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December 11, 2020

PRESIDENT'S OFFICE

Continued Focus on FCMAT

We spent the first part of November in our follow-up meetings with our FCMAT colleagues to discuss and review questions they had based on the report we provided to them in October. This consisted of four additional one-hour meetings, during which we received accolades for the work we have completed to date and gained many insights. The FCMAT team then debriefed with our fiscal monitor, Ken Stoppenbrink. Our FCMAT colleagues will be presenting their summary findings to the Governing Board at the February meeting. We are looking forward to incorporating their feedback and suggestions into our ongoing work to improve and ensure our fiscal health.

Community Connections

I am continuing to spend time developing connections with community groups and leaders in our region. I met with City of San Marcos Mayor Rebecca Jones, and City of Escondido Mayor Paul McNamara, and Zack Beck, the City Clerk of Escondido. Our discussions included collaborative projects we will be pursuing this spring. Dr. Sunny Cooke, Superintendent/President of MiraCosta College and I met for our regularly scheduled mentorship session. I also enjoyed introductory meetings with our new Governing Board members. The San Diego Chapter of the American Association for Women in Community Colleges, hosted a virtual event entitled "I am" at which I presented. I am finding all of these opportunities to be informative, rewarding, and exciting as we continue to solidify our presence in the region.

Leading the College Through COVID-19

Our focus and energy have also centered on preparing and responding to the increase in COVID-19 cases across the country, as we feel the impact in our own region. Our Emergency Operation Center and Policy team have done a great job leading our safety efforts. Our COVID-19 Response Action Team (CRAT) continues to actively track exposures and positive cases. The protocol involves communicating with all students and employees who may be at risk of exposure and evaluating the impact to the College. This work has been an incredible effort for all involved as we continue to mitigate the spread of COVID-19, and ensure the safety of our community.

OFFICE OF INSTRUCTION

Education Center Community Advisory Councils

The Fallbrook, Escondido, and Rancho Bernardo Education Centers have established Community Advisory Councils (Councils) led by Center Directors Ryan Williams, Tom Medel, and the Palomar College Foundation Executive Director, Stacy Rungaitis. The Councils have been founded as an auxiliary group of the Foundation, and will provide the District with valuable insight for each Center from local community members and high school partners. The intended purpose of the Councils is to advise, advocate, offer guidance, and champion Palomar College in the area. The Councils may also help identify needs and shape the development of programs and services mutually beneficial to the College and the community to better serve students.

The membership of the Councils vary, and generally include representatives from the area high schools, chamber of commerce members, industry leaders, community influencers, parents, and students. The first meetings will occur on December 14, will include a welcome by Interim President/Superintendent Dr. Jack Kahn, and a discussion around the Advisory Council framework. Meetings will be ongoing on a quarterly basis and we will work with each Council to identify prospective new members.

Service Learning GIS Project Highlighted in Esri

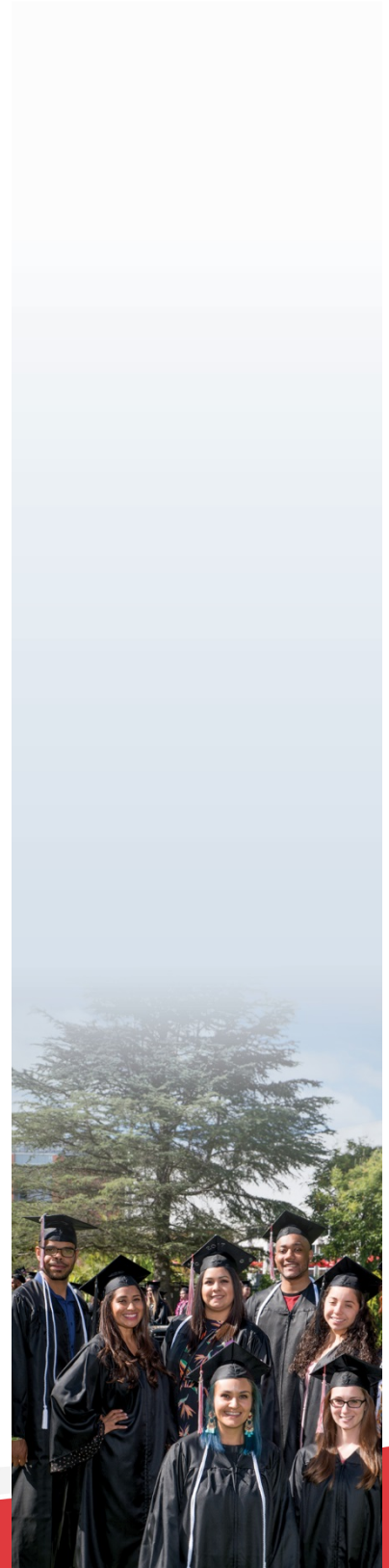
Palomar College students were recently featured in an Environmental Systems Research Institute (Esri) article about the impressive Service Learning GIS project within Professor Cheung's course. The article highlights the partnership between the North County Food Policy Council, Palomar College, and the San Diego Food System Alliance, which has evolved in response to the needs of communities in the region. Service Learning projects engage students in learning about and solving real-world problems. Participation in Service Learning also increases student success and retention, especially for disproportionately impacted groups. More information is available in the Palomar College [Service Learning Report 2020](#). The above referenced article can be found [here](#).

