

## INSIDE...

President's Office .....	1
Office of Instruction .....	2
Student Services .....	3
Finance And Administration ...	4
Human Resources .....	5
Research and Planning.....	5
Public Affairs Office .....	6
Foundation .....	7
Upcoming Events.....	9

March 6, 2020

## PRESIDENT'S OFFICE

### Campus Watch Sessions

During the month of February, we hosted two viewing sessions of the District's FCMAT Response presentation to the California Community College Board of Governors. Forty-five individuals attended either in person at the San Marcos campus or via Zoom. Both sessions were very productive and enabled our campus to engage in valuable discussions about our fiscal health and initiatives that are underway to address our short-term and long-term fiscal recover plans.

### International Filmmaker Visits Palomar

Earlier in the February, French filmmaker Thomas Dandois interviewed Acting Superintendent/President Dr. Jack Kahn and gathered footage at the Anita & Stan Maag Food & Nutrition Center for a documentary on student housing insecurities due out in late March. Mr. Dandois visited colleges throughout the United States to gather footage and interviews on this growing epidemic. He spent the majority of a day with us and interviewed a current and former student to gain insight into the complexities of attending classes while experiencing housing instabilities.



*Dr. Jack Kahn and filmmaker Thomas Dandois during a recent interview*

In addition, a former Palomar student was featured in a New York Times story on student housing insecurity in the U.S. It is interesting to see this important non-academic barrier come to the forefront in today's media.

### City of Escondido Memorandum of Understanding

On February 12 the Escondido City Council unanimously approved a Memorandum of Understanding (MOU) between the City and the District to promote the services available to the general public at Escondido Education Center's Ernest J. Allen Library. The agreement is affirmation of our ability to improve access and equity through dedication and collaboration. Dean Pearl Ly and many faculty and staff are to be recognized for their time and commitment to this worthy endeavor.

## OFFICE OF INSTRUCTION

### STEM Refresh Sessions

STEM Refresh Sessions are back, and this time they are even better! These weekly 90-minute workshops target notoriously difficult and foundational concepts students face in their STEM courses. The purpose is to reach as many students as possible, across varying multidisciplinary levels, who share the same questions. These occur every week, on Fridays, starting at 10am. Students taking chemistry, physics, and biology courses are notified of the sessions. However, all enrolled students who would like a refresher or more in-depth practice with core concepts are able to participate. Sessions are peer led by one of the STEM Center tutors and will incorporate aspects of active learning, in order to challenge students to think critically and gain a better understanding of concepts as they progress in their STEM academic career.



**STEM REFRESH SESH**  
with CHAD PHILLIPS

Spring 2020  
Stem Center NS-310  
Just drop-in

**01 29** **STUDY TIPS FOR STEM TESTS**  
ALL STUDENTS  
Wednesday, Jan. 29, 11:30 am - 12:30 pm  
Get ready for your first quiz or test with a session on pre-test resources, self-assessment tactics, and other study advice!

**02 21** **BONDS, REACTIONS & STOICHIOMETRY. OH MY!**  
CHEM & BIO  
Friday, Feb. 21, 10:00 - 11:30am  
A mega review session that covers types of chemical bonds, types of reactions, and using stoichiometry in problem-solving.

**02 07** **PHYSICS REFRESH FORCES OVERVIEW**  
PHYSICS  
Friday, Feb. 7, 10:00 am - 11:30 am  
Overview of forces and strategies for solving various forces problems.

**STAY TUNED**  
More STEM Refresh Sesh dates will be announced soon!  
Topics to include: thermodynamics, photosynthesis, inertia, genetics, and more!

**ABOUT CHAD**  
Chad Phillips is a STEM Center tutor and SI Leader studying math with plans to transfer to a UCSD to study Biomedical Engineering.

