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November 6, 2020

PRESIDENT'S OFFICE

Focus on FCMAT

Throughout the month of October, we focused on the development of a visual evidentiary report designed to inform our FCMAT colleagues on the progress we have made in the last year to address the eight recommendations as presented in the November 2019 Fiscal Health Risk Analysis report. Our team approached the update much like we would for an accreditation visit. Team members leading our response to each of the eight recommendations presented on progress made, and gained feedback from our FCMAT colleagues, who acknowledged the commitment and work that has been achieved thus far. We gained confirmation that we have a lot of work ahead of us in order to achieve our fiscal stability goals. As a result, we have set up follow up meetings to address the feedback received and a future update is scheduled.

Connecting with Leaders

Gaining insights of leaders from other organizations is always rewarding. In October, I was able to begin regularly scheduled individual meetings with both City of San Marcos Mayor Rebecca Jones, and City of Escondido Mayor Paul McNamara. Both were pleased with the progress we have made at Palomar College and eager to work with us on new partnerships and initiatives. In addition, I was able to engage with our new leadership in the Black Faculty and Staff Association and we determined that we will continue to meet monthly. We hosted our quarterly Q & A session with students, which is always rewarding and interesting. I attended the LatinX healing forum, and recently volunteered at our temperature screening station. Both were great experiences.

Antiracist Framework Continues to Make Progress

In collaboration with staff and faculty, many of the projects related to the development of our antiracist framework continued to move forward. In the month of October, we established a multi-purpose workplan that is designed to address diversity in hiring. A summary of our progress on building the framework will be detailed at the Governing Board meeting on November 10. The [Equity, Diversity, and Inclusion website](#) contains our progress and the antiracist statements from departments throughout the college. All of these are indications that we are making meaningful change at the College.

## OFFICE OF INSTRUCTION

### Languages and Literature Update

The Languages and Literature Division would like to acknowledge the hard work and team spirit of the employees who have radically modified their normal tasks to become tutors, and ensure that our students keep access to much needed academic support. As students adjust to all online classes, our tutors are providing students with strategies to better use Zoom and Canvas, as well as, a virtual helpdesk service that guides students through the resolution of any and all challenges encountered. In addition, we want to congratulate our STEM tutor, Richard Sauerheber, on the publication of two articles on the timely and vital topic of COVID-19. Richard is a long-time asset in our Students Taking Academic Responsibility (STAR) center and is one of the most popular tutors. He covers the range of STEM disciplines in both individual and group sessions, while continuing his investigative work and representing Palomar College in academic research.



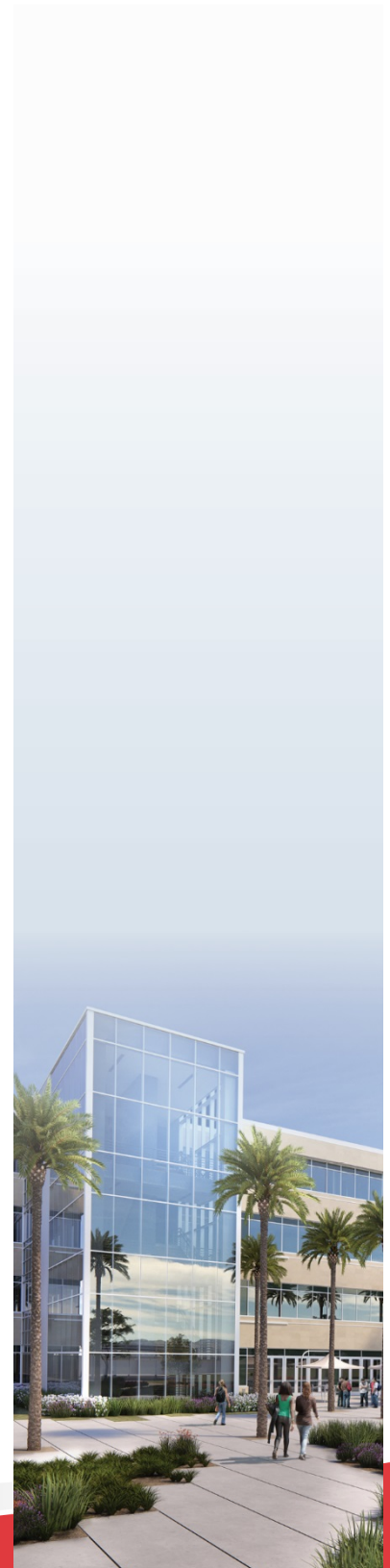
### Military Leadership Apprenticeship Program

The Military Leadership Apprenticeship program officially launched on October 15, at both Camp Pendleton and Twentynine Palms. Due to the pandemic, program registration is a bit lower than first projected. However, we are extremely pleased with the results considering the circumstances. Registrations are still in flux, as we are working out some kinks in the process. As of October 28, sixteen students have enrolled in the program.

