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December 30, 2020

PRESIDENT'S OFFICE

A Mid-Year Look Forward

As we moved toward the start of winter break, we made progress on tying up mid-year projects and looking ahead to 2021. We worked diligently to prepare the initial onboarding session for the Governing Board and spent time formulating an approach to move our integrated planning initiatives forward. We are looking forward to sharing all of these plans with our colleagues and the Governing Board in the coming months.

New Leadership

We were able to finalize our search for both the Assistant Superintendent/Vice President of Human Resources and Assistant Superintendent/Vice President of Administrative Services. The candidates will begin their work at the District in January, pending Governing Board approval. Mr. David Montoya, will lead our Human Resource Services team, and most recently served as the Associate Vice President of Human Resources; Deputy Title IX Coordinator at Humboldt State University. Our Administrative Services division will be led by Ms. Ambur Borth. Ambur most recently worked as the Assistant Superintendent of Business Services, at Menifee Union School District. We are very much looking forward to working with our new colleagues.

It is important for us to recognize the incredible dedication, work, and expertise of Ms. Linda Beam and Mr. Yulian Ligioso, as Interim Assistant Superintendent/Vice Presidents in their respective areas. Without both of them our District would be in a very different place fiscally and otherwise. On behalf of the District, I extend my gratitude and heartfelt respect for both Ms. Beam and Mr. Ligioso.

Leading the College Through COVID-19

We conducted an analysis of all of the Fall 2020 activities developed and managed by our Emergency Operations Center. The Governing Board will receive a report prior to the Board meeting on January 5. The report is posted in our communications library and can be accessed [here](#).

OFFICE OF INSTRUCTION

Palomar College Partners with Project Cornerstone

Palomar College recently partnered with Project Cornerstone to help Diesel Technology students, who have completed at least four main courses, secure employment and help pay for their mechanic tools. Project Cornerstone is a non-profit group that exposes students to the industry, and connects them to positions that are hard to fill within the construction industry. Due to the required purchase of their own tools, many auto and/or diesel students have difficulty taking advantage of job opportunities. Project Cornerstone has grant funds to aid in the purchase of tools for two Palomar students who have been hired by one of their partner companies.

Interested students will work with the Palomar College Job Developer to create resumes, and practice interviewing skills. Students will also need to submit a 1-2 page essay explaining why they believe they are a good candidate for the diesel mechanic tool scholarship, and how it will benefit their career as a mechanic. The companies will then evaluate the applications received, and hire from that pool. Two of the top students will receive a "starter" set of mechanic tools paid for by the grant funds, which is dependent upon accepting employment, and an agreement to stay with the company for one year.

Palomar College faculty arranged for our Snap-On tool representative to provide Project Cornerstone with the same discount provided to our students. In result, Project Cornerstone will be able to buy two tool kits valued at \$3,900, instead of one. If the participating businesses want to hire more than two students, the businesses will decide who are the top applicants, and work with Project Cornerstone to identify whom should receive the free tools.

STUDENT SERVICES

Enrollment Services

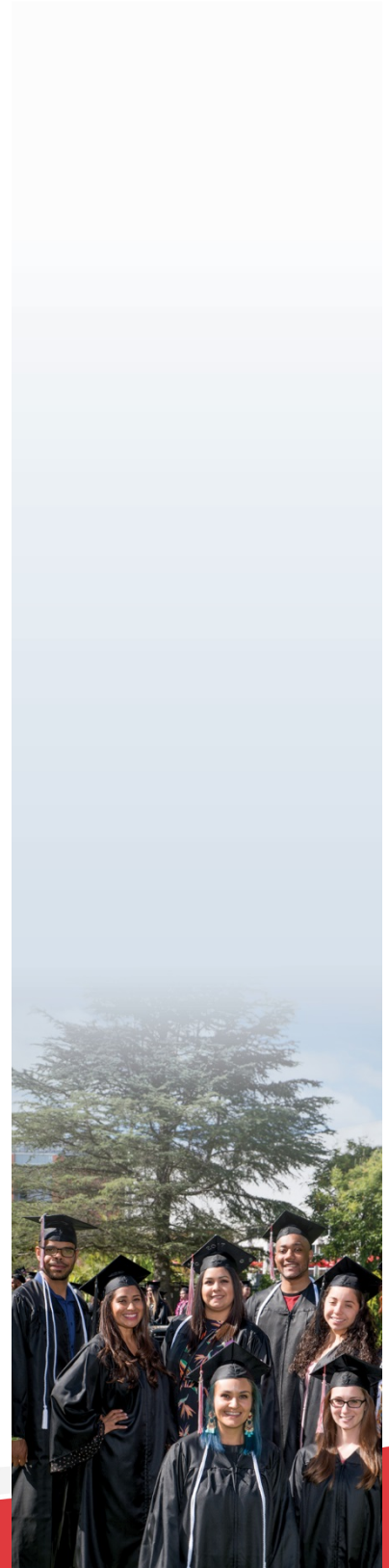
Outreach Services continues to seek creative ways to design new virtual resources for prospective students. High schools and community organizations are doing the same for their students and families. To assist with these ongoing efforts, a team of Federal Work Study students will start working with our Outreach Services team in January. The students will receive financial aid, and gain a quality, hands-on career experience.

