

# SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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April 30, 2021

## PRESIDENT'S OFFICE

### Planning for Summer and Fall 2021 and Beyond

The President's office has been focused on the continuous improvement and planning for the institution. Much of this work has been dedicated to collaborating with the policy committee and Emergency Operation Center (EOC) team to plan for more face-to-face work during the summer and fall terms. It has become very apparent that our return to onsite work, and repopulating the campus and education centers, is much more challenging than when we moved offsite last March. We are making progress in the development of our plan, the processes and procedures necessary to manage the plan, and our ability to track resources and expenses. Additionally, the EOC is working diligently with community health organizations to identify convenient vaccination opportunities for our students and employees. For example, on Friday, April 30, the College partnered with the Vista Community Clinic to provide 20 vaccinations to employees. A future vaccination event is being considered for the Escondido Education Center.

We are continuing our initiative to complete the 2020-21 integrated planning process. The Board of Trustees will receive information on this initiative at the May 4, 2021 meeting.

### Focus on Fiscal Stewardship

As part of our fiscal stewardship duties, we are continuing to identify alternative revenue sources for the District; two of which will be presented to the Board of Trustees at the May 4, 2021 meeting. In addition, a second report will be provided on prioritized and secondary projects, as well as others that require discussion with mayors and city leaders.

The Student-Centered Funding Formula (SCFF) Coalition met this month to discuss data related to an examination of how the cost of living impacts the supplemental allocation of the SCFF within the current funding model. As this examination evolves further, a report will be prepared for the Board of Trustees.

### Antiracist Framework

We have continued to be very engaged in furthering the development of our antiracist framework. To name a few items, this month we held discussions aimed at supporting for our Asian and Pacific Islanders colleagues. In collaboration with the Palomar Black Faculty and Staff Association and Palomar Foundation, we initiated the development of Black/African Americana advisory council. Finally, a team and I met to improve AP 3000 - Antiracism. Many more projects have moved

forward. A comprehensive update is scheduled for the June 1, 2021 Governing Board meeting.

## OFFICE OF INSTRUCTION

### Math, Science, and Engineering (MSE) Division Update

The Board of Registered Nursing (BRN) has sent their quarterly reports including the pass rates for the NCLEX exam. This is the nursing state board exam that is required for students to become a registered nurse (RN). The national average for the Associate Degree in Nursing program (ADN) is 82%. During the last 2 quarters, the Palomar College NCLEX pass rate is 100%.

The nursing and dental departments have officially submitted their accreditation documents to their respective accrediting bodies and are planning for site visits over the next few months.

The Title V STEM grant, under the guidance of Cindy Anfinson, has provided supplies to the physics department, launched a webstreaming campaign in collaboration with the public information office to increase the visibility of the STEM Core program, and coordinated a STEM Career Showcase event. During the showcase, students and faculty were able to engage with individuals from a variety of areas and learn about different career paths that included; aeronautics management, geospatial analysts, clinical bioinformatics analysts, marine mammal geneticists, and Ph.D. candidates from Puerto Rico.



*Image of banner ad used in webstreaming campaign*

### Early Childhood Education Lab School (ECELS) Re-Opening at the Escondido Education Center

The Early Childhood Education Lab School (ECELS) at the Escondido Education Center will be resuming childcare services on July 1. ECELS Escondido is a state-funded preschool for low-income families and essential workers. The need for childcare and early childhood education in Escondido is critical for the community. All health and safety protocols that have been implemented at the ECELS in San Marcos will be used at the Escondido site. These include daily health checks/screenings of all children, staff, and necessary visitors as per San Diego County Public Health guidelines. The ECELS Escondido staff will be providing COVID-19 health, outreach, and education, including COVID-19 prevention, vaccine availability, and community resources to families in English and Spanish.



### Palomar College is Now Listed on the FEMA Website

Palomar College's Emergency Management Program is now listed on the Federal Emergency Management's (FEMA) website. FEMA maintains "The FEMA Higher Education College List" to inform potential students nationwide of programs available in the areas of Emergency Management and Homeland Security. Although FEMA does not recommend specific colleges, Palomar College completed the application process, and the listing on the recently revised website is now live. Our intention is to increase the visibility of the program and attract more students to a growing and dynamic career in emergency management. Here is a [link](#) to the website.

