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October 9, 2020

PRESIDENT’S OFFICE

Integrated Planning

This past month has predominantly been focused on improving integrated planning across the college. Much of this work was done during the summer and finalized in September. In collaboration with Institutional Research and Planning and representatives from all divisions, we have significantly improved our Program Review Process (PRP) as it connects with one-time funding requests, budget development, and staffing. We provided six trainings via ZOOM for faculty and staff on how to fill out the forms and to use the newly designed budget analysis tool that is integrated into the PRP process. A total of 203 participants signed into the training sessions. The sessions were recorded and posted to the PRP web pages for those who could not attend. Additionally, we created new charts and planning documents that will be utilized as evidence during our presentation to the Board of Governors in November.

Community Outreach

Our initiative to connect with community groups to update keep them informed on Palomar, our progress, particularly with finances, response to COVID-19, and new instructional and student services initiatives. This month I was able to connect with the San Marcos Chamber of Commerce, and the Rotary Clubs of Carlsbad and San Marcos. These presentations were well received and our community partners are very impressed with all of the work we have done. In October, monthly meetings with the Mayors of Escondido, Vista and San Marcos begin and will complement additional meetings with community organizations.

Antiracist Framework Continues to Make Progress

We launched the [Equity, Diversity, and Inclusion website](#) last month and it continues to highlight the progress we are making in developing an antiracist culture here at the College. The stories include summaries of the activities we have held, the antiracist statements from departments throughout the college and a graphic element that at-a-glance, users can see our progress.

Preparation and Practice

The “FCMAT leads” is a cross functional team working on the Big 8, as we refer to the eight FCMAT recommendations. As we look ahead to our meeting with Chancellor Ortiz and the Board of Governors, we have been gathering evidence and initiating the design of our presentation. We will spend time collaborating to perfect our presentation in October and November.

OFFICE OF INSTRUCTION

Africana Studies Courses for Palomar Employees

As part of Palomar College's commitment to antiracism, the College is offering Africana Studies (AS) 101 for faculty and staff in the Fall 2020 semester with Dr. Jerry Rafiki Jenkins and Dr. Martin Japtok. Thirty-six Palomar employees will acquire an understanding of the development of what has come to be called systemic racism, or, to be more precise, anti-blackness. We appreciate the generosity of PFF for providing faculty members enrolled in AS 101 with the required course textbook. With strong employee interest and enrollment in Fall 2020, there are plans for the Multicultural Studies Department to offer a second course, AS 102, in Spring 2021. The Professional Development team developed an informative [website](#) for this unique learning opportunity.

ESL Department Update

The ESL Department at Palomar has a number of exciting changes and developments this academic year. In Fall 2020, we have come into full AB705 compliance with an accelerated 2-year academic ESL program with three courses that transfer to UC/CSU including an ESL humanities course and a transfer-level composition ESL course. In addition to the changes in our credit ESL program, we have expanded our noncredit program options, adding an additional four noncredit certificate of completion programs for ESL students. Also, due to COVID-19, the ESL department moved from no online courses to all online courses and moved all our support services online including ESL tutoring, bilingual basic computer skills assistance, ESL advising, and ESL registration and course placement assistance. This Fall, through the Palomar College Foundation, we were able to arrange for all our beginning ESL computer skills class students to receive free computers at local distributions at the San Marcos, Fallbrook and Escondido locations.

New Data Science Degree in the Works

The Mathematics and Computer Science Departments are working collaboratively to design a new Data Science Degree. Computer Science faculty are working on redesigning the data analytics coursework to fill articulation gaps and are also working with the United States Marine Corps to explore the possibility of a Data Science Training Program.

Women in STEM

The Title V grant team held its monthly Women in STEM meeting that included invited guest speaker Desiree Doherty from SAP Ariba, a software and information technology company. Attendees also received helpful tips on how to succeed in an online science class and were presented with various NASA internship opportunities. The CSUSM Biannual Communities of Practice conference will be held this month and is open to all Palomar and CSUSM faculty with a focus in online teaching.

Zero Textbook Cost (ZTC) in the World Languages Department

The World Languages department is another step closer to becoming a Zero Textbook Cost (ZTC) department! Beginning Spring 2021, students will be able to complete an Associate of Arts or Certificate of Achievement in German or Italian without having to



purchase a single course textbook. All required materials will be provided to students free of charge by the course instructor. The French program is working diligently toward this goal as well. In Spring 2021, free course materials for all French 101 and French 102 courses will be available, as they continue to work on other courses in the program. The Spanish program is currently creating zero cost materials for all Spanish courses and hopes to have those free resources available for the Fall 2021 semester.

