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January 29, 2021

PRESIDENT'S OFFICE

A Month of Planning

Much of the work transpiring through the president's office this month has been related to preparing for the FCMAT report to the Governing Board and the impact of COVID-19 on planning. In terms of FCMAT, the updates summarizing our work to date, have been shared with the Governing Board, while also issued to our FCMAT colleagues. COVID-19 continues to be a challenge with more cases impacting our campus community, and the workload devoted to intake of information, tracking, and ensuring campus safety. The team continues to do wonderful work, but it can take a toll both on the calendar, and stress level for all of us.



Integrated Planning Model

The Executive Cabinet members have spent a significant amount of time revamping our integrated planning model. The model will be reviewed by our Strategic Planning Council in February. This model will increase transparency, and clearly connect college plans with budget planning.

High Impact Initiatives

An initial meeting was held with colleagues to discuss redistricting requirements as they relate to the updated U.S. Census data that will be released in late spring/early summer 2021. Early discussions have been initiated regarding future bond opportunities. Both of these important future initiatives will be summarized and presented to the Governing Board in the near future.

Our Student Leaders Influence the Future

In the final week of January, three of our student leaders participated with our colleagues in the region to inform our legislators of the importance of properly funding community colleges, the basic and mental health needs of our students, and the impact of COVID-19 on their learning environment. Associated Student Government President (ASG), Kateri Mouawad; ASG Vice-President, Abeeha Hussain; and ASG Senator, Roxanna Vega; were amazing representatives for our College and our student body. We are so fortunate to have such a great team of leaders for our ASG.

OFFICE OF INSTRUCTION

Grant Received to Increase Pathways at Vista Detention Facility



Palomar has received a Strong Workforce grant to develop a noncredit, Introduction to Advanced Manufacturing Program at the Vista Detention Facility (VDF). The goal of this program is to build new advanced manufacturing programs within VDF, allowing students to earn valuable certifications and either a) transition into Palomar's credit welding program; b) transition to Palomar to complete the hands-on portion of the Pre-Apprenticeship Program and then into a credit, earn-as-you-learn Apprenticeship Program; c) transition to another Advanced Manufacturing credit program such as drafting or machining; or d) seek employment in the trades. By creating noncredit career development college preparation (CDCP) programs, we will be able to sustain the program through apportionment beyond the period of performance of this funding.

Instructional Reorganization

Effective February 1, the Library will transition from the Social and Behavioral Sciences Division to the Languages and Literature Division, as part of the District's overall reorganization efforts.