### Fall 2020 Career Technology Extended Education Special Projects

In preparation for spring 2021 onsite course delivery, several projects took place in the division of Career Technology Extended Education. Numerous updates and upgrades to the facilities and equipment within the welding labs, and classrooms were completed. Other projects included the preparation of all areas within the auto technology program, testing of technology equipment, and setting up the new storage facilities.



Welding lab photo

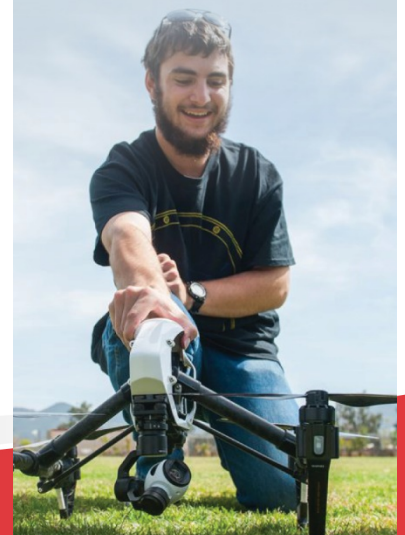
## STUDENT SERVICES

### Student Life & Leadership

#### Commencement 2021

The planning and design of Commencement 2021 remains the focus of the Student Life & Leadership (SL&L) team. In collaboration with campus colleagues, a drive-thru GradFest was held for students who pre-registered to pick up their academic regalia, stoles and cords. Over 100 graduates attended. Over 250 graduates have registered for the drive-thru Commencement celebration thus far. The event is being promoted to students through email, special virtual discussions, and webpage and social media posts. Soon a countdown banner will be placed on the palomar.edu homepage. All employees are encouraged to attend the May 28 celebration. Registration is required to attend.

Prior to the start of the drive-thru celebration, pre-recorded content will air on KKSM on Friday, May 28, starting at 2:00 p.m. Designed similarly to our "live" commencement celebration, listeners will hear remarks from Dr. Kahn, a commencement address by 2020 Distinguished Faculty award winner Kristen Marjanovic, a speech from ASG President Kateri Mouawad, and a presentation of student leadership and service awards.



### **Student Focused Activities**

A skillshop focused on the Anita & Stan Maag Food & Nutrition Center and student basic needs was held on April 14 and featured a Cal Fresh representative. On April 28, a Know Your Rights & Responsibilities skillshop was held for students. On April 29, a drive-thru food distribution event was held for students. The food items were supplied by the Anita & Stan Maag Food & Nutrition Center.

The Inter-Club Council participated in Palomar Preview Days on April 20 and shared information about student clubs and how to join.

The Associated Student Government held elections for the upcoming academic year.

### **Student Success and Engagement**

As part of our SB-85 (retention and outreach) work, an active outreach effort is underway to engage students who have withdrawn from the College due to the impacts of COVID-19. The new Admithub text messaging tool designed to proactively reach out to students is being used as we prepare for priority registration. This includes the planning and launch of a series of texting campaigns and notifications to students. Students who were registered in summer 2020, fall 2020, and spring 2021 and brand-new applicants for summer 2021/fall 2021, have received messages regarding the change in summer/fall priority registration dates.

During the last week of April, students who qualify for priority registration received an appointment date through MyPalomar. During the week of May 3, these students will receive daily notifications of their appointments. Open registration starts on May 10.

Each of these campaigns provide students with resources regarding how to register and how to connect with the College if they need assistance. Additionally, if the student indicates they will not be registering, we are conducting follow-up communications and collecting data about the reasons why, in order to inform future support services for students in similar situations.

A celebration for Black student graduates will take place on May 21. To promote this important opportunity, students have received emails, personal phone calls and a text message. The Palomar College and the Black Faculty and Staff Association are providing Kente stoles for students to wear with their cap and gown at the drive-thru commencement ceremony on May 28.

## **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 stayed consistently busy updating, reimaging, repairing, and disbursing laptops for staff use, and keeping the student labs up to date. In addition to regular, on-going application maintenance and support, the systems and programming team continues to work on projects associated with FCMAT recommendations, and supporting the on-going implementation and enhancement of English and Math course placement per AB705 guidance. These include the commitment accounting project, improving data integrity,



and MIS reporting and procedures. The networking and data center services team has been working on infrastructure projects, primarily in preparation for summer and fall classes. In addition, the team is working to expand the integration and use of phone features within Microsoft Teams. This work is designed to improve the responsiveness and quality of phone calls to students. The IS leadership team recently completed the final draft (spring 2021) of Standard III.C as part of our ISER 2022.