STUDENT SERVICES

Counseling Department

On October 9, Dr. Hossna Sadat Ahadi, was awarded the “Under 40” award from the American Association of Women in Community Colleges (AAWCC) for her work with equity, social justice, and antiracism.

Palomar College team members will host a virtual event titled “I am...” for the San Diego Chapter of American Association for Women in Community College (SDCAAWCC) on November 6 from 1:00-3:00 p.m.

Student Health Services

Sarah Adams, FNP-BC and Hope Rull, RN, continue to help keep our campus healthy and safe as a part of the COVID Response Action Team. They interview and provide resources to all Palomar students, staff, and faculty who report symptoms of COVID-19, exposure to someone who has tested positive, or have tested positive themselves.

Behavioral Health Counseling Services

Our licensed counselors have welcomed the first cohort of MSW interns to Behavioral Health Counseling Services (BHCS), providing them with an orientation to our department and weekly supervision. The BHCS interns will be partnering with the PRIDE Center, Transitions Program, Student Life and Leadership, and a variety of Equity, Diversity, and Inclusion initiatives to engage with students and provide targeted support and outreach. In addition, the BHCS interns are working with our Student Wellness Advocacy Group (SWAG) and our Health Services Specialist to promote BHCS and Student Health Services to students in their virtual classrooms.

Student Life & Leadership

The Student Life & Leadership (SL&L) team held several events in September including, “Live Talk” with Alyssa Vafaei from the Disability Resource Center, and an Associated Student Government (ASG) Talent Showcase. SL&L is actively promoting the CA Ballot Bowl to get students to register to vote and complete the Census. On October 2, ASG and SL&L participated in the California Community College Student Affairs Association Virtual Leadership Conference. The ASG partnered with the Student Health Centers to host “Movies for Mental Health” on October 9. Students were able to share their stories on a student panel. The ASG is looking forward to hosting their first virtual retreat in the coming weeks.



FINANCE AND ADMINISTRATION

Prop M Summary

The team has started the process of developing user groups for purposes of having discussions on the Fallbrook Education Center, LL remodel and athletics projects. Smaller projects including that associated with the weight room and Conex box removal are progressing at the San Marcos campus. Related to our commitment to sustainability, the bid documents for the irrigation well at the Fallbrook Education Center are in the final stages of development. Once completed, this project will reduce the utility bills at the Center. Additionally, the Fallbrook photovoltaic system project received a final certification letter from the Division of the State Architect (DSA) and we are awaiting final approval from SDG&E to operate the system.

Fallbrook Education Center Digital Sign P3 Project

The draft Exclusive Negotiation Agreement (ENA) has been sent to OUTFRONT Media and they have returned their comments which are currently being reviewed by the District. Once the ENA has been agreed to and is in place and OUTFRONT has funded work to proceed, a preliminary analysis of the proposed project with the campus EIR will be done. This project will provide a new revenue stream for the District.

Grant Funded Facilities Projects Underway

Several small projects are underway at the San Marcos campus, these include: two new offices in the NB building for Behavioral Health counselors; a new, larger exhaust system for the existing welding lab is in progress and scheduled for completion by Spring 2021; and the welding storage building is being converted into a new welding lab. In addition, the study lounge in our veteran's center is complete. The Information Services team is installing the new audio-visual system and computers. Lastly, space planning is underway for the relocation of the CCTech and TTIP programs to the Rancho Bernardo Education Center.

