

INSIDE...

President's Office ..... 1

Office of Instruction ..... 2

Student Services ..... 3

Finance And Administration... 4

Human Resource Services ..... 6

Institutional Research and  
Planning (IR&P)..... 7

Public Affairs Office ..... 8

Foundation ..... 10

October 1, 2021

PRESIDENT'S OFFICE

**Welcome to Trustee Raju!**

We are looking forward to working with Trustee Kartik Raju and sincerely appreciate his commitment to the District. It is important to recognize the ad-hoc committee and Debra Doerfler for their time and dedication in leading the process to fill the vacancy on our Governing Board.

**Celebrating our Heritage**

On September 24, we observed Native American Day. As part of our awareness and institutional commitment with local Tribal Communities, we are reminded of the importance of our [land acknowledgement statement](#) that was thoughtfully developed and adopted this past year.



Palomar College HSI logo

We are about half way through Hispanic Heritage Month, and as a District we continue to recognize and celebrate the important achievements, and significant contributions, made by the Hispanic/Latino community. It is with ideal timing that our Campus Book Club, hosted by Cynthia Cordova, Eduardo Aguilar, and Dr. Hossna Sadat Ahadi, are reading *Becoming Hispanic Serving Institutions: Opportunities for Colleges and Universities*, authored by Gina Ann Garcia. The book explores various approaches to serving Latino/a/x students in higher education. The first meeting of the book club was well attended, and the second meeting of the group is scheduled for October 1. Keep an eye out for more book club updates and other ways our campus community will celebrate Hispanic Heritage Month.

**Campus Listening and Engagement**

Within this past few weeks, I have had the pleasure of hosting listening sessions with our faculty colleagues, members of CCE and CAST. I have learned valuable insights into our District, the challenges, ideas, and some fun facts along the way. These sessions have been very beneficial as we continue our collaboration to generate important and meaningful initiatives to achieve our mission and vision. In the coming days, I will also meet with our administrators.

Time was also scheduled to meet with a variety of departments to learn more about their areas of the College and new opportunities for students. Connections with the Association of Latinos and Allies for Student Success (ALASS), Pride

Center, and Puente were made. It has been entertaining and inspiring to watch our student athletes during both football and soccer games and volleyball matches. I have future athletic events scheduled on my calendar.

### **External Collaborations and Networking Opportunities**

One of the many highlights this month was joining members of the Governing Board, and Deans Justin Smiley and Fabienne Chauderlot to honor the great Chancellor Emerita Constance Carroll, Ph.D. at the Legacy of Achievement fundraiser. We continued our focus on bringing new opportunities to our students and responding to the needs of our K-12 partners through discussions with CSU San Marcos President Ellen Neufeldt, and Superintendent Joseph Clevenger of the Bonsall Unified School District.

### **Preparing for October 11**

We are continuing to connect with our employees and students on the upcoming deadline to submit a proof of COVID-19 vaccination or file for a religious or medical exemption. Our communication plan includes announcements on Canvas, email and text messaging, and a social media awareness campaign. Our testing protocols for those who have approved exemptions are in the final stages of development. It is important to commend our colleagues in the Emergency Operations Center who have taken the lead on designing and implementing the screening and testing platforms.

### **Accreditation Update**

During this past month, the final draft of our Institutional Self Evaluation Report (ISER) continued to take shape. The Governing Board is scheduled to review the ISER during the October 19 special board meeting.

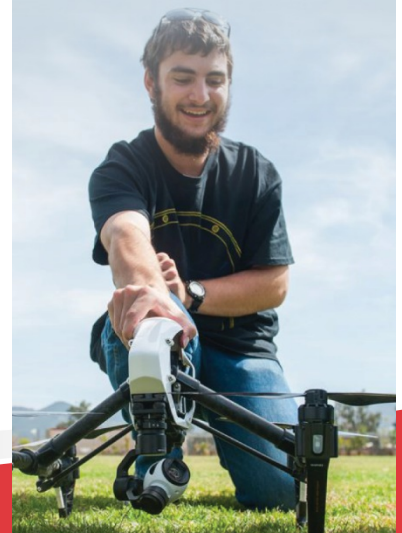
## **OFFICE OF INSTRUCTION**

### **COVID-19 and the Delta Variant**

As we have often stated, our District is a microcosm of the pandemic related impacts on our region. With the increased presence of the Delta variant we have diligently worked across divisions and departments to make sure that all COVID-19 related concerns are handled efficiently and effectively. Our faculty, staff, and the COVID-19 Response Action Team continue to collaborate and support our students while ensuring instruction continues online during prescribed quarantine periods, or for the remainder of the term. It has been a challenge but the college continues to prioritize student success, and the health and safety of all involved.

