

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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May 28, 2021

PRESIDENT'S OFFICE

End of Academic Year Wrap Up

This past month has been a combination of our standard District business and many recognition events, including important faculty hiring initiatives, and our very successful nursing accreditation visit. Many of the events I attended this month have been focused on celebrating our diverse students and employees. These events included with Umoja, Puente, and the first ever Black/African American graduation celebration. We also had our first ever virtual celebration of employees which had over 200 people at one point on ZOOM! It was great to spend time acknowledging our employees and their diligent and committed dedication this past year to student success.

Planning Continues to be a Focus

Our emphasis on planning remains an important part of our daily work. This includes several meetings that were held to move forward plans to protect the college from the impacts of the COVID-19 pandemic, while also planning for a phased approach to repopulation of the main campus and education centers. We made progress toward finalizing integrated planning and budgeting, as well as preparing for commencement. I also spent a significant amount of time with colleagues from our various affinity groups reviewing our draft of AP 3000. This item will be discussed at the Governing Board meeting in September, when our faculty return from break.



Community Collaboration and Communication

We are continuing to expand and create new partnerships to ensure the success of our students. In the last month, we had many great conversations with District community partners. A team met with the San Diego Concilio to discuss working together to improve outcomes for our Hispanic/Latin X students. We also met with Vista Unified School District to begin the planning for a Middle College. We were able to meet with the Anza Borrego Foundation Land Committee regarding District owned property. Our discussion and findings will be included in the July 2021 Governing Board agenda.

OFFICE OF INSTRUCTION

San Diego Regional Water/Wastewater Internship Program

Palomar College, in partnership with the San Diego County Water Authority and Cuyamaca College, was happy to promote the San Diego Regional Water/Wastewater Internship program. 2021 marks the 15th year the regional internship program has been providing practical, on-the-job experience to interested students, and a talent pipeline of potential candidates to the water/wastewater industry. Interns are placed with San Diego County Water Authority member agencies and partners for four (4) eight-week rotations through Water Treatment, Wastewater Treatment, System Operations, and System Maintenance.



AB 705

Palomar College and our English Department have been acknowledged by the California Acceleration Project for its strong and equitable completion of transfer-level English. The Acceleration Project team has asked to interview faculty, staff, and administrators who have been involved, in an effort to learn from our collective work on AB 705 and other related initiatives. Congratulations to all involved, especially to our English Department chairs Barb Kelber and Leanne Maunu for the leadership of their department through this significant shift.

Comet Affordable Learning Materials (CALM)

The CALM Committee, led by Anastasia Zavodny, part-time faculty in both Economics, History and Political Science, and Business, has finalized its selection of CALM grant recipients, approving 13 of the applications submitted. With significant funding from our Foundation and Guided Pathways, faculty from four of our five instructional divisions and counseling will work to develop low-cost and zero-cost texts for students in specific courses.

Guided Pathways

Guided Pathways wrapped up the end of year 4 with a presentation that included a review projects completed and 2021-2022 goals. Significant projects completed included the launch of the Palomar Pathways Mapper, the initiation of a Chat Bot and text messaging campaign, renewal of a number of College and Career Access Pathway (CCAP) agreements, making the Academic Advising Report open to students, the pilot of a Request Assistance module in Starfish for students seeking help, and the development of a career continuum. Guided Pathways also secured a Student Innovation Grant which allowed the pillar leads to obtain student input and feedback about several student onboarding processes.



Guided Pathways goals for next year include coordination of curriculum software with a system of record, identifying gateway and critical courses in programs, the re-launch of Early Alert in Starfish, integrating career software into career planning before education planning, diving deeper into Ad Astra and institutionalizing the process learned from participating in the *Degrees When Due* initiative.

For 2021-2022, it is recommended that Guided Pathways report to the College Council. As the Guided Pathways funding ends in June 2022, the College will need to determine whether or not the Guided Pathway Task Force is still necessary to help facilitate related projects and work on the campus beyond the sunset date.

