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September 4, 2020

PRESIDENT'S OFFICE

Fall 2020 Virtual Plenary

Plenary was definitely a highlight in August. Kelly Falcone, Matt Grills and team, organized a wonderful plenary with multiple training opportunities for faculty and staff. We were a bit concerned about participation due to the Zoom environment but overall participation surpassed previous years. The launch of our antiracist framework at Plenary was a great milestone for the College. A powerful video produced by PCTV that primarily featured several of our faculty and staff of color was incredibly moving and inspires our progress for change and set the tone for our work this year. The video showcased their courage, honesty, frustrations, and hope for an equity-focused campus, and world.

Palomar College President's Elected Official Virtual Luncheon

Trustee Evilsizer, Julie Lanthier Bandy, Stacy Rungaitis, peer mentor Kory Nokes, ASG Vice President Kateri Mouawad, and I met with the Mayors of Carlsbad, Oceanside, Vista, and San Marcos as well as supervisor Desmond to update them on the progress we have been making at Palomar College. We also discussed the overall concern for the disproportional funding for community colleges and the concern of the Student-Centered Funding Formula Equity Coalition regarding the cost of living as a lacking metric in the formula. The meeting went very well, with a lot of support for the College from our elected colleagues. We plan to reconvene in the near future to continue this discussion as well as to discuss affordable housing in the region.

Building Solid Partnerships

I was able to introduce our new Assistant Superintendent/Vice President of Student Services, Vikash Lakhani to several of our partners. In the past month we have been able to connect with San Marcos Unified School District, Vista Unified School District, Poway Unified School District, Escondido Union High School District, Cal State University San Marcos, and our partners at Migrant Education. We are looking forward to continuing these strong relationships for the long-term benefit of the District.

OFFICE OF INSTRUCTION

Mathematics, Science and Engineering Update

The MSE Division would like to thank the Emergency Operations Center (EOC), EOC Policy committee, and facilities and warehouse staff members for their continued support in the development and implementation of our return to onsite work and kit distribution plans. We would also like to thank Stacy Rungaitis and the Palomar College Foundation for coordinating funding that allows nursing students to acquire COVID-19 testing so that they may participate in clinicals at various hospitals. In other news, mathematics faculty have demonstrated the comradery that exists between fellow colleagues by volunteering their overload courses to part time faculty who have lost their courses, and in many cases, their only source of income due to the cancellation of low enrolled courses.

Biology and Chemistry Departments Design Lab Kits and Virtual Field Trips

The chemistry and biology departments have completed their plans to distribute over 2,000 laboratory kits to students. Instructional Support Assistants spent months planning and preparing for these distribution events to ensure the safety of College employees and students. The earth, space, and environmental sciences department has completed its plan to develop video recordings of online labs and to develop virtual field trips. While we all know that there is nothing that can replace the hands-on experiences of a laboratory or field setting, the innovative approaches and dedication make for very rewarding and engaging online experience.

Nursing Department Update

The nursing department continues to work courageously around the clock to meet the needs of the campus community as well as the students within the program. They continue to support the two on-campus temperature check stations, while simultaneously creating clinical experiences for students. Due to the COVID-19 pandemic clinical assignments are difficult to come by and are developing innovative partnerships to find options for the students. The team continues to reach out to hospitals in the region and appreciate the support of Dr. Kahn and the Palomar College Foundation.



Temperature and screening station

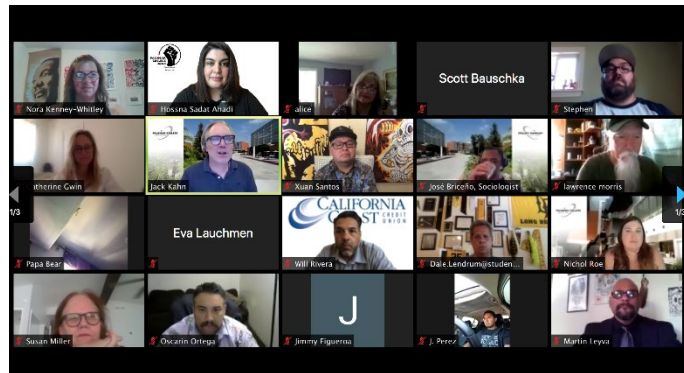
STEM and Math Center Update

The STEM and Math Centers are developing a proposal to obtain grant funding from the San Diego Women's Fund for bold new ventures and approaches to tutoring. The proposal will include the redesign of the face-to-face and online tutoring environments, professional development for tutors, and employment of tutors earlier in their academic career, to result in increased opportunities for professional growth.