Of increased significance, Information Services is working very closely with the EOC, the return to campus planning strike team, facilities, instruction, the police department and the marketing, communications, and public affairs office, to identify, and prepare for technology needs to support a safe, effective, and phased return to campus work plan. The most notable projects or tasks currently in process include:

- Purchasing and implementing a COVID-19 pre-screening and contact tracing application for use on mobile phones and tablets.
- Purchasing, and distributing additional devices or equipment needed for enhanced technology needs of students, faculty and staff. These items include webcams, telephone headsets, additional laptops, monitors, etc.
- Implementing enhanced and flexible audio-visual capabilities in the classrooms and conference rooms allowing enhanced hybrid teaching and learning.

### **Facilities - Prop M Projects**

**Athletics project:** The work on the construction documents for the softball and football stadiums continues to proceed. The submittal to DSA for the permit is targeted for the end of May/early June 2021. The geotechnical report was due on April 23. The development of schematic design of the new fieldhouse is ongoing. Demolition of a portion of the tennis court fencing is being scheduled so additional soil borings can be completed for the geotechnical report for this phase of the Athletics project.

**Weight Room:** The initiative to relocate the weight room from the CT building (racquetball courts) to room O-2 is progressing. The new lighting materials have been ordered and pricing has been received for flooring.

**Aquatics improvements:** The project was submitted for the required health department permit. The project is currently in the bidding process, with bids due on May 20. The work is scheduled to be completed in late July/early August.

**Fallbrook 40 (40 stands for 40,000 SF):** Preliminary programming and schematic design contract was issued to HMC Architects. A visioning session is scheduled for May 13.

**Fallbrook PV project:** The project is complete and the District has received the approval to operate the system.

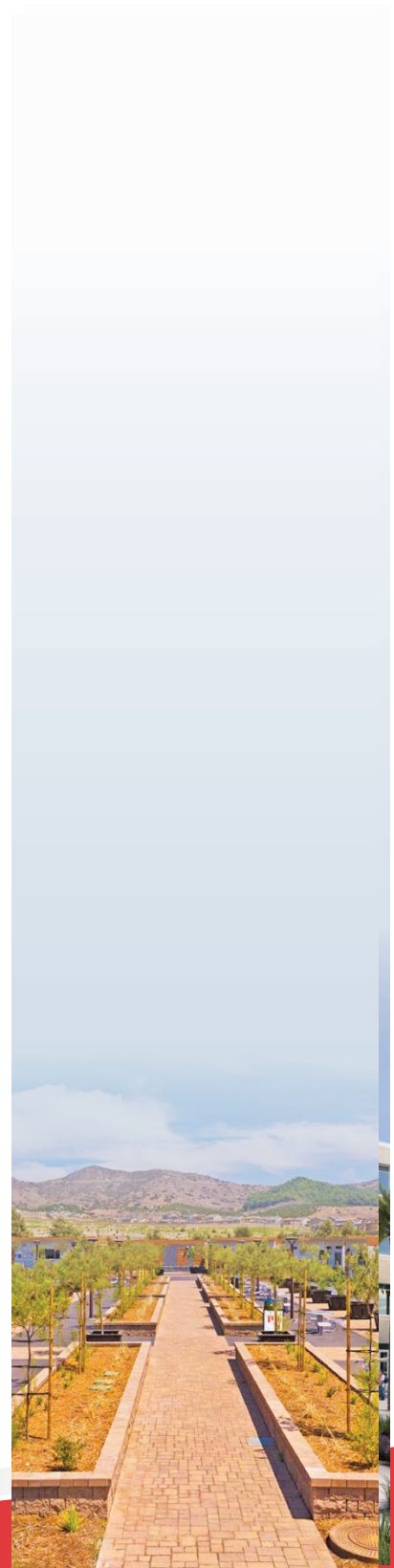
### **Miscellaneous Facilities Projects**

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.

