

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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August 7, 2020

PRESIDENT'S OFFICE

Three Focal Points

A focus on COVID-19 safety protocols, FCMAT updates, and work related to developing our anti-racist framework for our College continued throughout the month of July.

With a concern for the rising cases of COVID-19 in the region, a sub-committee of the Emergency Operations Center was developed and named the COVID Response Action Team. This Team is designed to lead the College in managing COVID-19 cases as they develop at the College. In late July, an electronic case reporting form on the COVID-19 webpage was launched as a result of this work. The form is automated to populate a confidential dashboard designed for a quick reference and status of reported cases. Daily communication regarding the pandemic and the associated college-wide health and safety initiatives are communicated daily via email and a COVID-19 campus update is held weekly via Zoom.

The team assembled to address the eight recommendations contained in the FCMAT report has been working diligently. The majority of the work has been focused on shoring up practices and moving FCMAT related projects forward; including, positive changes to the FY2019-20 year-end fund balance, draft scenarios for multi-year budget projections, and overall progress on compliance and planning. A comprehensive update will be presented at the Governing Board meeting on August 11.

Finally, we are excited to report extensive progress on the development of an anti-racist framework and plan for the College. The Palomar Call To Action is available [here](#). A webpage designed to feature and track this work will be launched in the coming weeks. In the past two months, we have held several vigils, formed new organizations on campus and started to address many of the items within the anti-racist framework. These items are inclusive of, the passage of Governing Board Resolution No. 19-21573 Affirming our Commitment to Student Success for Black and African American Students and more recently the determination of a workgroup to develop a board policy on anti-racism. A presentation of this work will be provided at the Governing Board meeting on October 13.

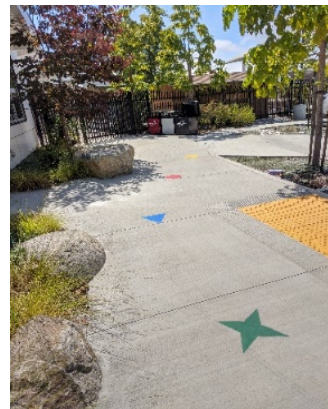
OFFICE OF INSTRUCTION

Mathematics, Science, and Engineering Fall 2020 Update

While not a simple task, due to the typical hands-on coursework, the chemistry, physics, biology, mathematics, computer science, and earth science departments are in the process of finalizing their fall 2020 courses for remote teaching. Faculty and staff are working on the development of recording scientific demonstrations and laboratories, creating materials that will engage students in the critical thinking process, and designing innovative ways to make necessary equipment accessible to students. As a result of these efforts, it is likely that the programs will have more instructional tools than previously imagined due to the impact of the state of emergency.

Early Childhood Education Lab School (ECELS) Reopening

On July 1, 2020, the Early Childhood Education Lab School (ECELS) resumed services at the main campus after a thorough planning, review, and approval process. ECELS provides Palomar faculty, staff, and community families with high quality childcare and learning experiences with additional safety protocols as required by the College, California Childcare Licensing, and local, state and federal guidelines. The facilities team contributed to the re-opening plan by painting social distancing shapes outside of the center. These shapes are set up to help manage the distance between families during temperature and symptom screenings.



Dental Assisting – Class Of 2020

In July, the 2020 class of twenty-one dental assisting students successfully completed all laboratory requirements. Thirteen have completed their internship hours and therefore the program. In addition, six are currently completing their clinical hours in local dental offices and two have internship placements that will start the week of August 10. The program and its associated prerequisites have a waitlist for enrollment. All graduates are preparing to take the Registered Dental Assisting state exam to become licensed.

IOP Grant generates new online CTE programs for launch in Fall 2020

With support from the California Virtual Campus – Online Education Initiative (CVC-OEI) Improving Online CTE Pathways (IOP) grant, Palomar faculty have developed new courses to make the following programs fully online starting in Fall 2020.

