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August 3, 2021

## PRESIDENT'S OFFICE

### Accreditation, Accreditation, Accreditation

During this past month, much of our time has been spent in collaborating with cross functional teams to develop the final draft of our Institutional Self Evaluation Report (ISER). This process has been rewarding as we understand more about our strengths and opportunities.

### Recovery and Re-Population

Our Emergency Operations Center (EOC) section chiefs remain focused on the development of the Campus Recovery Plan, which is designed to aid in the safe and healthy re-population of the main campus and education centers. While doing so, we have been continuing to focus on educating our students and employees on the importance of COVID-19 vaccination through email and social media. The EOC has planned convenient vaccination events at the main campus and education centers for employees and students.



### Diversity, Equity, and Inclusion (DEI) Summer Institute

Our DEI Summer Institute was full of great conversations, learning, and planning for the future of this important work. Attended by faculty, staff and representatives of the Associated Student Government, the agenda included a review of data centered on the student experience and belonging, goal setting, potential strategies and the importance of an integrated DEI plan for the coming year. Our new Superintendent/President Dr. Rivera-Lacey will lead this initiative going forward.

### Plenary and Planning for the Future

It is hard to believe that Fall 2021 Plenary is less than one month away! This annual opportunity for employee education and enrichment is set for Thursday, August 19 and Friday, August 20, from 9:00 a.m. to 5:20 p.m. each day. In addition, to planning for Plenary, we spent time this month on exciting revenue generating opportunities that will financially benefit the District in both the short and long-term.

### Palomar College - Top 100 Colleges and Universities in California

Palomar College ranked 17 among the top 100 Colleges and Universities by EdSmart, a leading higher education research organization. All evaluated data was gathered from IPEDs, the U.S. Department of Higher Education, and school

websites. Rankings are based on affordability, academic quality, student retention and satisfaction and student outcome data.

## OFFICE OF INSTRUCTION

### Preparing for Fall 2021

Instruction has spent the better part of the month preparing for the onsite and virtual return to fall semester. This includes faculty prepping face-to-face and online courses, training for faculty on new technology in the classroom, and planning for larger projects to help students succeed in the classroom. Instructional staff has been busy assisting in the process to get classrooms prepared, while meeting the safety and technology needs for the fall term. Several members of our team are working on broader institutional projects that impact instruction, including accreditation, the Online Educational Initiative, and improvements in Guided Pathways.

Exciting new partnerships pending board approval include a co-location of National University at the Rancho Bernardo Education Center and new contracts designed to offer native languages to community partners. There are several great new possibilities on the horizon as we move away from the constrained COVID-19 environment.

## STUDENT SERVICES

### Enrollment Campaign Update

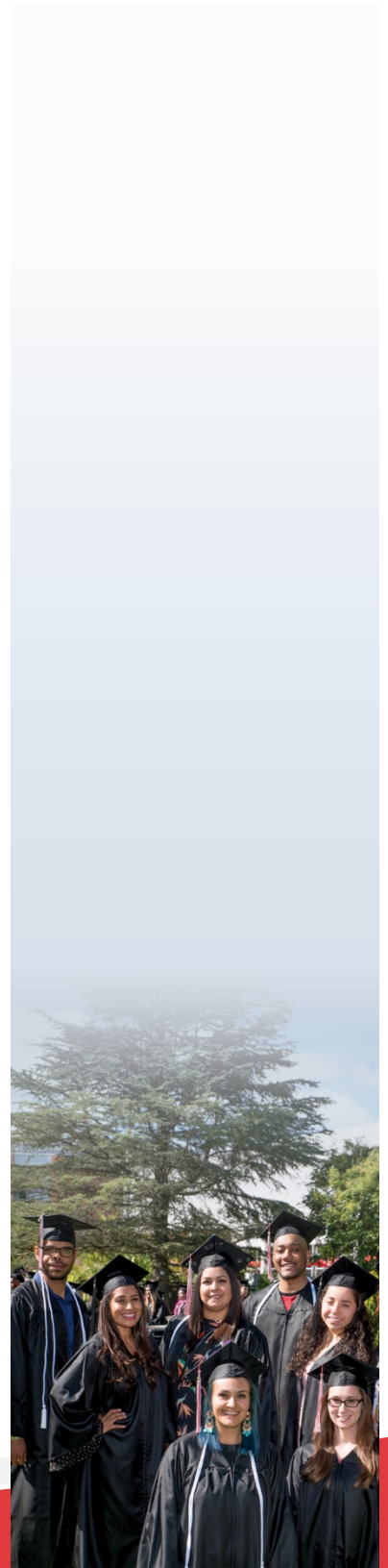
Student engagement through a focused telephone campaign continued in July. The campaign is designed to target 3,387 students who were registered in spring and not yet registered for summer and fall terms. The progress of this campaign is generating enrollments and providing resolutions to obstacles that are preventing students from enrolling. Since the start of the campaign in June, 2,640 students have been contacted. Those that have indicated a need for assistance in enrolling, require financial aid information, or have general questions, are now in communication with the respective areas of student services.