### **Future Opportunities for Students**

In addition, this month has been a time to reconnect with partners to discuss new paths for our students. Dr. Kahn, and Deans and Directors met with National University, UMASS Global (formerly Brandman University), and CSU San Marcos to move forward potential 2+2 partnerships that will benefit our students in the near future. Our Center Directors are continuing to meet with their respective advisory councils. These



meetings are great opportunities to gain recommendations and discuss initiatives to support the needs of our region.

### **Student Learning Outcomes**

Student outcomes remain our focus. During this past month, the faculty and staff-initiated work with various partners across campus to improve some of our internal processes. This month we outlined the work for Student Learning Outcome assessment needs, program alignment, and completion work. Throughout the next several months we will be making improvements that better serve students, are more efficient for faculty and staff, and streamlined to support the mission and vision of the College.

## **STUDENT SERVICES**

### **Vaccination Policy Outreach**

The Student Services team is working closely with the Emergency Operations Center to engage students regarding the upcoming October 11 deadline for submission of proof of COVID-19 vaccination and medical or religious exemption requests. This will be an ongoing effort using text and email messaging. Students with an approved exemption will be required to undergo testing once per week.

### **Student Success, Equity and Counseling**

#### **EOPS/CARE/CalWORKS and FYRST**

The team hosted a Care Package distribution event on September 16, for eligible students. The package contained supplies and materials designed to support academic success and a healthy life balance.

Plans for the annual Fall Family Fun Night are in development. This event will be held virtually on October 28 and is designed with the intention of fostering a sense of community and belonging within our programs. The evening event includes facilitated arts and crafts sessions for the children of our students, as well as a costume contest for both parent and non-parent students.

### **GEAR UP**

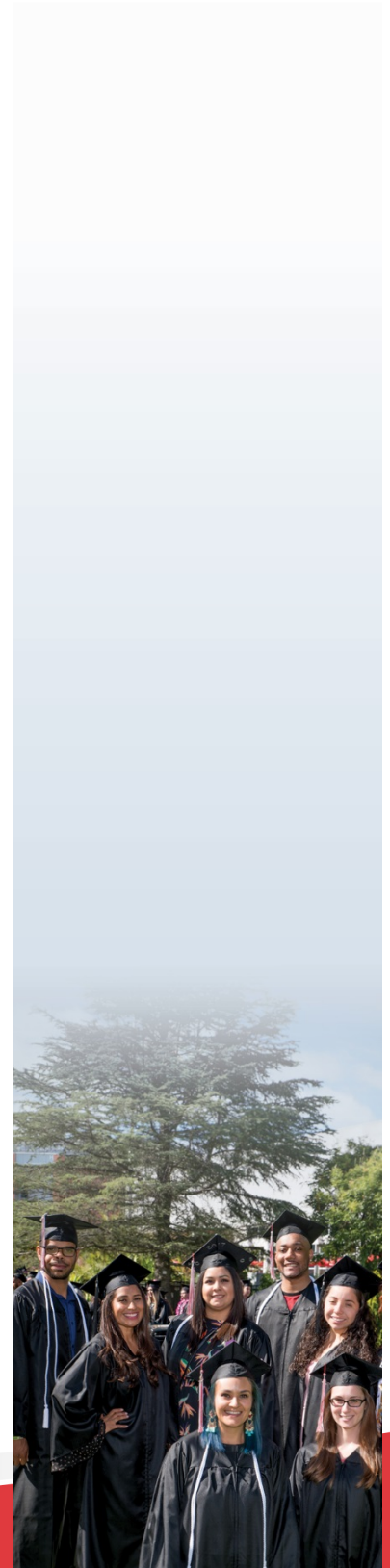
The fall after school virtual tutoring schedule for math, biology, and chemistry is up and running for 11<sup>th</sup> and 12<sup>th</sup> graders. In addition, five high schools are participating in the GEAR UP, Virtual Enrichment program. The sites include Fallbrook High School, Rancho Buena Vista High School, Valley Center High School, and Vista High School. In total, twenty-four sessions will be held and the schedule includes the following subjects: College Application Process, Financial Aid, and Transition to College (Parts 1 and 2).