The Student Success Call Campaign has made great progress in the month of December. A committed group of employees have contacted nearly 1,000 students. In result, we are learning about the challenges they are facing, how we can help them, and get them enrolled for the spring term. Students really appreciate hearing from us!

Student Life & Leadership

A new part-time case manager, Maribel Onstott, joined the team on December 7. A successful mindfulness workshop was designed and hosted by Behavioral Health Counseling Services interns, Connie Lee, Alana Lewis, and Jordan Hartman.

The Associated Student Government (ASG) ended the fall semester with a change in



leadership. Remy Arnold resigned as President and the new ASG President is Kateri Mouawad, who previously served as Vice-President. Abeeha Hussain was elected as the new Vice-President.

Looking toward the spring semester and the continued need to aid our students with food insecurities, a food distribution plan was submitted to the Emergency Operations Center for review. In addition, preparations are underway for the 2021 virtual commencement.

Counseling Services

Umoja distributed fifty-six \$50 WalMart gift cards to qualifying students to assist with the purchase of groceries.

FINANCE AND ADMINISTRATION

No report.

HUMAN RESOURCE SERVICES

Benefits, Workers Compensation, Leaves, and Accommodations

The Benefits Department is working with BrightPath Consulting Services and members of the Finance and Administrative Services team on a new COBRA, and retiree insurance contribution tracking - accounts receivable process. BrightPath Consulting Services will be overseeing this function as a part of their insurance broker services for the District. The goal of this transition is to increase efficiency and transparency of these programs, which will ensure we are compliant with all the related regulations.

Recruitment/Vacancies

The EEO/Hiring Committee training schedule for 2021 has been added to the 3PD Portal. The training will be offered once a month.

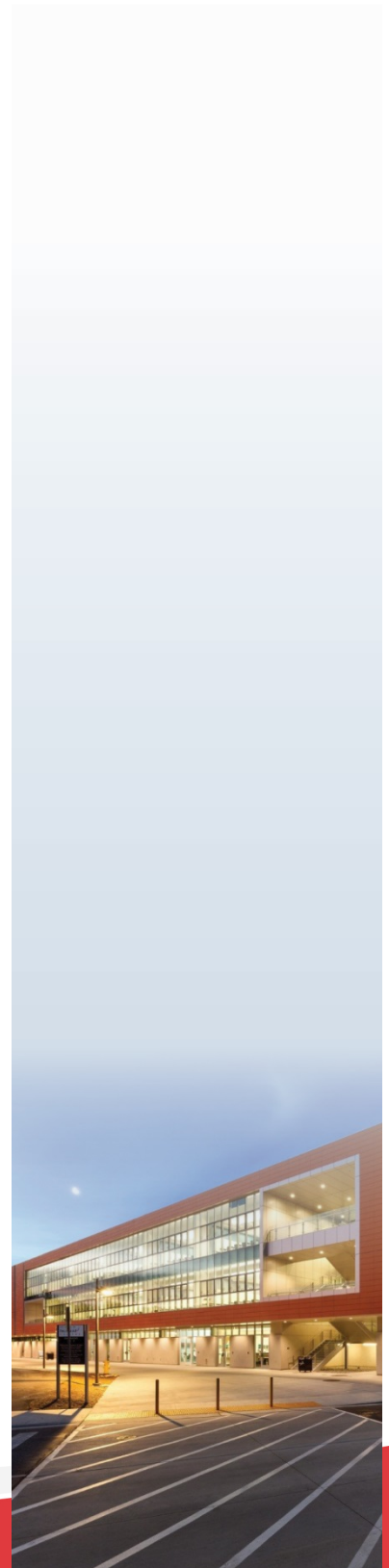
Below are the recruitment figures to date:

- 20 permanent recruitments are in progress and 2 out-of-class recruitments
 - 8 – Admin/CAST (1 is the Interim Dean CTEE)
 - 12 – Classified (1 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 Writing Leadership Team is reviewing the draft narrative submitted by the writing teams. 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 intended to capture the College's continued work to address the FCMAT recommendations will be incorporated into the document. 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 is continuing. The Strategic Planning Council (SPC) writing team reviewed survey responses on how the college has transformed lives of our community members. Using this information and input from SPC, the team crafted a draft new Vision, Mission, and Values statement. The draft was shared with SPC on December 12 and positive feedback was received. The SPC writing team will begin sharing the draft with the campus community before sending it through the participatory governance process for review and approval.