### Onsite Enrollment Event

The NCEOC (North County Education Opportunity Center) team took the lead in designing an onsite enrollment event on July 9 at the main campus. The team is now actively planning for similar events on August 13 and August 14. Staff from the NCEOC, financial aid, enrollment services, veterans, and Promise will be in attendance. Students in need of counseling will be connected with the counseling department. NCEOC is working with the marketing and communications team to reach prospective attendees via direct mail and social media.

### Degrees When Due

In collaboration with counseling, enrollment services and institutional research and planning, 941 students were identified as “potential completers”. Ninety-one of these students are eligible for a degree. These students received a letter from the College inclusive of a graduation petition submission form. These students, and the 850



students identified as “potential completers”, were also sent email communication to both their personal and palomar.edu email addresses. As a result of these efforts, the first degree was awarded on July 22.

### **Disability Resource Center**

The DRC is currently undergoing a remodel to ensure adequate meeting space for students and staff in compliance with ADA standards.

## **FINANCE AND ADMINISTRATION**

### **Bond Refunding**

In January and April of 2015, Palomar Community College District issued its 2015 General Obligation Refunding Bonds and Election of 2006 (Prop. M) Series C General Obligation Bonds (the “Prior Bonds”) in the aggregate amount of approximately \$336 million. Since the issuance of the Prior Bonds, municipal bond interest rates have declined significantly. On September 8, 2020, the Governing Board approved the issuance of general obligation refunding bonds in an aggregate amount not-to-exceed \$335,000,000 to refinance a portion of the Prior Bonds. In November 2020, the District refinanced roughly \$163 million of the Prior Bonds and reduced the District taxpayers’ bills by a total of \$21.2 million. With the passage of time and improved market conditions, the District now has an opportunity to refinance the remaining \$106 million of Prior Bonds and deliver additional savings to the local community.

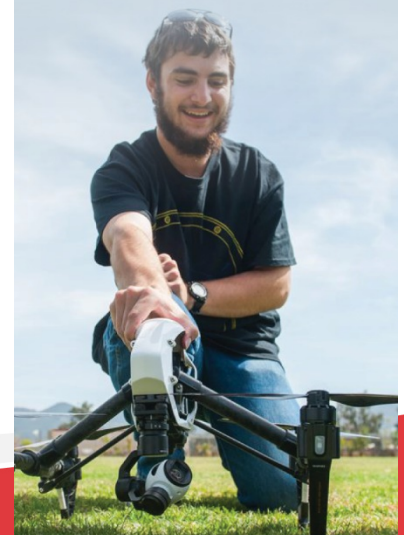
### **Potential Savings to Taxpayers of \$6.3 million**

Savings would be generated for the District’s taxpayers by replacing the higher interest rates (averaging 4.13%) on the prior bonds with lower interest rates (currently averaging 2.44%) on the proposed new refinancing bonds (“the 2021 Refunding Bonds”). The District will receive no additional proceeds from the refinancing. All of the savings will go directly to the taxpayers. The refinancing will not extend the original bond term. All of the 2021 Refunding Bonds will be paid off by August 2040, as originally scheduled. The current estimate of potential savings for the District taxpayers is \$6.3 million over the life of the refinancing, net of transaction costs.

### **Information Services**

Information Services (IS) continues to support the campus community in both remote and hybrid operations, virtually, and through essential on-site services. Of increased significance, is the work being done in collaboration with the EOC in identifying, and preparing for technology needs to support a safe, effective, and phased return to on campus work, including both on-site and hybrid learning and work models. The most notable projects or tasks completed and currently in process include:

- The successful implementation of the COVID-19 Pre-Screening Application within the My Palomar App, in both English and Spanish, for use by employees, students, and campus visitors. This project included the installation of on-site kiosks for those who cannot access technology from home.
- Development and planned implementation of a proof of COVID-19 vaccination submission process for students. The built functionality, includes the ability to submit a request for a vaccination exemption due to medical or religious reasons.