The program launch consisted of a hybrid registration event. Representatives from instruction and student services participated in-person and online. Most Palomar College staff were online via Zoom, and three representatives were onsite at Camp Pendleton to help facilitate. Sergeants from Twentynine Palms also “zoomed” in for the event. Overall, the Marines in sergeant school were thrilled to learn about this new opportunity to receive college credit for the military training they receive. In fact, we had multiple Marines who were so excited about this opportunity, that they shared their commitment to earn their Associates degree. This is a reminder to all of us that our hard work changes lives!

### MSE Division Distance Education (DE) and Face-to-Face Course Updates

The MSE Division has nearly completed all plans and coordination to prepare for the online delivery of courses for Spring 2021. All faculty within the division had great success with the Fall 2020 DE classes, and we are especially grateful for the hard work of faculty who continued to offer face-to-face classes during the pandemic. They ensured that safety and learning were top priorities.



We have received reports from students who were grateful for the opportunity to continue their academic journey in an online environment. Below is a note from a satisfied student:

*"I was concerned about starting the semester with the uncertainty surrounding the pandemic, and I questioned whether it was possible to learn microbiology virtually. To my surprise and delight, Professor Gideon has put together an effective virtual curriculum. Her video lectures are well organized, interesting, and engaging. I am impressed by the way she takes this complex topic and makes it accessible to students from a wide variety of backgrounds. Her teaching style is collaborative, encouraging and so much fun. Despite being fully online, Professor Gideon promotes extensive collaboration.*

*We have many opportunities through Zoom classes and small group projects, Zoom office hours, and online discussion threads where we interact with her and with each other to ask and answer questions, help each other, and deepen our knowledge of the topic. Most of all, I am impressed with the efforts Professor Gideon makes to reach every student and to help us achieve success in her class. Through the example she sets, her engaging teaching style, and her encouragement and support, she inspires her students to try harder and reach further. Thank you so much for providing this unparalleled educational opportunity with an outstanding instructor!" - Monique, a Palomar College Student*



Photo: Biology 212 Face-to-Face course

### **Palomar College and Humboldt State University (HSU) Grant Re-Energized**

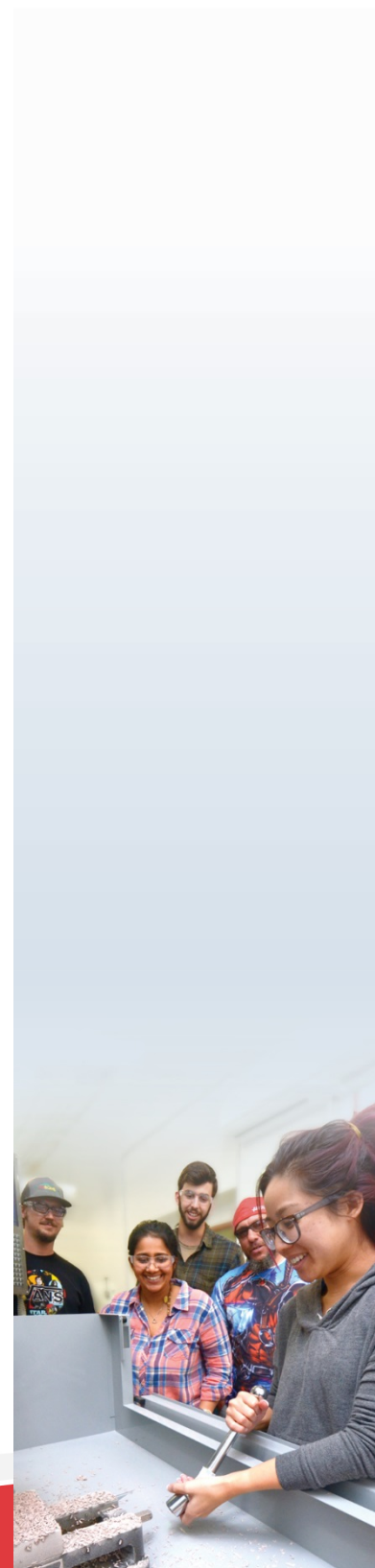
The collaboration grant between Palomar College and Humboldt State University (HSU) has been reenergized this year with the addition of new initiatives to engage students and impact program success. These include: filling articulation gaps to increase the feasibility of transfer, outreach events centered on "instant admit", HSU's transfer plus programs, interactive online sessions to acquaint Palomar students with successful Palomar transfers, and with science professionals at HSU. These efforts are led by Dr. Mireya Gutierrez-Aguero, Palomar's Title V HSI STEM Supervisor, who has done an excellent job at building these relationships.

