

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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September 3, 2021

PRESIDENT'S OFFICE

A Full Schedule of Campus Connections

It has been a month full of opportunities to meet staff, faculty, students and community members. These opportunities included, meetings held by our Disability Resource Center, Native American Advisory Council, and the first meeting of the Palomar College Black/African American Community Advisory Council. In addition, I had the pleasure of speaking at Plenary, the Transitions Recognition event, and participated in the ASG Comet Hour Student forum. It was also great to be able to see our students engaging with our student services team at the various onsite enrollment events prior to the start of the semester and at the *#CometTogether* welcome events held during the first two days of the academic year.

External Collaborations and Networking Opportunities

Virtual meetings have enabled so many of us to connect on important initiatives and topics. This past month I participated in the Statewide Puente Administrator meeting, and the Aspen/USC Racial Equity Leadership Seminar on Hiring Diverse Faculty. In addition, there were many opportunities to meet with external peers, both locally and statewide, regarding the impacts of COVID-19 on higher education in general, and community colleges specifically.

Palomar College Foundation Executive Director Stacy Rungaitis, and I engaged representatives of Kaiser Hospital and the Vallecitos Water District to explore future Palomar partnerships.

Accreditation Remains a Top Priority

During this past month, our final draft of our Institutional Self Evaluation Report (ISER) remained as our top priority. On September 1 and 2, the Executive Cabinet and Accreditation Writing Leadership Team met and reviewed the ISER in detail. These sessions will inform the remaining required edits and prepare the document for review by our shared governance councils.

Faculty Hiring Initiative

After conducting the required analysis, the College accepted funds from the Chancellor's Office for 17 new faculty members who will be hired during the 2021-22 academic year. Fifteen of the 17 hires have been approved from a recommended list as developed by the subcommittee of the Instructional Planning Council. The office of instruction and human resource services are collaborating on the Position Authorization Requests for consideration by the Governing Board.

OFFICE OF INSTRUCTION

Fantastic Fall Plenary

We were extremely pleased to see nearly 500 faculty and staff in attendance at our Fall Plenary. Our theme “We and Me, the Future of Antiracism at Palomar College” set the stage for the continued dedication to this important work. The faculty and staff are committed to building upon and expanding the vital work that was started in FY 2020-21.

Fall Semester Transition

The instruction office has been very busy assisting with the transition to the fall semester. Despite the obstacles associated with COVID-19, the faculty have expressed great enthusiasm in being back to teaching. They are thrilled to see students in their classes, whether face to face or online.

As we have transitioned to the new academic year, we established a process to move some face-to-face classes online due to concerns associated with the impact of COVID-19 case related data in our region and on our campus. We are committed to making the necessary changes with minimal impact on our students. All the while we are also working on scheduling for the spring semester.

Recognizing Success

We had a very special recognition at the Transitions program end of the year ceremony. The district was thrilled to see 22 students complete their certificate in the corrections to college program.