- Purchase and on-going distribution of additional devices or equipment needed for enhanced technology needs of students, faculty and staff, including items such as webcams, telephone, headsets, additional laptops, and monitors.
- On-going implementation of enhanced and flexible audio-visual capabilities in classrooms and conference rooms, allowing for enhanced hybrid teaching and learning.

### Technical Services

The team remains consistently busy maintaining and managing laptops for remote staff use, on-site workstations with remote connectivity, and keeping the student computer labs updated for virtual use by online students.

### Systems and Programming

In addition to the regular, on-going application maintenance and support of district-wide applications, the team assisted in the successful implementation of Phase I of the FCMAT recommended commitment accounting project. Also specific to the FCMAT recommendations, are the data integrity improvements and MIS reporting, as well as the procedure updates to support the on-going implementation and enhancement of English and Math course placements per AB705 guidance. In the area of equity, a project allowing, and supporting the use and display of preferred student and employee names in various systems, is currently underway with broad expectations.

### Networking and Data Center

There are several infrastructure projects, including cabling and networking additions, and upgrades in support of new and on-going construction projects. This is in addition to, a substantial overhaul of fiber, uninterruptible power supply, and networking equipment in the AA/ST building. Additionally, this team participated and took on a significant role in an important, districtwide assessment of physical security, including the review and feedback of security cameras and related system, building and room alarms, emergency phones, and emergency notification systems. This team has also taken the lead role to standardize and substantially upgrade features and functionality of our Informacast Emergency Notification System.

### Prop M Projects

#### Athletics project

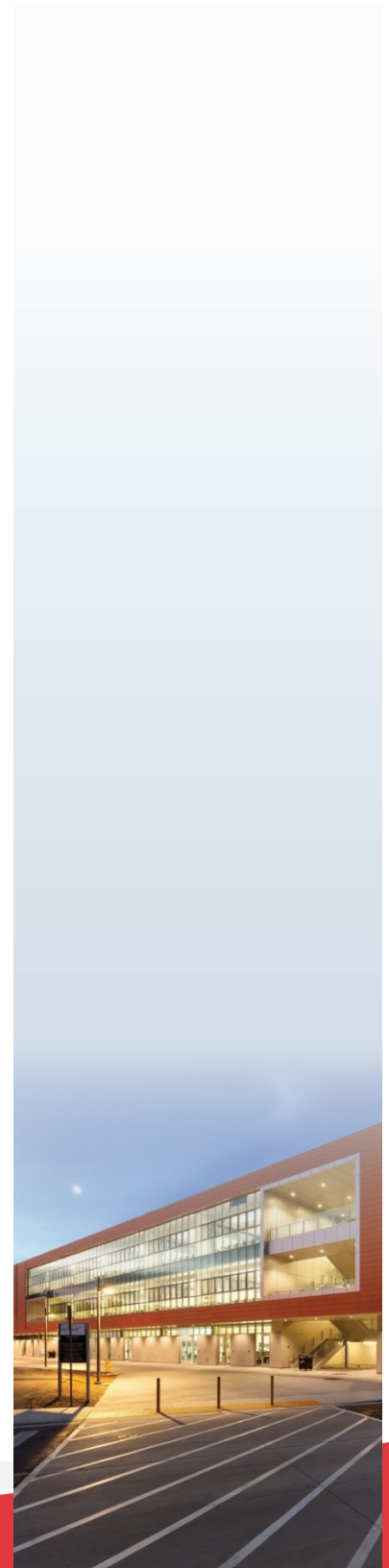
The plans for Phase I of the stadium project was submitted to DSA on June 24 for permit. Feedback from DSA is expected by mid-October. Bid documents for the bleacher system design/build bid package are being prepared and will be issued in August.

#### Aquatics improvements

Work continues on the Aquatics improvement project with the demolition complete, main drain installed, and tile work having begun. Pandemic-related delays on a necessary chemical tank are being addressed by the contractor to ensure the pool is open by August 20.

#### Fallbrook 40 (40 stands for 40,000 SF)

The design of the project is proceeding and the schematic design phase has started.





