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July 2, 2021

PRESIDENT'S OFFICE

What Does June 15 Mean to Palomar?

It may come as no surprise that much of our energy was dedicated to the required planning to align our health and safety guidelines with that of the June 17 guidelines from Cal/OSHA. Due to the extent in which our summer session is underway, our course schedule and on-campus work schedules will not be impacted by the most recent changes that took effect on June 17. However, many departments are focused on returning to on-campus work starting mid-August to serve students and continue the operations of the College. Many of us are very much looking forward to returning to campus and interacting with one another face-to-face. We will keep our fall course schedules as is for the moment, but know that we now have the option to be more flexible should the demand for courses necessitate a change.

Our Emergency Operations Center remains intact and will continue to guide colleagues through the process of a safe return to on-campus work and teaching. As of June 28, we introduced a daily health pre-screening tool on the My Palomar App. This tool replaces our temperature screening stations that we staffed at the main campus throughout the last 15 months. Students and employees are required to answer the pre-

screening questions prior to coming to campus.

The App will serve up a message indicating if an individual is "clear" to

come to campus. We will install signage at the entrances to the main campus and education centers. In addition, we are continuing to promote the App and engage our employees, students and community members on social media and email.



Our Focus on Diversity, Equity and Inclusion (DEI)

We continue to prioritize our DEI work and have made progress in establishing DEI goals for our Campus Police Department and Police Academy. This work will be included in our upcoming accreditation visit and the documentation contained in our Institutional Self-Evaluation Report (ISER).

The Importance of Our Community Partners

Community partnerships were also a large part of the work we conducted in June, which included meetings with the Post-secondary Advisory group, Mayors of Vista and San Marcos, the Prop M Independent Citizens' Oversight Committee, and the Palomar College Foundation Board. It was great keeping the community updated on all of the progress we have made over this past year.

Progress Continues on Revenue Projects

Finally, short-term and long-term revenue projects remained at the forefront in June. We are considering a partnership that will support events for the Hispanic community. Our discussion regarding the sale of EBS licenses is also active.

OFFICE OF INSTRUCTION

We welcome our new dean for Career, Technical, and Extended Education (CTEE), Dr. Susan Wyche! Dr. Wyche comes to us from Shasta College, where she served as the Dean for Economic and Workforce Development, and Dean of Business, Agriculture, Industry, Technology, and Safety. Her academic experience also includes serving as Director of Grants for the University of Hawaii Maui College. Susan also has experience in industry as the Chief Operating Officer for a design and build business specializing in green roofs and in landscaping.

At the same time, we'd like to thank Nichol Roe and Suzanne Sebring, both of whom have covered CTEE these past few months. Nichol, in her role as Interim Dean, has been particularly impressive in creating a nearly seamless transition with the departure of Dean Fritch last February. Nichol's remarkable attention to detail and strong work ethic has served the division and the Office of Instruction well.

STUDENT SERVICES

Puente Scholars

Three Palomar College students have been awarded Puente Statewide Community College Scholarships, capping their first year in college and the successful completion of a program focused on college and transfer success.

The students selected as scholarship recipients were Chris Garcia, 19, of San Marcos; Lorna Martinez, 18, of Vista; and Oseas Garcia, 20, of Escondido. The recipients from Palomar took home three of only 30 scholarships offered to Puente programs throughout the state. The impact of these scholarships can not be understated, as these funds will help the students stay in college for the 2021-22 academic year, transfer to four-year institutions, earn bachelor degrees, and ultimately return to their communities as mentors and leaders.

Enrollment Campaign

Student engagement through a focused telephone campaign designed to target students who were registered in spring and not yet registered for summer and fall terms, was initiated in June. The progress of this campaign is generating enrollments and providing resolutions to obstacles that are preventing students from enrolling. To date, 761 students have been contacted. About 27% of those students contacted indicated they would register and received the help they needed to do so. Another 22% of students are now actively working with financial aid and counseling to get their



questions answered. 10% of students contacted have indicated they will not enroll for various reasons. The remaining students are still in the communication pipeline (i.e. voicemails, emails, etc.). This phone call campaign is active and we expect gain positive results as it progresses.