STUDENT SERVICES

Student Life & Leadership

Anita & Stan Maag Food & Nutrition Center

Student Life & Leadership in cooperation with the Office of Student Equity, distributed 4,875 pounds of food from the Anita & Stan Maag Food & Nutrition Center. This effort resulted in serving 325 students in May. Community partners assisting with donations to the Anita & Stan Maag Food & Nutrition Center and the basic needs of our students include: North County Food Bank (San Diego Food Bank), Wounded Warrior Homes (San Marcos), and TrueCare (San Marcos)

Commencement 2021

Student Life & Leadership continued to work all month long to promote the drive-thru commencement event held on May 28. Communications were sent via email and social media. Planning meetings were held throughout the month with campus partners, and all employees were encouraged to sign-up and participate in this celebration as well.

Currently there are 374 students signed up for this event. An update on total number of attendees will be provided in June. The event includes a speech from ASG President Kateri Mouawad, and a presentation of student leadership and service awards.

Student Focused Activities

The Associated Student Government (ASG) Election results for the new ASG Board/Student Trustee of 2021-2022 are:

Student Trustee - Rachel Alazar

ASG President - Marie-Therese Mouawad

ASG VP - Joshua Delgado

ASG VP of Internal Affairs - Roxanna Vega

ASG VP of Finance - Mussawer Jamili

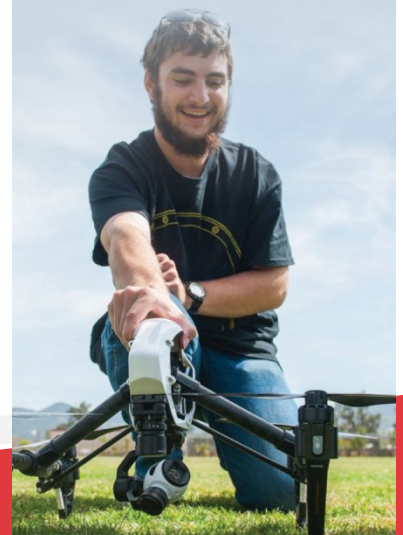
ASG VP of Communications - Ashley Gonzalez

ASG Secretary - Karen Galaviz Jimenez

ASG Senator - Stephanie Magnuson

ASG Senator - Natalie Scales

ASG Senator - Oseas Garcia



FINANCE AND ADMINISTRATION

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 June 2021. The geotechnical report was received and submitted to CGS.

Weight Room: The initiative to relocate the weight room from the CT building (racquetball courts) to room O-2 is progressing as scheduled.

Aquatics improvements: The project was approved by the San Diego County Health Department for a permit. The project bids were received and the approval of the lowest responsible bidder is included on the June 1 Governing Board agenda. The work is scheduled to be completed in late July/early August 2021.

Fallbrook 40 (40 stands for 40,000 SF): A visioning session was held on May 13. Initial programming of the project is now proceeding.

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

Miscellaneous Facilities Projects

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.

HUMAN RESOURCE SERVICES

Equal Employment Opportunity

Each community college district in California is required to develop a three-year Equal Employment Opportunity (EEO) Plan pursuant to Title 5, § 53003. The purpose of the Plan, as stated in the introduction to the District's EEO Plan 2019-22, is to "reflect the District's commitment to fair and equitable treatment in employment towards realizing the full benefits of a culturally diverse, inclusive and engaging teaching and learning environment." The EEO Plan 2019-22 may be viewed at [on the College website here](#).

The Plan includes information about the District's equal employment opportunity programs, some of which include:

- Fair and equitable recruitment procedures.
- Mandated selection committee training with an emphasis on diversity, nondiscrimination, and anti-bias.
- Methods for achieving greater diversity of applicants and hires.
- Procedures for resolving and investigating unlawful discrimination complaints.

The Plan is distributed annually to District employees. The District also notifies local community groups that focus on diversity of the Plan, and seeks their assistance in identifying potential candidates for employment at Palomar College.

In Fall 2021, the District will engage the EEO Advisory Committee to begin preparing the Plan for the years 2022-25. The EEO Advisory Committee will focus on ensuring



that the Plan strongly reflects the District's diversity, equity, and inclusion (DEI) and antiracism efforts.

The California Community Colleges Chancellor's Office usually requires these plans to be submitted in June of each year. The District will submit its completed Plan to the Governing Board on or before the June 7, 2022 meeting for approval.

Benefits, Workers Compensation, Leaves, and Accommodations

The two DeltaCare DHMO workshops had very limited attendance. These workshops were recorded and emailed to all employees and retirees who are enrolled in DeltaCare USA. The Benefits Office has started planning for the fall open enrollment during the month of August. We are meeting with the leadership of PACRA to ensure that open enrollment meets the needs of our retirees. A new short term COVID-19 Specialist employee will join the Benefits Office. This position will assist with tasks related to COVID-19 leaves, vaccines, accommodations, reporting, and website maintenance.