### **Miscellaneous Other Projects**

#### **New Welding Exhaust Unit (Strong Workforce Funded)**

The additional information requested by DSA has been submitted and we are awaiting additional comments (if any) from DSA. Bid documents have been prepared and the project is currently out to bid. It is anticipated that the Governing Board will receive a recommendation to award a contract in September.

#### **Welding Storage Conversion (Strong Workforce Funded)**

The work for this project has started and necessary materials have been ordered with an expected delivery in late September.

#### **CCCTech/TTIP Relocation (Grant Funded)**

CCC TechConnect moved out of their old space. The furniture will be split between the old LL building (storage) and Rancho Bernardo Education Center where it will be reused. Design is to start as soon as a new District architect is selected and under contract.

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

The District received all of the classroom air scrubber units and has placed them in their assigned rooms. Work on the filter replacement began the week of 7/26. Some of the smaller scrubber order has started to be delivered as well. For information purposes, there is a [summary of work](#) available in the employee communications library on the COVID-19 website.

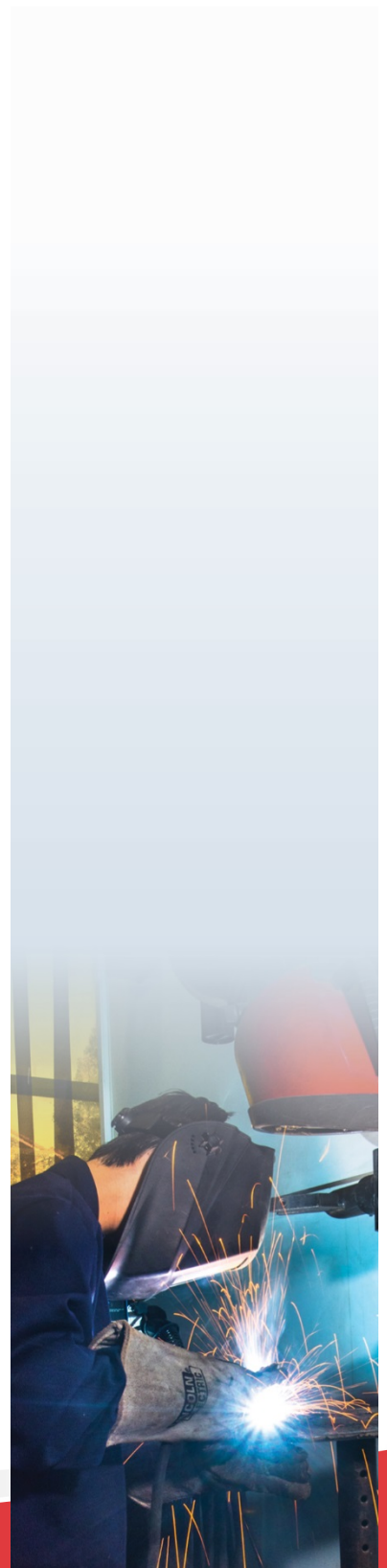
#### **State Annual Submittals**

Updates to the 5-year construction plan are in progress and will be submitted to the Governing Board in September.

## **HUMAN RESOURCE SERVICES**

### **COVID-19 Updates**

The Human Resource Services department has been working extensively with the EOC and the Policy group to implement our plans to return to work safely in Fall 2021. This has been a difficult task considering that the guidance from Cal-OSHA and the Centers for Disease Control and Prevention (CDC) has continually changed over the past several months. Part of our goal over the next several weeks, is to ensure that there is clear communication to employees regarding the Recovery Plan, and how to work with campus visitors who may not comply with our facial covering requirements. Additionally, and most importantly, our Employee Emotional Needs Survey has been completed and we will be offering trainings and other resources to employees to address their emotional health needs. The emotional support survey data was sent to District and employee group leadership. Returning to on-campus work does create anxiety after over 16-months of remote operations; our goal is to lower these anxieties as much as possible. There are four employee emotional support workshops and a half-day of one-on-one counseling services in the planning phase for late August.



### **Benefits, Workers Compensation, Leaves, and Accommodations**

The Benefits Office is actively preparing for insurance open enrollment, which will take place during the month of August. All benefit changes will take effect October 1, 2021. To inform employees and retirees of the upcoming enrollment period, postcards were mailed with a save-the-date for informational workshops, and enrollment information.

