

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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March 26, 2021

PRESIDENT'S OFFICE

Planning in Times of COVID-19

As we look ahead to the Fall 2021 semester and plan the course schedule, we do so with the COVID-19 pandemic at the forefront of our discussions. Determining the needs of instruction and student support services, and the administration of the College, has been a monumental task. Our work has included an examination of the possibility for COVID-19 testing and vaccination stations at the main campus, and the tracking of new pandemic related data, mandates, and legislation. The Emergency Operations Center (EOC) continues to work daily in collaboration with all sectors of the College, to make sure all constituency groups remain informed, and the ideal processes and procedures are in place to maintain a safe and healthy campus.

Development and Preparation

With the pending onset of U.S. Census data, we initiated an agreement that will enable us to move through the process of re-districting as necessary. In addition, we engaged in an initial discussion regarding the potential of pursuing a future bond. Our work on institutional integrated planning, the Institutional Self-Evaluation Report (ISER) for accreditation, and the project concerning faculty assignments to committees continued this month. In recognition of Black History Month, our Palomar Black Faculty Staff Association presented some great professional development opportunities. I was thrilled to be able to participate throughout the month.

New Relationships and Initiatives

In addition, this month was filled with meetings that generated new relationships and possibilities for the College. I met Dr. Godfrey Gibbison, the new dean of Extended Learning at Cal State University San Marcos (CSUSM), and then connected him with the leadership of our Fallbrook Education Center. We are discussing options for CSUSM to lease space for their program.



We engaged representatives of the City of Oceanside Fire department to discuss future training opportunities within the western portion of our District. We hosted the mayors of San Marcos and Vista, along with student leaders and Trustee Evilsizer and Trustee Rodriguez to discuss our collaboration on local initiatives. In addition, our Native American Advisory committee met this past month. Our work is continuing on two potential revenue generating projects (one for PCTV and one through Intelcom). Lastly, the Student-Centered Funding Formula equity

coalition met to discuss the important changes necessary for a more equitable funding of our institutions.

OFFICE OF INSTRUCTION

Guided Pathways Update

After presenting the Scale of Adoption Assessment (SOAA) Year 4 Plan to the Governing Board on February 2, the Guided Pathways (GP) Team submitted the Plan to Chancellor's Office on March 1. From the SOAA, the four pillar leads prioritized the tasks to be completed during spring-summer 2021. After reviewing the tasks, four themes emerged. The pillar tasks and priorities are the following:

Onboarding: Maps & Orientation

- Implement changes to the website as a result of the Civilian redesign.
- Link meta-majors to careers and provide students with career-related information.
- Determine need for additional videos for the degree and certificate pages.
- Create a dual enrollment structure with advising group and lead job announcements.
- Develop differentiated orientation videos.

Majors

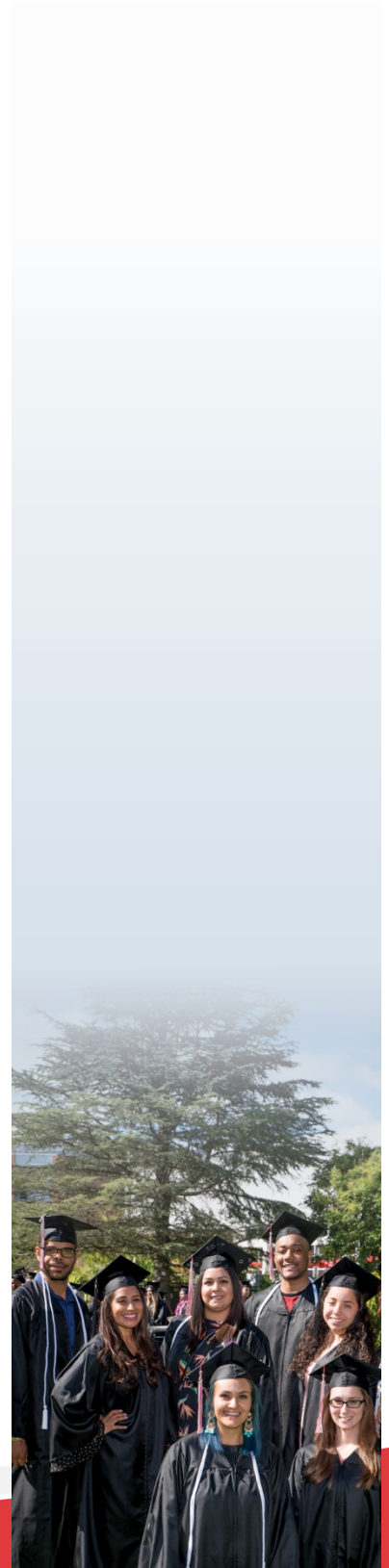
- Create a process for students to use the meta major structure to select a path.
- Begin conversation about academic and career pathways as official majors.