Institutional Research and Planning (IR&P)

IR&P continues to prepare data required by the Chancellor's office related to Palomar'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. Data will be disaggregated by race/ethnicity. The report is due to the Chancellor's office on January 15, 2021.

The research staff completed a report for the Disability Resource Center (DRC), providing data on DRC student demographics, the number of DRC students who utilized their priority registration appointments, and DRC student outcomes.

PUBLIC AFFAIRS OFFICE

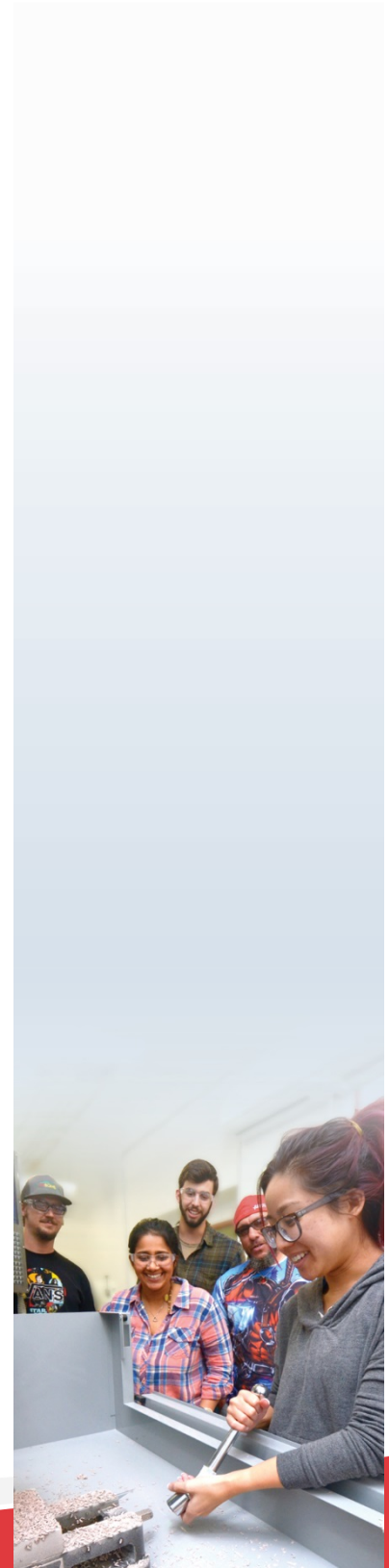
Marketing/Advertising/Promotion

The *Palomar Makes It Possible* digital advertising strategy continues to generate more qualified traffic to the associated landing pages and palomar.edu website. The web streaming campaign, designed to increase awareness for spring enrollment, included a [video endorsement](#) featuring a Palomar College alum and local radio personality. This campaign started in the second week of November continued through the last week of the fall semester. Our digital billboard viewable from interstate 15 continues to feature the call to action "Enroll Today for Spring".



Image of Digital Billboard

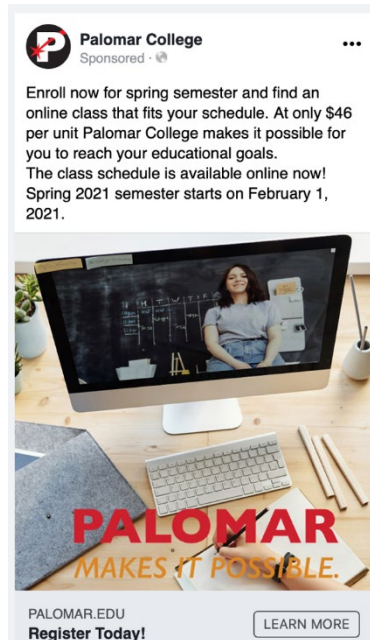
Our paid Facebook ads in December featured "enroll now for spring" with an emphasis on saving money and attaining educational goals. During the 3-week Facebook ad



campaign in December, the ads gained nearly 25,000 impressions and generated traffic to the palomar.edu website. Images of the ads that ran are provided below. The ads running in January will continue to feature messaging regarding Spring enrollment.