### **Rising STEM Scholars Program Workshop**

Our Rising STEM Scholars Program hosted a workshop on October 22 to feature Palomar College STEM student alumni. Alumni included: Yuri Rodea, currently an engineer at the Malin Space Science System; Michelle Bravo, earned her RN/BSN degree at Palomar; Joe Ayala, a transfer student at UC Riverside; and Maylin Caldwell, a Ph.D. student at the University of Puerto Rico.

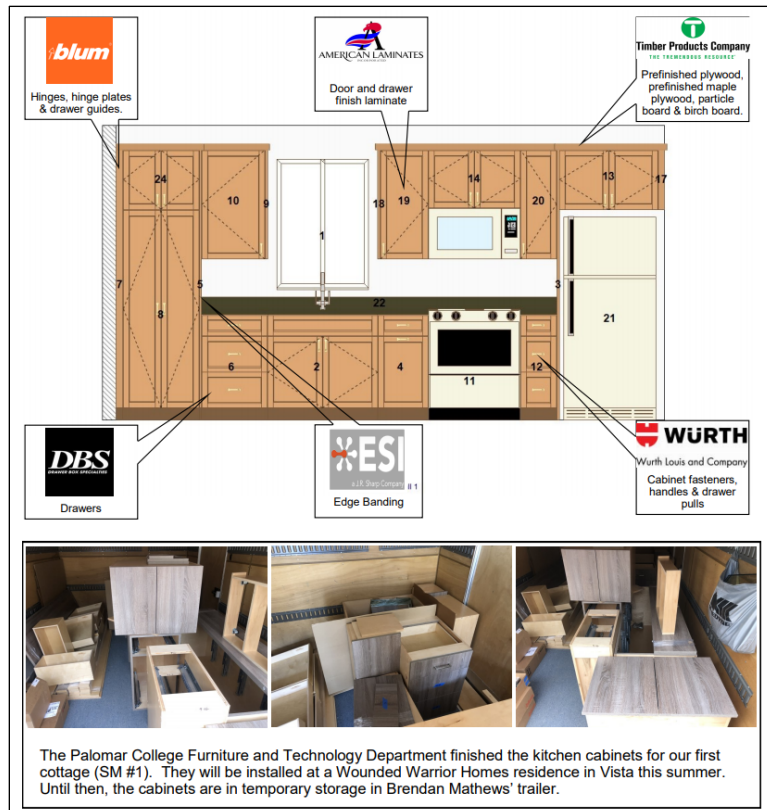
### **Title V HSI STEM Grant Update**

This month the Title V HSI STEM grant quarterly report was submitted and included an extensive summary including, the coordination of outreach and support, transitioning the STEMCORE Program and its related activities to an online format, Guided Pathways, and the coordination and development of services offered through the Virtual STEM Center, Math Center, and ESL. Cindy Anfinson, Title V Activity Director, has worked to coordinate all grant efforts to align with our new online environment. Her dedication and innovative ability to identify new ways of presenting content has allowed grant efforts to continue and objectives to be met.



## Partnership with the Warrior Village Project

The Warrior Village Project is a collaboration of building industry associations, nonprofit organizations serving veterans, high schools, colleges, business and private donors, and private citizens working together to provide affordable, permanent housing for homeless veterans while training the next generation of homebuilders. The Palomar College Departments of Architecture, Cabinet and Furniture Technology, and Interior Design, are providing architectural and interior design support and building custom cabinets for the cottages. For more information please visit: <https://warriorvillageproject.com/>.