Student Success

- Ticketing system for EOPS, DRC, etc. - this is currently being initiated by the AB-705 workgroup and subcommittee to transition from paper/pencil format of student academic status to online submission through STARFISH.
- Develop a formal Student Ambassador Program to include student voices in guided pathways work.
- Early Alert – workflow on back end to determine the process, language, marketing, and content before fully implementing to faculty.
- Initiate student success teams using STEM, Athletics and Veterans Services as models.
- Establish team, goals, timeline, activities for Degrees When Due initiative.
- Develop Teaching Excellence Online Training/Teacher Institute

Research

- Examine student data.
- Collect student input via focus groups to meet outcomes of the Student Innovation Grant.



Math, Science, and Engineering (MSE) Division Update

MSE has written a letter of support for our Cal State University San Marcos (CSUSM) partners to be included in a Biotechnology grant. If funded, this grant will support CSUSM's Bridges to Stem Cell Research Program that will provide our students with competitive paid biotechnology stem cell research internships at companies such as ThermoFisher, University of California San Diego, and the Salk Institute.

The Math department has been working collaboratively with CSUSM and MiraCosta College to coordinate its annual math competition. The nursing department participated in its first virtual career fair at Vista High School, where our faculty demonstrated technical skills and discussed the pathway to a nursing degree.

The AB705 workgroup has coordinated the efforts of including an icon visible to students during the registration process so that they can identify which courses must be taken in conjunction with other courses. This will help direct students at the beginning of the registration period so that they can enroll in the appropriate courses.

The Title V grant team held its Community of Practice event that included faculty participants from CSUSM and Palomar College. The focus of the meeting was to discuss pedagogical strategies developed to adapt to a virtual environment resulting from COVID-19, and exploring the sustainability of those practices moving forward.



PALOMAR COLLEGE Interior Design

Interior Design Program Ranked #4

Palomar's Interior Design Program was ranked #4 on a list of "15 Best Interior Design Programs in California in 2021" by bestvalueschools.com. You can read the announcement [here](#).

STUDENT SERVICES

Student Life & Leadership

Over seventy participants attended the Inter-Club Council (ICC) two-day Virtual Club Rush. The Associated Student Government hosted part two of their spring retreat. Guest speakers included Professor Whearty and Matthew Grills, our Professional Development Coordinator. The Associated Student Government has had marked growth and now has 20 student members.



In honor of Women's History Month, Student Life and Leadership hosted a “live talk” featuring a former Palomar student, who discussed her journey in starting her own business as a student, and a mother of three. To further engage students, the Student Life and Leadership partnered with the Teaching and Learning Center (TLC) of the San Marcos campus to host a Skillshop.

FINANCE AND ADMINISTRATION

Information Services (IS)

Information Services continues to support the campus community in remote operations, both virtually and through essential on-site services. Technical services has been working on reimaging, repairing and disbursing laptops for staff use, and keeping the student labs up to date. This work enables students to have access to applications needed for their classes. In addition to regular, on-going application maintenance and support, the systems and programming team is working on the Commitment Accounting Project, as well as improvements in data integrity and MIS reporting and procedures. The networking and data center services team has been busy working on infrastructure projects, primarily in preparation for summer and fall classes. In addition, the team is expanding the integration and use of phone features within Microsoft Teams, to improve the responsiveness and quality of phone calls to students.

