

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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June 5, 2020

PRESIDENT'S OFFICE

Anti-Racism Movement at Palomar College

As the month of May ended with a disturbing reminder of the systemic issues of racism and violence toward people of color, we begin the month of June in what feels like the most important undertaking at Palomar College. We must take action to remedy racism in every shape and form.

We connected with our students, faculty and staff to restate our commitment against the elements of our society that are clearly broken and cause harm to others. Our response as a campus community will be to host a forum designed to bring us together and discuss the impact of racism experienced by our students, faculty and staff. Our discussion will lead to a plan of action that will include ongoing forums, education and training. We know we have a lot of work to do and we are committed to making meaningful progress that will have a long-lasting impact on the college. We will continue to work together with our board of trustees, students, faculty, staff, and colleagues from around the country to build toward a new, safer world for our future generations.

COVID-19 and Our Fiscal Crisis

Someone mentioned to me recently that this has to be the most interesting and challenging time to lead a College. It is! While experiencing a pandemic, we identified many ways to reduce our costs for not only this fiscal year but reductions that will impact FY20-21 as well.

We have also started to identify ways to address the expected \$10 million reduction in revenue due to the state budget crisis. All the while, we remain focused on the success of our students, online course scheduling and accreditation standards. As a campus, we continue to have weekly COVID-19 campus updates and regularly scheduled "state of the budget" meetings. Both have become really great opportunities to address our challenges, seek input and increase collaboration.

Most recently, our Emergency Operations Center has generated a COVID-19 Recovery Plan that contains guidance for the College as we prepare for staff, faculty and students to return to campus at a future date. The Plan is extremely detailed and specific for both instructional and operational units of the College. The health and safety of our staff, faculty and students remains our focal point and to that end, the plan emphasizes the maintaining of a remote work environment for the foreseeable future as long as the assigned work can be completed and goals attained while working remotely. As the Stay-at-Home order is lifted, the campus

will return in stages to a full and vibrant community environment.

OFFICE OF INSTRUCTION

2020 STEM For All Video Showcase

A short video featuring our Drone Technology program was entered into the National Science Foundation sponsored “2020 STEM For All Video Showcase” competition. The showcase features 3-minute videos revealing the under-reported, positive side of #STEM learning and teaching in the USA. The Drone Technology program video highlights the various applications of drone technology and available careers in the field. Videos were viewable between May 5 – 12, allowing discussions and the casting of votes. While the video did not gain any awards, it was a great opportunity to feature the program. Here is a list of winners. [Here is a list of winners.](#)



MOU between National University and Palomar College

Palomar College has fully executed a Memorandum of Understanding with National University to support the military leadership apprenticeship program. This partnership guarantees full junior standing for students who complete the military leadership Associates degree at Palomar College. The agreement provides students with a generous scholarship that reduces the cost of attendance that is equivalent to the cost of attending a CSU (roughly 46% tuition discount).

STUDENT SERVICES

Student Life and Leadership Office

To assist students in retrieving their items left in their lockers upon leaving campus to pursue their courses online, the Student Life & Leadership Office facilitated a week-long safe and efficient appointment based “locker event”.

The Student Activity Card production process is now 100% digital and the cards are distributed to students via U.S. Mail. As the region begins to slowly reopen, the list of businesses able to provide discounts to our students is expanding.

We collaborated with the Public Information Office and PCTV to develop a plan for the June 19 Virtual Commencement. Candidates for graduation were able to submit their name and photo to be included in the celebration. 309 candidates will participate in the virtual ceremony.



Click the image below for information.



Student Activities

The final Associated Student Government (ASG) meeting of the semester was held on May 8. The new Associated Student Government President is Remy Arnold and the new Student Trustee is Rachel Alazar. In honor of Mental Health Awareness Month, the Inter-Club Council hosted a Mental Health Awareness social media campaign and contest through Instagram.

Anita and Stan Maag Food & Nutrition Center

The 324 students who used the Food and Nutrition Center during the first half of the spring 2020 semester have been contacted regularly to confirm they have the community-based resources they need. The information shared included an update on the following Cal Fresh guidelines:

Until May 31, students (and others) do not have to report changes in income or changes to where they are currently living.