### **Project Awards**

**The Palomar College Edwin and Frances Hunter Arboretum Trails Phase I Project**

- American Society of Civil Engineers (San Diego Section) 2021 Outstanding Community Improvement Project Award



- American Public Works Association (San Diego and Imperial Counties Chapter) 2021 Project of the Year Award – Parks under \$2M Category

#### **Maintenance & Operations (M&O) Building Project**

- American Public Works Association (San Diego and Imperial Counties Chapter) 2021 Project of the Year Award – Parks under \$2M Category

## **HUMAN RESOURCE SERVICES**

### **COVID-19 Related Projects**

In addition to playing a critical role in the development of a return to campus operations plan, the department is also working extensively on a permanent telecommute policy and a vaccination policy. All changes to board policies and administrative procedures will proceed through the appropriate shared governance process to ensure appropriate feedback is solicited. The goal is to have all COVID-19 related policies and procedures prepared for approval at the June 2021 Governing Board meeting. While this is an ambitious goal, Governor Gavin Newsom's intent to reopen the state by June 16 has established an unusually quick timeline to ensure the District is positioned successfully should pandemic related restrictions relax.

### **Collaboration with Neighboring Districts**

Human Resources will now be meeting on a monthly basis with the Chief Human Resources Officers from San Diego Community College District, MiraCosta College, Grossmont-Cuyamaca Community College District, Imperial Valley College, and Southwestern College, to share information and resources and discuss related solutions. This regular meeting will serve as a valuable resource for the District in developing stronger partnerships and developing proactive responses to arising concerns.

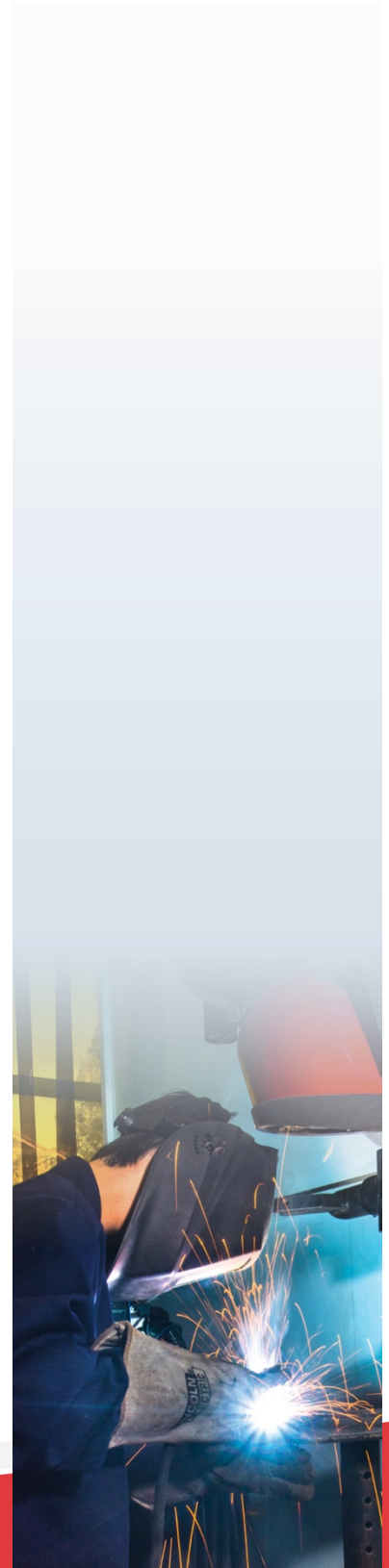
### **Diversity, Equity, and Inclusion (DEI) Efforts**

New Compliance officer training was advertised for April 22 and April 29. Our compliance officers are a critical component to ensuring our recruitments proceed in compliance with EEO regulations. The training includes a component on bias.

AP 7120 Recruitment and Hiring, is going through a review within the shared governance process, which includes the Equal Employment Opportunity Advisory Committee (EEOAC), Human Resources Strategic Planning Council (HRSPC) and the Strategic Planning Council (SPC), and Policies and Procedures Committee. One recommended change is to update the Compliance Officer title to DEI Facilitator, and create additional training materials around DEI topics. By doing so, the District is emphasizing its commitment to DEI during the recruitment process, and encouraging employees to participate in the training.

The recruitment team is nearly complete with an Applicant Tips Workshop. A video that will be used to assist potential applicants with applying to positions at the College, to help maximize the potential for success.

The Human Resource Services division is continuing to work with the Native American Advisory Committee in developing a land acknowledgment (i.e., a statement



acknowledging that Palomar sits on tribal ancestral land) which will be included in recruitment materials when complete.