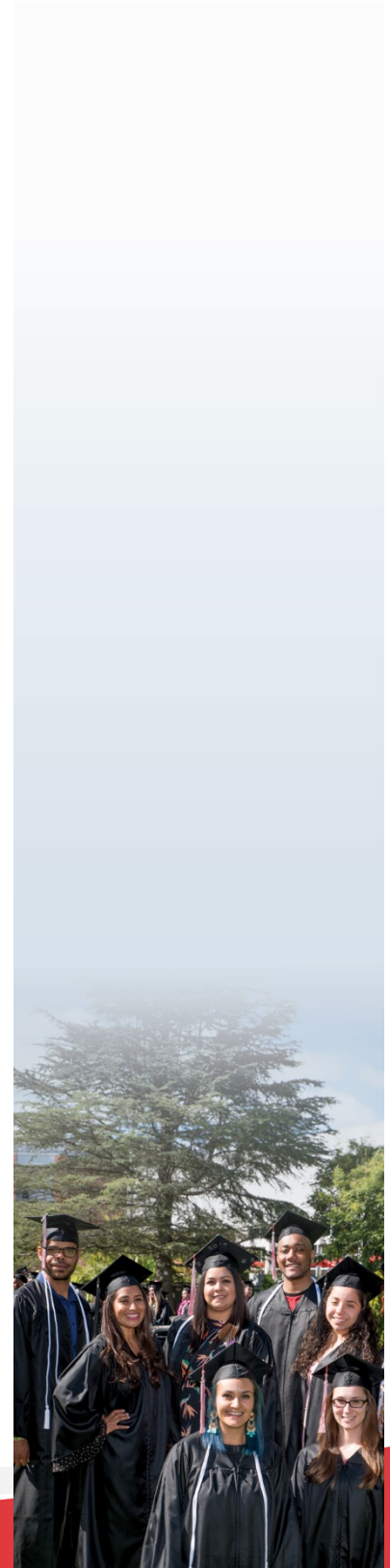
*Photo: Featured work by students in the Furniture and Technology Department*

## STUDENT SERVICES

### Counseling Department

Our Orange Glen middle college students are receiving counseling services from Daniela McIntosh. Students receive information regarding counseling services, support for the Counseling 110 course, and other resources. As another resource for students, a middle college website will be designed and launched.

Through our partnership with the San Diego County Office of Education, there are 48 high school students from the Juvenile Court and Community Schools (JCCS) enrolled





in Counseling 110 taught by Chris Toomey. Students are from the San Pasqual Academy, a foster youth residential facility; a Girls Rehabilitation Facility (GRF); the Kearny Mesa Girls and East Mesa Boys youth offenders unit; and JCCS community sites throughout San Diego County that are serving expelled and pushed out students.

Students at the Vista Detention Center completed education plans via phone appointments and emails with Patrick O'Brien, a counselor. The students were very grateful for the assistance and felt positive about their experience. Several of them will be released within the next six months and plan to continue taking classes at Palomar College.

The Puente Club hosted a Dia De Los Muertos event on November 4. The event was designed to educate students, staff and faculty and featured presentations by Professors Dra. Angélica Yañez, and Alex Gomez from the Chicano Studies/Multicultural Studies Department. In addition, Puente Program students presented a virtual ofrenda ("altar") and held a Q & A session.

Through the San Diego-Imperial Regional Consortium, the college received a grant designed to increase retention and impact completion rates of CTE students. Over 600 CTE students nearing completion received an email directing them to contact academic counselor, Larry Moyano, to discuss next steps in their pathway to commencement.

### **Student Life & Leadership (SL&L)**

The team led efforts that resulted in Palomar College placing 1<sup>st</sup> among community colleges in San Diego and Imperial counties and 9<sup>th</sup> place overall, in the statewide Ballot Bowl. The Ballot Bowl is a student voter registration competition among all colleges and universities in California. In support of the Undocumented Student Week of Action, SL&L promoted various webinars hosted by the Community College League of California and posted ally ship on the department's Instagram page.

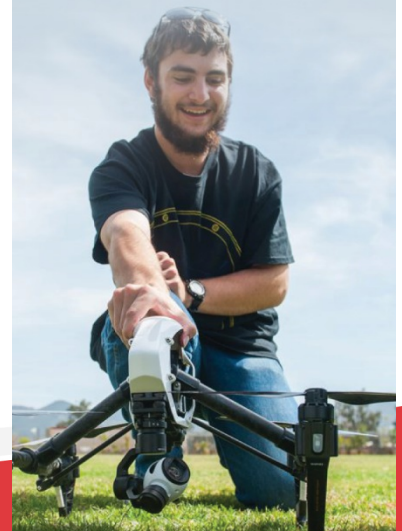
A second round of distribution for e-grocery gift cards is in process. Students with food insecurity are able to apply for the gift card. Over 330 students have applied and approximately \$41,000 in e-grocery cards will be distributed.