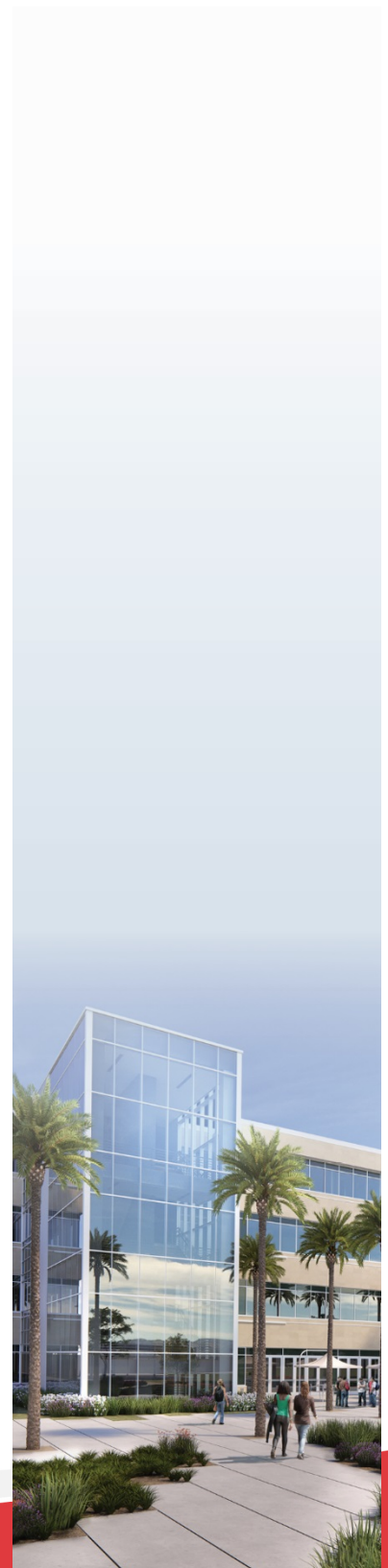
- Everyone receiving Cal Fresh benefits will get the maximum amount for which they are eligible and the additional benefits will come in supplemental allocations on their EBT card.
- Cal Fresh EBT cards can now be used to purchase groceries online.
- The in-person or telephonic interview are no longer part of the application process.
- Cal Fresh applications can now be signed electronically.

Campus Police

Campus Police is providing infrastructure protection to the District on a daily basis. Officers are patrolling each location, twice a day, seven days a week. Dispatch continues to operate 24 hours a day, monitoring the fire alarm system and cameras. We have not experienced any significant issues to report.

FINANCE AND ADMINISTRATION

We expect the May Revision of the State's budget to have a \$10 million impact on our FY20-21 budget. Below is a summary analysis of the State's revised budget.



Governor's May Revision	Senate Proposal w/ Federal Funding Assumptions	Senate Proposal without Federal Funding
Reductions and deferrals totaling \$925 million for 2020-21	No reductions to Proposition 98	Defers community college funding to a future year
Does not provide a COLA. Reduces the Student Centered Funding Formula by \$593 million	Provides funding for the Student Centered Funding Formula, including a COLA	Defers funding and eliminates COLA
Reduces Student Equity and Achievement Program by 15%. Reduces Strong Workforce Program to \$100 million ongoing	Rejects the Governor's proposed cuts to apportionments and several categoricals, including Strong Workforce and Student Equity	Defers funding to certain categoricals to future years
Reduces Calbright College by 15% ongoing	Redirects \$55 million in onetime funding for Calbright College and \$22 million in prior year carryovers to fund base apportionments	Redirects \$55 million in onetime funding for Calbright College and \$22 million in prior year carryovers to fund base apportionments
Proposes greater coordination and transparency of statewide technical assistance funding through a System Support Program	Rejects coordination of statewide technical assistance funding through a System Support Program	Rejects coordination of statewide technical assistance funding through a System Support Program

HUMAN RESOURCE SERVICES

Benefits, Workers Compensation, Leaves, and Accommodations

The first mailing for the dependent eligibility verification was sent on May 26th via U.S. Mail. Unify HR will send additional communications on the following schedule.

- May 26 – Alert letter
- June 8 – Verification request letter
- June 17 – Email reminder
- July 1 – Reminder letter
- July 14 – Email reminder (2)



- July 31 – Documentation is due
- August 3 – Termination notification letter
- August 26 – End of grace period for follow up items

The need for ergonomic items has been the most common request since the transition to remote work. The benefits office coordinates with the College's Department of Environmental Health and Safety to provide support to the employees. We had three employees contact the benefits office about the Families First Coronavirus Response Act (FFCRA) leave provided through the federal CARES Act. Two employees have utilized the FFCRA paid leave benefits, a third employee did not return the required form.

We have experienced one workers compensation claim since our transition to remote work. We were able to accommodate the temporary work restrictions to complete the spring semester. It is unclear at this time if the employee will continue to be off work in the future. There is one long-standing claim that has been re-activated and the employee is off work receiving wage replacement.

Recruitment/Vacancies

Eight sets of interviews have been held via Zoom since transitioning to remote work in March. Hosting remote interviews after the College transitions back to onsite work will be an important aspect in our effort to increase diversity.