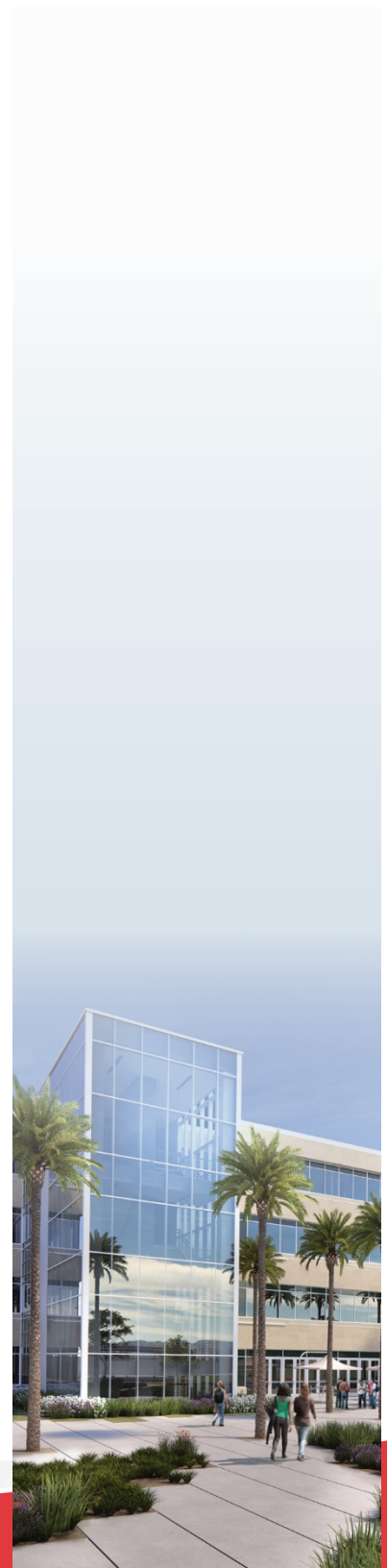
Submittals to the State

The District's 5-year Construction Plan was submitted by the extended deadline to the Chancellor's Office. The District's State Scheduled Maintenance Plan was submitted on time on October 2. The space inventory update is due to be submitted on November 2 and will include information based upon the miscellaneous remodel projects that have been implemented over the past year.

HUMAN RESOURCE SERVICES

Position Efficiency, Authorization, and Approval Process

Efficiency guidelines have been developed and are to be used prior to submitting a position authorization request. The guidelines will be used to assess current staffing needs and resources. Additionally, executive cabinet identified critical positions that will remain budgeted even when vacant. The Vice Presidents began the quarterly review process for vacant positions. This process is collaborative with managers and uses the efficiency process and the annual program review process to identify the need to replace positions or establish new ones. Positions will be filled based on available funding. The status of positions will be updated to track funded and unfunded positions



in PeopleSoft Human Capital Management (HCM). This will allow for timely reporting and use of position control in the delivered PeopleSoft HCM.

Policies and Procedures

The District is developing a new policy and two new procedures to implement the Title IX regulations that the U.S. Department of Education made official on August 14. In addition, the District is updating the existing Prohibition of Harassment policy and procedure to separate Title IX sexual harassment and sexual violence complaint handling from the District's in-house discrimination and harassment complaint procedures pursuant to Title 5. On October 2, the Policies and Procedures Committee conducted a second reading of the new BP 3433 Prohibition of Sexual Harassment Under Title IX; new AP 3433 Prohibition of Sexual Harassment Under Title IX; new AP 3434 Responding to Harassment Based on Sex Under Title IX; and revised AP 3430 Prohibition of Harassment. The Policies and Procedures Committee also conducted a first reading of the revised BP 3430 Prohibition of Harassment on October 2.

In addition, the California Community Colleges Chancellor's Office recently announced revisions to Title 5, Sections 59300 et seq., which comprise the unlawful discrimination investigation requirements for California community colleges. Pending guidance from the Community College League of California, these revisions will be included in a new upcoming policy, AP 3435 Discrimination and Harassment Investigations and Training, which will describe the steps the District takes in investigating non-Title IX unlawful discrimination and sexual harassment complaints.

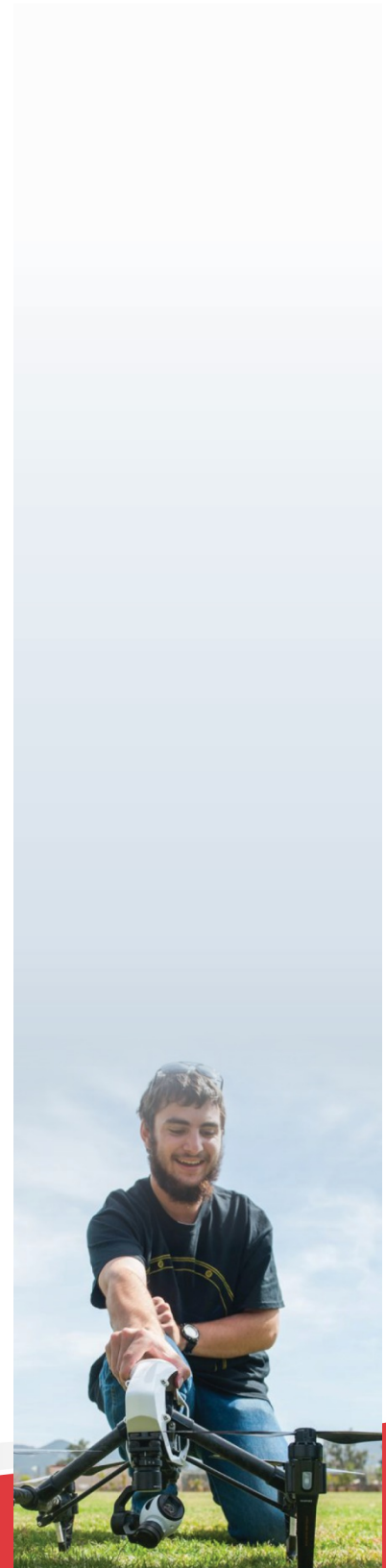
Human Resource Services is developing student- and employee-friendly information for filing complaints and guidance for asserting their rights in these areas and obtaining the resources they need. The District is currently providing training to all employees to meet state requirements and the new Title IX requirements to provide a greater understanding of how to prevent, intervene, and report unlawful discrimination and sexual harassment.