A couple of noteworthy IS initiatives that are kicking off this month include:

- Working closely with the EOC, facilities, PCPD, and marketing, communications and public affairs, to enhance the integration of our Emergency Notification Systems,
- Working closely with the instruction office, facilities, and other stakeholders in regards to the prioritization and implementation of enhanced and flexible audio-visual capabilities in the classrooms and conference rooms, to allow for hybrid teaching and learning, in our phased return to campus and in-person instruction.

Facilities - Prop M Projects

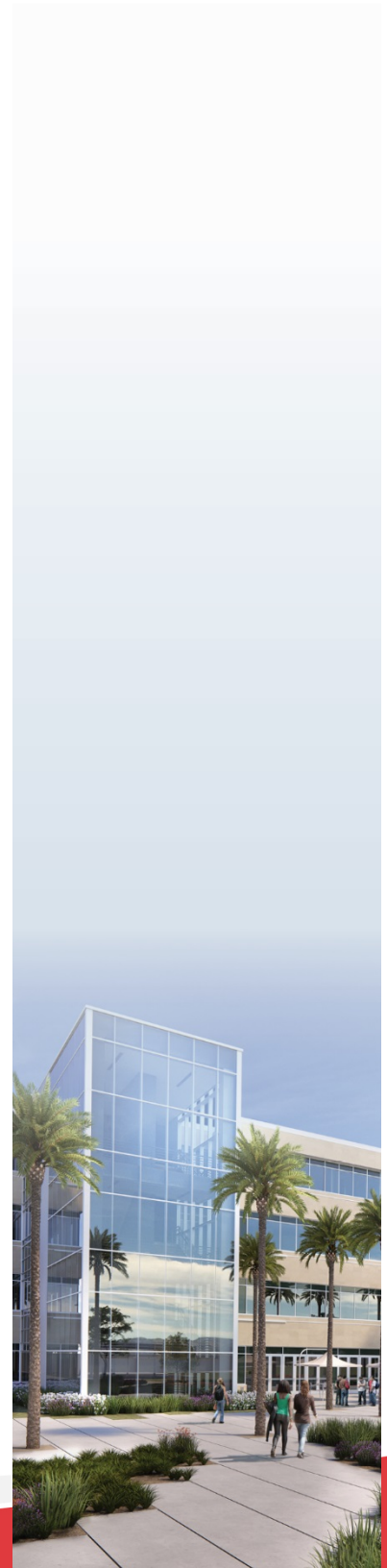
Athletics project: The work on the construction documents for the softball and football stadiums continues to proceed. Meetings have been held with the user groups to finalize the project scope and details. Our work also continues on owner-furnished and installed bid documents for bleachers and synthetic turf. The development of schematic design of the new fieldhouse is ongoing.

Weight Room: The initiative to relocate the weight room from the CT building (racquetball courts) to room O-2 is progressing. The pricing has been received for new lighting and work is being scheduled.

Aquatics improvements: The project will be submitted for the required health department permit. All of the requested work is scheduled to be completed in late July/early August.

Fallbrook 40 (40 stands for 40,000 SF): Preliminary programming has started with the executive user group to determine what spaces are needed and will fit within the 40,000 GSF footprint. A final user group is in development and a visioning session will be scheduled.

Fallbrook PV project: The work on the DSA approved addition to the PV system started in February and is nearing completion.



Fallbrook SDG&E “Power Your Drive” project: The District reviewed and signed the proposed agreement and easement to provide 12 new charging stations at the Fallbrook campus.

Miscellaneous Facilities Projects

The grant funded NB Remodel is complete. Other grant funded projects including a new exhaust unit and lab for the welding program, and the relocation of CCCTech/TTIP are in various stages of progress.

Internal Audit

The internal audit engagement planning has started and includes the development of a scope of work for the fixed asset audit. The next round of COVID-19 reporting is coming due, these include:

- Federal Block Grant (1112017) – CA Dept. of Finance (reporting portal) due 4/6/2021
- CARES (1112018, 1112019 & 1112020) quarterly reporting for period ended 3/31/2021 is due NLT 4/10/2021. For the CARES reporting, the quarterly report is posted to the District website and annual reporting is via a Department of Education website.