15 permanent recruitments in progress

8 – Admin/CAST

6 – Classified

1 – Certificated/ECE

54 part-time faculty recruitments in progress

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

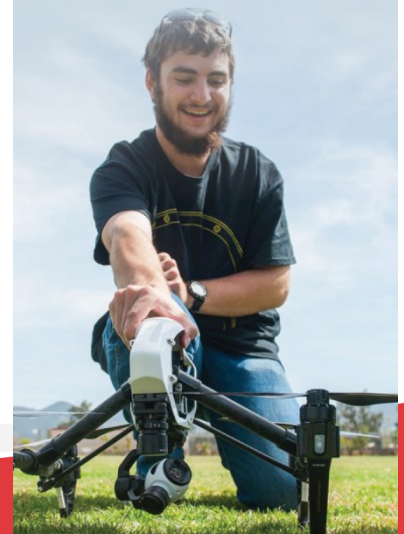
INSTITUTIONAL RESEARCH AND PLANNING

Accreditation

The writing teams are wrapping up the first drafts of their narratives for the Institution Self Evaluation Report (ISER). The Accreditation Writing Leadership Team met to discuss workplans for the summer. It was determined that each member will take a standard and begin to format it into a draft for the report. Where needed, the team will follow up with the chairs of the writing teams over the summer and request additional information.

Integrated Planning

A small working group from the Strategic Planning Council (SPC) met twice to discuss the mission statement of the College. The team reviewed the purpose of mission and vision statements and examined statements from industry and other California community colleges. Utilizing a storytelling approach the team identified what Palomar does, who it serves, and more importantly, the “why” it serves. From this work, the team developed an initial draft mission and vision statement. The draft statement is streamlined and speaks directly to students. Two team members will now meet to



examine and review the college's values statement. All draft items will be shared with SPC, in August and then sent to the campus community for feedback and input.

Institutional Research and Planning

Our researchers are continuing to work on the evaluation of Assembly Bill 705. For this project, the researchers have developed four research questions focused on student placement, enrollment, and completion of math and English. Additionally, the researchers are implementing a multi-method approach which includes an examination of quantitative and qualitative data. Student, faculty, and counselor voices will inform the research and provide context for interpreting the quantitative (e.g., enrollment and completion metrics) data.

Our researchers are also updating the master plan data in preparation for the Board workshop to discuss options for the remaining Proposition M funds. The updated data includes adult population estimates and forecasts disaggregated by demographic variables and ZIP codes of residence. The data sources include the San Diego Association of Governments (SANDAG), and student enrollment and demographic information across locations of interest.

PUBLIC AFFAIRS OFFICE

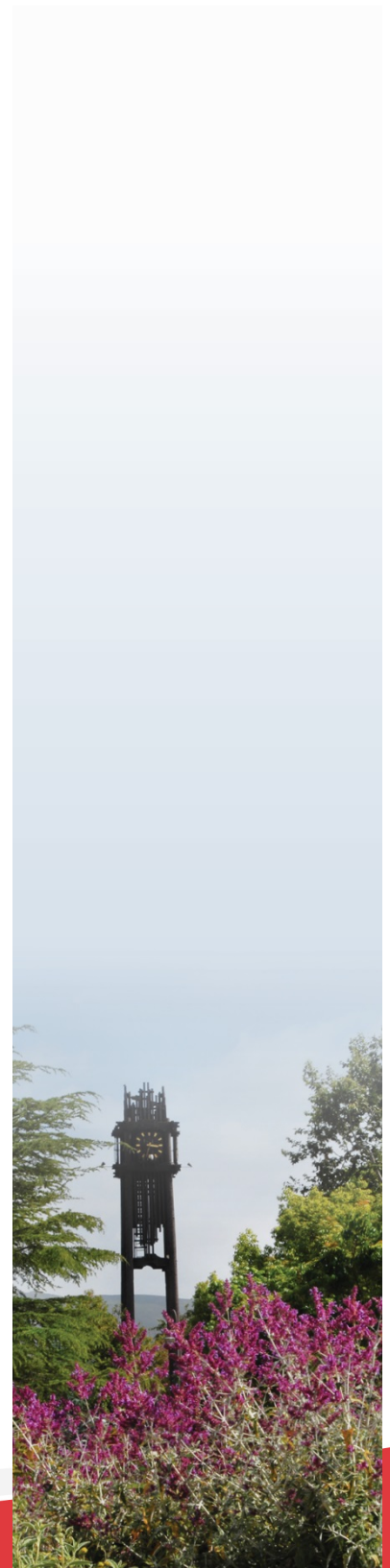
Marketing/Advertising/Promotion

The *Palomar Makes It Possible* advertising campaign continued to include outdoor, Facebook advertising and an integrated digital marketing strategy. Results indicate steady traffic to our website, click-thru actions to the campaign landing pages and phone calls to our enrollment team. The digital advertising strategy designed to increase awareness of our online programs and courses and drive enrollments for fall, that launched in early March continues to generate interactions on the landing pages and calls to the enrollment services team. Categorical funds are covering the cost of this strategy.