Transitions Program Celebrates Completion of 15 Students

On August 14, the Transitions Program recognized 15 formerly incarcerated and system-impacted students who completed the 8-week summer program. Members of this cohort took online sociology and counseling (college success) classes together, using the opportunity to pursue their academic goals and pivot their lives. The Palomar



Transitions program celebration via Zoom

College Foundation provided laptops and weekly stipends that were crucial to student success. By virtue of spending time incarcerated, many students were not familiar with the technology used for the online coursework. Rising above this and other challenges exacerbated by the Covid-19 pandemic, 75% of the students who enrolled in the program in June, completed the program.

Via Zoom, fifty attendees enjoyed welcoming remarks from Dr. Kahn, and an inspirational keynote address by Dr. Xuan Santos, a sociology professor from Cal State San Marcos. Dr. Santos shared the story of his own incarceration and how education continues to define his own success. In its third year, Transitions has provided wrap-around services and antiracism curriculum, and pedagogy to 53 program finishers. Including this year's cohort, 80% of enrollees complete the program. Typical of the program's demographics, 60% of this year's cohort identify as male and 65% as Latinx. The program provides powerful models for supporting male students of color, a population otherwise underrepresented in higher education completion rates.

STUDENT SERVICES

Counseling Department Webinars and Workshops

In support of fall enrollment goals, the Counseling Department created and implemented live counseling webinars and group counseling sessions. During these one-hour sessions, students were guided through current online tools such as the academic advising guides, and the Palomar Pathway Mapper to support them in enrolling in the fall semester.

Additional academic workshops were created during the first week of the semester to support new and current students who have less than 15 Palomar units completed to enroll in fall 2020. Each session was hosted by an academic counselor and provided academic counseling to groups of 10 students. An individualized one-semester education plan was created, and provided to each student at the end of the session.

Due to our remote status, incoming phone calls and emails drastically increased the week before and the week of the fall semester. The Counseling staff guided and supported our students during the first week of classes by providing guidance in:



- enrolling in fall 2020 courses, including adding classes and wait listing of classes.
- course-specific questions from enrolled students.
- class numbers of open courses.
- using the available online tools such as Palomar Pathway Mapper and the academic advising forms.
- using the updated counseling department website, with provide visual tools to guide them in the enrollment process and the most frequently ask questions.
- completing the dual enrollment form and requirements.
- academic probation holds and other holds affecting their ability to enroll.
- scheduling future counseling appointments to develop a comprehensive education plan.

Outreach Services Moving Full Speed Ahead

Outreach services designed virtual platforms to provide comprehensive services and resources for our prospective student audience. These include:

- Live Virtual Experiences - Information Sessions, Guided Tours, Outreach Q&A Open Office Hours, One-on-One Virtual Chats
- Self-Serve Resources - Virtual Toolbox, Academic Showcase, Virtual College Fair Table, Videos and Tours, Facts and Figures Slideshow, Palomar Connect, Hot Topics, Visitor Section of Mobile App
- Live Group Virtual Experiences - Group Guided Tours, General Presentations, Virtual Fairs/Events

Student Life & Leadership

Student Life & Leadership held two sessions at the Fall Plenary. The topics included how faculty and staff can serve as student organization advisors and student conduct. The team also registered Palomar in the California University and College Ballot Bowl competition. The Ballot Bowl focuses on increasing civic engagement and voter participation among California university and college students. The winner will be selected based upon the highest count of students who register to vote. Plans are also being developed to work with partners across campus to celebrate Constitution Day

The Associated Student Government (ASG) participated in the campus Q&A that was moderated by Student Trustee, Rachel Alazar and Julie Lanthier Bandy. There was critical dialogue around Prop M, led by Dr. Kahn and student leaders.

The ASG held their first regular meeting on August 28, and a special meeting on August 31 to further discuss Prop M proposals.