### San Diego Sheet Metal Joint Apprenticeship and Training Committee (JATC) Graduation Ceremony

The San Diego Sheet Metal Joint Apprenticeship and Training Committee (JATC) Graduation Ceremony was held on Saturday, February 8. Twenty-five graduates reached Journeyman status. Speakers included representatives from the training center, the JATC board, the US Department of Labor, California Division of Apprenticeship Standards and Palomar College. Four Palomar program instructors received 5-year service awards and seven Palomar graduates received perfect positive attendance for the five-year program duration. Milwaukee Tools gave awards for the Apprentice of the Year and runner up. Local and state representatives gave certificates of recognition. The Palomar College representative issued certificate holders and Palomar College promotional items.

Special thanks were given to:

- Senate President Pro Tempore Toni Atkins, California State Senator, 39<sup>th</sup> District
- Assembly Member Todd Gloria, California State Assembly, 78<sup>th</sup> District



- Congressman Mike Levin, US House of Representatives, 49<sup>th</sup> District of CA
- Congressman Juan Vargas, US House of Representatives, 51<sup>st</sup> District of CA

### **Early Adopter Teachers of STEM (EATS) Teacher Collaboration Award**

Faculty members Shelbi Mayo and Luis Guerrero lead MATCH (Math Across the Curriculum Holistically), a Palomar College initiative that supports students as they progress through their programs by highlighting numeracy, quantitative reasoning (QR) and quantitative literacy (QL) components in all disciplines. Both individuals will be recognized as an Exemplary STEM Teacher Team at Super STEM Saturday on March 14 at CSU San Marcos. MATCH brings faculty together to explore the possibilities of quantitative literacy and numeracy within all disciplines and aims to reduce equity gaps as we implement AB705, Guided Pathways, etc. The MATCH team has held workshops and conferences and provides resources to faculty and staff doing this important work.

## **STUDENT SERVICES**

### **Student Health Centers**

Work is underway on the development of a Pandemic Preparedness Plan for the College. This plan is in response to the Novel Coronavirus (COVID-19) outbreak and will be incorporated into the Emergency Response Plan.

Behavioral Health has interviewed potential practicum students who are currently earning their Masters of Social Work degrees. One interviewee was accepted and will begin working in Behavioral Health Counseling Services at the start of the Fall 2020 semester. Interviews will continue to identify other qualified participants.

### **Enrollment Services**

Scholarship funding is available to current students as well as those who plan to transfer in the fall. The application deadline has been extended to March 9. Hundreds of scholarships are available through a single application found on student eServices (MyPalomar) accounts.

### **Student Services**

The hiring committee for the Vice President of Student Services has started to screen candidates. The Dean of Counseling Services position is currently listed and will close on April 6. The Director of Health Services position is currently listed and will close on April 6. The Director of Financial Aid position is currently listed and will close on April 8.

### **Student Affairs**

The Inter-Club Council hosted a 2-day Club Rush. Based upon feedback from the 30 participating clubs, the event was a success with many new students joining a club. Additionally, the Student Life & Leadership office has extended the distribution of Student Activity Card services by participating in the farmers markets at the three education centers. The Farmers Markets will continue to be held 3 days a week. During these events, the services available at the Anita and Stan Maag Food & Nutrition Center are promoted. Starting March 3, the mobile cart will distributing food where the grab & go services are not accessible.



We have continued to collaborate with the U.S. Census Bureau and will be hosting informational and promotional events on campus to generate interest in Census 2020. The Associated Student Government will be traveling for the National Student Advocacy Conference in Washington D.C. from March 13 through March 17.

### **Anita and Stan Maag Food & Nutrition Center**

In the month of February, 76 new registrations were received at the Center and a total of 308 individuals visited. In total, 670 people received assistance and 4,735 pounds of food and 1,150 diapers were distributed. The three Education Centers received a combined 546 pounds of food for distribution. Various departments on the main campus benefitted as well by receiving a combined 1,042 pounds of food. Over 730 pounds of food were distributed at free food events in February.

### **Athletics**

A total of 76 Palomar College fall-sport athletes have met qualifying standards to earn All-Pacific Coast Athletic Conference Scholar-Athlete Honors. Minimum qualifications for the award include successful participation on an intercollegiate athletic team, the completion of 12-semester units and a 3.0 grade-point average on a four-point scale during the season of competition.