STUDENT SERVICES

As enrollments at community colleges across the state continue to decline, Student Services is launching a campus-wide retention effort to mitigate any potential enrollment loss for the College. Using personal touch and intrusive support, nine thousand students will be contacted who have not registered for the upcoming spring semester. Data from the efforts will be analyzed at the end of January to help inform our efforts to institutionalize this initiative.

Student Life & Leadership

The Associated Student Government (ASG) purchased 500 bundles of school supplies from the Palomar College bookstore to give to students during a drive-thru food distribution event held on November 21. A total of 250 school supply bundles were distributed. At the same event, diapers were provided to 20 pre-registered students,



who would have customarily visited the Anita and Stan Maag Food & Nutrition Center for this important household item.

To improve connectivity with students while we proceed in a virtual environment, the ASG will be creating podcasts containing updates, and other important news to share with students.

In a continued effort to assist students with food insecurity, 527 grocery e-cards were distributed between October 19 and November 25. Over 330 applications have been received for the upcoming second round of e-card distributions. The team is currently in the process of distributing approximately \$41,000 in e-grocery cards.

FINANCE AND ADMINISTRATION

Facilities

The College received two awards at the virtual Community College Facility Coalition (CCFC) 27th Annual Conference in November. The Rancho Bernardo Education Center received an Award of Merit in the Modernization category and the Learning Resource Center earned an Award of Excellence in the Growth category. Both Chris Miller, Director of Facilities and Dennis Astl, Manager of Construction and Facilities Planning, were present at this virtual ceremony for the presentation of these awards.

Campus Police

Campus police has facilitated over 250 calls for computer restarts since we began remote work. We are also supporting the numerous food drives and course related distribution events on campus to support students and the community.

HUMAN RESOURCE SERVICES

Benefits, Workers Compensation, Leaves, and Accommodations

All dependent audit and open enrollment changes have been processed. The benefits office is working with employees who have moved to new plans, and providing assistance and support when possible. Employees who selected new plans during open enrollment are not eligible to make changes to their elections, since open enrollment has closed. The benefits office will move its focus to updating the information presented on the benefits webpage. In addition, work is underway to increase automation through the use of more Adobe Sign forms on the Human Resources Services website. Further, the Human Resource Services web page group will begin working to identify ways to streamline formatting and access to content.

Recruitment/Vacancies

Below are the recruitment figures to date:

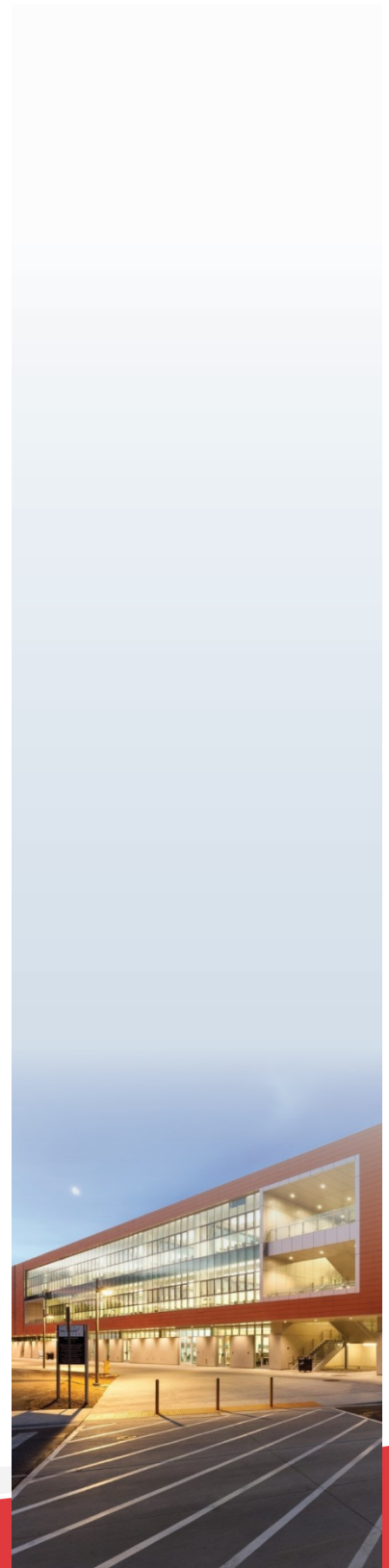
20 permanent recruitments in progress and 2 out-of-class recruitments