Recruitment

Below are the recruitment figures as of May 24:

19 permanent recruitments in progress

- 6 – Admin/CAST
- 9 – Classified
- 3 – Faculty
- 1 – ECE Lab School

45 part-time faculty recruitments in progress

- 14 additional part-time faculty postings have closed and departments are still hiring from those application pools

INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Accreditation

The Accreditation Writing Leadership Team (AWLT) continues to work on the Institutional Self Evaluation Report (ISER). Members of the Accreditation Steering Committee are reviewing drafts and providing additional feedback. Final requests for evidence have been sent to writing teams.

Integrated Planning

The Strategic Planning Council (SPC) approved a new Vision, Mission, and Values statement for the College. This Statement is moving forward to the Governing Board for review and discussion.

SPC reviewed the final list of resource requests prioritized and funded through the Program Review and Planning process at its last meeting in May. IR&P is drafting an annual report documenting the work completed this year to ensure planning drives resource allocation decisions.



Institutional Research and Planning (IR&P)

IR&P developed a data extract procedure for the internal auditor of the College to utilize when preparing for audits of the Student-Centered Funding Formula. The IR&P team also provided support for the Associated Student Government (ASG) as they developed and implemented an end of term survey. The Palomar Services Survey was launched and is now closed. A researcher is working on the results and developing the report. The results will be used to inform the Program Review and Planning efforts of administrative and the Superintendent/President's office.

Senior Director Barton met with members of the faculty senate to preview student journey data, which will be used to create a new data dashboard. She also provided a review of degrees and certificates disaggregated by race/ethnicity.

Finally, the IR&P team is updating the daily enrollment dashboard to incorporate a new calculation for noncredit distance education FTES calculations. The work to support this process has served as a validation check for modifications made to the programming of the FS320 report to ensure noncredit distance education is calculated and reported accurately.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

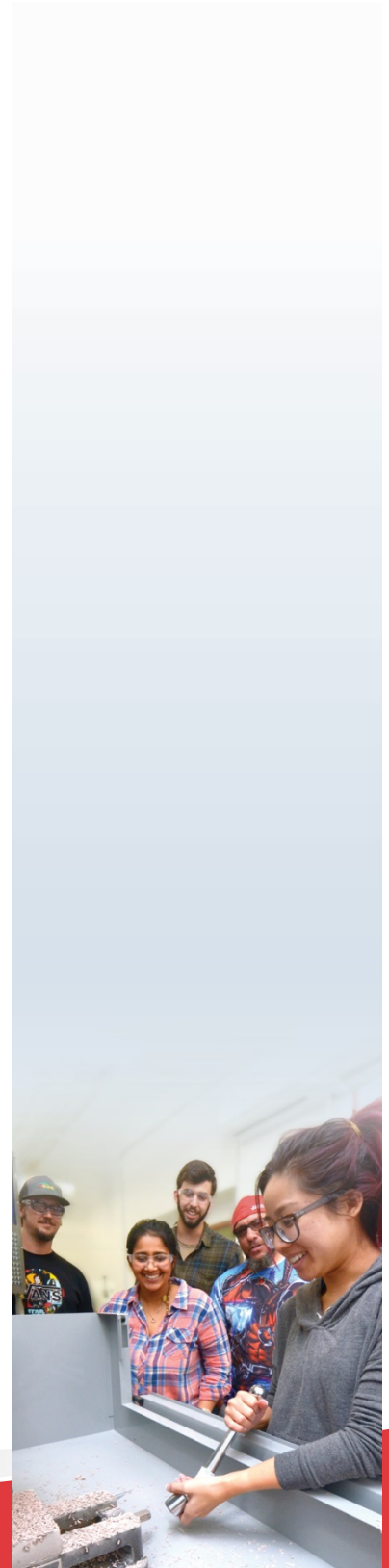
The Palomar Makes It Possible digital advertising strategy continues to generate more qualified traffic to the associated landing pages and palomar.edu website. Compared to May 2020, we experienced an 26% increase in new users in May 2021 and a 2.5% increase in sessions on our website. Both results are significant as we continue to implement a digital marketing strategy that is designed to bring prospective students to our College. Website visitors are also engaging with our website more than they did last May, as indicated by a 5% increase in page sessions. Our bounce rate (percentage of sessions with no interactions with the page) declined nearly than 54% compared to last May. 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 May, our social media posts focused on summer and fall enrollment, the promotion to register for the drive-thru commencement, the importance of vaccinations, and reminders regarding the pre-recorded commencement ceremony that will take place prior to the drive-thru commencement event.