The team collaborated with the Teaching and Learning Center on the main campus to host four workshops. Topics included student engagement, CalFresh and the Stan & Anita Maag Food & Nutrition Center, and the importance of knowing student rights.

A new record was set this semester for highest number of people attending an ASG meeting. Nineteen people attended the record setting meeting.

### **Outreach Services**

The outreach services team has a full schedule of Zoom presentations with high schools, and additional information sessions and virtual guided tours. Palomar Powered Info Nights have been held in collaboration with the financial aid department. Virtual self-serve options inclusive of a college fair table, academic showcase, facts and figures slideshow, hot topics, Palomar Connect and virtual toolbox, are being promoted to high schools, parents and students.



## FINANCE AND ADMINISTRATION

### **Fiscal Services**

The 2020-21 Budget Act included language that will trigger increased funding and reduce deferrals, if additional federal funds were available. The October 15 deadline stipulated in the Budget Act passed without a deal on an additional federal stimulus package. This lack of federal funding was confirmed by the Department of Finance in a letter to the Joint Legislative Budget Committee. These actions should not affect the budget of Palomar College, as the current Adopted Budget did not assume the availability of said federal funding.

Eide Bailly will be performing their final audit testing for the FY2019-20, during the week of November 2.

### **Information Services**

Director of Information Services, Connie Moise will attend her last official work day on November 6. Connie has made significant contributions to the College and her impact on our systems and programs will contribute to our success for the years to come.

## HUMAN RESOURCE SERVICES

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

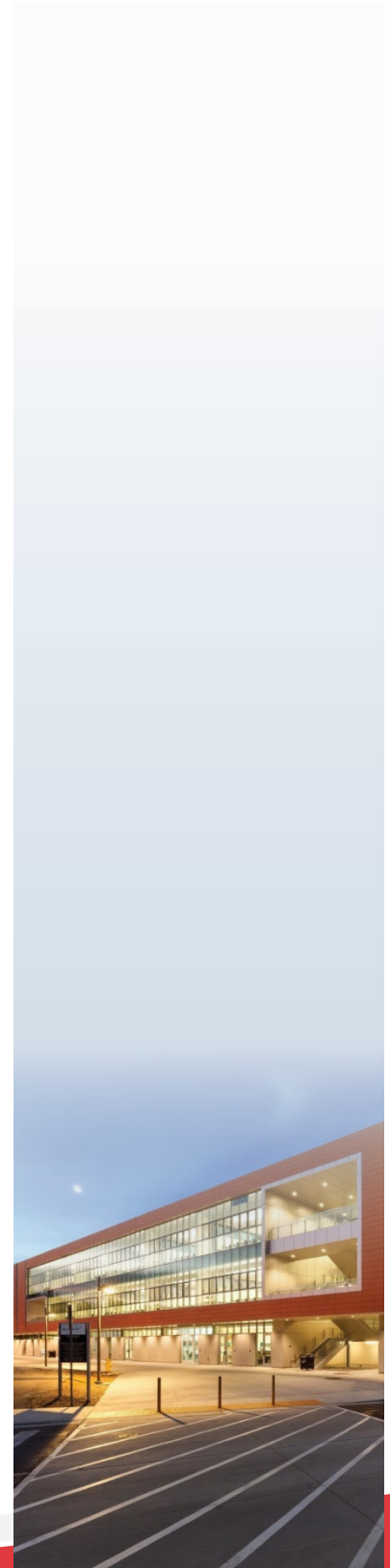
Following the close of the dependent audit, open enrollment, and the benefit changes due to the fiscal services upgrade, the benefits office has been reconciling all changes within multiple systems. Once the eBenefits system has been finalized with the fiscal services upgrade benefit changes, the benefits office will be sending all employees verification of the open enrollment elections. The Business Systems Analyst is actively working with eBenefits to finalize the fiscal services upgrade benefits system changes.

The Human Resource Services web page workgroup will begin identifying ways to streamline formatting and content access for the HRS web pages. The group will review content delivery on other educational institutional web pages to inform the decision-making process.

### **Recruitment/Vacancies**

Below are the recruitment figures to date:

- 20 permanent recruitments in progress and two out-of-class recruitments
  - 6 – Admin/CAST
  - 12 – Classified (1 is an out-of-class recruitment)
  - 2 - Faculty
- 54 part-time faculty recruitments in progress
  - 10 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) held drop in writing sessions throughout the month of October and writing teams continued to prepare their draft narratives for the Institutional Self Evaluation Report (ISER). Narratives were due on November 1. AWLT will begin reviewing the drafts during the week of November 2. The Accreditation Liaison Officer presented a summary of progress on the ISER and an overview of Accreditation Standard I during the campus-wide State of the Budget meeting.