### Evaluations

A recent report indicates that employee evaluations are being submitted late (i.e., non-compliant with relevant handbook and/or contract provisions). This, in addition to the request to include faculty feedback in the administrative evaluation process provides an opportunity to holistically review the evaluation process. To address the faculty feedback concern, BP/AP 2435 Evaluation of the Superintendent President and BP/AP 7150 Employee Evaluation are being updated to include language from Education Code 87663 regarding faculty feedback (referred to as “faculty evaluation” in the Ed Code). Updates to these board policies and administrative procedures will go through the shared governance process. Human Resource Services will also conduct a review of how evaluations are processed with recommendations on how to improve compliance rates institutionally.

### 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. There are now employer COBRA premium subsidies available to employees who have separated from the District from November 2020 through September 30, 2021. If a former employee qualifies for these subsidies the employer will pay for their insurance premiums, and will be eligible to take a federal tax credit for the cost. We are hosting two DeltaCare USA DHMO workshops for employees who have switched their dental plan.

On April 26, an email was sent out on to all employees notifying them of the process to capture leave, retroactive to January 1, 2021, covered under California Senate Bill 95 (SB-95). This bill offered additional paid leave for COVID-19-related reasons. This necessitated the creation of a shared process and form between Human Resource Services and the payroll department. The Human Resources Services Division is thankful for the assistance of the payroll team and for their partnership in the development of this process.

### Recruitment/Vacancies

Below are the recruitment figures to date:

19 permanent recruitments in progress

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

51 part-time faculty recruitments in progress

- 6 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 finalizing the spring draft of our ISER. The Accreditation Steering Committee (ASC) will review the drafts in May. At its April meeting, the ASC reviewed the proposed self-improvement plans. The writing team crafting the Quality Focus Essay will finalize the draft essay by April 30.

### Integrated Planning

The Vice Presidents completed the funding prioritization for Program Review and Planning (PRP) related one time and technology and facilities requests. They are currently finalizing their review and prioritization of institutional requests as it relates to strategic and master plans.

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

IR&P has opened the biannual Disabled Student Programs and Services (DSPS) student survey. The Palomar Services survey which assists campus units in assessing their Service Area Outcomes was released the week of April 26. IR&P locked the spring term Integrated Postsecondary Education Data System (IPEDS) survey collection. This brings this year's mandatory IPEDS reporting to a close.

IR&P staff are updating the daily enrollment dashboard to reflect FTES calculations for non-credit distant education. Staff are also working to establish a demographic dashboard and have initiated development of a student journey dashboard.

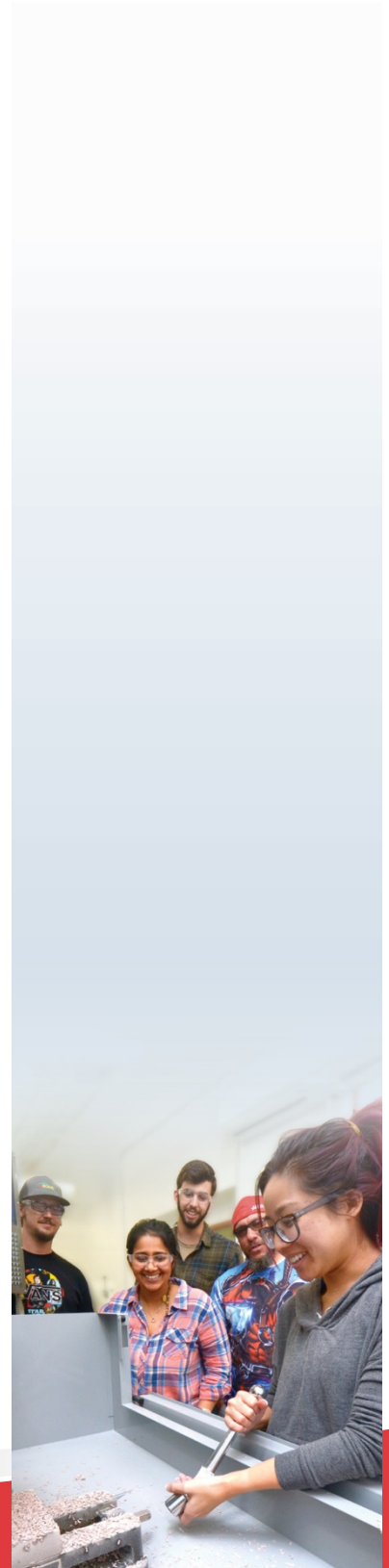
This past month, IR&P staff presented the results of the AB705 evaluation to the English Community of Practice and Guided Pathways committee. This institutional effectiveness report was presented at the workshop held at the April 20 special meeting of the Governing Board.