The internal auditor continues to provide guidance regarding the COVID-19 grant allocations and performs the initial compliance review of all COVID-19 cost proposals.

Campus Police

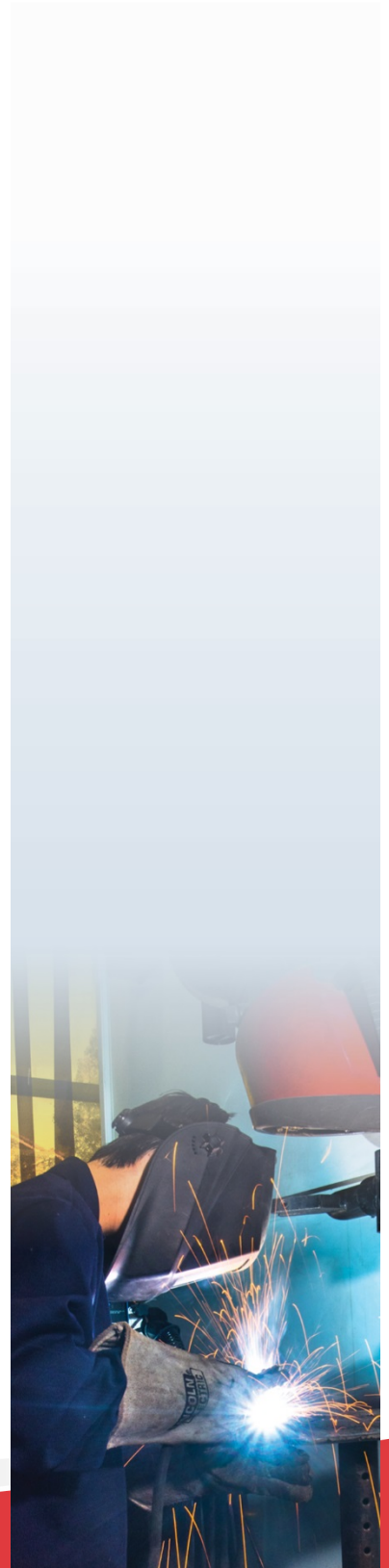
The Palomar College Police Department is pleased to announce plans to provide our officers with a leading high-tech officer wellness solution, to support their mental health and well-being. Palomar College police officers will now have a powerful and easy to use wellness tool in the palm of their hands.

The Palomar College Police Department Wellness App, developed by Cordico, has been purchased through the generous support of the Palomar College Foundation. Activated in March at the College, it offers confidential, in-hand, on-demand 24/7 access to 40+ modules on topics such as alcoholism, depression, emotional health, family support, financial fitness, mindfulness, psychological first aid, sleep optimization, and stress management.

HUMAN RESOURCE SERVICES

New Training: Application and Interview Tips

Human Resource Services (HRS) will be recording two workshops. One is designed to assist applicants through the recruitment process and the second is aimed at increasing diversity among our applicants and hires. HRS collected input from the campus to create these workshops. One workshop will be on application tips, at which HRS staff will discuss the recruitment and application process, and tips on applying to Palomar College. The second workshop is focused on interview tips. The HRS staff will discuss the interview process, the kinds of questions asked during interviews, and tips on interviewing at Palomar College. Workshops will be recorded and accessible on the HRS website by mid-April.



Telecommute Policy

Human Resource Services is currently reviewing relevant laws and codes to determine the feasibility of a permanent telecommute policy. This includes research on how other California community college districts are addressing this policy area.

Benefits, Workers Compensation, Leaves, and Accommodations

There have been some changes to insurance requirements in the American Rescue Plan Act (ARPA). We are actively working to understand the actions that may need to be taken. We are also updating documentation to include any required language.