### **TRiO SSS**

Nearly 250 students participated in the first Summer Readiness Program. There were 10 virtual sessions held during the Program.

### **Disability Resource Center (DRC)**

The Military Readiness Education (MRE) program has launched. DRC's MRE program is intended to increase awareness of campus disability services and the potential benefits



of utilizing services for military affiliated students. The MRE program believes in empowering the military community in their knowledge of community-based disability related programs, services and benefits to which they are eligible. Of note, 112 military-affiliated students participated in MRE's CalVET, VA Claims, and Appeals Session on September 22. MRE information sessions will be held up to three times per month through the end of this semester.

As we celebrate Disability Awareness month in October, the DRC will kick-off a series of workshops and events. Events include a President's Point of View presented by Dr. Rivera-Lacey on October 1. This is followed by a Student Perspectives Panel on October 22, and a Faculty Spotlight on October 29 with Professor Tanessa Sanchez, who will discuss Meeting Student Needs with Best Practice. The event schedule continues through December 10.

### **Student Life & Leadership**

The Anita & Stan Maag Food & Nutrition Center has resumed food and diaper distribution by appointment only. The service includes the *Locker Project*, a pilot program that provides students with the option to pick up non-perishable food and diapers after business hours.

The Associated Student Government ASG is planning for their upcoming fall retreat. The ASG Vice President of Club Affairs attended the virtual California Community College Student Affairs Association (CCCCSAA) Student Leadership Conference on September 24. The Inter-Club Council held their first official meeting of the fall semester via zoom on September 22.

## **FINANCE AND ADMINISTRATION**

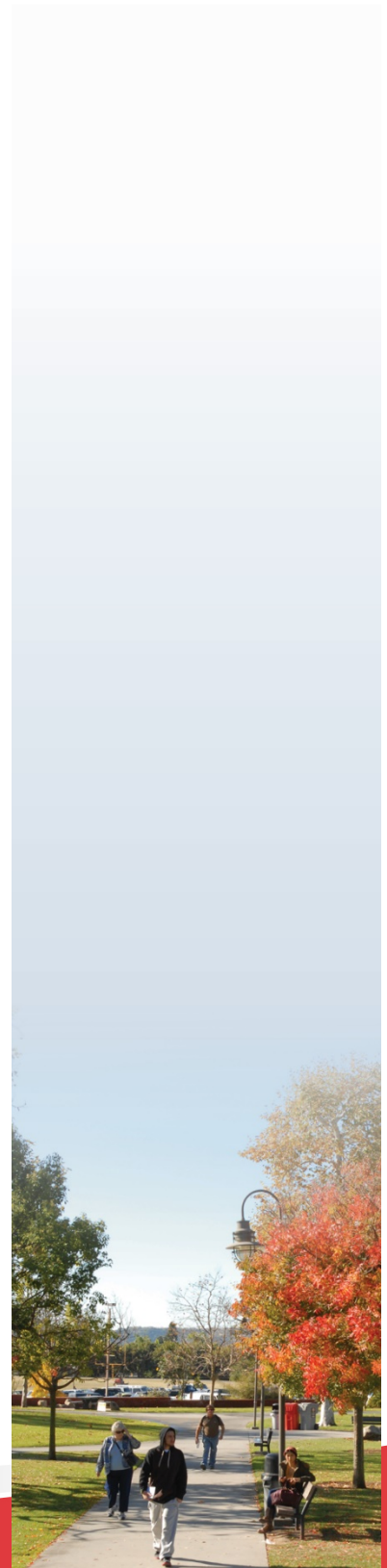
### **Information Services (IS)**

In addition to responding and supporting the remote and onsite technology needs throughout the College, IS has a primary role in the design and implementation of the COVID-19 screening and testing platforms that will be launched on October 11. The work has included vendor research, selection, user conferences, report functionality, and resource and timeline management. In collaboration with Student Services, IS led the implementation of the student COVID-19 vaccination and exemption request submission process, and related functionality and reporting requirements.