## PUBLIC AFFAIRS OFFICE

### Marketing/Advertising/Promotion

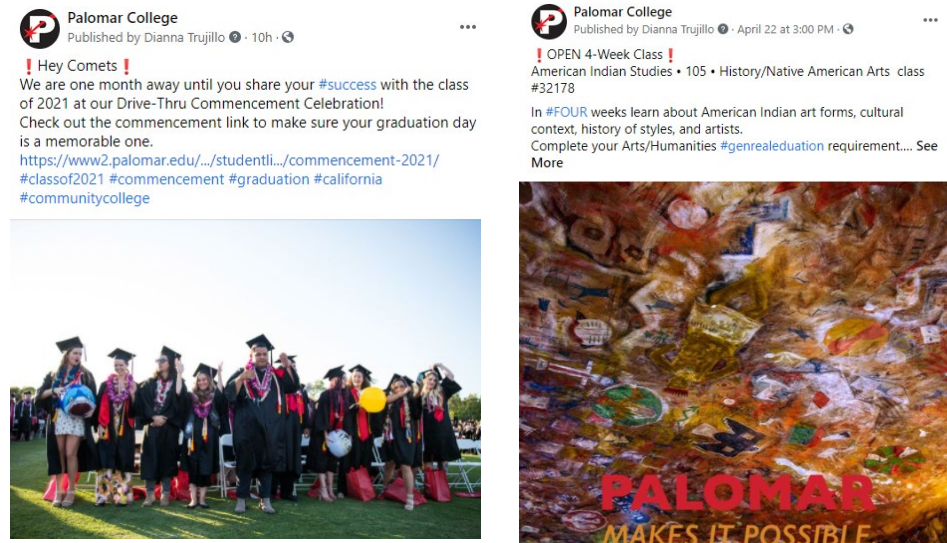
The Palomar Makes It Possible digital advertising strategy continues to generate more qualified traffic to the associated landing pages and palomar.edu website. Compared to April 2020, we experienced an 12% increase in direct traffic to our website. This result directly relates to the expected outcomes of our digital advertising strategy. We also experienced a 41% increase in new sessions, and a 17% increase in new users. Website visitors are also engaging with our website more than they did last April, as indicated by a 3% increase in page sessions. Our bounce rate (percentage of sessions with no interactions with the page) declined nearly 52% compared to last April. 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.





Throughout the month of April, our social media posts focused on the availability of 4-week and 8-week courses, the promotion of sexual assault awareness month, reminders about registering for the drive-thru commencement, and the importance of vaccinations. In the month of April, we earned 141,000 impressions through our editorial posts on all platforms combined.



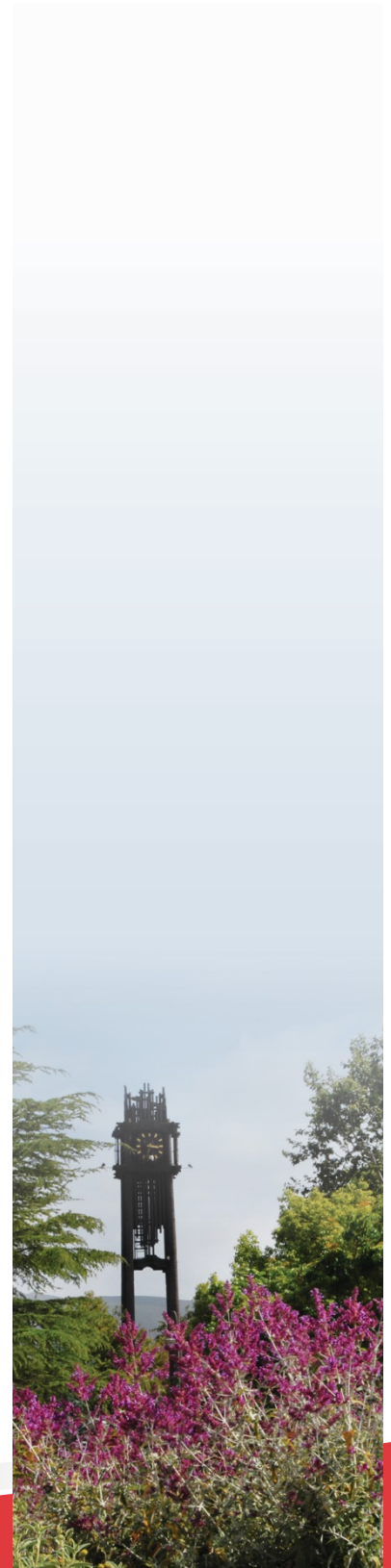
*Sample Facebook posts for the month of April 2021*