Benefits, Workers Compensation, Leaves, and Accommodations

The UnifyHR dependent audit resulted in the termination of 47 active and retiree dependents. The estimated monthly District savings for these dependents is \$16,700, approximately \$200,000 annually. Due to the composite rate structure for the dental and vision plans there was no savings realized on those products.

Open Enrollment concluded on August 31. All online e-Benefits enrollment changes have been processed by the insurance carriers. The benefits office is working through any employee issues that may arise in conjunction with these large-scale changes. As well as preparing employee records for any contributions that they have elected and performing system to system audits in conjunction with changes made for the dependent audit records. Once complete we will be sending employees an email confirming the open enrollment elections that they made. The part-time faculty open enrollment concluded at the end of September. The elections made during this enrollment period are being processed so that deductions can be withheld from October paychecks.

Leaves related to COVID-19 have increased in the last month. Programs that hold face-to-face classes and labs and a department that provides onsite services, have been the



most impacted. There have been 8 employees who have experienced a need to be off work related to COVID-19 in the last month. The benefits office is working with the COVID-19 Response Action Team to ensure all employees are provided with the federally mandated Families First Coronavirus Response Act (FFCRA) leave.

Recruitment/Vacancies

HR is currently working with Dr. Kahn on an Antiracism/Hiring Improvement Ideas workgroup. There are 4 subgroups within this workgroup working on projects and tasks related to the goals to recruit qualified candidates who have a clear commitment to action as it relates to equity and an antiracist framework; to significantly increase the proportion of historically under-represented candidates that both reflect the racial and ethnic diversity in the District as well as those that contribute diverse experiences to the District, and to employ retention efforts that assist in retaining diverse hires.

Below are the recruitment figures to date:

12 permanent recruitments in progress and 2 out-of-class recruitments
4 Admin/CAST and 8 Classified (1 is an out-of-class recruitment)

57 part-time faculty recruitments in progress. 9 additional part-time faculty postings have closed and departments are still hiring from those application pools

INSTITUTIONAL RESEARCH AND PLANNING

Accreditation

The Accreditation Steering Committee met on October 2 and the writing teams provided progress reports on their assignments. Many of the teams requested an extension of the October 23 deadline. The deadline was extended to October 31. Weekly writing sessions have been scheduled on Fridays and the Vice Presidents will work with their teams to ensure the drafts are completed by the deadline. ACCJC will provide a one-hour advanced ISER training on December 4.

Integrated Planning

The institutional Program Review and Planning (PRP) process was launched in September. In 2020-21, all areas (instruction and non-instruction) will complete their PRPs according to the same timeline. The resource allocation section of the PRP forms have been enhanced to include staff, technology, facilities, and equipment requests. Technology and facilities requests will complete an additional institutional review process to ensure integration across the college. The PRP process also includes a three-year budget review.

Once PRPs are completed in the fall, the allocation of resources will be considered during the spring term. A one-time funding prioritization process has been developed to clearly connect planning through program review to resource decisions at the College. Councils and the Executive Cabinet will review one-time requests and prioritize them for funding. Requests for staff will also flow through the PRP process and inform the institutional prioritization process in the spring.



Institutional Research and Planning (IR&P)

IR&P completed and posted three new dashboards utilizing data from the office's data cube (a standard set of data elements with calculated variables intended to streamline reporting and improve consistency in metrics across the institution). These dashboards provide users with an easy to navigate report for examining strategic enrollment management metrics and student outcomes. Researchers have also modified and updated the two tools used by the Office of Instruction to schedule classes.