### **Recruitments**

These are the current recruitments as of June 28:

- 25 permanent recruitments in progress
  - 9 – Admin/CAST
  - 15 – Classified
  - 1 – Faculty
- 49 part-time faculty recruitments in progress
  - 18 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) received feedback on the Institutional Self Evaluation Report (ISER) from the external reviewer. AWLT sent the feedback to the Vice Presidents and writing team leads with a request to address the feedback. AWLT continues to request evidence to be included in the document and is providing additional writing support to teams.

### **Integrated Planning**

On July 20, 2021, the Senior Director of IR&P facilitated the Governing Board workshop to review their 2020-21 self-evaluation, and establish the 2021-22 Board goals and related tasks. The Senior Director has developed draft goals and related tasks, and provided this draft to the Superintendent/President for review. Once complete, the goals and tasks will be sent to the Governing Board for review.

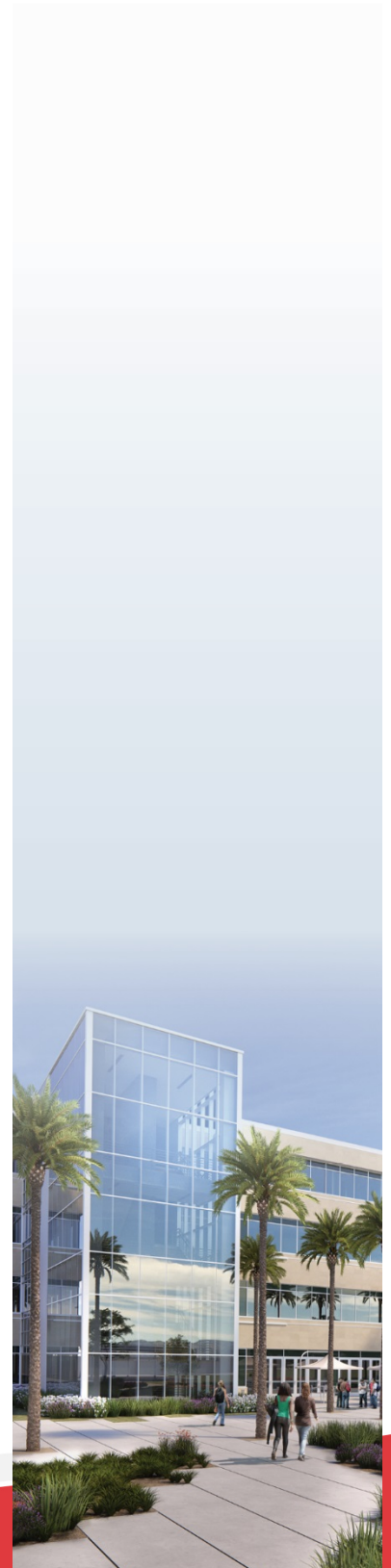
### **Institutional Research and Planning (IR&P)**

IR&P is reviewing the current instructional and non-instructional Program Review and Planning forms and is providing recommended revisions based on feedback from faculty and staff. Staff are also summarizing the results of the Palomar Services Survey. Non-instructional units use these results to establish and assess Service Area Outcomes. Staff have been assigned to respond to a Public Records Act request and a significant data request from the Concilio. Two research analysts have been assigned to assist in gathering evidence for the ISER.

## **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 July 2020, we experienced an 8.2% increase in new users in July 2021, and a 25%



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 20% compared to last July. This latter statistic is indicative that our content on our website is improving, and is more engaging and relevant to our target audiences. An excellent bounce rate for websites ranges between 26% - 40%. Our bounce for July 2021 is 32%.

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 July, our social media posts continued to focus on summer and fall enrollment, the importance of vaccinations, financial aid and scholarships.

In support of the recruitment efforts to obtain two new Independent Citizens' Oversight Committee (ICOC) members, we launched a Facebook advertising campaign to target the specific demographics sought by the ICOC. In the first ten days of the campaign, the ad generated over 225 clicks to the ICOC webpage.