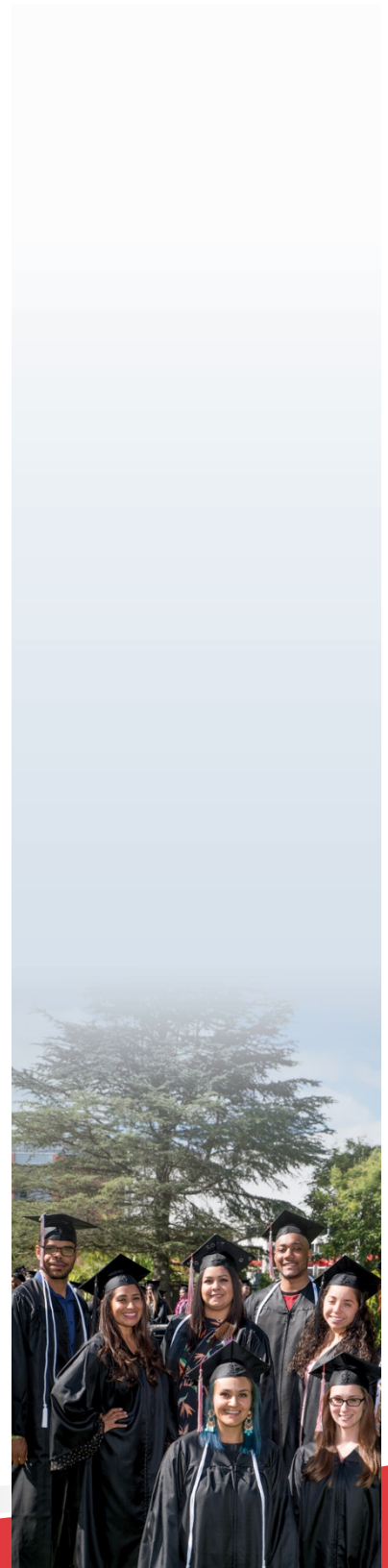
Strategic Enrollment Management Plan

The 2020-22 Strategic Enrollment Management Plan was approved at the Strategic Planning Council meeting on December 15.

STUDENT SERVICES

Behavioral Health Counseling Services

A "Queer Camp" will be hosted on February 19 for LGBTQ+ students and Allies. In addition, individual counseling and crisis intervention for students will continue throughout the spring semester. A new training on "Emergency Response in the Virtual



Environment” that features our colleagues in Student Life & Leadership and Campus Police was developed and will be made available to faculty and staff.

Student Health Centers

The team continues to provide daily health consultation to the Emergency Operations Center and as needed advisement to the Policy group on major decisions related to COVID-19 Response. On an ongoing basis, our Family Nurse Practitioner and part-time nursing team conduct intake interviews of Palomar students, staff, and faculty who report symptoms, exposure to COVID-19, or a positive COVID-19 test. The intake interview includes guidance and support to students and employees. This work ensures the safety of the campus community.

A new “*Keeping the Workplace Safe from COVID-19*” training was designed and recorded, for the intention to inform faculty and staff who are working in the face-to-face environment during spring 2021 and going forward.

Athletics

Despite the impact of COVID-19, and not being able to hold practice, workouts and games, Ben Adams, and the baseball coaching staff and team, were able to help nine student athletes get scholarships to 4-year institutions to continue their education and baseball careers. The players are:



1. Brady Lavoie (North Carolina State University)
2. Jacob Widener (North Carolina State University)
3. Dylan Delvechio (CSU Fullerton)
4. Cade Swenson (New Mexico State)
5. Jack O'Brien (Hawaii Pacific University)
6. Joe Magrisi (UC Riverside)
7. Nick Seamons (Lewis & Clark State)
8. James Benham (Ottawa University)
9. Chip Korbacher (Cumberland University)

Student Life & Leadership

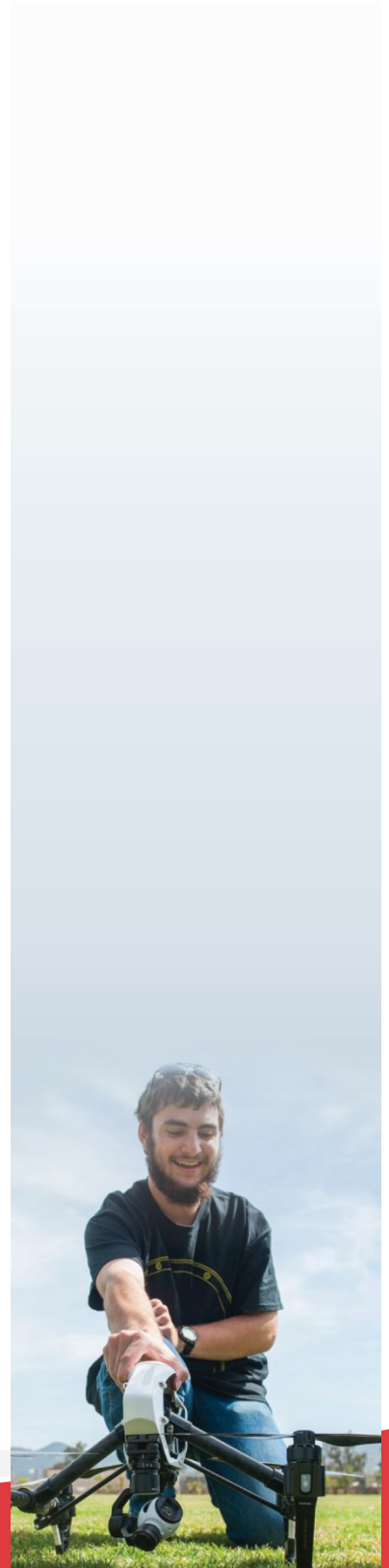
The Associated Student Government (ASG) is busy planning various projects for this upcoming semester including, a spring retreat, student union renovations, spring elections, equity findings for part-time faculty, and proposing ASG stipends. ASG leaders participated in the virtual Community College League of California Annual Legislative Conference on January 25- 27. The Student Activities Coordinator is preparing to kick off the spring semester with Black History Month.