IR&P has prepared a presentation to disseminate Part I of the AB705 comprehensive evaluation project. As part of the evaluation IR&P surveyed students on their perception of the placement process, including their understanding of their placement recommendation. To improve the process students requested more information and support to help them understand their placement recommendations, improved clarity of the communication, and different methods of alerting them of their placements.

PUBLIC AFFAIRS OFFICE

Request for Qualifications – Digital Advertising Strategy Design, Implementation and Management

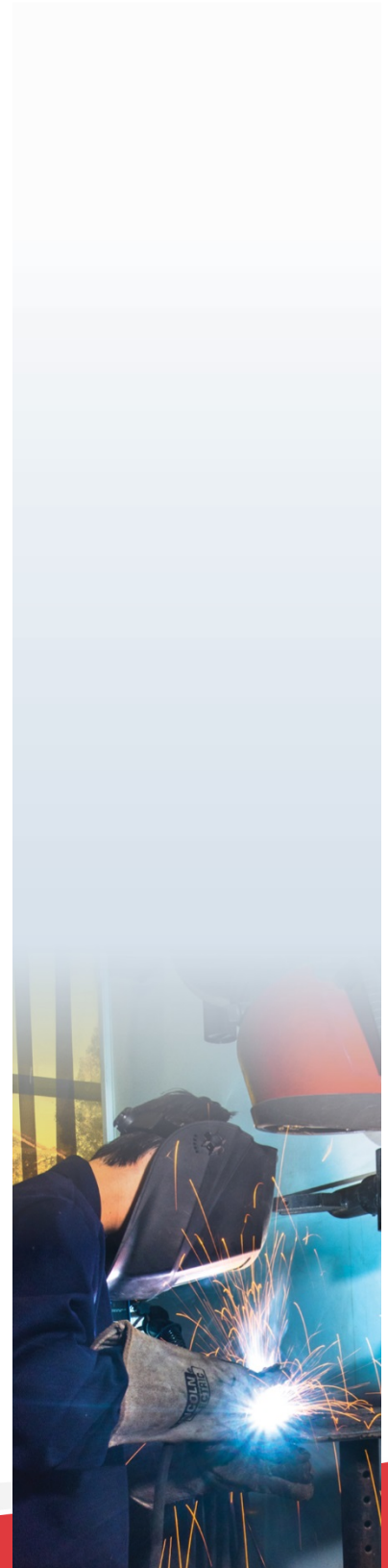
The PIO worked collaboratively with both the purchasing office and the contracts office to design a Request for Qualifications to identify qualified firms that provide Digital Advertising Strategy Design, Implementation and Management. This process resulted in the receipt of 15 submissions by the September 1 deadline. The Board of Trustees will be provided with a list of four selected firms for the College to partner with in this important facet of the marketing strategy.

Marketing/Advertising/Promotion

The *Palomar Makes It Possible* digital advertising strategy and web-streaming advertising program designed to support enrollment goals and to increase awareness of programs available at the College, continued. To support enrollment goals for the 4-week and 8-week courses, the digital billboard on Interstate 15 was refreshed. The artwork is provided below.



Our paid ads on Facebook, shown below, also featured the “4-week and 8-week courses available” messaging. These ads produced over 34,000 targeted impressions and an overall click-thru-rate of .13 at a total cost of less than \$325. Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and 73% of the social media traffic is produced by Facebook. The ads in October will also promote the second 8-week and 4-week classes and the associated registration date.