Facebook Ad #1



Facebook Ad #2

In collaboration with our colleagues in the Pre-Apprenticeship program, we placed paid ads on Facebook to highlight opportunities to gain knowledge and skills in the construction industry. The ads generated over 27,000 impressions and over 900 ad clicks, taking users to the appropriate pages on palomar.edu.

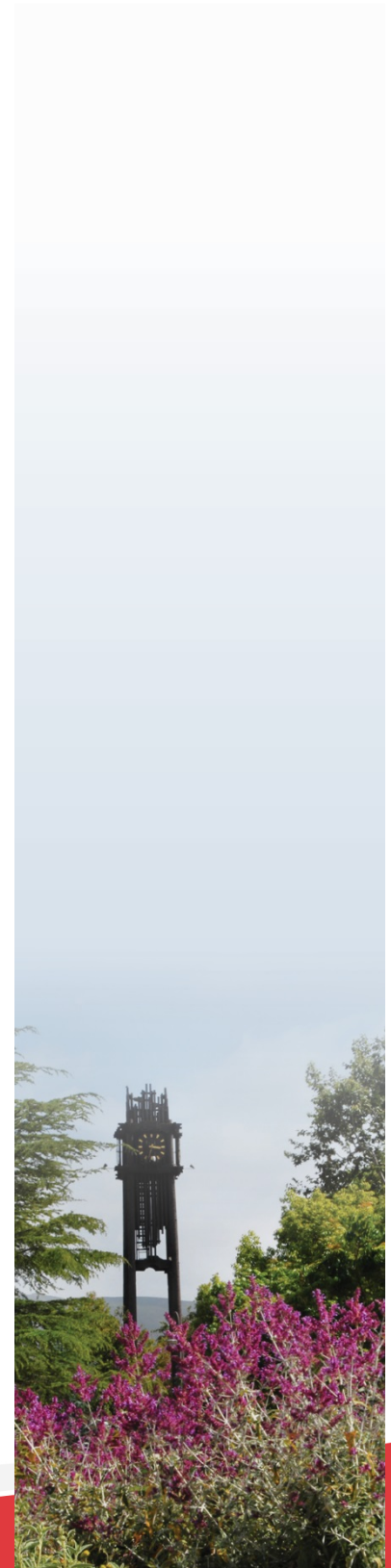
We also partnered with our colleagues in the North County Education Opportunity Center (NCEOC) to place paid ads on Facebook to generate awareness of the important services provided by the NCEOC. This campaign garnered over 26,400 impressions. In January, we plan to support NCEOC's recruitment goals through a web-streaming advertising campaign. The campaign is designed to run in January and March.

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and 82% 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 Instagram and LinkedIn.

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 27% compared to last year. Instagram is continuing to show the largest year-over-year increase at 39%, and LinkedIn followers remained steady at a 4% increase.

Community and Media Relations

A [press release](#) was issued to announce the new Governing Board. The release



generated print coverage for the College. In December, twenty Palomar College stories ran in media outlets throughout the region, including the feature story we issued on our historic partnership with Tri-City Medical Center. The news regarding the Palomar College Foundation \$50,000 grant from the San Diego Foundation for the STEM summer institute, garnered regional and national press.

Internal/External Communications and Public Affairs

During the first week of December, we released the December issue of Palomar News, and issued a feature story on our historic partnership with Tri-City Medical Center, which was published by a local media outlet. In the following weeks we released another story in our series, [Palomar Moves into Bold New Territory with Antiracist Action](#). We also issued a [success story](#) on a formerly incarcerated student, and a story on our [solar array](#) that was recently activated at the Fallbrook Education Center.

FOUNDATION

Fundraising Activities

Grants

The Palomar College Foundation submitted a \$10,000 grant request to Hunter Industries for the Emergency Grant Program. In addition, the Foundation was awarded two significant grants in December including \$50,000 from the San Diego Foundation for the STEM summer institute (2022). The California Community College Foundation supported \$10,000 for emergency grants for Foster Youth students at Palomar College. These funds were quickly disbursed to over 30 foster youth students in mid-December.