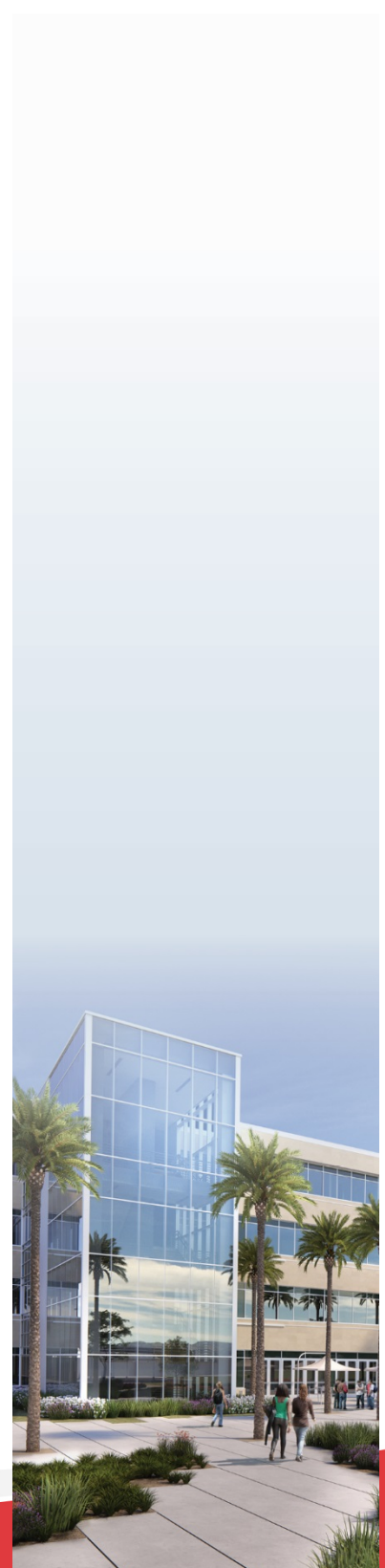
Anita and Stan Maag Food & Nutrition Center

The first round of electronic grocery card distribution resulted in \$22,000 worth of cards distributed. The team is preparing to send out a second round of e-cards to fall semester students in need of food assistance.

FINANCE AND ADMINISTRATION

Information Services Supports Remote Instruction

Information Services continues to research and implement solutions to support remote instruction, and has configured a number of online computer labs that students can



access over an internet connection to complete their course work. Students can log in remotely to Windows and Mac computer labs using their own computer, tablet or other mobile device. Some of these labs are remotely accessible physical computer labs and others are comprised of virtual machines running in the District's data center. For completing homework, students can remotely access the "General Computer Lab" or a "Special Software Lab" depending on their course software requirements. Information about these resources is available at a specially created website, [Technology Help for Students](#).

HUMAN RESOURCE SERVICES

General Services

A team of Human Resource Services (HRS) employees is working to update the HRS webpages. The accessibility portion of the HRS webpage update is largely complete. Later this month, the team will begin reformatting the contents of the HRS information with a goal of creating a consistent display of content and easier access to information.

Benefits, Workers Compensation, Leaves, and Accommodations

The dependent verification audit conducted by Unify HR concluded, effective August 26. The Benefits Office is currently preparing certified mail correspondence to all employees and retirees who will have dependents dropped effective September 1. At this time, the Benefits Office is actively working with employees and retirees who did not respond but are submitting their documentation.

Open Enrollment concluded August 31. We are working with our online benefits platform, eBenefits, to obtain the data regarding the changes made by employees in the system. Additionally, the Benefits Office is preparing a communication to all active employees who did not initiate action in the eBenefits system to notify them of their insurance elections as of October 1.

Leaves related to COVID-19 have continued at a low but steady pace since more employees returned to onsite campus work in late June. This requires coordination with the Covid-19 Response Action Team case manager, the department, and payroll.