Student Life & Leadership is leading the planning for a Virtual Commencement in May. The team is working on the logistics of a possible “drive-in” type ceremony.

FINANCE AND ADMINISTRATION

PROP M Projects

Athletics Projects: The work associated with developing construction documents for the softball and football stadiums is proceeding. Proposals have been received and contracts are being issued to perform and report on the required geotechnical



investigation and environmental monitoring. Owner furnished and installed bid documents for bleachers and synthetic turf are in progress. The programming of new the fieldhouse is ongoing, following this, the schematic design will start in February. Weight Room: The work is progressing on relocating the weight room from the CT building (racquetball courts) to room O-2.

Aquatics Improvements: The design contracts are being issued to perform the user group requested improvements, inclusive of re-plastering, replacement of certain light fixtures and improvements to the pool mechanical and chemical delivery systems.

Fallbrook 40 (40 is a reference to 40,000 SF): The preliminary programming has been initiated with the executive user group to determine what spaces are necessary and what will fit within the 40,000 GSF footprint as determined by the Governing Board.

Fallbrook PV: Final approval for operational status has been received from SDG&E. DSA has approved a small addition to the PV system so that it generates to the agreed amount of power. This work will begin in February.

Fallbrook Irrigation Well: The architect is finalizing the bid documents for this project. As designed, the irrigation well will reduce utility bills at the Education Center.

Fallbrook SDG&E “Power Your Drive” Project: SDG&E is working on finalizing plans to provide 12 new charging stations at the Fallbrook Education Center. The District is reviewing the proposed agreement and easement.

Miscellaneous Grant Funded Projects:

The NB remodel, Welding New Exhaust Unit, Welding Storage Conversion, CCCTech/TTIP Relocation are all in various stages of progress.

HUMAN RESOURCE SERVICES

New Assistant Superintendent/Vice President of Human Resource Services (VPHRS)

On January 28, David Montoya started in the permanent role of VPHRS. The Department is excited to welcome him to Palomar College, especially in this most interesting and challenging COVID-19 environment. We look forward to his contributions and energy!

Superintendent/Presidential Search Process

With the Board confirmation of the Presidential Search Committee, and the VPHRS in place, the selection process has begun with scheduled EEO trainings, and initial committee meetings.