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and more than 80% of the social media traffic is produced by Facebook, plus an additional 8.5% from Instagram and Instagram stories combined. The other top channels of traffic to the website are organic search, direct traffic, and referral traffic. Both direct and referral traffic increased over the prior year.

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 2% 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 May.



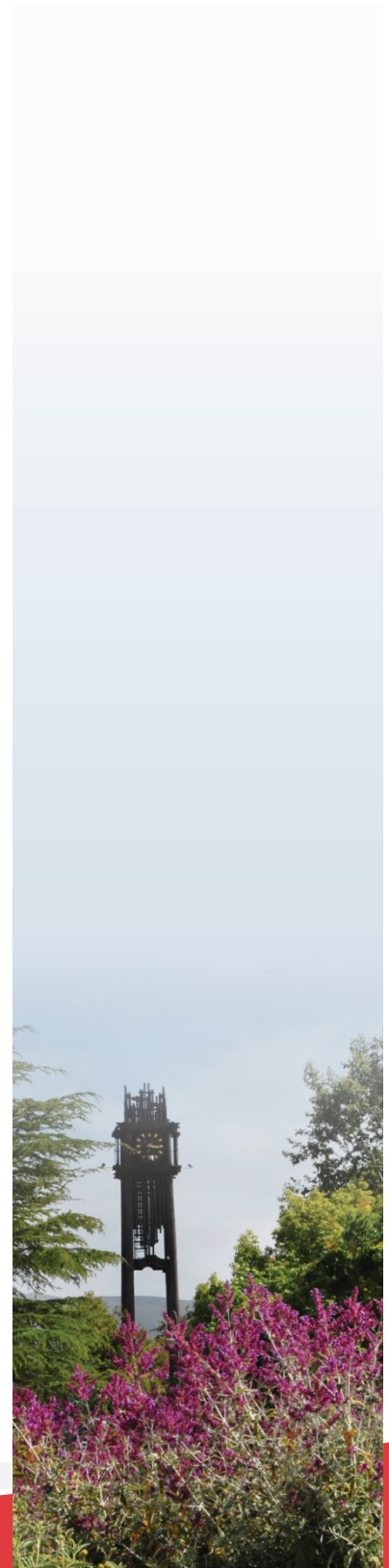
Sample Facebook posts for the month of May 2021

The STEM Core program webstreaming campaign that launched in mid-April and will continue through June. A performance report will be provided upon conclusion of the campaign.

The College webstreaming advertising campaign designed to support summer and fall enrollment goals started on May 3. Campaign performance will be provided next month. Jesse Lozano from My94I will again provide endorsement spots and a video for the campaign. Below are samples of the banner display ads that run as companions to the streaming ads.

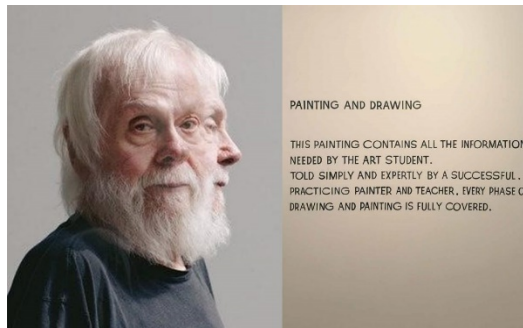


Banner Display ad samples



Community and Media Relations

On May 6 we distributed a [press release](#) regarding our new partnership with Neighborhood Health to host vaccination clinics at the Escondido Education Center. This partnership has been expanded to include the main campus as well. To date nearly 2,000 people have been vaccinated at the Escondido Education Center. This story gained coverage from our community news sites. On May 21, a press release was issued regarding the [Baldessari Artwork Sold](#) to Fund the Boehm Gallery Endowment. This story also gained attention from our community news partners. The San Diego Union Tribune has stated interest, and the article is pending.