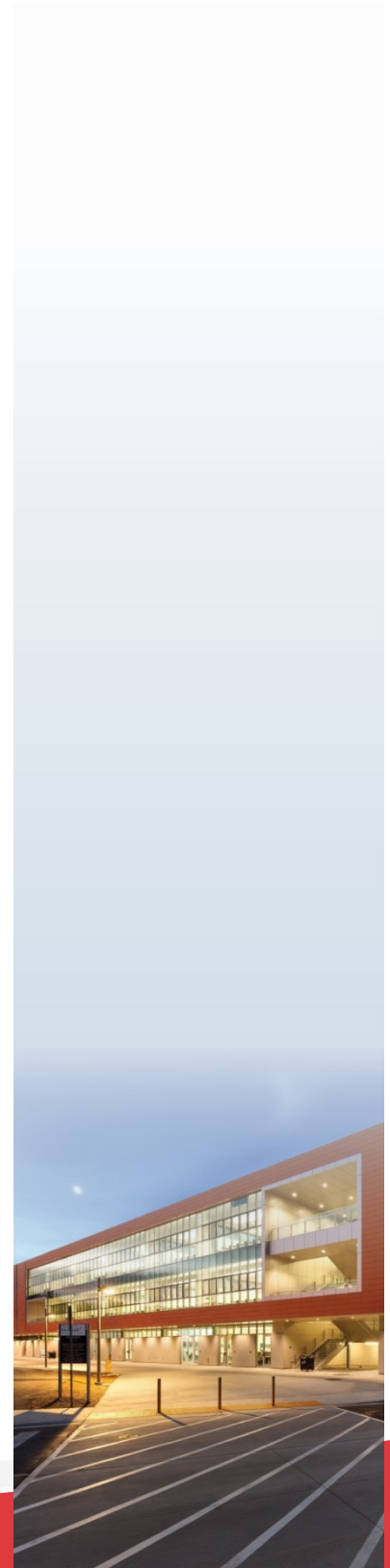
The honorees include twenty members of the football team; eight members of the Men's Water Polo team; seven members of the wrestling team; six members each from the women's soccer, women's volleyball and women's water polo teams; four members from the men's soccer team; three members each from men's and women's cross country; and two members of the women's golf team. Administered by the Athletic Department but not officially affiliated with, nor recognized by the PCAC, the total includes eleven members of the Palomar College Cheer Squad.

Individually, eight Comet athletes posted perfect 4.0 grade-point averages while passing 12 or more units during their competitive season of sport: Courtney Hoffman, Emily Lopp and Arielle Vannoy of Women's Volleyball; Grace Powell and Madison Weber of Women's Soccer; Nikolas Olenoski of Football; Patrick Zimbelmann of Men's Cross Country; Christopher Alvarado from Men's Soccer. Additionally, there were 25 fall-sport student-athletes to post semester GPAs between 3.50 and 3.99. A total of 123 Comets finished the semester with 12-or-more credit units passed.

## **FINANCE AND ADMINISTRATION**

### **Fiscal Services**

Per FCMAT recommendations, several fiscal workshops are being offered to provide staff training. Staff members can register for workshops through the PD Portal. On March 4 and March 11, the workshops will focus on budget development and will consist of running budget development reports using the nVision platform and to answer any budget development questions.





Training on two new PeopleSoft automated processes will also be held in March. Both the Finance Budget Transfer Functionality and PeopleSoft Payment Request Functionality will be taught to interested staff and faculty.

At the February 11 Budget Committee meeting, two work groups were established.

1. The *Budget Development Work Group* will be meeting regularly to develop methods of perfecting and adding more structure to the budget development process.
2. The *Budget Nuts & Bolts Group* will meet regularly to ensure there is a clear understanding of budget management.

## HUMAN RESOURCE SERVICES

### General Operations

Human Resources is in the user acceptance testing phase of the new Performance Evaluation tool available in Cornerstone, our 3PD portal. This project is projected to improve our evaluation compliance and benefit our employees through more accessible information within their evaluations. A pilot program utilizing the new platform will be launched in the latter half of the spring semester.