Recruitment/Vacancies

Below are the recruitment figures to date:

16 permanent recruitments in progress

- 5 – Admin/CAST
- 8 – Classified
- 2 – Faculty
- 1 – ECE Lab School

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 in the final stages of collecting information and evidence from writing team leads. AWLT is meeting with councils to share progress and seek additional feedback. The draft introduction to the report is close to completion and the Quality Focus Essay is in its first draft as well. AWLT plans to have a completed final draft of the entire ISER by the end of the spring semester. Over the summer, AWLT will seek an external reviewer, place the final touches on the draft, and work on formatting the document. In the fall, the document will travel through the governance process for approval. At that time, the Board will engage in a workshop on the draft, and final edits will be made as necessary.

ACCJC has released the Annual Accreditation and Annual Fiscal reporting forms. The two annual reports are due April 9. Our annual report is near complete. The Faculty Senate has reviewed the institution-set standards and stretch goals for course success, certificate and degree completion, and transfer. The Strategic Planning Council will review the annual report at a meeting in April. The Board will receive a summary and copy of each report once they are complete.

Integrated Planning

The Vice Presidents are currently prioritizing one-time and technology related budget requests as well as facilities requests coming from the Program Review and Planning process. The facilities prioritization process is incorporating facilities requests in the Proposition M small projects list. Institutional needs are also being discussed and prioritized. As this work is completed, the budget committee will review the requests



and provide a recommendation for funding.

Institutional Research and Planning (IR&P)

The National Assessment of Collegiate Campus Climates (NACCC) was launched during the week of March 22. The NACCC is a survey administered annually through the University of Southern California's Race and Equity Center. The survey provides data about students' assessment of our institutional commitment to equity and inclusion, and the extent to which they interact meaningfully with diverse others. In addition, the survey provides insights into where and what students learn about race and their feelings of readiness for citizenship in a racially diverse democracy, and other topics. The College is participating in this survey administration as part of the California Community College Equity Alliance.

IR&P researchers are working to develop a simplified worksheet for creating and evaluating assumptions within the Student-Centered Funding Formula for the supplemental funding and student success outcomes funding categories. In addition, members of the office are working to update FTES projection methodologies based on the use of new online methods of delivery for noncredit distance education courses, and providing the data narrative for the introduction within the ISER. Finally, office staff continue to develop new data dashboards for publication.

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. Compared to March 2020, we experienced an 4% increase in direct traffic to our website. This result directly relates to the desired outcomes of our digital advertising strategy. We also experienced a 5% increase in pages visited per web session, and a 15% increase in average session duration. Our bounce rate (percentage of sessions with no interactions with the page) declined more than 53% compared to last March. This latter statistic is indicative that our content on our website is improving and is more relevant to our target audiences.

As part of our digital advertising strategy, we continued our paid advertising on Facebook and Instagram. These ads are performing well and the costs associated per thousand impressions are less than industry standards. Similarly, our SnapChat and YouTube advertising campaigns are also performing above industry standards.

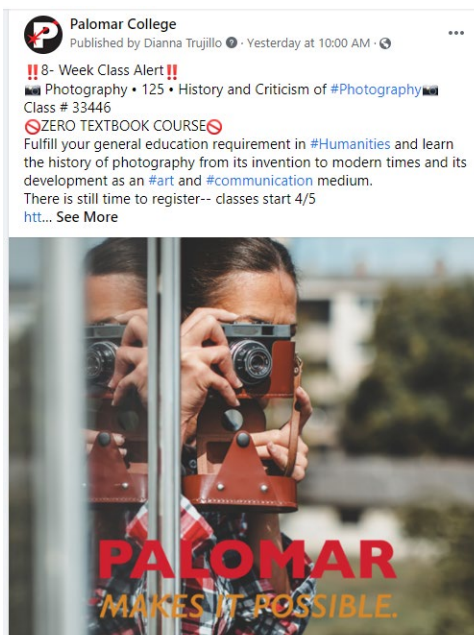


Image of Facebook post promoting 8-week course



Throughout the month of March, our social media posts focused on the availability of 4-week and 8-week courses, supported the Black History Month events, and promoted the importance of vaccinations.

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and 70% of the social media traffic is produced by Facebook and 14% from Instagram and Instagram stories combined.