- Cybersecurity (AS)
- Data Analytics (AS, CA)
- Library Technology (AS, CA)
- Child & Family Services (AS, CA)
- Child Development School Age Assistant (CA)
- Child Development Associate Teacher (CA)
- Medical Professions Preparation (non-credit)

All of these Career and Technical Education (CTE) online programs will increase access for working adults and lead to high demand and/or high paying jobs for students. The IOP grant instructional designers worked closely with faculty to develop online courses that meet best practices for online learning. The IOP grant is supporting additional fully



online programs, new online CTE courses, and a Peer Online Course Review (POCR) process.

Nursing Department Provides Clinical Hours for COVID-19 screening

The nursing department has been working courageously around the clock to meet the needs of the campus community as well as the students within the program. They have worked collaboratively with the Emergency Operations Center to develop, plan, and implement temperature and COVID-19 symptom screening stations at the main campus and Escondido Education Center. Doing so has generated the clinical experiences required for students to complete the program. It has been a major challenge to place students in their clinical assignments during the pandemic, at a time when facilities are denying entry to anyone other than patients and medical staff. To date the nursing program has been able to place nearly all of the 150 students in clinical settings. These placements allow students to acquire the required clinical experience, graduate on time, and begin their careers at a time when the state of California so desperately needs them.



STEM and Math Center Update

The STEM and Math Centers have dedicated their time and resources in redesigning the instructional support services for online delivery to students. Their current mission is to ensure equal access and equal outcomes for all students by providing tutoring, supplemental instruction, and embedded tutoring. They are working collaboratively with the Title V grant team to continue outreach to our feeder middle schools and providing support to students through the guidance of STEM Ambassadors.

STUDENT SERVICES

Health Services

The team continues to be a primary source of support to the Emergency Operations Center COVID Response Action Team. In collaboration with the nursing program faculty and staff, facilities, communications and the police department, consulted and launched the temperature and COVID-19 symptom screening stations at the main campus and Escondido Education Center.

Student health needs are continuing to be addressed via telehealth and wellness workshops. In preparation for the fall semester, health services will participate in the upcoming virtual student orientation activities. The team is also looking forward to welcoming its first-ever cohort of Masters of Social Work trainees in August.



Student Affairs

A new process was developed and implemented for the remote production and delivery of student activity cards during the summer term. The same process is underway to provide cards to students during the fall semester.

Initiatives to gain momentum on social media networks is working well in that the Student Life & Leadership trending posts, gained over 100 likes and over 300 views of stories on Instagram.

The Associated Student Government (ASG) held a special meeting on Friday, July 31, to discuss the current proposal for the use of Prop M funds as well as goals for the upcoming academic year. In collaboration with the Student Life & Leadership team, the ASG will host a social justice speaker series via ZOOM for students. The ASG is also planning a virtual retreat on September 25.

Anita and Stan Maag Food and Nutrition Center

Student Life & Leadership is in the process of distributing \$75,000 in electronic grocery cards funded by the Hunger Relief grant, to assist students facing food insecurities. To date, \$20,700 has been distributed and efforts will continue throughout the summer session and fall semester to provide aid to our students.

Student Life & Leadership

The team participated in professional development workshops hosted by the California Community Colleges Student Affairs Association (CCCCSAA). The resources and information gained will be integrated into the evolving processes, policies and procedures for working remotely. In addition, all policies and procedures are being reviewed to affirm inclusive language, equity, and an anti-racism framework. Student organizations are being streamlined through the Palomar App for students to easily access upcoming events and meetings. Student Life & Leadership will be hosting live talk shows through Instagram to engage with students on trending topics.

FINANCE AND ADMINISTRATION

Risk Management

During the COVID-19 pandemic, the Chancellor's Office is providing personal protective equipment (PPE) to save lives and protect public health and safety. Palomar College will be receiving the following:

- 1) 960 N95 masks
- 2) 1.1 million disposable masks
- 3) 600 face shields
- 4) 50 thermometers
- 5) 1,560 hand sanitizers

Facilities

The new solar PV project on the roof of the Lot 12 parking structure is now complete, operating and connected to our infrastructure. This work is the final phase of this Prop M funded project. The system design is 439kW, and is estimated to save the District approximately \$154,500 in the first year of operation.