Social media remains the 4<sup>th</sup> ranked source of all traffic generated to the Palomar.edu website and more than 70% of the social media traffic is produced by Facebook, plus an additional 11% from Instagram and Instagram stories combined.

Our year-over-year performance comparison of our social media platforms shows increased growth for all channels. Our growth in Facebook “Likes” increased 3%, and followers on Twitter grew 4% compared to last year. Instagram is continuing to show the largest year-over-year increase at 14%. LinkedIn followers continue to increase year-over-year, with a 6% increase in April.

In support of the need to pivot from face-to-face outreach efforts, the STEM Core program determined it would be best to use grant funding through the Palomar College Foundation to invest in a webstreaming campaign with iHeart media. In result, we collaborated in the design and launch of the campaign. The campaign targeted to guidance counselors and parents of middle and high school students, started on April 19 and will run through June 30. It includes 15 and 30 second ads, banner display ads, and an [endorsement video](#) featuring Jesse Lozano, Palomar College alumni and radio host at My941fm.

The College webstreaming advertising campaign designed to support summer and fall enrollment goals will re-start on May 3. Jesse Lozano from My941 will again provide endorsement spots and a video for the campaign. Below are samples of the banner display ads that run as a companions to the streaming ads.





*Banner Display ad samples*

## Community and Media Relations

On April 8 we distributed a press release regarding the Governing Board's passage of a [resolution to support AB927](#). This story gained coverage from our community news sites. Superintendent/President Dr. Kahn engaged in an interview with a writer from EdSource, a leading education sector publication. This [article](#) resulted in statewide coverage. The College also worked with [Inside Higher Ed](#) magazine to participate in an article regarding the evaluation of the upcoming fall term and the impact to online education.

In addition, to the aforementioned press release, we issued four feature stories throughout the month. In doing so, we conducted interviews and took photos related to Project Cornerstone, a partnership that results in deserving students receiving the hand tools necessary to enter the local job market. The [story](#) was posted on April 22, and will be included in the upcoming May edition of Palomar News.

In March, there were 80 mentions of Palomar College stories in media outlets throughout the region, state, and nationally. These included the feature stories we issued and the interviews granted to the education sector publications.

## Internal/External Communications and Public Affairs

On April 9, we issued Palomar News to all subscribers and all College employees. This edition of [Palomar News](#), included stories on the Governing Board's passage of a resolution to support AB927, the [Fallbrook Education Center Vaccination Clinic](#), a fun story on our original Guided Pathways [student ambassadors](#), our very first Palomar [Preview Days](#), and a new app to [promote wellness](#) among our police department employees.