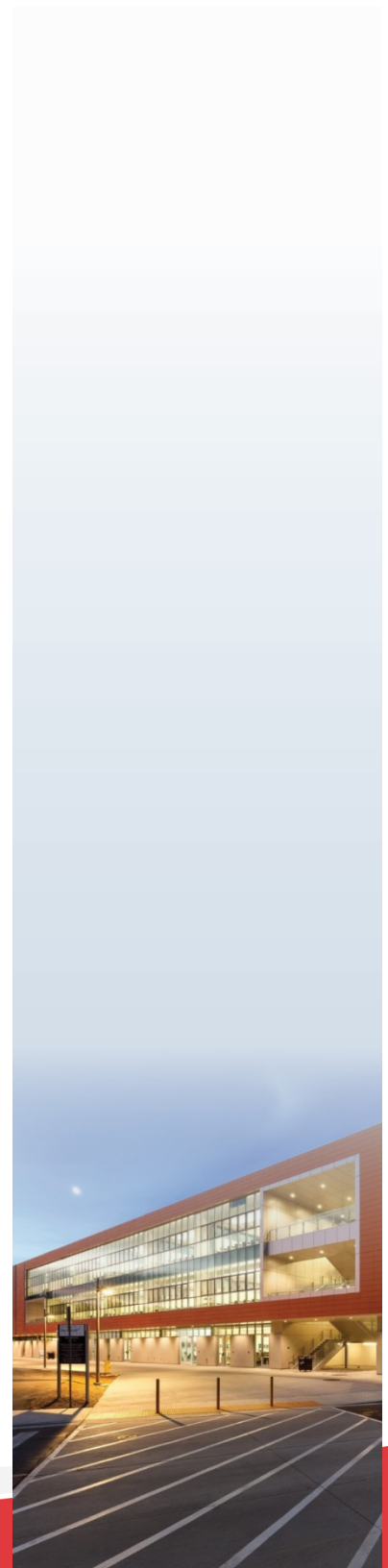
Recruitment/Vacancies

Below are the recruitment figures to date:

15 permanent recruitments in progress and 1 out-of-class recruitment

5 – Admin/CAST

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



2 - Faculty

53 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) is placing all submitted drafts into one document, and starting to edit the primary document to ensure a single voice, and to identify areas for follow up by writing teams. In collaboration with the Assistant Superintendent/Vice Presidents for Instruction and Student Services, AWLT will initiate work on the required Quality Focus Essay (QFE), beginning in February. The QFE will include a minimum of two institutional projects focused on student learning and achievement. The QFE must be founded in data and strategies identified to affect student achievement.

Integrated Planning

In working with the Executive Team, the initial drafts of updated integrated planning and resource allocation models have been developed. The models will be shared with the Strategic Planning Council and refined. In addition, a timeline and procedure to prioritize one-time above base funds identified through the Program Review and Planning process will be established. These two items address FCMAT recommendations related to clearly aligning planning with resource allocation.

Institutional Research and Planning (IR&P)

IR&P submitted the required data related to Palomar's implementation of Assembly Bill 705 (AB705) to the Chancellor's office. The intention of AB705 is to increase the number of students completing college level math and English during their first year of college.

IR&P has established a student, faculty, and staff survey calendar for the spring term listing all of the required and requested institutional student surveys. The purpose of the calendar is to organize the administration of surveys to minimize survey fatigue and optimize survey response rates. Several student and staff surveys are planned for the spring including those mandated by the Chancellor's office (e.g., DSPS student and faculty survey) and the National Assessment of Collegiate Campus Climate Survey (NACCC) survey, which seeks to assess campus climate for students around racial diversity and inclusion.

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. Our website had 14% more new sessions this month, in comparison to last January. In addition, the number of pages per session increased. and our bounce rate (percentage of sessions with no interactions with the page) declined compared to last January.



Our digital billboard viewable from interstate 15 continues to feature the call to action “Enroll Today for Spring”.



Image of Digital Billboard

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and 80% 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, respectively.

Our year-over-year performance comparison of our social media platforms shows increased growth for all channels. Our growth in Facebook “Likes” increased 10%, and followers on Twitter grew 36% compared to last year. Instagram is continuing to show the largest year-over-year increase at 39%. LinkedIn followers continue to increase year-over-year, with a 5% increase in January.