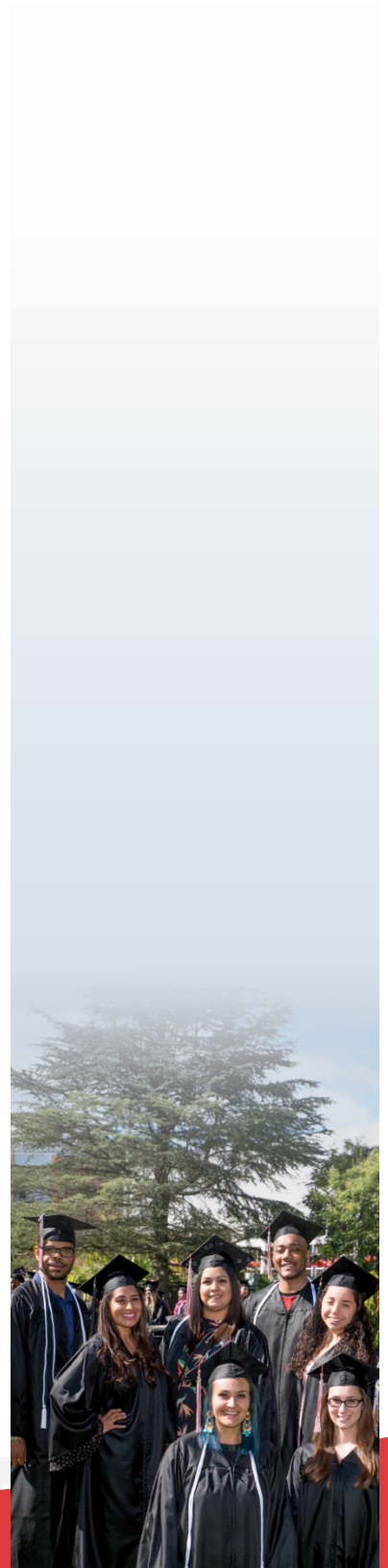
STUDENT SERVICES

Promise Program Update

In late July, the team conducted targeted outreach to Palomar College applicants who met all of the Promise program requirements (residency, FA app on file, 12+units), but had not applied to the program (total of 269 students identified and contacted). Additionally, 199 students were identified as meeting all requirements except they were missing their FAFSA/CADA; these students were sent a targeted message to apply to the Promise program. An additional 303 students enrolled in less than 12 units were identified as meeting the California residency and financial aid application requirements; these students were also encouraged to apply to the Promise program and enroll fulltime.

Focus on Enrollment Management Continues

Our ongoing call campaign to students who have not enrolled has put counseling staff in touch with over 800 students. During the week leading up to the start of the fall semester and during the first two weeks of the semester, students were able to receive assistance from staff and schedule meetings with counselors at the “Service Now” tents in front of the Student Services Center.



Financial Aid created the bookstore credit opportunity. Approximately 2,500 students were credited and able to get their books two weeks prior to the start of the term. They also opened emergency applications for books and cash with a check distribution date of August 27. Approximately 3,000 checks were distributed.

Student Life & Leadership

The Associated Student Government (ASG) hosted a virtual *Comet Hour* to discuss updates related to COVID-19 and the return to campus for fall on August 18. Superintendent/President, Dr. Rivera-Lacey was present to welcome all the students. The event gathered over 70 participants.

On August 17 and 18, Student Life and Leadership held a Food and Diaper distribution in collaboration with the Student Success & Equity Technology Distribution. Over 1,900 pounds of food was distributed to 264 students and 4,150 diapers were distributed to 53 families.

#CometTogether a welcome back event was hosted on August 23 and 24 at the San Marcos campus. Over 22 departments/programs, clubs, as well as a few community partners participated. Community partners included: Radio station Z90.3, Raising Canes, League of Women Voters, and the North County Transit Department.

FINANCE AND ADMINISTRATION

Prop M Projects

Athletics Project

The initial status of the plans submitted to DSA for Phase 1 of the stadium project indicates that comments may arrive in mid-October. Bid documents for the bleacher system design/build bid package have been issued and bids are due on September 22. The design work continues on Phase 2 – the Football Fieldhouse. A meeting with the Executive Cabinet to review the schematic design of the Fieldhouse is being scheduled. This meeting will take place before starting the shared governance process.

Aquatics Improvements

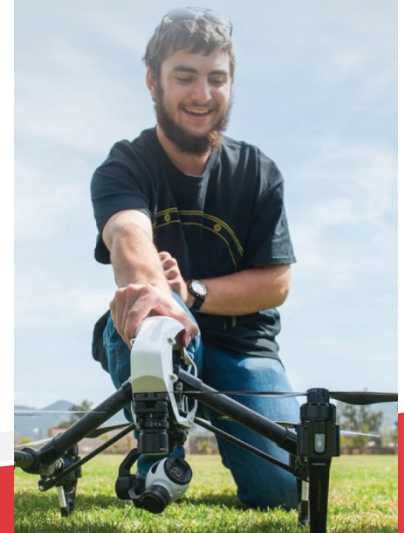
The project was approved by the Health Department on August 27. A new ADA lift for the pool and 3 lane float lines are pending delivery. The new chemical treatment tanks are installed and owner training was completed on August 25.

Fallbrook 40 (40 stands for 40,000 SF)

The design of the Fallbrook 40 project is proceeding and the schematic design phase has started. Concept plans are being presented to the Executive Cabinet for approval before starting the shared governance process of review and meeting with the Fallbrook Education Center Advisory Committee.

P3 Projects:

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



Miscellaneous Other Projects

New Welding Exhaust Unit (Strong Workforce Funded)

Bid documents have been prepared and the project is currently out to bid, with a recommended award anticipated at the September 7 Governing Board meeting. The District received three bids. The low bid came in from GEM Industrial at a price of \$566,300.

Welding Storage Conversion (Strong Workforce Funded)

We are waiting on delivery of the new transformer and electric panel which are scheduled for the first week of September. Once in hand they will be installed. We continue to work on improving the delivery date of the bus bar which is currently scheduled to ship from the factory on September 24.