## FOUNDATION

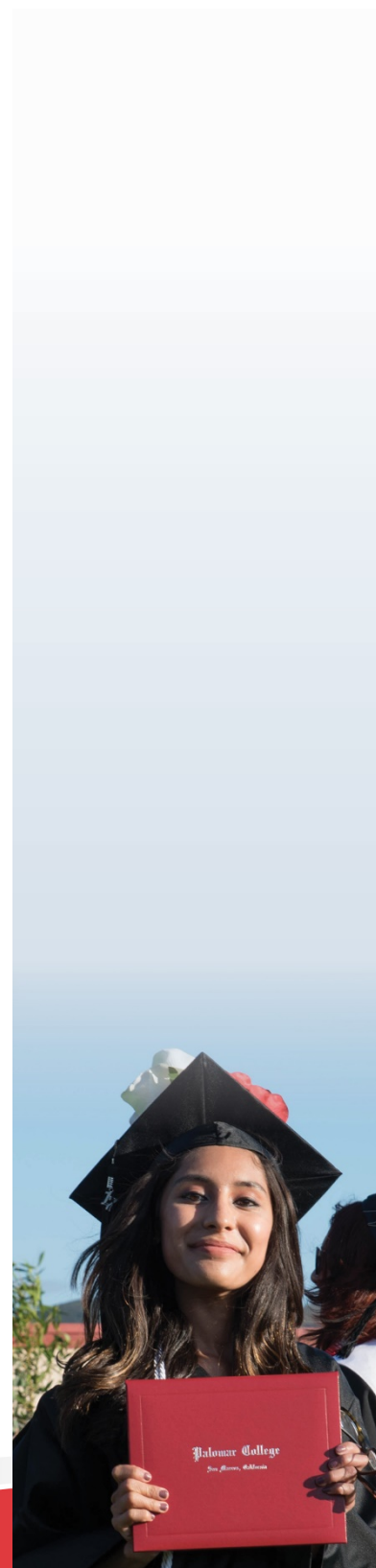
### Fundraising Activities

#### Grants

The Foundation submitted a letter of intent (LOI) to a new funder, Conrad Prebys Foundation. This significant, local funder has since invited the Palomar College Foundation to submit a full grant proposal. The request will move forward in June for \$106,000 in support of a TraumaFX Sim Mannequin.

#### Scholarships

The annual scholarship deadline and selection process took place in April. With a record number of 970 student applications, the Foundation is grateful to the 44 staff volunteers who served as scholarship reviewers. We are exceptionally grateful to our



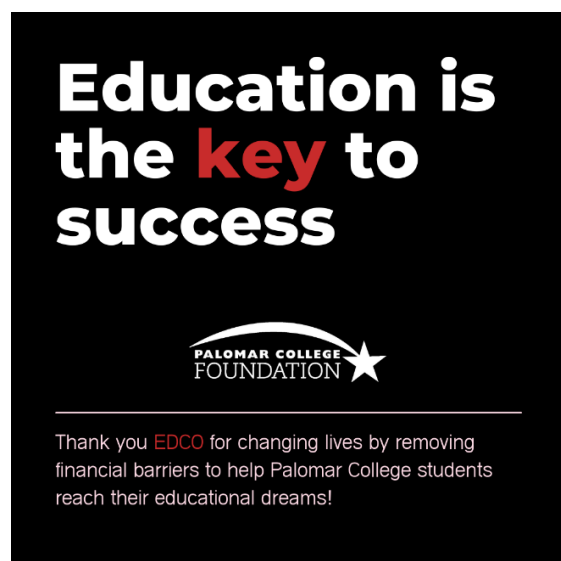
many donors who fund the \$350,000 we have awarded this month. Scholarship funding received this month includes donations of \$15,000 from Melvin & Betty Cohn for career technical scholarships, \$3,000 for nursing scholarships from Dr. Daniel Joseph Pratola, and \$2,000 in general scholarship support from Cal Coast Cares. Now more than ever, the scholarship program is critical in ensuring student success.

### Planned Giving

It is always bitter-sweet news to announce a planned gift coming to fruition. A friend of Palomar College, Edwina Schatz passed away in January 2020 and left a legacy gift of \$78,777. The gift just arrived at the Foundation to support scholarships for students. In addition, two in-person donor meetings occurred this month to discuss the establishment of planned gifts along with a significant annual gift during the donor's lifetime.

### Stewardship Campaign – Corporate President's Associates (PA)

To recognize the contributions of our President's Associates, the Palomar College Foundation has implemented a social media campaign highlighting the partnership between several of the corporations who are PA members. The campaign consists of a variety of posts (sample below) on Facebook, Instagram, and LinkedIn.



### Golf Classic – Change of Date

As the premier fundraising event for the Foundation, the annual golf classic is scheduled for fall 2021. Save the date for this year's event that will take place at Maderas Golf Club on Monday, October 25.

### Foundation Board of Directors and Annual Audit

The Foundation's annual audit took place during the week of April 5. At the April 13 finance and investment committee meeting, the audit committee was appointed, and the annual review meeting will take place on June 4. The Grant Review committee met on April 13 and approved \$9,000 for the Bravura literary journal. The Foundation's Board of Directors regular meeting occurred on April 26.