The District's negotiating team has been meeting with constituent groups to begin to negotiate items that are deemed a cost savings to the District and allow for fiscal viability going forward.

### Benefits, Workers Compensation, Leaves, and Accommodations

Currently Human Resources is working with a Benefits sub-committee to evaluate medical plan design options that will assist the District in cost savings while providing a comprehensive plan for employees that still allows a high level of access to health care. Additionally, we plan to do a dependent audit of all benefit eligible employees and retirees to ensure that we are in compliance with dependent requirements and not covering individuals who should no longer be covered under the plan.

### Recruitment/Vacancies

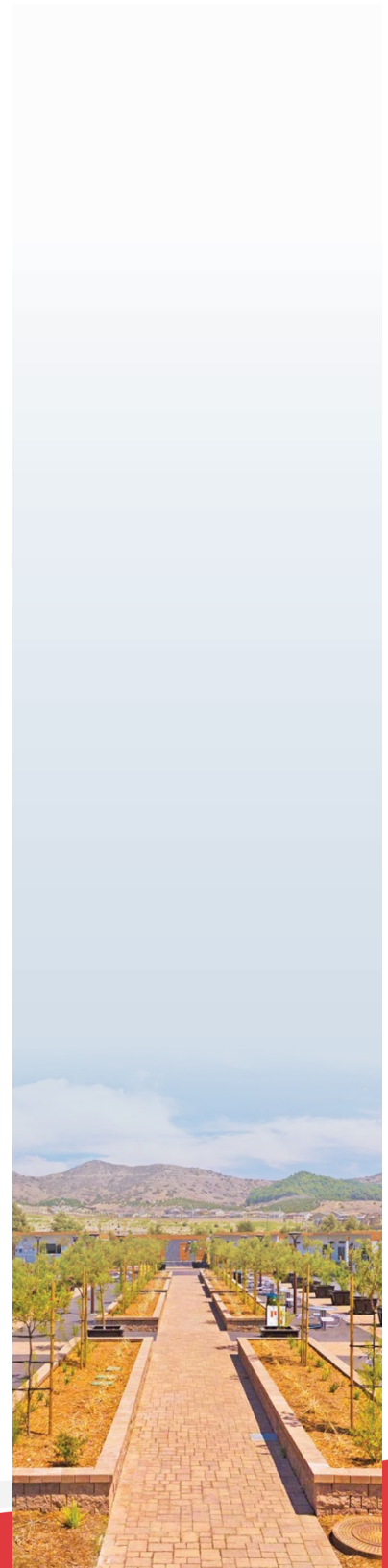
Below are the recruitment figures to date:

25 permanent recruitments in progress, 9 – Admin/CAST, 15 – Classified, and one Certificated/ECE. There are 61 part-time faculty recruitments in progress. 24 additional part-time faculty postings have closed, and departments are still hiring from those application pools.

## INSTITUTIONAL RESEARCH AND PLANNING

### Accreditation

The College's ACCJC Liaison, Dr. Droker, visited Palomar College and provided a training session for our Institution Self Evaluation Report writing team members and the Governing Board. She also visited the Fallbrook Education Center as the last step in the College's substantive change process for a new location. Approval by ACCJC as a new location where students can earn 50% or more of their credits toward a degree or



certificate allows student attending classes at the site to receive federal financial aid. The Accreditation Writing Leadership Team released the second accreditation newsletter for the community. Our accreditation newsletters can be found [here](#).

### **Integrated Planning**

The Participatory Governance Task Force (GTF) spent the month of February sharing recommendations for a new governance structure and handbook with the campus community. This included visiting constituent group and planning council meetings and holding two campus forums. The GTF Co-chair sent an email with the recommended structure and proposed handbook to all campus community members also seeking feedback.