In support of the development of the FCMAT progress report, mentioned in the President's Office section above, Marti Snyder organized and established an online inventory of evidence folders and documentation.

### **Integrated Planning**

All Program Review and Planning (PRP) documents were due to deans, directors, or managers on October 30. As the deans, directors, and managers review resource requests, technology and facilities requests will be forwarded to the appropriate review committee. Council and management reviews are due in mid-December.

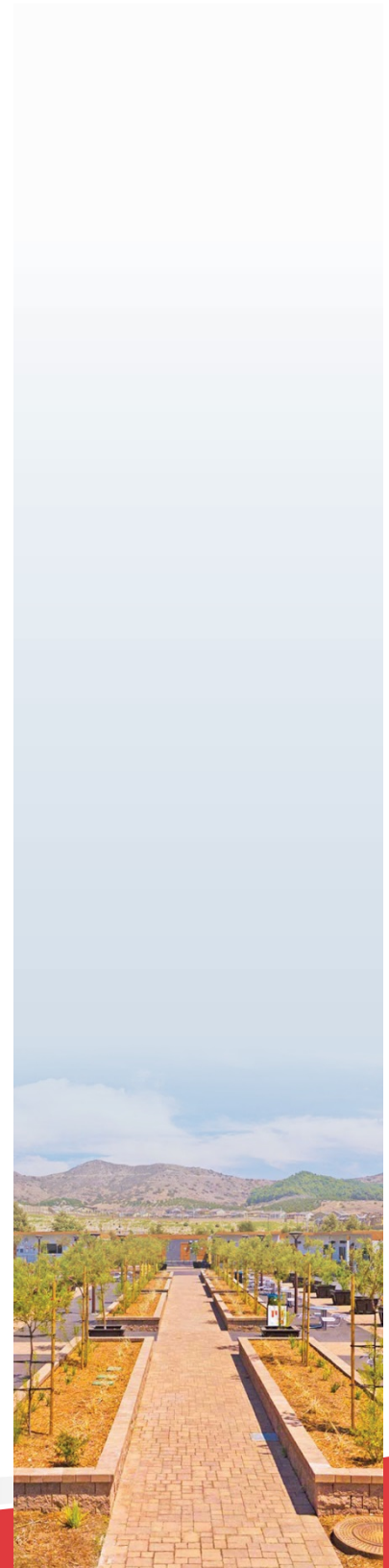
As a result of training sessions, IR&P received additional requests for data and research to support unit evaluations. In addition, all non-instructional units were required to update their Service Area Outcomes in Nuventive, the college's database for maintaining and tracking SLO and SAO assessment cycles. Ensuring all SLOs and SAOs are maintained in this database, will facilitate a review by our accreditation peer review team during the planned Spring 2022 ACCJC accreditation visit.

### **Institutional Research and Planning (IR&P)**

IR&P continued to present results for the comprehensive AB705 evaluation project. Specifically, IR&P presented the equity results for math to the AB705 workgroup. Placement and student outcomes in transfer level math were examined by specific demographic category. Changes in outcome metrics over time across specific equity categories were assessed.

IR&P's Senior Director calculated and prepared the District's Faculty Obligation Number (FON) and Full-time Faculty Ratio. While the Board of Governors is not holding districts to the FON this year, the reports are still required. The FON and ratio will be reviewed in SPC on November 3 as an information item.

The District's Fall Integrated Postsecondary Data System (IPEDS) surveys were reviewed and locked during the month of October. All accredited institutions submit data to this federal system. Palomar subscribes to the Chancellor's office reporting system for uploading of data to IPEDS. Once uploaded, the College reviews and locks the survey data. Among data reported, IPEDS calculates the college's Student Right to Know metrics for completion and transfer. The following surveys were submitted for Fall data collection: Institutional Characteristics, Completions, and 12-Month Enrollment.