IS is continuing the implementation of enhanced and flexible Audio-Visual capabilities (Hyflex) in the classrooms and conference rooms allowing enhanced hybrid teaching and learning.

### **Technical Services Team**

All onsite workstations, printers, and other technology equipment for on-campus work, have been refreshed, updated, while consultation and management of laptops and other devices used by staff for remote work is ongoing. The team has also completed a refresh of all student computer labs at the main campus and education centers, for both in-person and virtual learning. The technical services team is currently working closely with Library staff to ensure required technology is up and running to support resumed, safe on-site curriculum check-out, and student printing services.





### **Systems and Programming Team**

In addition to the regular, on-going maintenance and support of districtwide applications, the systems and programming team is currently working on several high-priority projects and tasks including improvement of data integrity and MIS reporting and procedures, in support of FICMAT recommendations. This is in addition to the on-going implementation and enhancement of English and math course placements per AB705 guidance. The team is also supporting enhanced technology efforts to detect and prevent fraudulent applications and enrollment from fake students seeking HEERF and financial aid awards, a problem that is plaguing many higher education institutions. Also, the systems and programming team is working on an important equity project allowing the use and display of preferred names by students and employees in various systems.

### **Networking and Data Center Team**

Work has been progressing on several new and upgraded infrastructure projects. These include cabling and networking additions and upgrades in support of new and on-going construction projects. The team is currently analyzing and developing a proposal to improve Wi-Fi coverage and access across the San Marcos Campus, an interest expressed by several departments and constituent groups. Finally, they continue to take a lead role in a project to implement a new Emergency Notification System, expected to go-live by the start of spring 2022.

### **Campus Police**

Chief Moore attended a 3-day Train-The-Trainer Principled Policing seminar. The content explored the four tenants of Procedural Justice-Voice-Respect-Trustworthiness and Neutrality. The curriculum also reveals the role of police in communities of color from a historical perspective. The content was developed by California Peace Officers Standards and Training (POST), CSU Long Beach, and Stanford University. Chief Moore will complete shadow opportunities to instruct this fall with the intention of bringing this training to the Palomar College Police Department in 2022 as aligned with our DEI efforts.

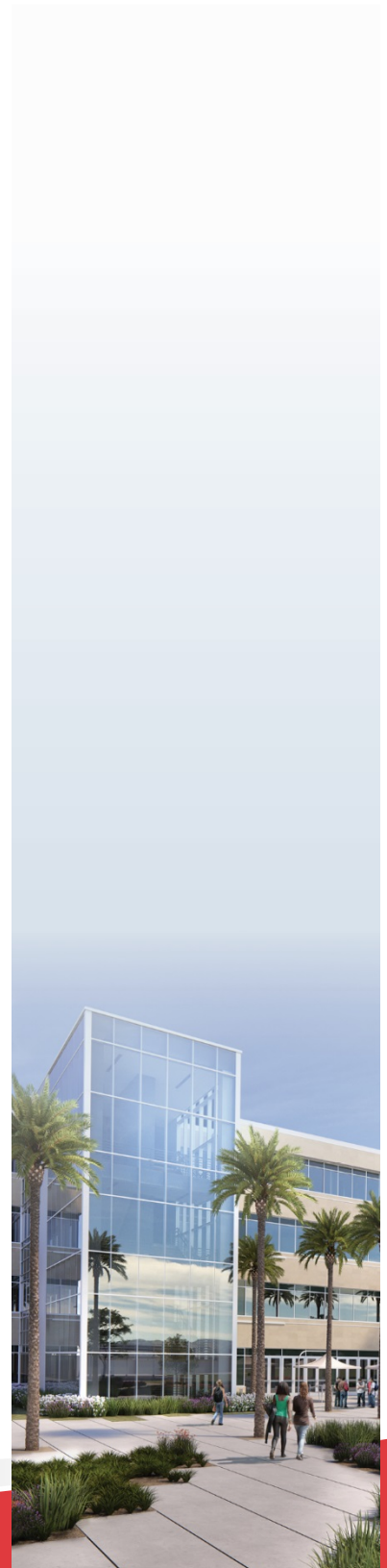
### **Prop M Projects**

#### **Athletics Project**

The initial comments on Phase I of the stadium project have been received from DSA. Two bids were received for the design and build of the bleacher system. The lowest responsive bidder is Southern Bleacher, at a cost of \$2,900,350. The design work continues on Phase 2 – the Football Fieldhouse. The schematic design of the Fieldhouse has been reviewed through the shared governance process and is scheduled for presentation at the Governing Board meeting on October 5.