Another solar PV project is nearly 100% complete at the Fallbrook Education Center. This system is designed to provide enough electricity for the current square footage at the Center. We will be able to add on to this system to offset electrical usage of future buildings.

The Fallbrook Education Center is now accepted into SDGE's Power Your Drive program. This program will provide and install, free of charge, 18 electrical vehicle charging locations. Students and employees will be able to charge their electric vehicles while paying competitive rates to SDG&E through this program. These charging stations are fully operational at the San Marcos campus, and the Rancho Bernardo and Escondido Education Centers.

HUMAN RESOURCE SERVICES

Benefits, Workers Compensation, Leaves, and Accommodations

The deadline for the dependent verification audit was July 31. However, for pending dependent verifications a grace period up until August 24 has been provided. As of July 30, Unify HR has verified 1,356 dependents out of a total of 1,647, or 82%. Employees with unverified dependents will begin to receive the dependent termination letter on or after August 6.

The start of open enrollment has changed to August 7. The open enrollment website and eBenefits portal are prepared to launch. The benefits office is coordinating virtual open enrollment meetings designed to give our vendors an opportunity to review upcoming benefit changes. These meetings will replace our traditional Benefits Expo. The dates and times of these meetings are as follows and all will contain the same agenda.

August 18, 9:00 a.m. – 10:45 a.m. and 2:00 p.m. – 3:45 p.m.

August 21, 1:00 p.m. – 2:45 p.m. and 4:00 p.m. – 5:45 p.m.

August 26, 9:00 a.m. – 10:45 a.m. and 2:00 p.m. – 3:45 p.m.

The Benefits Office has been working with the COVID Response Action Team and Environmental Health and Safety department regarding employees who may have been exposed to COVID-19.

A team of Human Resource Services employees is working to update the Human Resource Services webpages. The first goal is to make them more effective for employees, retirees, or community members who may use assistive devices to read the website. The second phase of the project will focus on making the content of the webpage more user-friendly and consistent.

Recruitment/Vacancies

Below are the recruitment figures to date

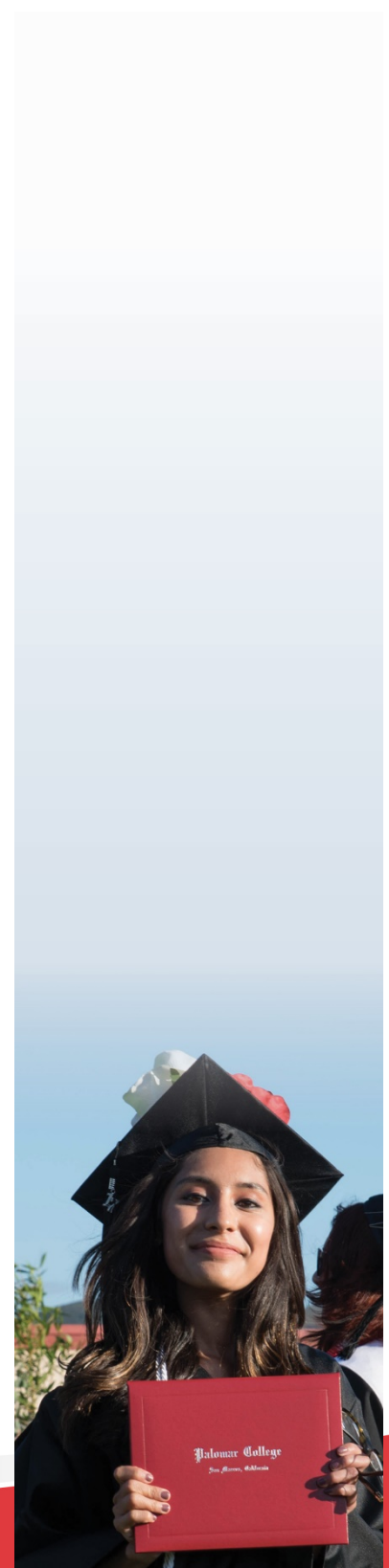
9 permanent recruitments in progress

5 – Admin/CAST

3 – Classified

1 – Certificated/ECE

56 part-time faculty recruitments in progress



12 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 continues to work on the first draft of the Institutional Self Evaluation Report. The College received letters of acceptance from ACCJC citing no need for a substantive change proposal for three new programs:

- Military Leadership
- Pre-Allied Health
- Environmental Studies

The Accreditation Liaison Officer worked with financial aid and instruction offices to provide evidence to ACCJC that the apprenticeship programs have been appropriately vetted, approved, and listed on the Department of Education's Eligibility and Certification Approval Report for federal financial aid.

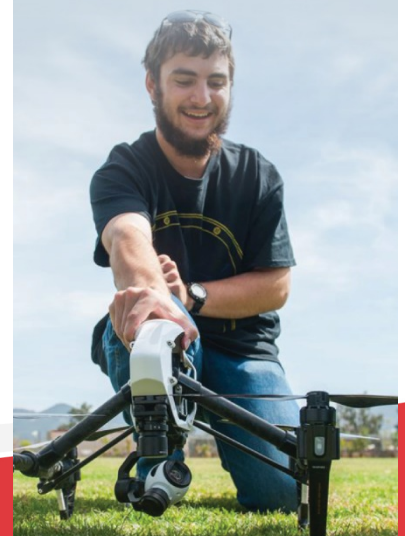
Integrated Planning

The Senior Director of IR&P prepared and facilitated the Board's Self-Evaluation workshop held July 28. The Senior Director has prepared a draft report summarizing the results of the workshop and submitted the report to the Interim Superintendent/President. Once finalized, the Office of the President will send the report to the Governing Board for review. The Board will use this report along with the its annual year-end report on goals to facilitate the development of 2020-21 annual goals.

Institutional Research and Planning (IR&P)

IR&P has delivered updated data for the Strategic Enrollment Management plan. Institutional researchers continue to work on several significant projects. One critical project is the AB 705 evaluation. The language in AB 705 directs colleges to increase student completion of English, Math, and ESL by placing them directly into transfer level courses. Completion of transfer level English and math represents one of the most significant hurdles for our most marginalized students. IR&P studies reveal more student groups experience disproportionate impact for this momentum point than any other. If students cannot complete transfer level English and their math competencies, they cannot earn a degree or certificate. The comprehensive evaluation project is examining the effectiveness of placement through completion of transfer level English and math. IR&P is collecting student feedback in addition to quantitative and historical data to complete this comprehensive evaluation.

A second project involves preparing and analyzing the National Assessment of Collegiate Campus Climates (NACCC) survey data. Palomar administered this survey last year. The initial report did not provide detailed data tailored for the community colleges. Several California community colleges met with the USC Race and Equity Center to review the initial report and provide guidance and feedback. Palomar's IR&P office is now developing a supplemental report to present with our NACCC report. The intention is to set the college up to administer the NACCC survey a second time as part of the California Community College Equity Leadership Alliance.



IR&P was notified of the need to migrate its data dashboards from the SharePoint server to the Office 365 SharePoint cloud environment. Our Senior Research Analyst is working with Information Services to complete this migration. IR&P continues to run the Daily Enrollment Dashboard and should finish the work required to post the report publicly by August 10. In addition, the office continues to provide support for Information Services as they build tables for the Strategic Enrollment Management data warehouse.