Facebook Ad version 1



Facebook Ad version 2

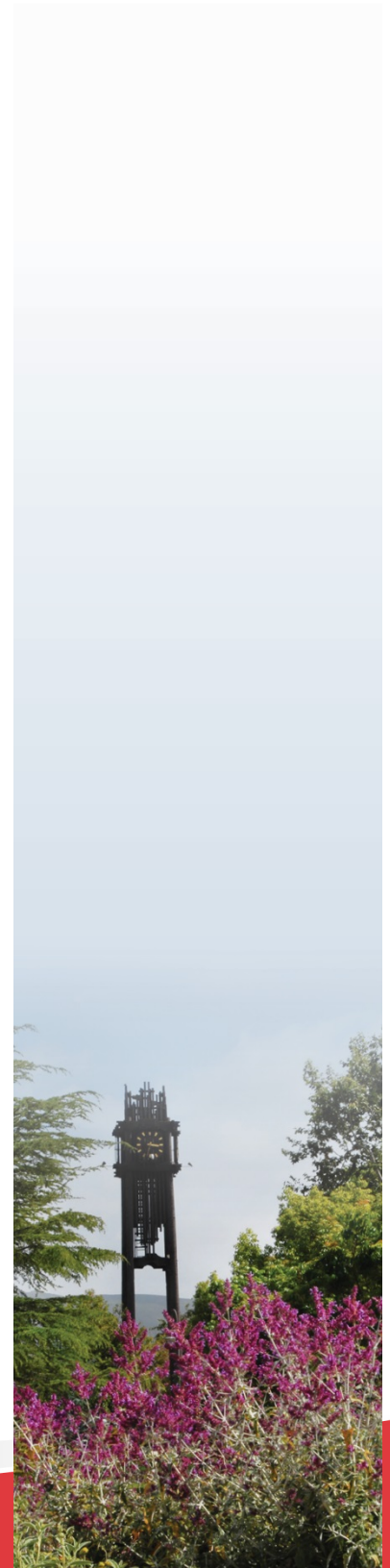
Our year-over-year performance comparison of our social media platforms remains steady. Our growth in Facebook “Likes” increased 9%, and followers on Twitter grew 34% compared to last year. Instagram is continuing to show the largest year-over-year increase at 46% and LinkedIn followers remained steady at a 4% increase.

Community and Media Relations

Two press releases were distributed in September. The first was to announce the continued funding of Palomar’s GEAR UP Grant, and the second detailed our decision to remain mostly online for the spring semester, with the exception of the programs listed in the release. Overall, we experienced a 5% increase in media mentions compared to September 2019.

Internal/External Communications and Public Affairs

In September we developed and featured stories on the donation of the telescope from the Palomar Observatory and our new Dean of Counseling, Leslie Salas. In addition, we initiated the research, required interviews and writing of the series of stories on the history and building of an antiracism framework at the College. All of these stories published in the October 2 edition of Palomar News.



FOUNDATION

Fundraising Activities

All-In Fall Fundraising Campaign

Palomar College students are ALL-IN to continue their education, because they understand that it's their key to future success – economically, professionally, and personally!

COVID-19 has presented a barrier to students, many who already face financial and personal challenges. The Palomar College Foundation's mission is to inspire partnerships to remove financial barriers and keep students in school, and so in September we held the first phase of an All-In campaign, Back-to-School drive. The campaign launched August 15 and concluded September 10 with great success by raising over \$17,920!



Grants

The Palomar College Foundation submitted a LOI (letter of intent) to a new funder, the Lumina Foundation seeking support of the CALM program. In addition, the Foundation was granted two awards this month including \$5,000 from the Swinerton Foundation and \$4,500 from the County of San Diego in support of our Emergency Fund Campaign.

Monster Dash & Bash 5K Run/Walk – Goes Virtual

Students are in a hurry to succeed. That's why we're virtually running. From October 1-28, the Palomar College Foundation will host its first Virtual 5K. No sweat, just fun and an opportunity to help students pursue their educational goals. Upon registering, participants will receive a registration packet in the mail, which will include the 3rd annual Monster Dash and Bash Finisher Medal (which are starting to become collector items), valuable beverage coupons and a letter from a student

you supported with your registration. We encourage you to complete your race by running or walking your favorite socially distanced route. We also encourage you to run in your costume and share you doing so on social media. Let your followers know that you are doing it to support student's success at Palomar College! Submit your photo to our costume contest and join us for the results at a virtual happy hour on October 29 at 5:00 p.m.



Figure 1 2019 Palomar College Foundation Monster Dash & Bash 5K.
Photo by Benjamin W. King



Serving our Students

Fall Semester Computer and Emergency Grant Distribution

The Foundation opened the fall emergency grant application to students on August 10 and continues to fund the needs of hundreds of requests for computers, textbooks and emergency grant funds. For the fall semester, the Foundation supported 381 students with \$55,000 in emergency grant funds and distributed 290 laptop computers.

Foundation Board & Community Engagement

The Palomar College Foundation Board Nominating and Development Committee met in early September. Chaired by Aaron Byzak, Chief External Relations Officer at Tri-City Medical Center, the committee is seeking nominations to fill 2-4 positions on the Foundation Board starting in 2021. The committee strategically determined a list of potential candidates from the Palomar District to invite. New Board members will be voted on at the December Board of Directors meeting.