#### **Aquatics Improvements**

The project is nearing final completion. We are waiting on the ADA lift, the electric panel, and variable frequency drive electric equipment to be delivered and installed. The systems are all currently working due to the temporary wiring that was installed. On September 22, the first home men's and women's water polo matches were held. Below are before and after images of the pool.





### **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 have been being presented to the Executive Cabinet for review.

### **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. The document will be sent to the District for signature and will be presented to the Governing Board at a special meeting on October 19.

### **Miscellaneous Other Projects**

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

This project is expected to begin in January 2022.

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

The new transformer and electric panel have been installed. We continue to work on improving the delivery date of the bus bar which is currently scheduled to ship from the factory by the end of September.

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

This project is complete and a [summary of work](#) is available in the employee communications library on the COVID-19 website.

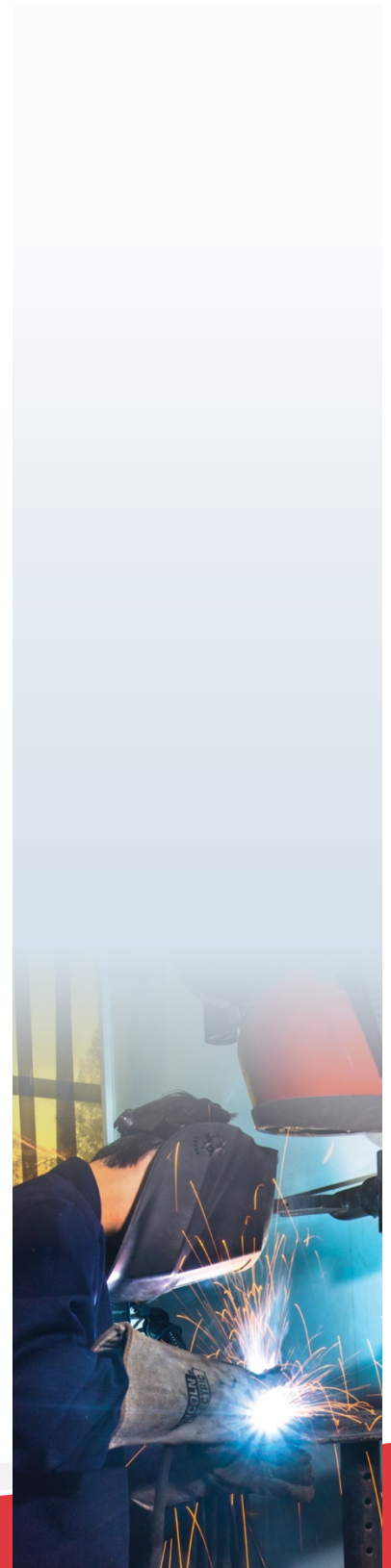
### **Annual State Submittals**

The 5-year construction plan was submitted on September 8 to the State for on time delivery. In addition, the State Scheduled Maintenance Plan will be submitted on time and prior to September 30.

## **HUMAN RESOURCE SERVICES**

### **COVID-19 Vaccination Compliance**

The Human Resource Services Division has been working on processing proof of vaccinations, and medical and religious exemptions received from employees. We are grateful to the entire campus community for their ongoing engagement and communication with the HR Services Division.



### **Policies & ISER**

Working with Institutional Research and Planning on the upcoming Institutional Self Evaluation Report (ISER), has been a significant project in the month of September. The primary work has been to address a series of ten Board Policies and Administrative Procedures that were past their review cycle. Many of these policies are now on schedule for Governing Board approval before the end of the calendar year. This milestone has been accomplished due to the diligent work of Human Resource Services and members of the Employees Community Communications Council. This type of collaboration and dedication is essential to our success.