We are continuing to see an increase in traffic from LinkedIn, as it now represents nearly 7% of all social media traffic (a 2% increase compared to last month).

Our year-over-year performance comparison of our social media platforms shows increased growth for all channels. Our growth in Facebook “Likes” increased 4%, and followers on Twitter grew 6% compared to last year. Instagram is continuing to show the largest year-over-year increase at 15%. LinkedIn followers continue to increase year-over-year, with a 6% increase in March.

In March, we initiated the second phase of the webstreaming campaign to support the goals of the North County Education Opportunity Center (NCEOC). The ads were produced in both English and Spanish, and featured video endorsements by local radio personalities.

In April, the College’s webstreaming advertising campaign will re-start and promote summer and fall enrollment messaging. We will also begin working with the College’s STEM program to promote the opportunities within the program to parents of high school students. To do so, we will launch a very targeted webstreaming campaign to this specific audience.

Community and Media Relations

On March 5 we distributed a press release on our plans to host a drive-thru commencement celebration on May 28. This story gained coverage from our community news sites. In our approach to promote our partnership with Fallbrook Regional Health District, and the March 12 COVID-19 vaccination station, we issued a press release inclusive of photography taken by our College photographer. On March 26, we will issue a press release on the sale of the Baldessari painting, which will fund the Boehm Gallery Endowment.

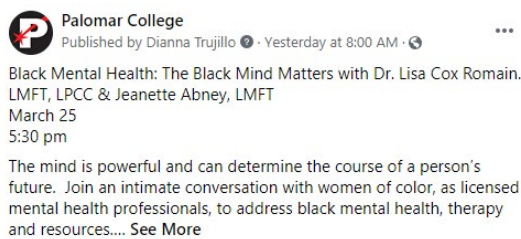
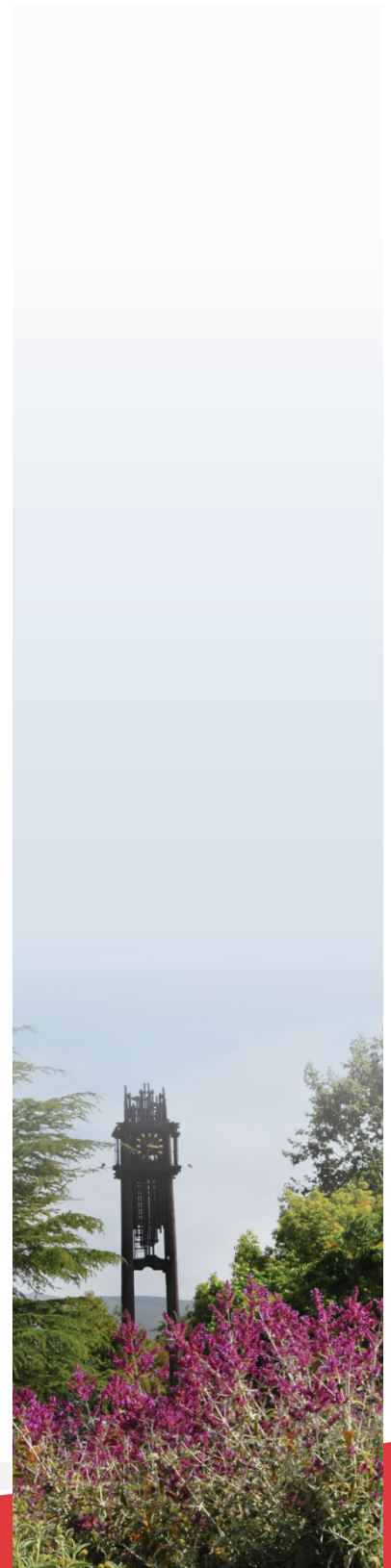


Image of Facebook post promoting Black History Month Events



In March, there were 65 mentions of Palomar College stories in media outlets throughout the region, state, and nationally. These included the feature stories we issued regarding the February 25 technology distribution event, and our story regarding the participation of Palomar College nursing students in vaccine distribution at Palomar Health. The majority of the national news coverage was due to the College's participation in the SoCal Cyber Cup Challenge, and stories on Kelly maire Tran, one of our alumni who is now in a Disney film.