Recruitment/Vacancies

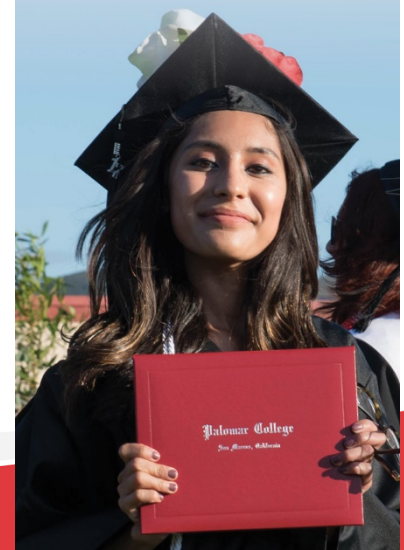
Below are the recruitment figures to date:

10 permanent recruitments in progress and 2 out-of-class recruitments

- 4 – Admin/CAST
- 8 – Classified (two are out-of-class recruitments)

57 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 (AWLT) has reviewed the first draft of the ISER submitted by the writing teams. We are working to prepare review reports and will meet with each of the writing team leads in the first two weeks of September. The Team has also developed its timeline for the semester and expectations for the second draft. The Accreditation Steering Committee will meet on September 4.

Integrated Planning

The Senior Director of IR&P prepared and facilitated the Board of Trustees' goal setting workshop held on August 25. During the workshop, the Board of Trustees reviewed its annual report on goals, self-evaluation summary report, and identified content for its FY2020-21 goals. The Superintendent/President's office will send the draft goals and related tasks to the Board of Trustees for review.

The Interim Superintendent/President and Senior Director of IR&P have drafted visualizations depicting the integrated planning and implementation process for the College. These visualizations provide a high-level description of the College's plans and identify the resource allocation process (by semester) connecting program review and planning to budget development and one-time/above base resource requests.

The instructional and non-instructional program review and planning process will be launched mid-September. This launch will represent the first year of an institutional resource allocation process is connected to the planning process.

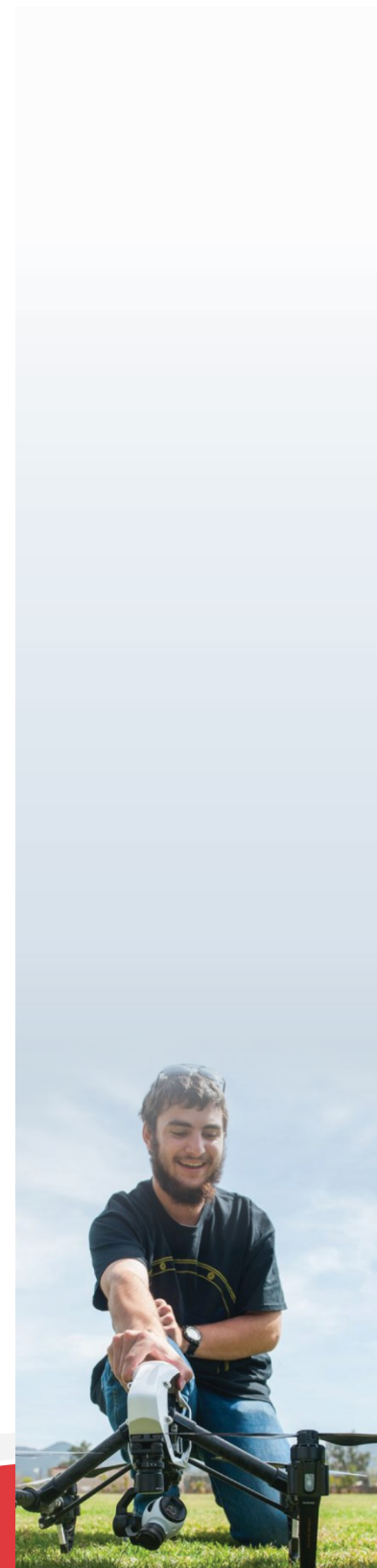
Institutional Research and Planning (IR&P)

Work on the Assembly Bill (AB) 705 evaluation project continues and the program review and planning datasets are nearing completion. The daily enrollment report has transitioned to a cloud-based environment and IR&P has updated its website accordingly. Work to create three data dashboards is scheduled to commence in September with one of the dashboards pulling from the SEM data warehouse course file.

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, continued after the optimizations were made in July for cost efficiency and productivity. The web-streaming advertising campaign designed to support fall enrollment goals began in mid-July and will continue through September 11. The audio script was refreshed on August 24 to be more of a general call to action versus one that pointed to the start date of the semester. The rotating banner ad used in this campaign are displayed below.





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 37% compared to last year. Instagram is continuing to show the largest year-over-year increase at 49% and LinkedIn followers remained steady at a 4% increase.