### **Institutional Research and Planning**

IR&P staff have prepared individual data sets for twenty-one faculty who are engaged in the Regional Strong Workforce Faculty Institute. Faculty participating in the Institute will review at least one of their courses during the spring term. They will examine disaggregated data describing their students and their course outcomes. They will also consider how students interact and engage with their course including how they do on assignments and assessments. Faculty will complete their project by developing an action plan focused on improving student success and retention. Throughout the project faculty will meet with a support team consisting of a researcher and a peer faculty member. The support team will help faculty review their data, provide additional data and or resources, and help them stay on track to complete their action plan on time. It is expected that participation in this project will both lead to improved outcomes for students and increased capacity of faculty to utilize and consider data to improve student success.

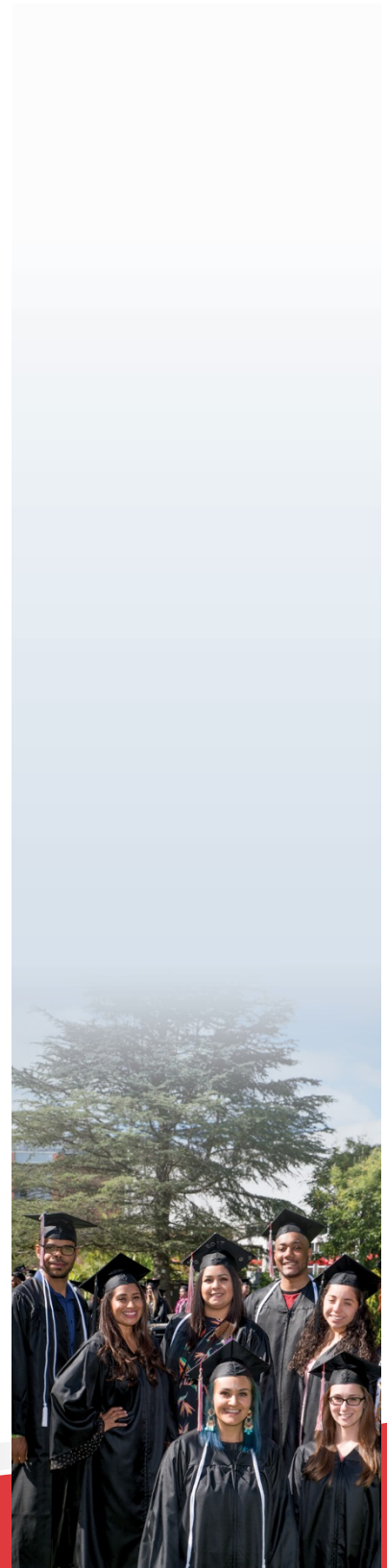
## **PUBLIC AFFAIRS OFFICE**

### **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 were refreshed throughout the main campus to feature actual students. Results indicate increased traffic to our website, click-thru actions to the campaign landing page and phone calls to our enrollment team. In March we will launch a digital strategy designed to increase awareness of our online programs and courses and drive enrollments for fall. Categorical funds are covering the cost of this strategy.

The web-streaming advertising campaign designed to increase awareness of our financial aid program continued. This campaign is intended to engage students in spring and begin to drive enrollments for the fall semester.

In February we launched a “like” campaign aimed at increasing our Facebook fans and Instagram followers. During a 3-week campaign, we experienced a 1.5% increase in Facebook fans and a 2.3% increase in followers on Instagram. We continued our paid ads on Facebook for specific programs. Our targeted ads reached 42,400 people. Our posts to our social media platforms at the end of February have contained messaging to



support enrollment in the 2<sup>nd</sup> 8-week fast track courses.

Our social media strategy is showing strength as well. We had 23,000 impressions on Twitter in the month of February and a 1.4% increase in followers. Organic Reach for our Facebook page increased 3.2% compared to the previous month. In the month of February, our paid ads reached nearly 86,000 people on Facebook. We experienced an average click thru rate of 2%, which is well above Facebook ad benchmarks. We now have 38,244 members on LinkedIn. This includes an 11% increase in members over the previous month.

### **Community and Media Relations**

A press release announcing *Palomar College Among Top 100 Producers of Associate Degrees for Minorities* was distributed. Later in the month we distributed a media advisory on the *Inaugural HWY 78 Math Competition* held at the College. In total, we gained 23 news stories on various media platforms.