### **Recruitments**

These are the current recruitments as of September 27:

- 38 permanent recruitments in progress
  - 8 – Admin/CAST
  - 14 – Classified
  - 16 – Faculty
- 44 part-time faculty recruitments in progress
  - 28 additional part-time faculty postings have closed and departments are still hiring from those application pools

## **INSTITUTIONAL RESEARCH AND PLANNING (IR&P)**

### **Accreditation**

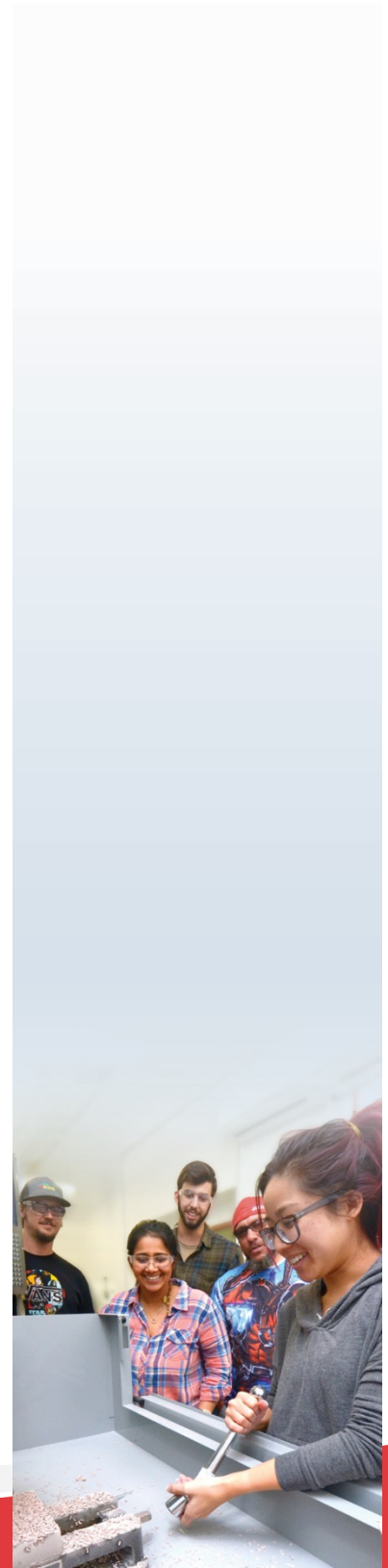
The Vice Presidents reviewed the Institutional Self Evaluation Report (ISER) on September 1-2 and the Accreditation Writing Leadership Team is making final edits and collecting the last pieces of evidence. The ISER is currently making its way through the shared governance process and is scheduled to be reviewed by the Governing Board at a workshop in October. ACCJC has notified the College that the peer review visit scheduled for February 28 - March 3, 2022 will be held virtually. Dr. Droker provided an overview of accreditation and the roles and responsibilities of the Governing Board during a workshop on September 21.

### **Integrated Planning**

The Program Review and Planning (PRP) process launched in September. Led by IR&P, three trainings were provided to review the instruction and non-instruction forms and processes. Units will complete their review in the fall. In the spring, requests for resources derived from the PRP process will be prioritized and included in the upcoming 2022-23 budget.

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

IR&P has created an updated weekly enrollment report that compares enrollment over three like terms (e.g., Fall 2019, Fall 2020, and Fall 2021). A senior research analyst is developing a new student profile dashboard displaying student demographics at various points in the semester. This dashboard can be used as an enrollment management tool and as part of grant initiatives. Finally, the office has updated the PRP data and has provided completion data to the Office of Instruction for a review of programs.



## PUBLIC AFFAIRS OFFICE

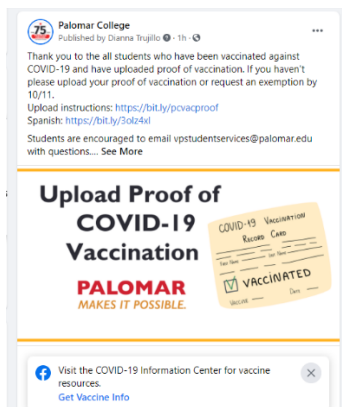
### Marketing/Advertising/Promotion

The Palomar Makes It Possible digital advertising strategy includes programmatic advertising as well as brand related enrollment-focused ads. The strategy continues to generate more qualified traffic to the associated landing pages and palomar.edu website. In the month of September, the campaign earned over one million impressions. Compared to September 2020, there were 13% more users in September 2021, and a 24% increase in new users 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 32%. 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.