We refreshed the imagery of our Facebook ads in August and the messaging continued to focus on saving money at Palomar College and enrolling for fall. These ads produced over 35,320 impressions and an overall click-thru-rate of .14 at a cost of less than \$400. Social media remains as the 4th ranked source of all traffic generated to the Palomar.edu website and 74% of the socila media traffic is produced by Facebook, up 3% compared to the previous month. Below are the Facebook ads placed in August. The ads in September will promote the second 8-week classes and the associated registration date.

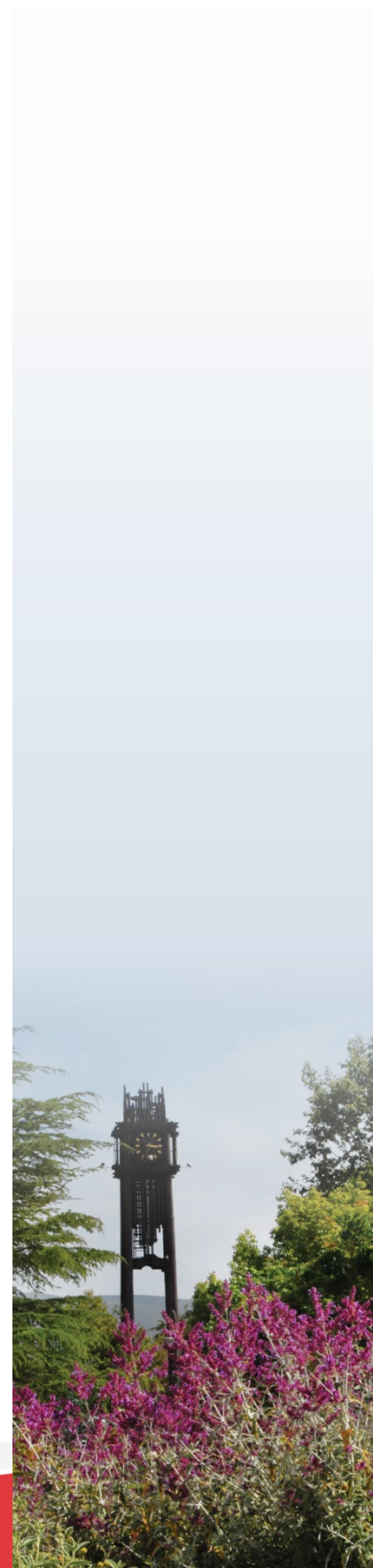


Facebook ad promoting Fall semester



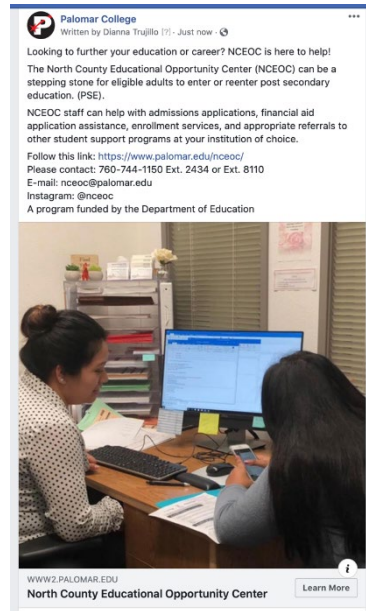
Facebook ad promoting Fall semester

In partnership with the North County Education Opportunity Center (NCEOC), we placed and managed Facebook ads. In addition, we inserted a NCEOC ad into to the rotation of our digital billboard ads at Westfield North County. These campaigns were designed to support the promotional needs of the NCEOC.

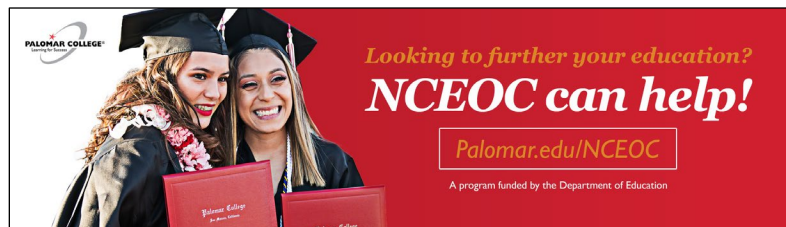




Facebook ad featuring NCEOC services



Facebook ad featuring NCEOC services



Digital billboard ad featuring NCEOC

Finally, we worked with our colleagues in the business administration department to promote the University of Redlands articulation to a B.S. in Business and B.S. in Management with Facebook paid advertising. Palomar College students are eligible for a tuition discount. The ad reached nearly 35,000 people and the click-thru to the landing page was .16, well above industry standard.