8 – Admin/CAST (one is the Interim Dean CTEE)

12 – Classified (one is an out-of-class recruitment)

2 - Faculty

53 part-time faculty recruitments in progress



11 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, writing team chairs and executive administration participated in our Advanced Institutional Self Evaluation Report (ISER) training with ACCJC on December 4. During the meeting, Dr. Stephanie Droker, ACCJC President, answered specific questions regarding our self-evaluation. The topics discussed included strategies on how best to reflect ongoing change within the ISER document, how to and at what level should the impact of COVID-19 be referenced, and the breadth and depth of topics to include in the College's Quality Focus Essay. During the next two months, the Accreditation Writing Steering Committee will take the drafts submitted by the writing teams, and begin to format them into a cohesive single document. During the spring semester, edits capturing continued work on our FCMAT recommendations will be incorporated, and the second draft will be shared with the writing teams, and broader campus community.

Integrated Planning

The work to update the College's Vision, Mission, and Values statement continues. The Strategic Planning Council writing team has drafted several options for an updated Vision and Mission statement and is working on crafting language for the College's values. The team has also sent out a brief survey to alumni and the community asking for their perspective, and the impact Palomar has had on their lives. This information will inform the work of the team.

Institutional Research and Planning (IR&P)

IR&P is working to prepare data required by the Chancellor's office related to the College's implementation of Assembly Bill 705 (AB705). To this end, the College will be submitting the enrollments and outcomes of students placed through multiple measures in English and math. The data will be disaggregated by race/ethnicity.

IR&P has updated our Student-Centered Funding Formula (SCFF) calculator to improve its ease of use, and to include special population FTES in the data entry tabs. These updates will allow users to assess the impact of goals established to increase the FTES generated by the special populations included in the SCFF.

Staff has also produced a standard enrollment and demographic report for the Fallbrook, Rancho Bernardo, and Escondido Education Centers, and a specialized student enrollment and outcomes report for the Disability Resource Center. Work continues on the new suite of data dashboards with a student demographic and student journey dashboard in development.



PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The *Palomar Makes It Possible* digital advertising strategy continues to 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 ran in November. The web streaming campaign, inclusive of [video content](#) featuring a Palomar College alum and local radio personality, started in the second week of November and will continue into December. Both of the latter tactics are designed to support enrollment for the spring semester. Our digital billboard viewable from interstate 15 was updated to feature “enroll now for spring”.



Image of Digital Billboard

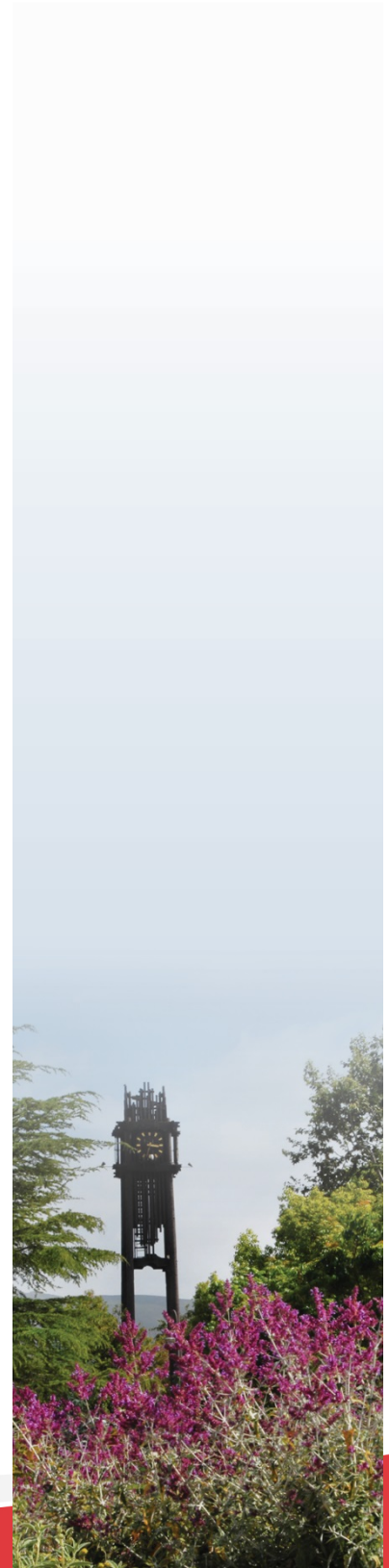
Our paid Facebook ads in November featured “enroll now for spring” with an emphasis on our programs that educate, and train essential workers. The ads running in December continue to promote the opportunity to enroll in the spring semester. During the 3-week Facebook ad campaign in November, the ads gained nearly 29,000 impressions, and over 800 clicks to the associated webpages. This click-thru-rate is above industry standard. Images of the ads that ran are provided below.