The Makes It Possible webstreaming advertising campaign designed to support fall enrollment goals re-launched on July 26 and ended on September 12. The campaign included endorsement ads featuring alumni and radio personality Jesse Lozano. The ads were featured on both social media and 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 was targeted to platforms and programming that is aligned with our student demographics. The integrated campaign delivered nearly 450,000 impressions and the click-thru-rate to the respective webpages was .27% and well above industry standard.

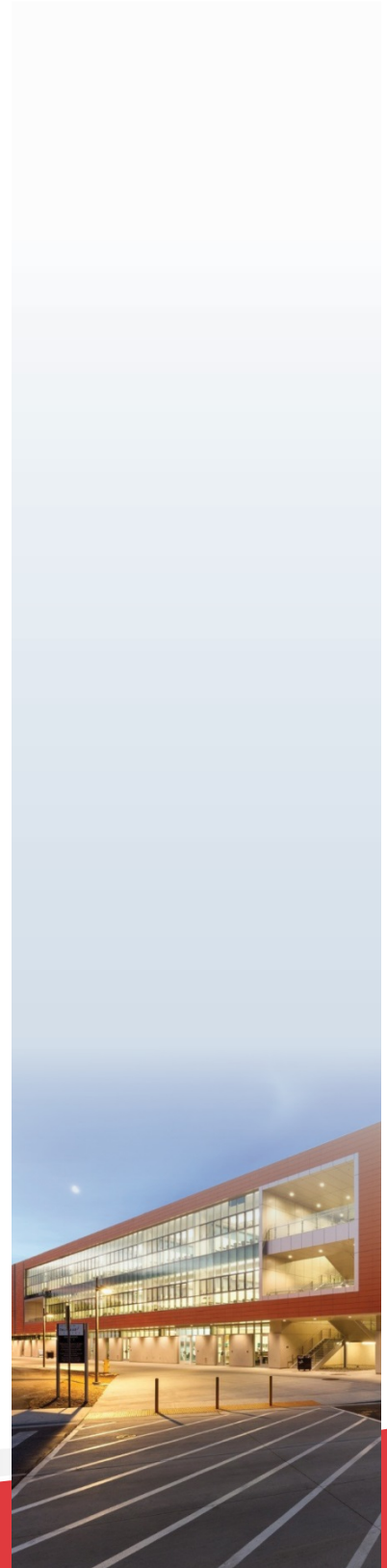
Throughout the month of September, our social media posts focused on the October 11 deadline for students to submit their proof of COVID-19 vaccination or exemption requests. Our posts also featured our 4-week and 8-week class schedule, student support, financial aid and scholarships, Native American Day, Hispanic Heritage Month, and announcements regarding upcoming performing arts events.



Facebook post regarding COVID-19 vaccination



Facebook post on available 8-week class





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 on Facebook is 5.5%. Our organic reach in September is 17%, well above the average, and a small percentage increase over last month. This is largely due to the fact that we post engaging content regularly and have paid ads running through our digital media strategy.

In late August, we established a Palomar College TikTok channel, which features 15-30 second videos that are informative and fun for our target audiences. In September, we designed a video that features the benefits of our 4-week and 8-week class schedules. To date, the number of followers has doubled since we launched in August, and we have had nearly 3,000 video views.

Social media remains the 4<sup>th</sup> 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 traffic to the website are organic search, direct traffic, and referral traffic. Both direct and referral traffic increased over the prior year.

A 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-year increase at 9%. LinkedIn followers continue to increase year-over-year, with a 5% increase in September 2021 compared to September 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, advertising was placed in nine weekly community newspapers and one monthly publication. We also launched a targeted advertising campaign on Facebook that was specific to the zip codes in Area 4. The 12-day campaign gained over 44,000 impressions, and over 17,800 unique people engaged with the ad.

### **Community and Media Relations**

Following the Governing Board meeting on September 21, we issued a press release announcing the appointment of [Kartik Raju as the provisional trustee for Area 4](#). Feature stories on our inaugural [Military Leadership Program graduates](#) and the exciting [Habitat for Humanity project](#) performed by our architecture students, were developed and posted. All of the stories gained local and regional coverage.

In September there were 94 mentions of Palomar College in media outlets throughout the region and state. These included the press release and feature stories we issued, highlights of former athletes and students, and a mention of our new Superintendent/President in the national publication, Inside Higher Ed.