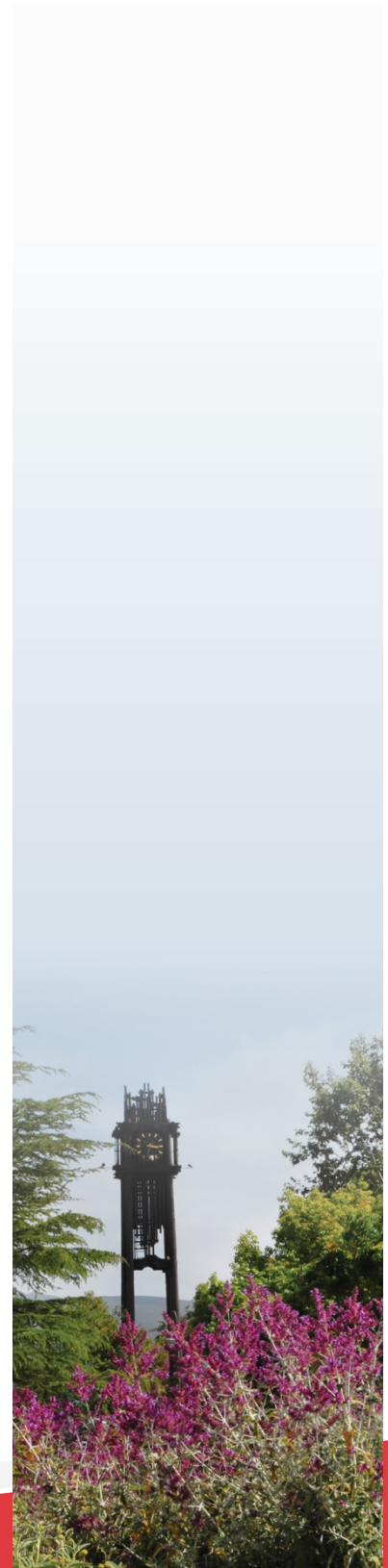
In collaboration with our colleagues in the North County Education Opportunity Center (NCEOC) we designed a web-streaming campaign that will launch in late January. The campaign will run in January and March in both English and Spanish, will feature video endorsements by local radio personalities, and is intended to assist the NCEOC in achieving their targeted number of students in 2020-21.

Community and Media Relations

On January 8, a [press release](#) was issued to announce the hiring of the new permanent Assistant Superintendent/Vice President of Fiscal and Administrative Services, Ambur Borth, and Assistant Superintendent/Vice President of Human Resource Services, David Montoya. A [second press release](#) regarding the fire on campus that was held to 11 acres vs. the initial report of 40 acres was issued on January 15. The releases generated print and television coverage for the College. In January, 39 Palomar College stories ran in media outlets throughout the region. These included the feature stories we issued on the Palomar College Foundation virtual Community Showcase and the activation of the new solar energy system at the Palomar College Fallbrook Education Center. The 39 stories represent a 129% increase in coverage over last January.

Internal/External Communications and Public Affairs

During the first week of January, we distributed an issue of Palomar News. Four feature stories were written and released in January, including one announcing the development and launch of the San Diego State University Microsite at the Rancho Bernardo Education Center. In addition, we issued a follow up story on the Palomar College Foundation virtual Community Showcase, a story on the pending Fire Technology Program re-accreditation, and the hire of our new Director of Information Services, Michael Day. The January edition of Palomar News will be sent on February 5.



FOUNDATION

Fundraising Activities

Grants

The Foundation received \$5,000 from the San Diego County Board of Supervisors in support of COVID-19 emergency grant efforts.

Foundation Board of Directors

The Foundation Board of Directors held their annual retreat on January 15. One new board member, Brian Humphreys of Northrop Grumman was nominated and approved to join this dynamic group.

Palomar's Community Showcase – Virtual Event!

Palomar's Community Showcase was held on Wednesday, January 27 with over 150 attendees via Zoom webinar. Interim Superintendent/President Dr. Jack Kahn delivered a rousing report to the community. In addition, the Foundation share the impact on student success during COVID-19 and paid tribute to former board chair, John Masson. The program concluded with a special presentation on the newest academic program, Cyber Security. The recording of the Community Showcase is available [here](#). The Passcode: Showcase2021!