CCCTech/TTIP Relocation (Grant Funded)

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)

All air scrubbers ordered and received have been installed in the designated classrooms and offices. 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 at the September 7 meeting. The state scheduled maintenance plan is in progress.

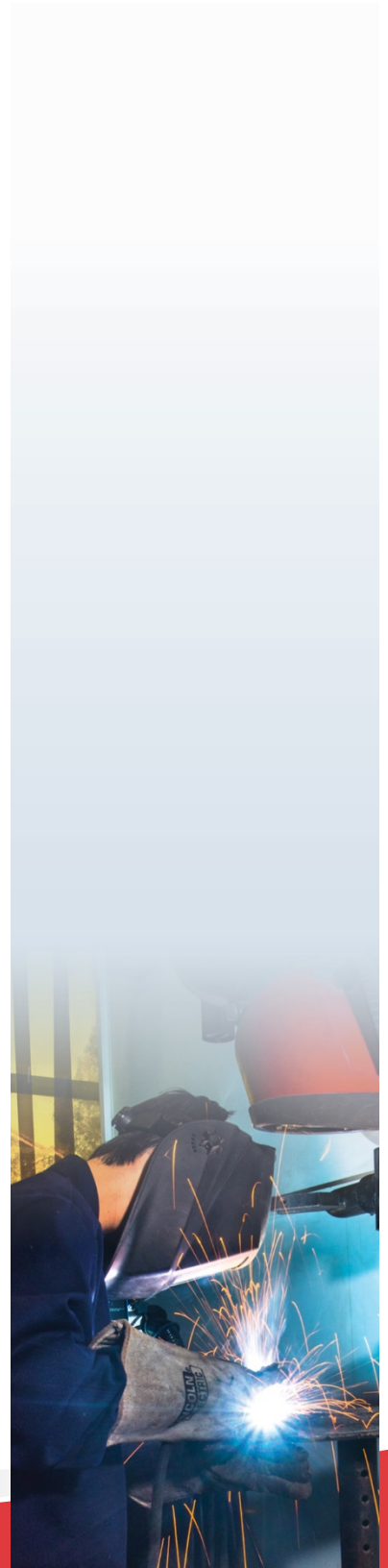
HUMAN RESOURCE SERVICES

Equal Employment Opportunity

The District's Equal Employment Opportunity (EEO) Multiple Methods Certification Form will be submitted to the Governing Board for approval at the September 7 Governing Board meeting. This form certifies that the District meets various EEO criteria as identified by the Chancellor's Office, which ensures that the District in turn receives its annual EEO funding. This year's expected allocation is \$50,000. Since 2016, when the Chancellor's Office first instituted this method of awarding EEO funding, the District has successfully received its entire allotment of funds.

Benefits, Workers Compensation, Leaves, and Accommodations

The Open Enrollment window for changes to medical/dental/vision benefits closed on August 27. Selected, changes made will take effect October 1. Employees can continue to enroll in other voluntary insurance options through September 24. Open enrollment for part-time faculty is scheduled to start September 8 and is dependent on the status of negotiations between the District and the Palomar Faculty Federation. The District changes to vaccinations and mandated COVID-19 testing of employees with approved exemptions require that the Benefits Office create new processes and strategies for monitoring and communication.



Recruitments

These are the current recruitments as of June 28:

- 26 permanent recruitments in progress
 - 8 – Admin/CAST
 - 17 – Classified
 - 1 – Faculty
- 43 part-time faculty recruitments in progress
 - 26 additional part-time faculty postings have closed and departments are still hiring from those application pools

INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Accreditation

The Draft Institutional Self Evaluation Report (ISER) is close to completion. The Vice Presidents will review the document in detail on September 1 and 2. The document will then be moved through the shared governance process by the Accreditation Writing Leadership Team. Evidence collection and placement of the evidence within the ISER remains an ongoing task. Dr. Stephanie Droker, ACCJC President, will present on accreditation as part of the Governing Board's ongoing training and onboarding program in September.

Integrated Planning

The Program Review and Planning (PRP) process is set to launch in September. Per the new process, all units will complete their PRP documents in the fall. Requests for resources are now included in the process. In the spring term, divisions will review resource requests gained from completed PRPs and prioritize for possible allocation in the FY 2022-23 budget.