Community and Media Relations

On August 19, we issued a press release on *Palomar's Drone Program Among First in U.S. to Earn New FAA Designation*. As a result, ten stories were written in local and regional publications and websites. The release we issued at the end of July, regarding our fall online learning schedule and the new online programs also garnered media mentions in August. Overall, we experienced a 66% increase in media mentions compared to August 2019.

Internal/External Communications and Public Affairs

In August, five feature stories were developed and distributed. Stories included a spotlight on our new dean of Math, Science and Engineering, Patricia Menchaca; the solar array that has been activated on the parking structure; the fund designated through the Palomar Foundation to support Palomar's essential-worker families; a celebration of



the Transitions program; and the free immigration legal services now available to Palomar students. The September edition of Palomar News e-newsletter will be released on September 4.

FOUNDATION

Fundraising Activities

Darlene Shiley Challenge Emergency Fund Campaign

The Palomar College Foundation wrapped up the Darlene Shiley Challenge Emergency Fund Campaign on August 1, with revenue exceeding \$300,000. The Foundation was able to support every student who requested a computer, totaling 700 computers distributed. In addition, over 550 students received emergency grant funds of \$65,000, representing 13 times the amount given in emergency grants on an annual basis. The remaining funds from the campaign will continue to be awarded to students in need this fall semester.



Image of Darlene Shiley Website Promotion

All-In Fall Fundraising Campaign

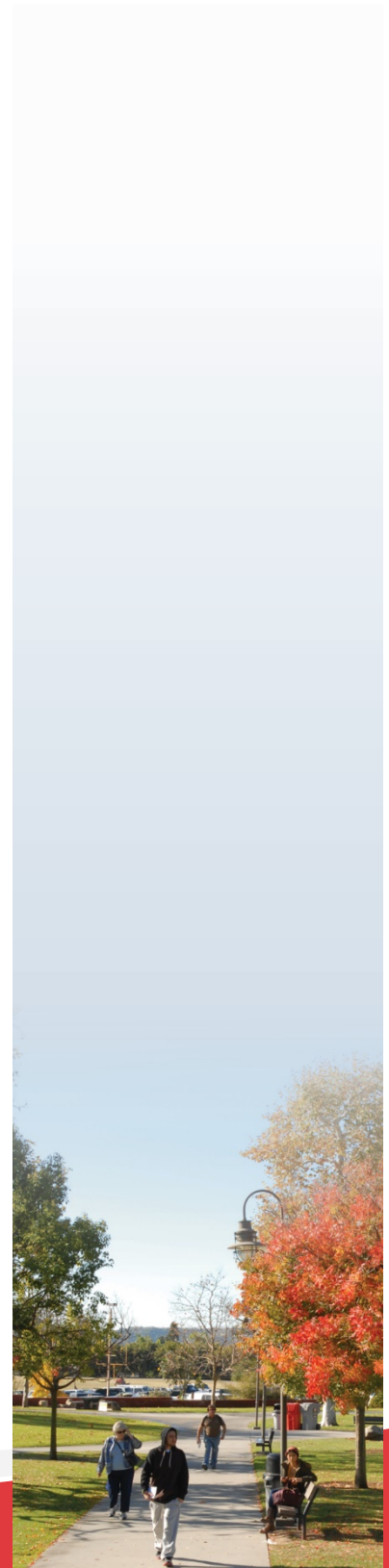
The new All-In campaign launched on August 20 with three phases for engagement. Donations are being accepted online to the back to school campaign to support student needs for computers and emergency funds now through September 10. The virtual Monster Dash & Bash 5K walk/run on your own will be held during the last two weeks of October. With a \$25 registration fee, participants will receive a medal and race route in the area. The costume contest with virtual “hoppy” hour will take place on October 29. The final phase of the All-In campaign will occur on Giving Tuesday, December 1. A matching donor is lined up to ensure your donation has twice the impact! The first week of the campaign has generated \$3,170, plus a \$10,000 donation from scholarship donors Carol & Hal Needham to support laptops for students in need. If you are All-In for all three campaigns, you will be entered to win a fabulous prize!