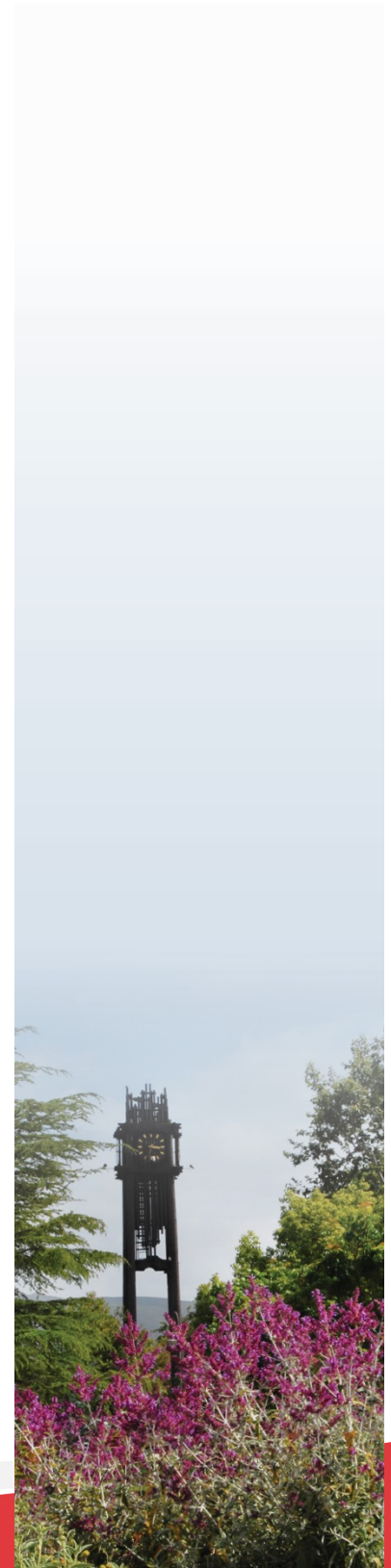
*Facebook ad to support ICOC member recruitment*

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. 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 steady 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 10%. LinkedIn followers continue to increase year-over-year, with a 6% increase in July compared to July 2020.



*Vaccination education Facebook post*



The College webstreaming advertising campaign designed to support fall enrollment goals re-launched on July 26 with a new added feature of Over-the-Top (OTT) video. OTT video is best described, as an ad that will run on subscription-based internet entertainment formats such as YouTubeTV, Roku, Hulu, etc. This type of advertising is less expensive and more targeted than broadcast television advertising. The ad will be specifically targeted to platforms and shows aligned with our student demographics. This campaign will run through the second week of September.

### Community and Media Relations

On July 7, we distributed a press release regarding the [Governing Board Finalizing the Hire of Dr. Star Rivera-Lacey as New Superintendent/President of PCCD](#). This story gained coverage from the San Diego Business Journal, the Coast News, and the San Diego Union Tribune, among other publications. The story also gained national coverage by inclusion in the Chronicle of Higher Education.

In alignment with our effort to support the recruitment of two new ICOC members, we issued a press release, [Palomar Seeks Applicants for Bond Oversight Committee](#), to announce the District wide recruitment effort.

In addition, we issued four feature stories throughout the month. All of the stories can be found on the [feature section](#) of the Palomar News site. In July, there were 57 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.

### Internal/External Communications and Public Affairs

On July 9, 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 August 6.