Onsite Enrollment Events

The NCEOC (North County Education Opportunity Center) team took the lead in designing an onsite enrollment event on June 25 at the main campus. The event attracted nearly 30 students who were given the assistance they needed to enroll for summer and fall. Staff from the NCEOC, financial aid, enrollment services, veterans, and Promise attended the event. Students in need of counseling were connected with the counseling department. On July 9, August 13 and August 14, additional onsite enrollment events will be held.

FINANCE AND ADMINISTRATION

Campus Police

Diversity & Equity Initiative Goals for FY21-22

- All officers complete 16 hours of implicit bias, diversity or mental health awareness. (POST mandate is 2hr per 2 years)
- All officers complete Get Safe Partnership with UCLA.
- Complete POST Principled Policing class.
- Work with ASG on student-police community forum/listening session (Fall 21).
- Re-engage Community Outreach and Engagement Efforts.
IE: Coffee with a cop on each campus (two per semester).
- Increase PCPD appearances in classrooms by 10%; exploring the role of police in communities.
- Facilitate visit with Museum of Tolerance.
- Attend District Attorney sponsored De-Escalation training (8hr).

Prop M Projects

Athletics project

The plans for Phase 1 – the stadium project was submitted to DSA on June 24 for permit. Bid documents for the bleacher system design/build bid package are being prepared and will be issued in July for bid. Design work continues on Phase 2 – Football Fieldhouse with the design nearing the completion of the schematic design phase.

Aquatics improvements

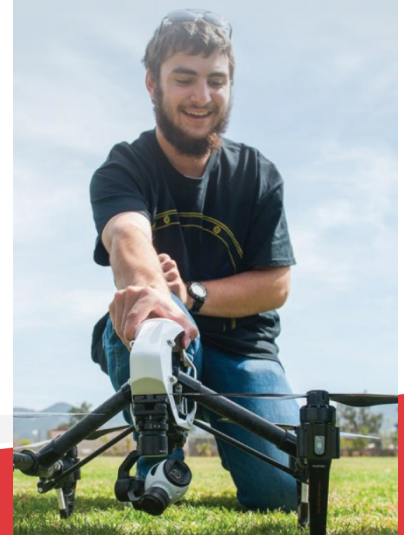
Work has begun on the aquatics improvement project with the pool being drained and demolition of the deck slab has started.

Fallbrook 40 (40 stands for 40,000 SF)

Initial programming of the project is now proceeding and the schematic design phase has started.

District Security Assessment

A District Security Assessment was conducted through our district architect (HMC) in partnership with an engineering consultant (P2S) to provide recommendations to the



District on standardizing policies, procedures and standards, as well as the identification of where security may be lacking, across all District properties.

The findings from the consultant were reviewed and incorporated into a draft report. The draft report is under review and feedback will be provided to P2S, within 2 weeks. These comments will be incorporated into a final report that will be reviewed in July.

P3 Projects

Fallbrook Electronic Billboard

The Exclusive Negotiation Agreement has been signed by OutFront Media and the final exhibit is being added to the document by legal counsel. Once complete, the document will be sent to the District for signature.

Miscellaneous Other Projects

Welding Storage Conversion (Strong Workforce Funded)

The work for this project is now being scheduled. The majority of project submittals have been reviewed and approved and materials are being ordered.

CCCTech/TTIP Relocation (Grant Funded)

The final floor plan is in development and furniture is being moved out of the current leased space to the Rancho Bernardo Education Center. This phase of the project is due to be completed by June 30.

Return to On-Campus Work HVAC Project (HEERF Funded)

The District is working with multiple vendors to address the findings contained in an analysis by an engineering firm that was hired to evaluate the HVAC systems on the main campus and education centers. The final report is being worked on by the consultant and will be issued shortly. The District is working on developing the filter replacement scope of work in order to get materials ordered by the end of June. For information purposes, there is a [summary of work](#) available.