Institutional Research and Planning (IR&P)

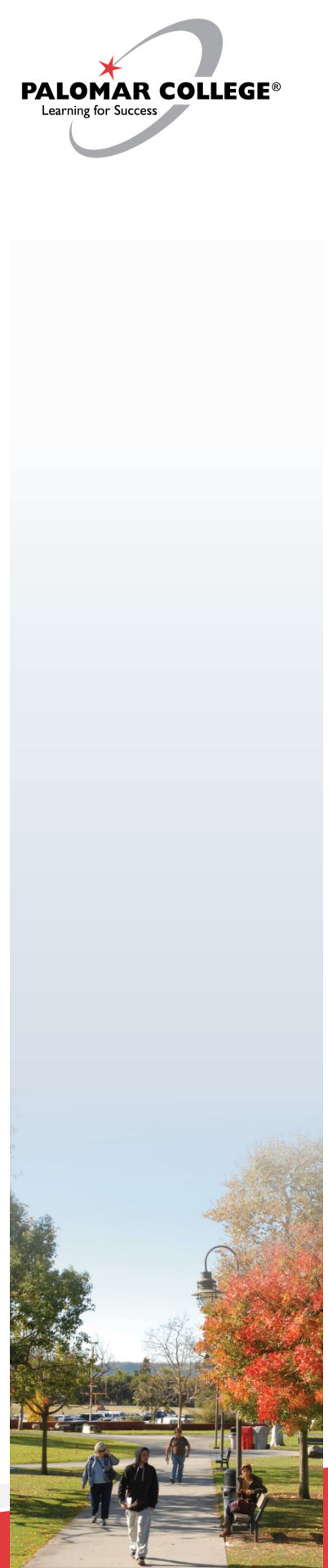
IR&P presented to faculty participating in a faculty-led equity and curriculum institute. As part of the institute, faculty are reviewing enrollment and student success and retention data from their own classes. Data is disaggregated by student demographic and class type. As they reflect upon the data, they are considering how their curriculum, class policies, and engagement activities support student success.

IR&P is finalizing the Palomar Services Survey report. The Palomar Services Survey is administered every three years. This employee survey asks the campus community to weigh in on services they receive from noninstructional units like Information Services and Facilities. Noninstructional units who have contributed questions to the survey utilize the results to assess their Service Area Outcomes as part of their PRP process.

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



August 2020, we experienced an 4% increase in new users in August 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) is 34%. An excellent bounce rate for websites ranges between 26% - 40%.

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.

One metric on Facebook that is interesting to monitor is our organic reach. Organic reach refers to how many people we can reach for free on Facebook by posting to our page. The average organic reach is 5.5%. Our organic reach is 16%, well above the average. This is largely due to the fact that we post engaging content regularly and have paid ads running through our digital media strategy.

Throughout the month of August, our social media posts continued to focus on fall enrollment, student support, financial aid and scholarships, and the importance of vaccinations.

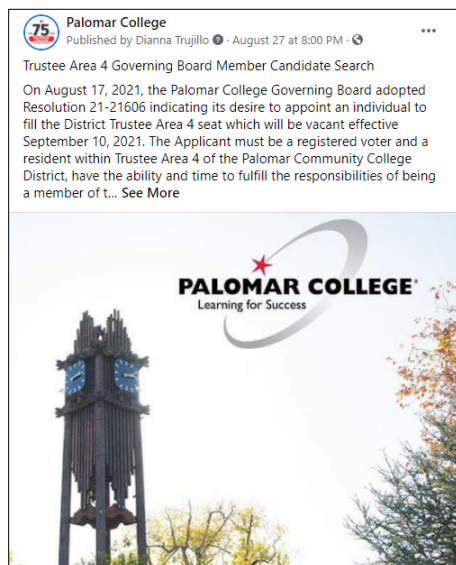


Image of Facebook post promoting the opportunity to serve Area 4.

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

In support of the decision of the Governing Board to appoint a trustee for Area 4 due to the resignation of Trustee Brian Olsen, a multi-channel media campaign was designed

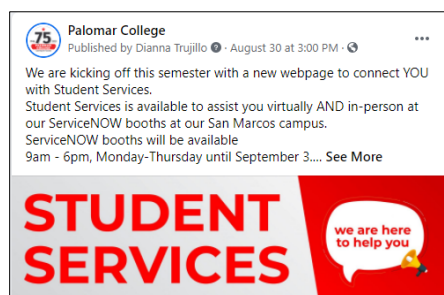


Image of Facebook post to promote available student services

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and more than 76% 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 3%, and followers on Twitter grew 2% compared to last year. Instagram is continuing to show the largest year-over-



and launched. The campaign includes print advertising in Area 4 community publications, social media posts, and paid ads on Facebook and Instagram.

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. As of August 31, the comprehensive campaign has delivered over 349,000 impressions and the click-thru-rate to the respective webpages is .25% and well above industry standard.