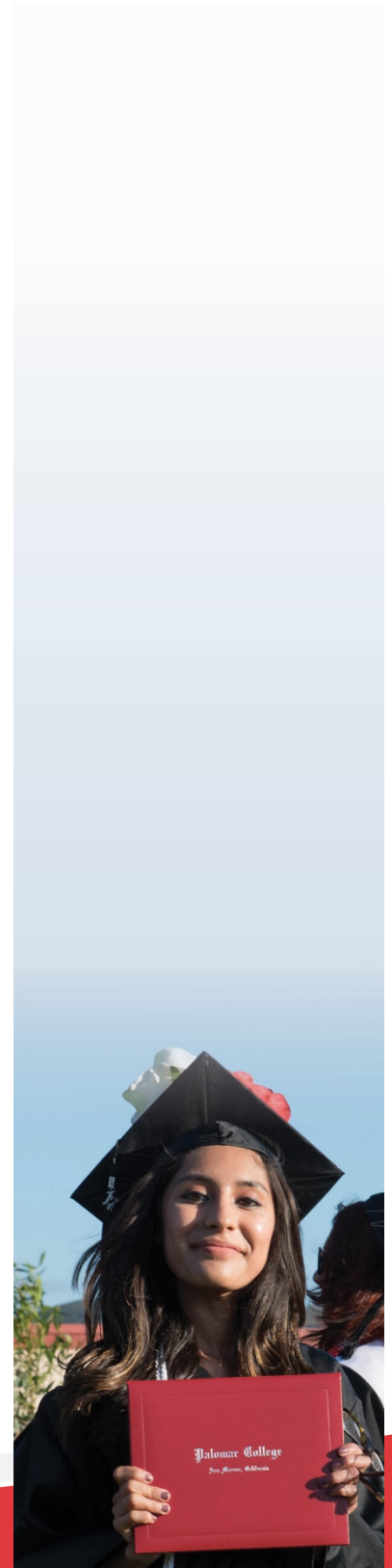
## FOUNDATION

### Fundraising Activities

#### Grants

Late in the month, the largest grant in Foundation history was received for \$102,431! The Conrad Prebys Foundation is a new funder to the Foundation, but one with strong ties in the community. The funding will be used to purchase a highly sophisticated simulation manikin (full body) – Trauma FX. The manikin will be used primarily by the Emergency Medical Education (EME) and nursing programs. We trust this equipment will enhance the teaching and learning environment for our incredible faculty and students in these programs. When delivering this momentous news to the Foundation, the donor stated;

*“Thank you for your resilience as we continue to battle a global pandemic. And thank you for the tireless work you have done—pivoting programming to best serve your constituents and undertaking innovative fundraising approaches to sustain your organization. The path ahead is certainly not a smooth one, but it is organizations like yours and people like you who will heal*





*our community in the months and years to come. The Conrad Prebys Foundation is honored to be a part of your story as we move forward together.”*

The Foundation was also awarded a grant in the amount of \$1,500 from the San Marcos Community Foundation. This grant will support computers and emergency funding to San Marcos students in need due to COVID-19.

### Scholarships

The Foundation is proud to announce the establishment of the **Klaus and Brigitte Kirchhoff Scholarship** at Palomar College. Now retired, Klaus came to this country as a tradesman. He is providing funds for several annual scholarships for students in the trades and military-affiliated first responders. He also intends to leave a legacy gift to the College. Upon receiving the scholarship honors night photo book, distributed to donors last month, Kathy Clyne sent a donation of \$2,000 for nursing scholarship support. Three additional scholarship donors renewed their commitment this month including Drabinski's for \$2,500, Carstarphen Family for \$8,000, and the Milstein Psychology Means Success for \$1,000.

### Golf Classic – October 25, 2021

The President's Invitational Golf Classic committee kicked-off their fundraising efforts on July 8 at a meeting held by committee chair, Brian McCarthy of Swinerton. The 15-member committee of community volunteers and advocates are already working hard with \$48,000 committed for the October 25 event!

### Donor Development

Executive Director Stacy Rungaitis hosted several in-person meetings to secure fundraising commitments. An exceptional meeting with **Kaiser Permanente** will help build not only a career pipeline for students, but funding for many upcoming events, and activities with a proposal for \$11,000 in commitments submitted for 2021. **Bernstein Wealth Advisors** along with **CRM Risk Management** plan to provide first-time support to the golf classic. Individual donors and community champions **Richard Marks** and **Karen Pearson** have been invited to join the President's Associates.

### Foundation Board Member Meetings

Executive Director Stacy Rungaitis and each Foundation Board member are scheduled to meet 1:1 to discuss their role on the board and funding commitments. Each member of the Foundation Board is a President's Associate (\$1,000 giving level), and all work to provide and encourage additional support for the Foundation's core programs.

### Donor & Community Activities

#### San Marcos Chamber Meet Your Elected Officials event

The Foundation was pleased to again sponsor the annual San Marcos Chamber Meet Your Elected Officials event on July 19. Palomar College was proudly represented by two Governing Board members, **Mark Evilsizer** and **Christian Garcia**. In addition, **Dr. Star Rivera-Lacey** was present and introduced as the incoming Superintendent/President. Stacy Rungaitis, Executive Director for the Foundation and five Foundation Board of Directors attended including Pete Rogers, Malena Bennett, Will Rivera, Celia Garcia, and Aaron Byzak. Julie Lanthier Bandy, Director of



Communications, Marketing, and Public Affairs serves on the Chamber Board of Directors.

#### **North San Diego Business Chamber Mixer**

Stacy Rungaitis attended the North San Diego Business Chamber mixer, board meeting, and health advisory council meeting. Engagement with this organization is a valuable opportunity to represent Palomar College and the Foundation in the community.

*North San Diego County Chamber mixer. Photo Courtesy of LinkedIn*