### **Internal/External Communications and Public Affairs**

On September 10, we issued [Palomar News](#) to all subscribers and College employees. We conducted a photo shoot of the Military Leadership Program graduation and met with Trustee Christian Garcia to generate a new headshot for use on our website.



## FOUNDATION

### Fundraising Activities

#### Scholarships

Two donations were received in support of the Foundation's scholarship program. The Judy Wilson Multicultural Scholarship received \$3,000 and \$1,000 was donated to support the Albert LaVague/Dale M. McCoy scholarship which is awarded annually to nursing students. In addition, the Assistance League of Inland North County, a long-time scholarship supporter, is featuring Palomar College and the Foundation in their upcoming newsletter. The piece highlights our new Superintendent/President, our 75th anniversary, and the Foundation's 14-year partnership with their incredible community organization.

#### Golf Classic

The President's Invitational Golf Classic will take place on Monday, October 25 at Maderas Golf Club. The committee members are on the home stretch with \$135,000 committed in sponsorship revenue! New to the tournament this year, an online auction with 21 premier items will be available to players as well as all Foundation constituents. This will allow additional revenue to be generated to support student success at Palomar College.

#### President's Associates

The Foundation team welcomed three new President's Associate members in September: Julie Lanthier Bandy, Bill Brennan, and Shawn Wamstad. Shawn and Bill took a tour on the "magic golf cart" and were impressed with the College and the mission of the Foundation.

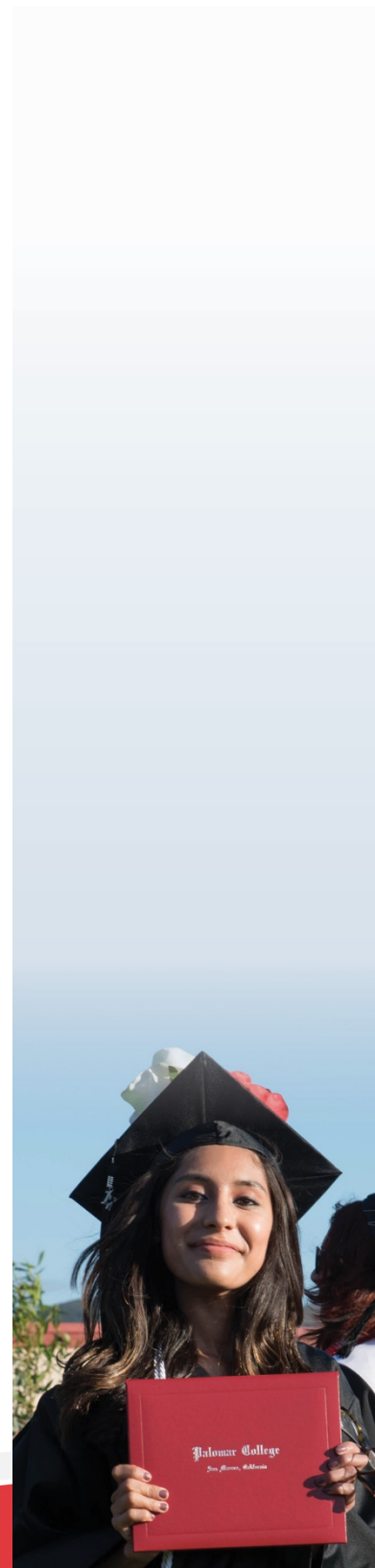
### Foundation Board & Community Activities

#### Community Events

The Palomar College Foundation hosted a Welcome Reception for our new Superintendent/President Dr. Star Rivera-Lacey on Tuesday, September 14. The event provided the Foundation's current and potential supporters the opportunity to meet Dr. Rivera-Lacey and hear about her plans for Palomar. New partner, Kaiser Permanente sponsored the event, along with Stone Brewery who hosted the event in their lovely garden.



*Presidential Welcome Reception, September 14, 2021*



### **Foundation Board Meeting**

The Foundation Board of Directors held a meeting on Monday, September 27. In addition to the board's regular business meeting, Dr. Star Rivera-Lacey gave a college update and Dr. Susan Wyche, Dean of CTEE provided a presentation on the potential federal funding forthcoming.