### **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 the new Foundation board members and a Pre-Apprenticeship program success story. The March edition of Palomar News e-newsletter will publish on March 6.

## **FOUNDATION**

### **Fundraising Activities**

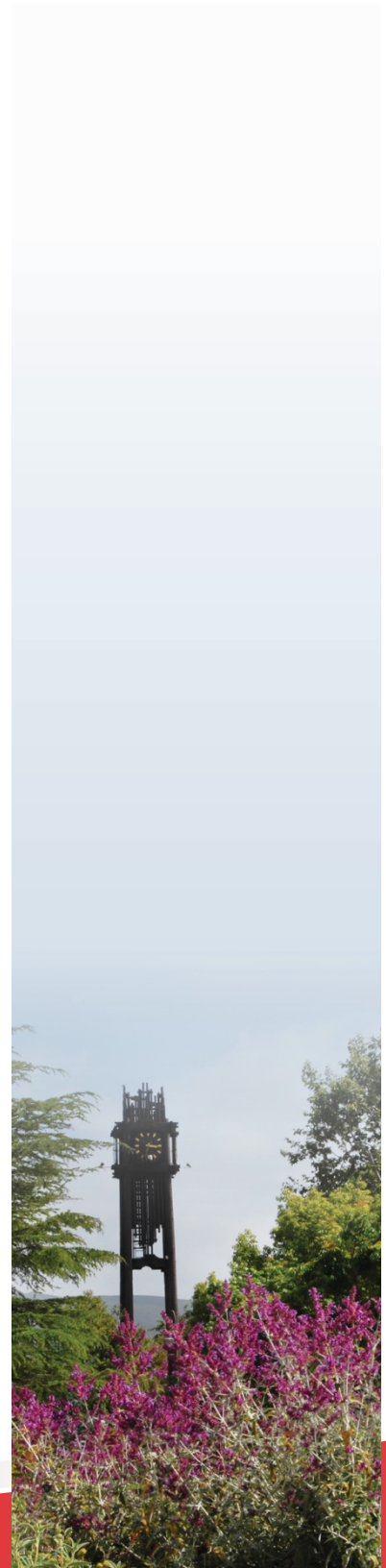
The President’s Invitational Golf Classic scheduled for Monday, May 11, will take place at Maderas Golf Club. The Foundation staff and volunteer committee is off to an incredible start with securing \$41,000 in commitments.

The Palomar College Foundation has worked to secure new funding sources for student success with two major funders in the North County Region. A partnership with Tri-City Medical Center, established with \$10,000 will support emergency grants, the EME/Paramedic Program and participation in the President’s Associates. In addition, Hunter Industries Charitable Giving team committed \$10,000 for engagement with the President’s Associates and unrestricted support of the Foundation.

This month, Dr. Lety Banks of Abako Foundation agreed to a second year commitment of \$10,000 for student scholarships. These scholarships directly support students in the trades. In addition, Dr. Banks is interested increased volunteer engagement with the College and the Foundation. Additional donor development meetings with scholarship donors Marlene Rogers and Carol Needham occurred this month. These long-time supporters are interested in continuing support of our students through the Foundation’s robust scholarship program.

### **Donor Relations & Stewardship**

Through the invitation of donor Vince Ross, Executive Director Stacy Rungaitis and Center Director Ryan Williams, participated in the February Fallbrook Forum. This engaged community was anxious to receive an update on the College and the Fallbrook



Education Center. While in Fallbrook, Executive Director Rungaitis was able to engage with many of the local donor community. The Foundation team was involved with a partnership meeting with Sony executives at the Rancho Bernardo Education Center. Discussion of both educational as well as financial partnerships were discussed.

Acting Superintendent/ President Dr. Jack Kahn and Trustee Mark Evilsizer along with a Palomar Powered staff and Foundation board team, attended the Cal State San Marcos Report to the Community on February 6. This was the first report for new CSUSM President, Dr. Ellen Neufeldt and enabled us to connect with many supporters of higher education.



