact these students, identify barriers for completion, and provide guidance for completion.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The *Palomar Makes It Possible* digital advertising strategy continues to generate more qualified traffic to the associated landing pages and palomar.edu website. Compared to February 2020, we experienced a 6.5% increase in overall website sessions, and an increase of 7.26% in pages per session, which also resulted in a 23% increase in average session duration. Our bounce rate (percentage of sessions with no interactions with the page) declined significantly compared to last February.

Our digital billboard viewable from interstate 15 was updated to feature a message regarding our 4-week and 8-week course offerings and launched on February 15.



Image of Refreshed Digital Billboard



Our Facebook and retargeting display ad campaigns were redesigned to feature a career education message, and reflective of the funding source for this portion of our marketing campaign. An image of the new ad is below.



Image of New Online Display Ad

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and 60% of the social media traffic is produced by Facebook and 27% from Instagram and Instagram stories combined. We are continuing to see an increase in traffic from LinkedIn, as it now represents nearly 5% of all social media traffic.

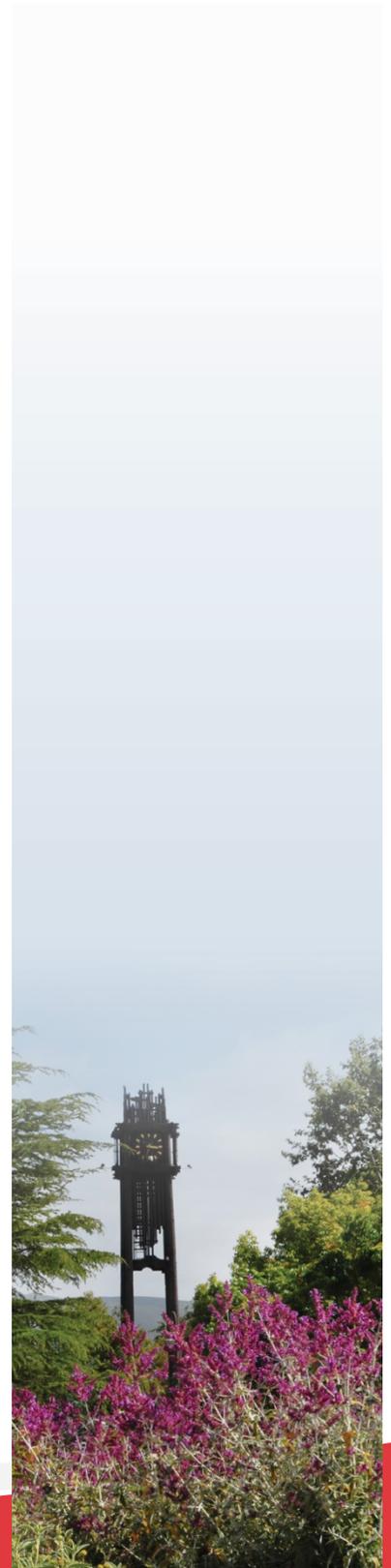
Our year-over-year performance comparison of our social media platforms shows increased growth for all channels. Our growth in Facebook “Likes” increased 9%, and followers on Twitter grew 25% compared to last year. Instagram is continuing to show the largest year-over-year increase at 34%. LinkedIn followers continue to increase year-over-year, with a 5% increase in February.

The campaign we launched in collaboration with the North County Education Opportunity Center (NCEOC) continued to run through February 22. The ads were produced in both English and Spanish, and featured video endorsements by local radio personalities. The same type of campaign will run in March. Both campaigns are intended to assist the NCEOC in achieving their targeted number of students in 2020-21.

Community and Media Relations

In our approach to gain media attention for the distribution of technology resources to 360 students, we issued a media advisory on February 23. In result, the distribution event was featured on Good Morning San Diego, a morning news show on KUSI-TV and included in the [February 24 edition of the Vista Press](#). Following the successful event, we issued a [press release](#) inclusive of an interview with a student who received the equipment that will positively impact her coursework. The impact of this release will be reported next month.

In February, there were 49 mentions of Palomar College stories in media outlets throughout the region, state, and nationally. These included the feature stories we issued on the SDG&E Energy Leadership Award and the technology distribution event.



Many of the national news coverage was due to the College's participation in the SoCal Cyber Cup Challenge. The 49 stories represent a 53% increase in coverage over last February.

Internal/External Communications and Public Affairs

On February 5, we issued Palomar News to all subscribers and all College employees. This edition of Palomar News included two feature stories written and released during the month: the [SDG&E Energy Leadership Award](#) presented to the College in recognition of the net-zero M&O building, [the availability of free access to Wi-Fi](#) in the parking structure. A third story featuring the most recent recognition for the College from *Hispanic Outlook* magazine as [21st in the nation in serving Latinx students](#). The March edition of Palomar News will be issued on March 5.

FOUNDATION

Fundraising Activities

Grants

The Foundation was awarded a \$10,000 grant from the Nordson Corporation to support the Comets Affordable Learning Materials (CALM) program. In addition, long-time scholarship supporters Hal and Carol Needham provided a \$10,000 donation to support general scholarships. The Foundation received \$33,600 from the Bernard Osher/Osher Initiative for California Community Colleges to support eleven designated scholarships.

Foundation Board of Directors

The Foundation Board of Directors held their first business meeting of the year on Monday, February 22. Dr. Jack Kahn and Dr. Hossna Sadat Ahadi delivered a dynamic presentation on Palomar's antiracist framework. In addition, the Foundation board confirmed the 2020 audit to take place during the week of April 5.

Advisory Council Meetings

The Fallbrook Education Center Advisory Council met for the second time this month. Two additional members joined the meeting to hear a presentation by Dennis Astl and discuss the preliminary ideas around the new "Fallbrook 40" (40,000 square feet) building. The post-secondary advisory council met for the first time with a dynamic cross-section of educators from K-12 and CSUSM. Going forward, the Advisory Council will meet quarterly.