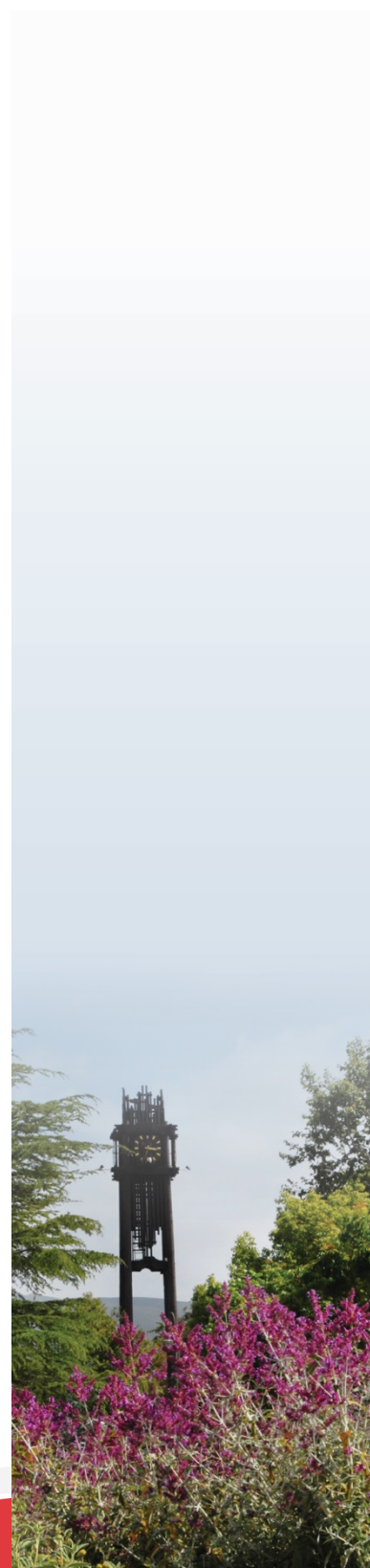
PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The *Palomar Makes It Possible* digital advertising strategy, designed to support fall enrollment goals and to increase awareness of programs available at the College, was optimized to focus on the campaigns that have been the most cost efficient and produced the most traffic to landing pages and phone calls to our enrollment services team. In mid-July, the web-streaming advertising campaign designed to support fall enrollment goals began and to date, over 125,000 impressions have been received, producing a click-thru rate of 0.19%, which is well above industry average for this type of campaign.

Our year-to-year performance comparison of our social media platforms remains steady. Our growth in Facebook “Likes” increased 10%, and followers on Twitter grew 42% compared to last year. Instagram is continuing to show the largest year-over-year increase at 55% and LinkedIn followers remained steady at a 4% increase.

Our paid Facebook ads in July, focused on “Save Money at Palomar College – Enroll Now for Fall”. These ads produced over 60,500 impressions and an overall click-thru-rate of .10 at a cost of less than \$400. Social media is ranked #4 in all traffic generated to the Palomar.edu website and 71% of the social media traffic is produced by Facebook. Below are the Facebook ads placed in July. Similar ads with refreshed images will continue in August.



Community and Media Relations

On July 1, we issued a press release on the hiring of Dr. Lakhani as our new Assistant Superintendent/Vice President of Student Services. As a result, the Village News covered this story. Our feature story in Palomar News that focused on our Police Academy's decision to no longer provide training on the carotid restraint, was picked up by several news groups, including the ABC Channel 10 News website, the San Diego Union Tribune newspaper, and the Patch, a media aggregator website. In addition, our press release on our continuance of remote learning for the fall semester was published on the ABC Channel 10 News website and the Patch website.

Internal/External Communications and Public Affairs

In July five feature stories were developed and distributed. Stories included, the launch of the Palomar Military Leadership Program, Palomar Mapper, the elimination of the carotid restraint training at our Police Academy, COVID-19 screenings conducted by nursing students and the innovative book drop developed by our facilities team. We conducted a "physical distanced" photo shoot of our COVID-19 temperature and symptom screening stations and the book drop. Palomar News will be distributed on August 6.

FOUNDATION

Fundraising Activities

The Palomar College Foundation continues to prioritize the Darlene Shiley Challenge Emergency Fund Campaign. Students enrolled in the summer session have received computers and/or emergency funds. A total of 700 computers have been distributed, in addition to over \$64,000 in emergency grants to 521 students.