Community and Media Relations

We distributed five press releases in August. These included the following, the [Foundation Receiving a \\$102,431 grant](#), the [Launch of the COVID-19 Recovery Plan](#), the [Governing Board's Passage of a Student Athlete Vaccine Mandate](#), the [Start of the Fall Semester](#), and the [Governing Board's Decision to Appoint a Trustee for Area 4](#). All of the stories gained local and regional coverage.

In addition, we issued three feature stories throughout the month. All of the stories can be found on the [feature section](#) of the Palomar News site. In August there were 55 mentions of Palomar College stories in media outlets throughout the region and state. These included the feature stories we issued, highlights of former athletes and students.

Internal/External Communications and Public Affairs

On August 6, 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 September 9.

FOUNDATION

Fundraising Activities

Scholarships

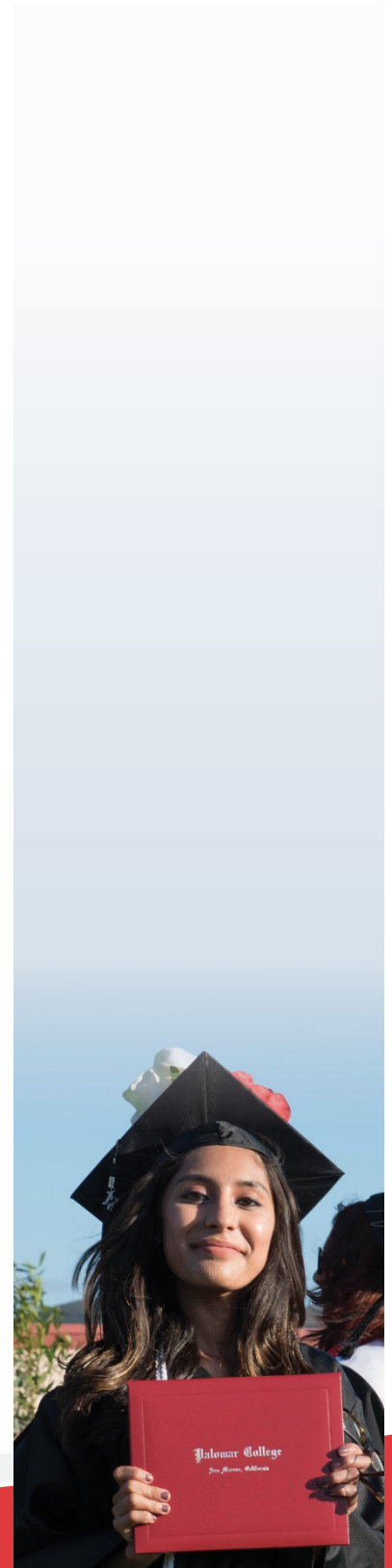
The Foundation received \$32,400 for 11 different scholarships through the Bernard Osher Foundation. These partnership scholarships were established in 2009-2011 and are of great benefit to Palomar College students annually. In addition, two donors increased annual scholarship support for nursing students. These generous donors include James Clyne (\$1,000) and Sue Griffin (\$7,000). Ms. Griffin was in the first graduating class of nursing students.

Golf Classic

The President's Invitational Golf Classic committee is gearing up for the October 25 tournament. The committee members are working hard with \$77,000 committed in sponsorship revenue thus far!

Donor Development

Dr. Star Rivera-Lacey and Executive Director Stacy Rungaitis hosted two community



meetings in August. An introductory meeting with **Kaiser Permanente** was exceptional in continuing our conversation in building not only a career pipeline for students but funding for many upcoming events with a confirmed commitment of \$11,000.

In addition, a meeting with **Tiffany Boyd-Hodgson** from the Vallecitos Water Board was held to discuss the needs in the water industry and the development of an internship program for Palomar College students. Two new members joined the **President's Associates** including Dr. Star Rivera-Lacey and Max Villalobos from Kaiser Permanente.

Foundation Board & Community Activities

Foundation Board Meeting

The Foundation Board of Directors held a meeting on August 23. The board welcomed new Superintendent/President, Dr. Star Rivera-Lacey. In addition, the Board has scheduled a welcome reception on September 14 for premier donors and key community partners. The Foundation Board is delighted to be part of Palomar's 75th Anniversary celebration by engaging in many events and activities throughout the 2021-22 academic year.

Community Events

The Foundation staff attended both the North San Diego Business Chamber mixer and the San Marcos Chamber mixer in August. Both events provided an opportunity to connect with leaders and local community members to share our mission and increase awareness of Palomar College in the community.

A special event hosted by Good & Roberts was an opportunity to connect with current and new sponsors of the annual golf event.