Presidents Invitational Golf Classic

Our amazing Presidents Invitation Golf Classic committee was determined to raise funds for Palomar students even without playing golf. The group worked hard during the month of August to solicit sponsorships. They took lemons and made lemonade – and raised \$85,000!

Scholarship Funds Received

The Palomar College Foundation’s annual distribution of \$33,600 from Osher was received in order to provide scholarships to students. In addition, a \$1,000 donation was provided for the Diane McAllister scholarship.



Grants

The Palomar College Foundation submitted a LOI (letter of intent) to a new funder, Mellon Foundation to support the Transitions Program. If selected, the grant application will be due in September.

Serving our Students

Computer and Emergency Grant Distribution

The Foundation opened the fall emergency grant application to students on August 10. The need continues to be very strong with hundreds of requests for computers, textbooks and emergency grant funds. From August 10 - 31, the Foundation supported 217 students with \$32,125 in emergency grant funds and distributed 160 laptop computers.

Textbook Assistance Program/Scholarship Awards

The Foundation's textbook assistance program, is administered with an application available on the financial aid website. The need is significant again this year with the \$21,000 in funding depleted on the first day of classes. In addition, fall scholarship awards were distributed to students the week prior to school starting.

ESL Computer Distribution

The Foundation proudly partnered to provide 90 computers to ESL students through a drive-through distribution. The Foundation and ESL team gave out the computers at three locations, San Marcos, Escondido and Fallbrook the week prior to school starting.



Important safety signage was used



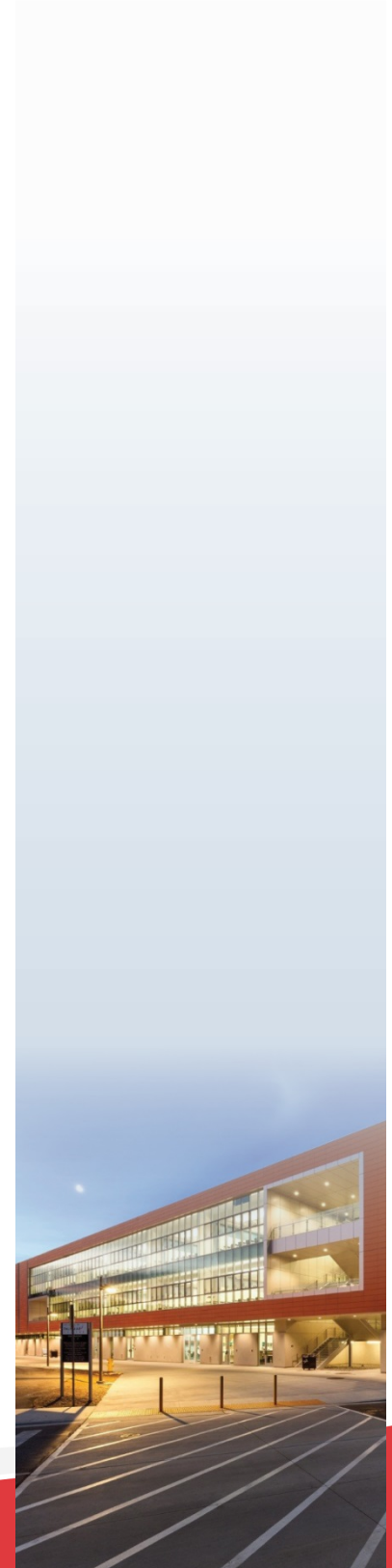
Staff and volunteers make this event a success

Foundation Board & Community Engagement

The Palomar College Foundation Board of Directors met on August 24. The Board officially approved the 2019 Foundation audit, exhibiting an unmodified audit with no management letter - the best you can receive!

Virtual Community Engagement

Stacy Rungaitis, Executive Director and Kim Hartwell, Development Officer participated in the annual San Diego Women's Week Conference. This virtual event featured



motivational speakers who focused on professional development of women. In addition, Stacy Rungaitis, along with Julie Lanthier Bandy, attended the San Marcos Chamber of Commerce Virtual Mixer with keynote speaker, Dr. Jack Kahn.