*Acting Superintendent and President Dr. Jack Kahn and Trustee Mark Evilsizer attend the CSUSM report to the Community*

Executive Director Stacy Rungaitis attended the North San Diego Business Chamber breakfast with Supervisor Kristin Gaspar on February 5. This breakfast connected the Supervisor with the needs of Palomar College in preparation for requesting funding through the County's Neighborhood Reinvestment Program and Community Engagement Program.

San Marcos Mayor, Rebecca Jones delivered her second "State of the City" address at the annual San Marcos Chamber of Commerce sponsored event on February 18. Dr. Jack Kahn, Executive Director Stacy Rungaitis, several Foundation board members and additional Palomar staff attended this important community event.

### **Board and Staff Development/Infrastructure**

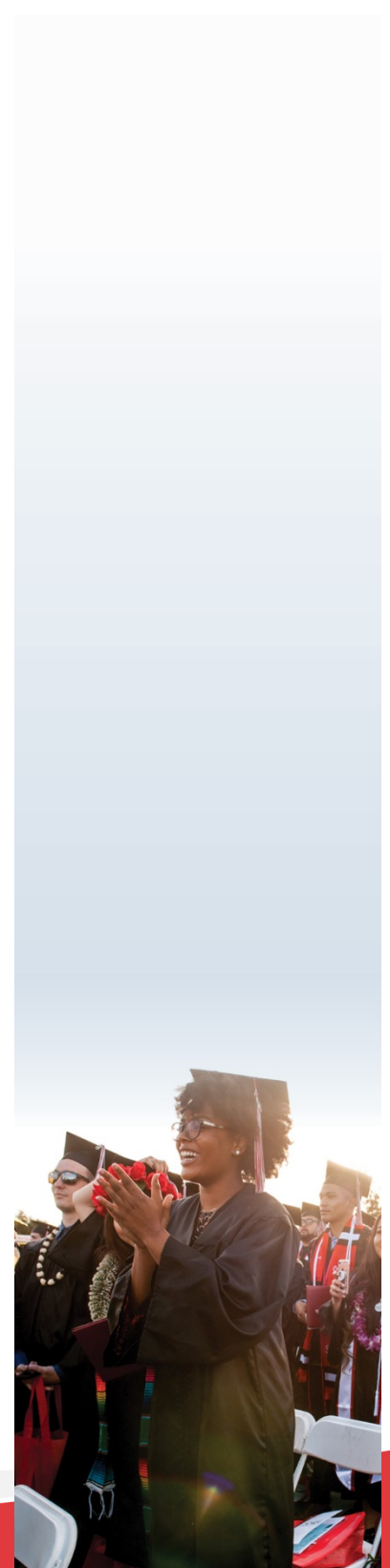
At the Palomar College Foundation Board of Directors meeting on February 24, we said a good-bye to Adrienne Lee, Director of Financial Aid & Scholarships who has also been serving as the director of the Palomar Promise. Adrienne presented the progress of the Palomar Promise program since the first year when the program was fully funded by the Foundation.



*Stacy Rungaitis, Executive Director; Adrienne Lee, Former Director of Financial Aid & Scholarship; and John Masson, Chair of the Foundation Board*

Per the direction of the District, the Foundation raised funds from a few key sources to purchase a shuttle bus for primary use in the Fallbrook area. This purchase would help resolve the barrier of transportation to/from school that many students experience. Due to the current fiscal situation, the District is now not able to move forward with the purchase of this item. Therefore, the Foundation will need to return all monies to the funding sources. The Foundation Board was informed and voted to return the funds, while staff will continue to work hard to maintain our relationship with the source of these funds.

The Foundation recently went through a donor-database system conversation. The new system, Donor View is user friendly, eliminates all shadow systems and is less expensive!





## UPCOMING EVENTS

### **Celebrating 50 years of Ethnic Studies**

March 13, from 10 a.m. to noon, San Marcos campus clock tower

### **President's Invitational Golf Classic**

May 11 at 4:30 p.m., Maderas Golf Club in Poway

### **Fire Academy Graduation,**

May 19 at 5:30 p.m., Santar Place