Internal/External Communications and Public Affairs

On March 5, we issued Palomar News to all subscribers and all College employees. This edition of Palomar News included feature stories written and released during late February and early in March. These included: a story on [Palomar's ranking in the Top 25 Community Colleges enrolling the largest number of Hispanics in the U.S.](#); recognition of one of our professors who is [spearheading food deliveries to hospital staff](#); [our drive-thru commencement celebration](#); [Palomar College nursing students assisting in the vaccination effort](#); and our [laptop and electronic resource distribution](#) to students.

We also distributed a feature story on the vaccination station that was set up at the Fallbrook Education Center on [March 12](#). We recently met up with three of our original Guided Pathways Student Ambassadors and will feature a story of these inspiring students on March 25. The April edition of Palomar News will be issued by April 9.

FOUNDATION

Fundraising Activities

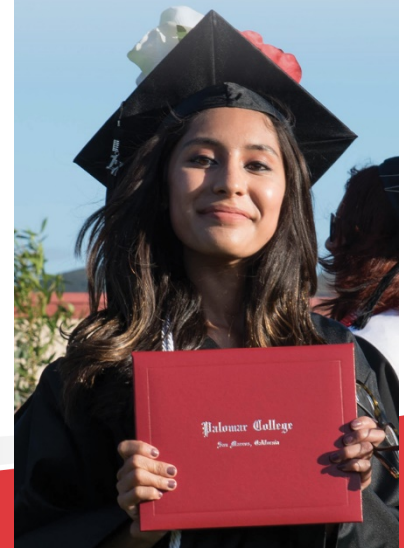
The Foundation was awarded a \$10,000 grant from Hunter Industries to support the President's Associates and our most pressing needs. In addition, the County Board of Supervisors Community Enhancement Program granted \$5,000 to support the CALM program. The Foundation received \$1,500 from CECO for computer support to students.

Emergency Support to Students

Although most students are receiving direct emergency aid through the CARES Act (HEERF II) grant this semester and through a technology distribution event implemented by student services, the Foundation continues to serve the pressing needs of students. To date, we have given out 316 computers and awarded \$6,375 in emergency grants this semester. The students receiving technology are exceptionally grateful as this aid is keeping them enrolled. Below is a note from John F., a student who received aid from the Foundation.

To The Palomar College Foundation,

I'm so grateful to you for providing me with the computer that I'm writing this on. Your generous gift is empowering me to become a better marine diesel engineer, thereby improving my career and brightening my future. I'm working as a small craft operator/maintainer for the US Marines so this training, enabled by the computer you



so generously gave me is contributing to our national security and the safety of Marines as they train for dangerous missions. Going where I want to go in my career requires diesel engineering skills I do not currently possess. With Mr. Hernandez's guidance, the Diesel Technical Training Program is enabling me to maintain and repair the diesels that power the boats that I work on. In my personal life, going to surf and free dive (my passions) requires a boat, boats need engines, engines need engineers who can operate, maintain and repair them. This training is one step in my life's journey toward being an ocean man. Thank you for helping me get one step closer to my dreams. Please share this email with anyone who was involved in providing these computers to Palomar Students. Thank you very much.

*Sincerely,
John F.*

Foundation Board of Directors

The Foundation Board's Fund Development Committee met on March 9. The committee is made of four Board members who assist in planning activities, events, and outreach to donors. With COVID-19 continuing to impact the traditional event schedule, discussion was held to recommend moving the annual President's Invitational Golf Classic from the typical May date to the fall.

Advisory Council Meetings

The Rancho Bernardo and Escondido Education Center Advisory Councils met for the second time this semester. The Rancho Bernardo Education Center Advisory Council received an update on the College's marketing strategy from Julie Lanthier Bandy. A robust discussion occurred following on how the committee can engage to promote the Center. The Escondido Education Center Advisory Council had a dynamic conversation focused on pathways available at the Center. The Advisory Council is also interested in connecting businesses with students to promote hands-on experience. Both Councils plan to meet again in June.