The web-streaming advertising campaign designed to increase awareness of our financial aid program ended during the week of May 11. In the first week of June, we initiated a Financial Aid awareness campaign on our social media platforms. A paid media campaign to further increase awareness of the importance of completing a FAFSA and the many opportunities to reduce the cost of attendance will be launched in the summer.

We now have data collected required for a year-to-year performance comparison of our social media platforms. In one year, our Facebook "Likes" increased 10%, our followers on Twitter grew an amazing 46%, and our followers on Instagram increased an incredible 53%. Our paid Facebook ad strategy continued to perform well, reaching nearly 67,000 people who all meet the parameters of our target audience. We also gained 120 followers on LinkedIn within the month of May.

We inserted new creative into our digital billboards to support the graduates in our region during this unprecedented time. This ad is rotating with our enrollment focused ads until the end of June.





Community and Media Relations

In the month of May we issued a press release on our decision to remain mostly online for the fall semester. During the first week of June we will issue a media release on the increase we are experiencing for our summer session.

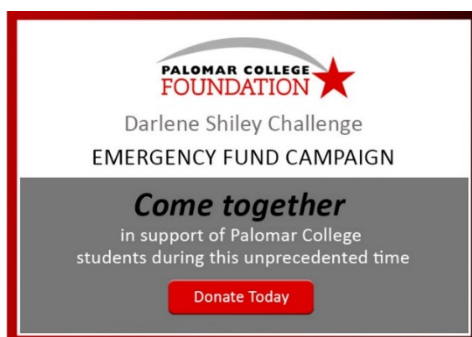
Internal/External Communications and Public Affairs

In May, the team issued two editions of “3 Minutes of News” to the campus and a feature story on the awards recently won by our M & O building. To generate content for a future story, the team connected with students who have benefitted from the Foundation’s emergency grant program. These stories will be released in June along with stories on the re-start of our public safety programs, and the reopening of the Early Childhood Education Lab School. The May edition of the Palomar News e-newsletter published on May 1.

FOUNDATION

Fundraising Activities

The Palomar College Foundation continues to prioritize the Darlene Shiley Challenge Emergency Fund Campaign. A generous contribution of \$85,000 from the San Diego Foundation added to this fund to support our students in need of technology for remote learning. In partnership with our San Diego County community colleges, a total of \$500,000 was allocated from the San Diego Foundation’s COVID-19 Community Response Fund to support our local community college students in need!



The Palomar College Foundation has a strong partnership with the Assistance League of Inland North County. Although their donation/thrift shop temporarily closed due to COVID-19, the organization remains committed to funding scholarships with a donation of \$35,000 for nursing and paramedic students. In addition, the Carstarphen Family Foundation recently renewed and increased their commitment through a donation of \$8,000 for scholarships for students.



Computers and Emergency Grants Awarded

Over 1,200 students have received either a computer or emergency funding from the Palomar College Foundation since March 15 through the Emergency Fund Campaign. Computers and emergency grant awards continued daily through the month of May.

Scholarship Awards

The Foundation's annual scholarship selection process took place in May. The selection committee reviewed the nearly 600 applications in April and met in May to make their decisions. 430 scholarships, totaling \$337,000 were awarded to deserving students.

Legacy Tribute

In recognition of this unprecedented time due to COVID-19, the Palomar College Foundation plans a Pave-the-Way legacy tribute. Engraved bricks installed near the clock tower will be placed to honor all donors to the Emergency Fund Campaign, employees who retired in FY19-20, and a brick to commemorate the graduates of 2020 and welcome them into the Alumni Association.



President's Invitation Golf Classic – No-Show Golf Tournament Planned for 2020

The President's Invitation Golf Classic planned for May 11 and postponed due to COVID-19 is moving to a no-show tournament for 2020 – “fore” a good cause. With the uncertainty of knowing when or if it would be safe to hold the tournament, the golf committee chair, Brian McCarthy is committed to the committee's pivot strategy to focus on simply raising sponsorships to support the Emergency Fund Campaign. This dedicated group of volunteers and committed fundraising partners will work over the summer to solicit donations with a goal to raise \$100,000.