## PUBLIC AFFAIRS OFFICE

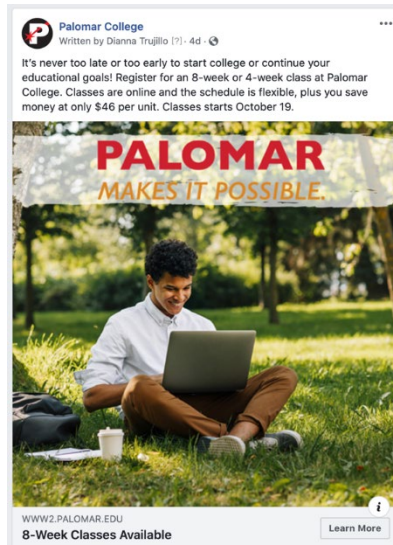
### Marketing/Advertising/Promotion

The *Palomar Makes It Possible* digital advertising strategy was optimized in October to increase awareness of programs available at the College and generate more qualified traffic to the associated landing pages and palomar.edu website. Web banners targeted to the southern and northern regions of the District will launch in early November. The web streaming campaign is scheduled to re-launch during the second week of November. Both of the latter tactics are designed to support enrollment for the spring semester.

Similar to our paid Facebook ads in September, the opportunity for students to enroll in 4-week and 8-week courses was featured. These ads ran during the first three weeks of October and produced over 33,000 targeted impressions and an overall click-thru-rate of .13 at a total cost of \$400. Social media remains the 4<sup>th</sup> ranked source of all traffic generated to the Palomar.edu website and 68% of the social media traffic is produced by Facebook. We are beginning to see an increase in traffic from other social media platforms. Social media generated website traffic from LinkedIn and Instagram, both increased 2%. The Facebook ads in November will focus on spring enrollment and feature the essential worker training programs available at the College.



Facebook Ad version 1

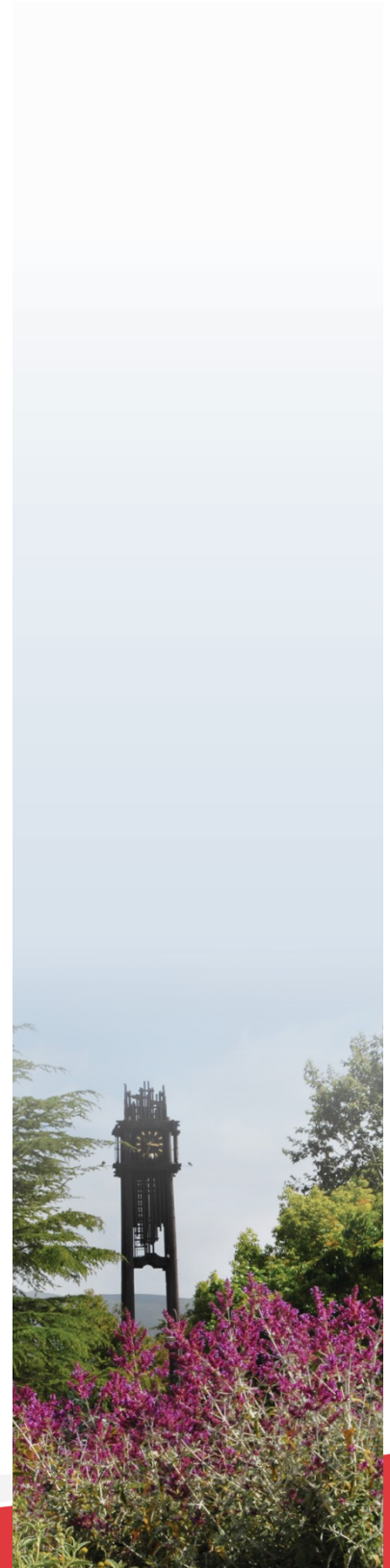


Facebook Ad version 2

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 31% compared to last year. Instagram is continuing to show the largest year-over-year increase at 43% and LinkedIn followers remained steady at a 4% increase.

### Community and Media Relations

Two press releases were distributed in October. The first was to announce the refunding of Prop M bonds and the savings to taxpayers in our District, and the second celebrated the recognition of being ranked as a Latinx serving institution. Sixteen stories ran in media outlets throughout the region in October.





## Internal/External Communications and Public Affairs

In October, we developed and featured stories on “Fashion Week San Diego to Feature Two of Palomar’s Own” and “A Pair of Design Awards for Palomar’s LRC, Rancho Bernardo Center”. We also published the third story in our series on the history and building of an antiracism framework at the College. The third story was released on October 23 and is titled, “Opening the Campus Doors to Marginalized People”. The October edition of Palomar News e-newsletter was sent on November 6.