In addition, to the aforementioned press releases, we issued four feature stories throughout the month. These included *Palomar Educator and Activist Wins Statewide Diversity Award*, *Palomar Alum Returns to Palomar Via Transitions Program*, *Palomar's 2021 Valedictorian Has a Comeback Story To Tell*, and *MODA Goes Virtual for 2021 Annual Fashion Show*. All of the stories can be found on the [feature section](#) of the Palomar News site.

In May, there were 60 mentions of Palomar College stories in media outlets throughout the region, state, and nationally. These included the feature stories we issued and highlights of former athletes and students.

Internal/External Communications and Public Affairs

On May 7, we issued Palomar News to all subscribers and College employees. This edition of [Palomar News](#) is available on the website. The next edition of Palomar News is scheduled for distribution on June 4.

FOUNDATION

Fundraising Activities

Grants

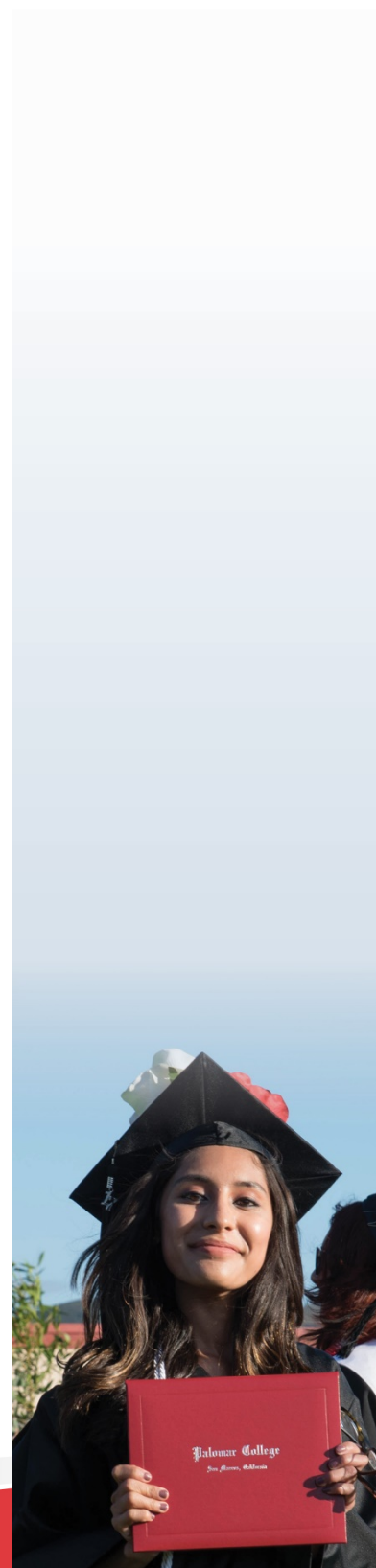
The Foundation received a \$25,000 grant from the California Small Business COVID-19 Relief Grant Program. This special, one-time funding is offered to small business and non-profit organizations who suffered from lost revenue due to COVID-19. With a significant reduction in event revenue, the Foundation was able to receive this funding.

Scholarships

This month the Foundation finalized the annual scholarship awards. A total of \$375,000 was given through the end of May to support our student's educational journey at Palomar College.

Stewardship Campaign – Corporate President's Associates

The Foundation continued a social media campaign in May to recognize contributions of our President's Associates and corporate partners. The impact has been well received



and increased social media followers of the Foundation by 75% on each platform. Within three minutes of the post shown on the right, Wells Fargo's corporate office commented, "Thank you for the opportunity to join your mission."

Alumni Association

The Foundation is pleased to welcome the Class of 2021 graduates to the alumni association. At the drive-thru commencement on May 28, the Foundation provided each graduate with a reusable shopping bag, Palomar face mask, and note to stay connected to Palomar College and the Foundation. The Foundation launched a new website for alumni to register and stay connected. The link to the Alumni Association is [here](#).

Community Events

Executive Director, Stacy Rungaitis and Foundation Board Chair, Pete Rogers attended a VIP (in-person) reception prior to the San Marcos State of the City address on May 19. The event featuring Mayor Rebecca Jones included prominent business leaders. As a follow up, Dr. Kahn, Stacy Rungaitis, and Pete Rogers met with leaders from Kaiser on May 28 to discuss partnership opportunities.

Education makes the difference



Thank you WELLS FARGO for changing lives by removing financial barriers to help Palomar College students reach their educational dreams!