Facebook Ad version 1



Facebook Ad version 2



Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and 83% of the social media traffic is produced by Facebook. We are beginning to see an increase in traffic from other social media platforms, with particular progress from LinkedIn and Instagram. The Facebook ads in January will focus on spring enrollment and the editorial calendar will feature posts on the essential worker training programs available at the College.

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 29% compared to last year. Instagram is continuing to show the largest year-over-year increase at 40%, and LinkedIn followers remained steady at a 4% increase.

Community and Media Relations

Two press releases were distributed in November. The first featured the virtual Dash & Bash fundraising event and the second announced the food distribution event held on November 21. Both releases generated print and television coverage for the College. In November, twenty-two Palomar College stories ran in media outlets throughout the region. A mention of the College was included in an additional 104 national and regional news stories written about the Cal Coast Credit Union Pack the Pantry campaign that ran for 3 weeks in November.

Internal/External Communications and Public Affairs

In November, we developed and featured stories on the Virtual Veterans Day Celebration and the recent recognition gained by PCTV for its film featuring a local photojournalist who got his start at Palomar College. In addition, we released another story in our series, *A Deepening Commitment to Antiracism in Palomar’s Recent Past*. During the first week of December we issued a feature story on our historic partnership with Tri-City Medical Center and released the December issue of Palomar News.

FOUNDATION

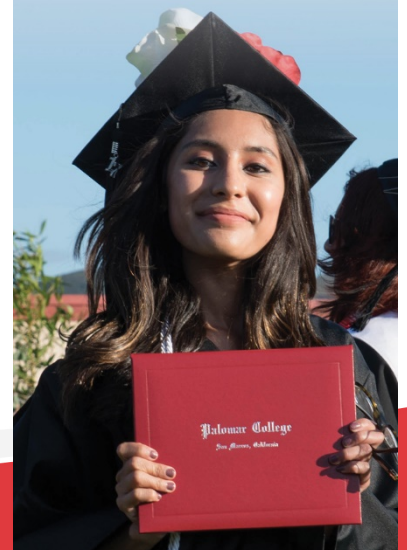
Fundraising Activities

Grants

The Palomar College Foundation submitted grant requests to Nordson Foundation for the CALM program; the John Burton Foundation for technology support; and the Foundation of California Community Colleges for foster youth/COVID relief. The latter grant was awarded quickly for \$10,000, and will be distributed immediately to foster youth students. In addition, the Foundation received \$1,500 from the Escondido Rotary for emergency grants/laptop support.

Scholarships

In November, the Palomar College Foundation received funding for scholarships from three notable sources. The Women’s Club of Carlsbad provided scholarship funds for nursing students at \$3,000; the Jonathan Downey Memorial Scholarship received a family contribution of \$6,000 for digital media students, and the first responder scholarships were supported at \$6,000 by Leota Peters.



Giving Tuesday

The Foundation celebrated #GivingTuesday on December 1. This day has grown into a global movement that inspires people to give, collaborate, and celebrate generosity. While we celebrated differently this year, a virtual “luncheon” was held with dueling pianos as entertainment! A long-time donor of the Foundation Marlene Rogers, sponsored a match to provide twice the impact of donations. Over \$35,000 was raised to help rebuild the Emergency Fund Campaign supporting student’s needs for laptops and emergency grants.



Image 1: Dueling Pianist

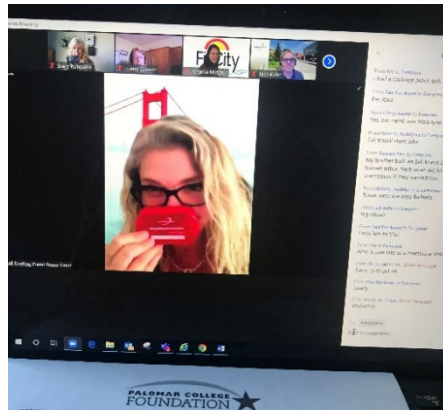


Image 2: Karen Donovan, Nursing Faculty