## FOUNDATION

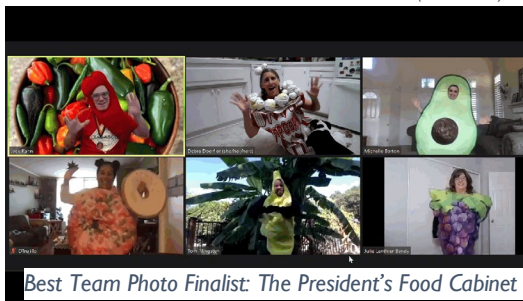
### Fundraising Activities

#### Monster Dash & Bash 5K (Virtual) Run/Walk

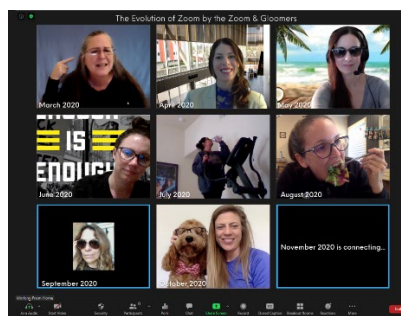
This year’s Monster Dash & Bash 5K run/walk meant a lot—especially to the students whose lives are being changed because of the monies raised. While the event looked very different, the need for support was more critical than ever. The Foundation had a successful virtual event, with 162 participants who dashed their way in the 5K. Several participants were very creative including some who counted their steps over several days, one person participated “virtually” with her 80-year-old mother from Iowa, two participants were out of town in Wisconsin and decided to do the 5K on a brisk, first snow in the area, and one group decided to roller skate their 5K! The Bash was held as a virtual happy hour costume contest on October 29. The photos showcase the best team finalist photos. Proceeds of \$15,000 will go directly to serve students through our emergency grant program providing computers, internet service and emergency funding.



Best Team Photo Winner: The Essentials (CCE/IPFF)



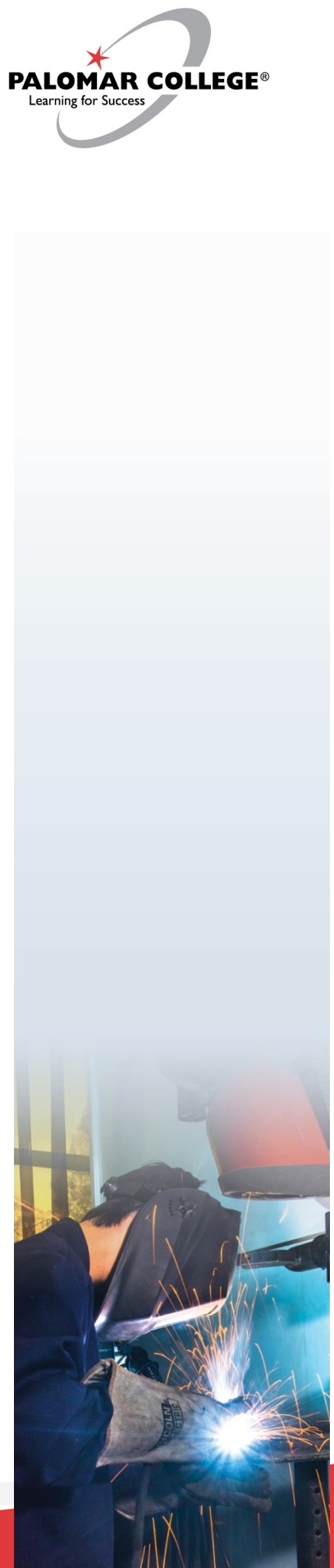
Best Team Photo Finalist: The President's Food Cabinet



Best Team Photo Finalist: The Zoom & Gloomers (2020 by month) – The DRC



Best Team Photo Finalist: Dr. Seuss Crew (The Foundation)



## Grants

The Palomar College Foundation submitted grant requests to Christensen Foundation for emergency grants and laptops; CECO for support of laptops and a new funder, Donor View for the Transitions program. In addition, the Foundation was granted \$5,000 from Pala Casino in support of our fall events.

## Serving our Students

### Fall Semester Computer and Emergency Grant Distribution

The Foundation continues to serve students through the emergency grant program. Total to date, the Foundation supported 987 students with \$130,000 in emergency grant funds and distributed 1,013 laptop computers.

## Foundation Board & Community Engagement

The Foundation Board of Directors held their regular meeting on October 26. In addition, the Foundation Board Development & Nominating Committee along with Finance & Investment Committee met in early October.

Foundation Executive Director, Stacy Rungaitis served on a San Diego Women's Week Panel on October 29, "How Women Lead When Shift Happens." This virtual event offered an opportunity to feature the great work of both the College and Foundation as we pivot strategies during COVID-19.