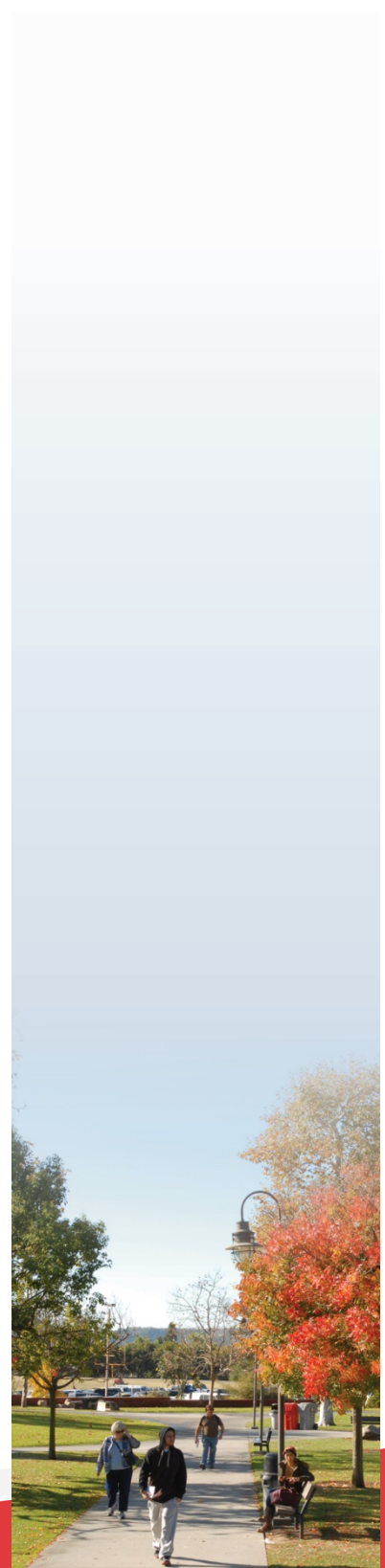


Grants Submitted

The Palomar College Foundation submitted a grant to the County Board of Supervisors Community Enhancement Program for District 3 and 5. The grant requested \$35,000 to support the CALM Program as well as the Palomar Promise Program. The County Board of Supervisors also offered a new one-time COVID response fund to assist small businesses and non-profits that due to COVID have experienced a loss of revenue. The Foundation applied for \$30,000 due to the loss of revenue from an inability to host our traditional fall events. In addition, a request of \$3,500 was submitted to the Escondido Rotary Foundation to provide support for the Emergency Grant Fund for computers and technology for students during the fall semester.

Scholarship Program

The Foundation was thrilled to renew a new scholarship established last year from Sue Griffin. Sue is a special donor as she was one of the first faculty in the nursing program. The scholarship provides support of \$5,000 for Nursing Students.



ECELS – Essential Worker Childcare Support Fund

It is often said, “it’s the little things that count,” and in this case, it is the little people. A generous (anonymous) donor has stepped up to offer a lead gift to match additional donations to the Palomar College Early Childhood Education Lab School’s Essential Worker Childcare Support Fund. This fund has been established to offer support to families of our youngest Comets, those enrolled in the Early Childhood Education Lab School. It offers hope and support to a family with an essential worker parent, and who finds themselves in need to self-quarantine a child due to COVID-19, resulting in financial hardship.

Support to GEAR Up Summer Workshop

The Foundation is proud to collaborate and support the summer workshop series hosted by the GEAR Up program. To encourage and engage attendance in the workshops, the Foundation offered a laptop computer to be given away through an opportunity drawing. All students in the workshops will receive entry with those attending more session receiving more opportunities.

Community Engagement – Meet Your Elected Officials

Palomar College and the Foundation staff and board of directors attended the San Marcos Chamber of Commerce Meet Your Elected Officials virtual event on July 24. Last year, this event was held on the Palomar College campus. Governing Board members Nina Deerfield and Mark Evilsizer attended. Dr. Jack Kahn provided a dynamic update on the College and Foundation.