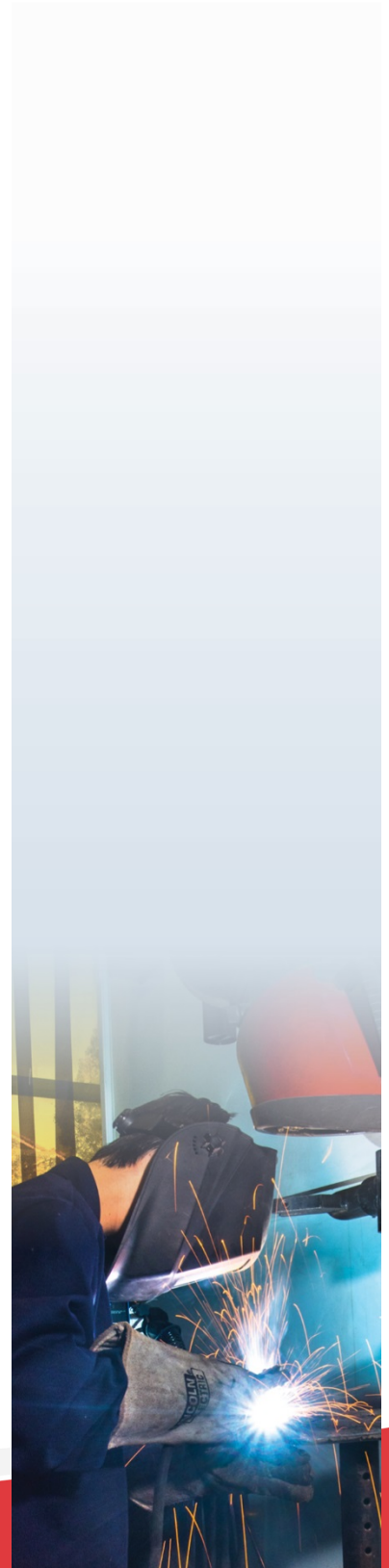
San Marcos Pool PV Project

The District has been approached by a start-up company that has developed a “state of the art” PV system that increases the PV efficiency by up to 21%, captures waste heat to either heat a hot water system, or stores it to generate electricity after hours. The firm would like to install a small 25Kw PV system at the existing pool, and use the waste heat captured to preheat the pool water thereby reducing District utility bills for both power and natural gas. This project will be at no cost to the District, as it is a part of the California Energy commission 2020 CalSEED award to demonstrate the firm’s new technology. The District now needs to formally agree to the project and enter into an agreement to allow them to do the work. The vendor understands that they will need to get a DSA permit. More detailed information can be found [here](#).

HUMAN RESOURCE SERVICES

Benefits, Workers Compensation, Leaves, and Accommodations

The Benefits Office is actively preparing for open enrollment of the health insurance program. Open enrollment will take place during the month of August and selected



changes will take effect October 1. Postcards will be mailed to all employees and retirees with a save the date for workshops, and information for enrollment.

An emotional support survey was sent to all employees to allow for the District to effectively provide emotional support services as the main campus and education centers repopulate. The last day to respond to the survey is July 9.

Recruitments

These are the current recruitments as of June 28:

- 26 permanent recruitments in progress
 - 9 – Admin/CAST
 - 16 – Classified
 - 1 – Faculty
- 47 part-time faculty recruitments in progress
 - 16 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) sent the draft Institutional Self Evaluation Report (ISER) for external review on Friday June 25. Feedback from the reviewers is expected in mid-July. AWLT continues to insert evidence into the document and follow up on the remaining comments. The draft ISER will be updated based on the feedback.