Foundation Board of Directors

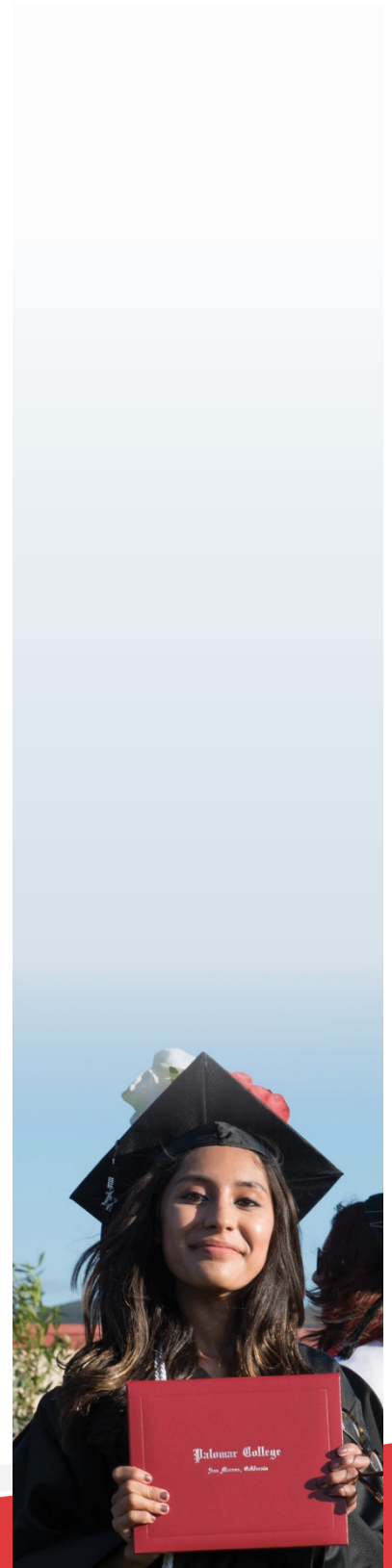
The Foundation Board of Directors held their annual meeting on December 14. Celia Garcia from Thermo Fisher was nominated and approved to join the board. In addition, the Slate of Officers (Executive Committee) for 2021 and 2022 was approved to include, Peter Rogers, Chair; Scotty Lombardi, Chair-Elect; Dr. Li Tian, Secretary; Malena Bennett, Treasurer; and Will Rivera, Immediate Past Chair-appointed.

Community Advisory Councils: Education Centers

Kick-off meetings were held for the newly established Community Advisory Councils for the Fallbrook, Escondido, and Rancho Bernardo Education Centers. The Community Advisory Councils have been formed as auxiliary groups of the Foundation and are led by Center Directors Ryan Williams, Tom Medel, and the Palomar College Foundation Executive Director, Stacy Rungaitis. The intended purpose of each council is to advise, advocate, offer guidance, and champion Palomar College in the area. Membership includes local business and community leaders along with K-12 partners, who may help identify needs and shape the development of programs and services mutually beneficial to the College and the community to better serve students.

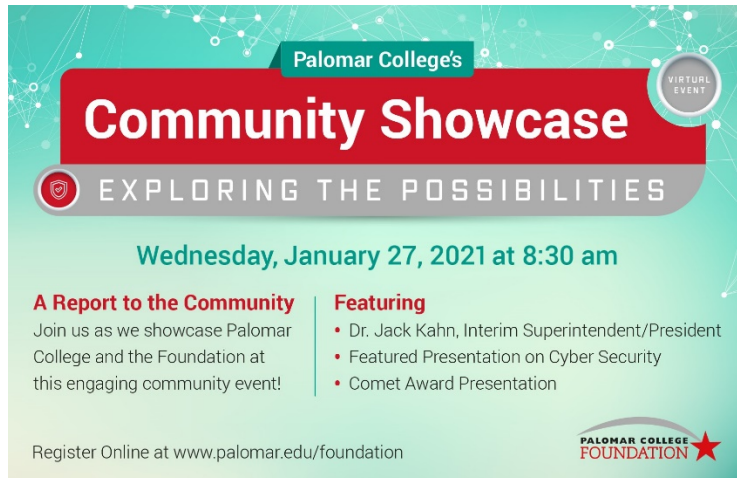
Year-end Success

With the support of internal and community support, the Foundation had another successful year in generating revenue to support our mission to remove financial barriers for Palomar students. Our emergency grant program provided over 50 times the traditional annual amount in emergency aid, and laptop computers for students.



Over \$248,000 was awarded to 2,113 students (\$143,000 grants; \$103,000 laptops) to help keep these students enrolled in school.

Palomar's Community Showcase – Click on the image below and REGISTER TODAY!



Palomar College's

Community Showcase

VIRTUAL EVENT

EXPLORING THE POSSIBILITIES

Wednesday, January 27, 2021 at 8:30 am

A Report to the Community
Join us as we showcase Palomar College and the Foundation at this engaging community event!

Featuring

- Dr. Jack Kahn, Interim Superintendent/President
- Featured Presentation on Cyber Security
- Comet Award Presentation

Register Online at www.palomar.edu/foundation

PALOMAR COLLEGE FOUNDATION