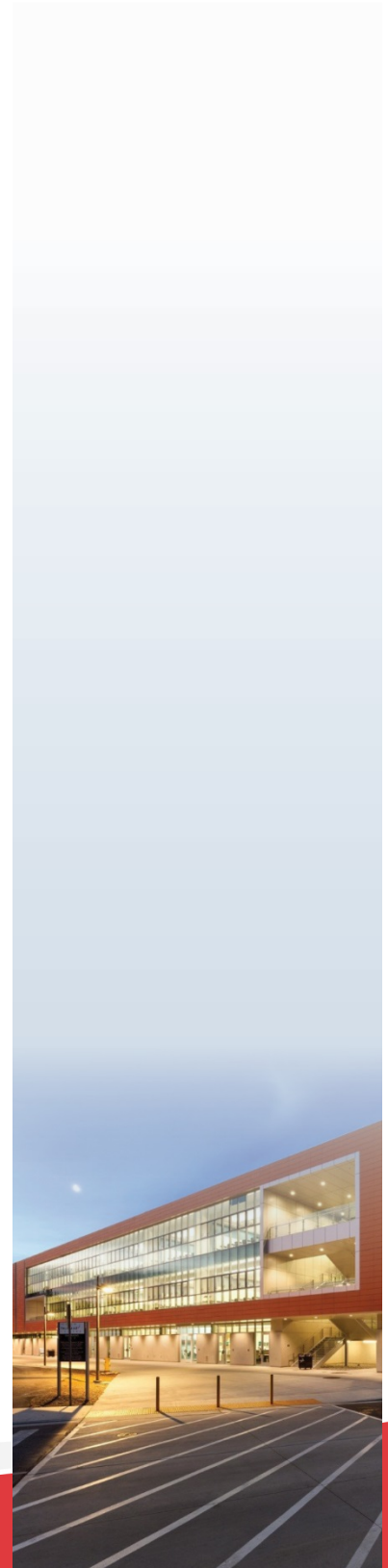
Integrated Planning

At its July meeting, the Governing Board will receive the proposed Vision, Mission, and Values statement approved by the Strategic Planning Council (SPC). The proposed statement is the product of a year-long dialogue and data collection. A brief report of the steps taken to develop the new statement is included with the agenda item. IR&P has completed the annual integrated planning and resource allocation report that documents the work achieved this past year to align planning with resource allocation decisions. This report will be provided to the Governing Board in July.

Institutional Research and Planning (IR&P)

IR&P created the data template for submission of the College's placement and enrollments to the California Community Colleges Chancellor's Office. This submission is one of the items the College must complete to remain in compliance with Assembly Bill 1805. The requirement states that Colleges inform students of their right to enroll in transfer level English and math courses, publicly post course placement results on their websites, and to annually submit placement result information by race/ethnicity to the Chancellor's Office.

Work is continuing to prepare for next year's program review and planning cycle. IR&P has prepared additional data sets for a faculty workgroup examining the Course Outlines of Record and considerations of to incorporate diversity, equity and inclusion content and approaches into their courses.



As the survey season comes to a close, IR&P is now completing its analyses and preparing written reports summarizing the results of the institutional surveys. Finally, research analysts have been deployed to assist in collecting evidence, and following up on requests for evidence for the ISER.

Grants

IR&P provided support to the Dean of Math, Sciences, and Engineering in the development and submission of a Title III STEM grant. The grant was submitted at the beginning of June and will be reviewed by the Department of Education as part of its bi-annual Title III competition.

The Executive Cabinet prioritized and approved a grants manager position to lead the grants program at the College and help manage the full life cycle of the grants. Preparation work to move forward with the hire will occur in July.

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 June 2020, we experienced nearly a 9% increase in new users in June 2021, and a 26% increase in new 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. Our bounce rate (percentage of sessions with no interactions with the page) declined nearly 42% compared to last June. This latter statistic is indicative that our content on our website is improving, and is more engaging and 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 June, our social media posts focused on summer and fall enrollment, and specific courses in need of enrollments. In addition, we targeted posts to high school students and parents. One of our tweets targeted to high school students was “re-tweeted” by the Chancellor’s Office (see image to left).

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. The other top channels of



Image of Chancellor's Office "Re-Tweet"



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 steady increased growth for all channels. Our growth in Facebook “Likes” increased 4%, and followers on Twitter grew 1% compared to last year. Instagram is continuing to show the largest year-over-year increase at 11%. LinkedIn followers continue to increase year-over-year, with a 6% increase in June.

The STEM Core program webstreaming campaign that launched in mid-April, continued through June 30. The campaign did quite well and surpassed industry benchmarks. The social media advertising portion of the campaign delivered an incredibly high click-thru-rate (CTR) of 1.22%. Overall the campaign delivered over 465,000 impressions and a click-thru-rate of .37%. For purposes of reference, a good CTR is .10 - .15 and a really good CTR is .18.

The College webstreaming advertising campaign designed to support summer and fall enrollment goals continued through the third week of June and is scheduled to restart in mid-July. The May-June campaign performed well above industry benchmarks, delivering over 443,000 impressions and a click-thru-rate of .24%. We have seen an increase of traffic from iHeart media, our webstreaming advertising vendor, to palomar.edu.

Community and Media Relations

On May 28 we distributed a [press release on the drive-thru commencement](#) which featured quotes from participating graduates.



Commencement Photo

This story gained coverage from our community news sites. On June 8, the public affairs office joined two diesel technology students, associate professor Sergio Hernandez, and Project Cornerstone for a KFMB-CBS television coverage featuring the work the College and our public/private partnerships. The news story aired multiple times during the week, and was featured on the [news station website](#).

On June 25, we issued a press release on the appointment of Dr. Star Rivera-Lacey as Superintendent/President of Palomar Community College District. This story gained national and regional press coverage including placement in the San Diego Business Journal and San Diego Union Tribune.

In addition, we issued five feature stories throughout the month. All of the stories can be found on the [feature section](#) of the Palomar News site. In June, there were 63 mentions of Palomar College stories in media outlets throughout the region, state, and nationally. These included the feature stories we issued, highlights of former athletes and students, and former Superintendent/President Boggs.



Internal/External Communications and Public Affairs

On June 4, 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 July 9.

FOUNDATION

Scholarship Stewardship

The Palomar College Foundation has been pleased to present a special stewardship gift to each of our annual scholarship donors. With the cancellation of the 2020 and 2021 Honors Night celebration due to the COVID-19 pandemic, we found a creative way to introduce our donors to their scholarship recipients through an individualized picture book. The book included messages from the Executive Director of the Foundation, Interim Superintendent/President, and specific photos with thank you notes from the donor's scholarship recipients. Additional photos of the donors from previous Honors Night events along with

Palomar College campus photos were portrayed throughout the book. Presented in a lively fashion with a box of "mint" flavored items, we thanked the donors for their commitment, investment, encouragement, and involvement. The feedback has been overwhelmingly positive from our donors!

Donor & Community Activities

Foundation Executive Director, Stacy Rungaitis and Foundation Board Chair, Pete Rogers attended the North San Diego Business Chamber's (NSDBC) annual dinner and awards ceremony on June 30. This in-person event was hosted outdoors at the Bernardo Winery with 250 attendees. Stacy just began her second term of service as a member of the NSDBC's Board of Directors.

The Foundation Executive Director, Stacy Rungaitis worked with center director Ryan Williams to kick-off the Camp Pendleton Community Advisory Council on June 10. In addition, the Escondido Education Center and Rancho Bernardo Education Center Community Advisory Councils hosted their quarterly meetings on June 1 and 2, respectively. Attendance at the Community Advisory Council meetings is strong, indicating an excellent level of engagement for these participants.

Golf Classic – October 25, 2021

Mark your calendars for the annual President's Invitational Golf Classic being held in-person on Monday, October 25 at Maderas Golf Club. The event will be a scramble format starting at noon. Our amazing golf committee will commence planning on July 8 with a kick-off meeting hosted at Swinerton Builders. The 15-member committee is



committed to raising philanthropic dollars to support our mission of removing financial barriers to education for Palomar College students.

Foundation Accounting Notes

The Palomar College Foundation operates on a calendar year with a recent audit of 2020 completed. The auditor from Wilkinson, Hadley, & King, LLC informed the audit committee of the positive results including an unmodified opinion with no management letter, the best outcome possible in an annual audit.

After over 20 years of service to Palomar College and the Foundation, our Foundation accountant Pauline Riley retires on June 30. Pauline has been a joy to work with and has provided accurate accounting with integrity for her entire tenure. We will miss Pauline's positive nature and wish her the very best in her retirement.

