

INSIDE...

President’s Office1

Office of Instruction3

Student Services5

Finance And Administration...7

Human Resource Services7

Institutional Research and
Planning (IR&P).....8

Public Affairs Office9

Foundation 11

October 29, 2021

PRESIDENT’S OFFICE

A Month of Recognition and Awareness

Throughout the month of October recognition and increasing awareness of the importance of our diverse populations were at the forefront. The opportunities to celebrate the impact of Filipino American History, the LGBTQ+ community, and people with disabilities, made for engaging events on campus and within the region.

Palomar College was recognized at the Salute to Hispanic Heritage event in Escondido. County Supervisor Jim Desmond, along with other elected officials, honored Latino community organizers and business leaders who have positively contributed to the region. During the final half of Hispanic Heritage, the Palomar Association of Latinos and Allies for Student Success (ALASS), CCE, and PFF sponsored a special event in the quad and offered free tamales to our students and employees. These final days of Hispanic Heritage month made for a wonderful celebration for students, employees and the College.



Palomar College being honored at Salute to Hispanic Heritage

The “Change in Action” theme implemented throughout 5th Annual Undocumented Student Action Week empowered all of us to work toward necessary changes to support undocumented students in their goal of earning a college education. Palomar College colleagues and many others throughout the state, generated outstanding content through the week. These included a viewing of the film Documented, by Pulitzer Prize winning journalist and acclaimed filmmaker, Jose Antonio Vargas. A special note of interest was his excellent second event, Defining American.

We also celebrated the signing of a \$47.1 billion-dollar higher education package that will benefit our students and our institutions. As a result, we are working on a grant proposal to receive funding to examine and plan for the possibility of affordable housing on our main campus. The Governing Board will receive a presentation on our grant proposal at the November 2 meeting.

Campus Engagement

This month marked the official start of *President's Open Office Hours*. These short meetings are set once per month and are a way to engage with colleagues in a casual setting, and for me to learn as much as possible from each and every person who attends. Several one-on-one meetings were held with our faculty to discuss ideas and concerns that came about as a result of past and current listening sessions

There have been so many incredible opportunities to engage with colleagues over the past few weeks. Including an invitation to speak at the weekly Faculty Hour sponsored by the Disability Resource Center, a celebration of our facility and custodial colleagues, and an opportunity to learn about the increasing LGBTQ+ representation found in the world of comics during a Queer Café 2021 session.

Several campus colleagues met with members of the Marine Corps to discuss expanding our Military Leadership Program. The Military Leadership Program is off to an incredible start, and our efforts to expand the program are looking promising.

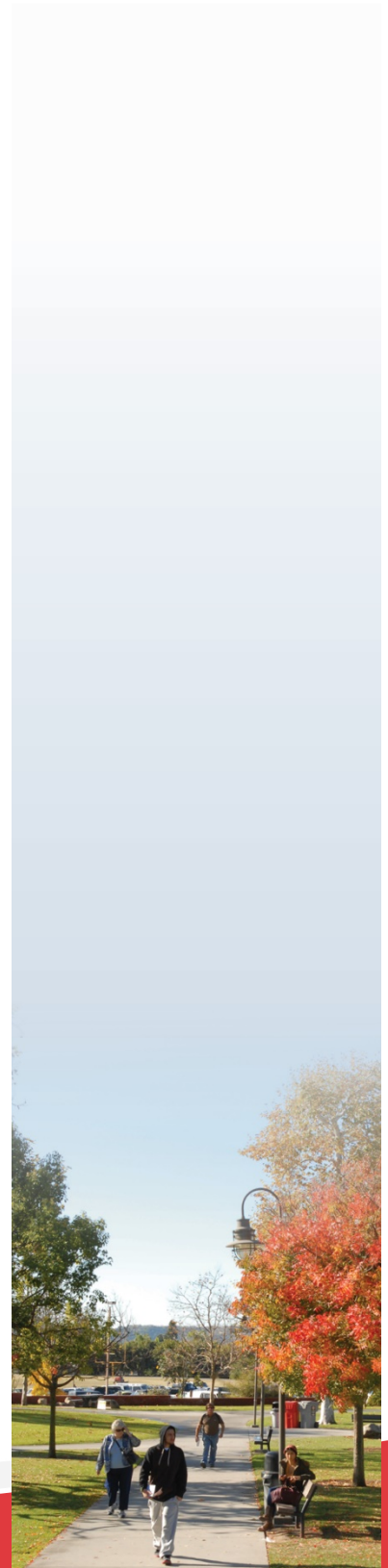
My performing arts tour started in October, while I also attended several athletic events throughout the month. I am always amazed at our talented students, faculty, and coaches. These phenomenal performances and athletic competitions make me proud to be a Comet!

External Collaborations and Networking Opportunities

The San Diego North Economic Development Council (SDNEDC) met this month and it was a chance to connect with elected officials, business partners, and local educational leaders in our region. The SDNEC has been a strong partner with Palomar, and we hope to continue to forge these bonds to see how we can support our region's workforce needs.

During the latter part of the month, Trustee Mark Evilsizer, Trustee Roberto Rodriguez, Public Information Officer Julie Lanthier Bandy, and I attended the Association for Community College Trustees (ACCT) annual Leadership Congress. This conference is solely focused on community colleges and the strategies and initiatives that are at the forefront of student success, equity, and inclusion. As part of this event, Trustee Evilsizer and myself also represented Palomar College at the special Board of Directors Dinner at San Diego City College.

It was an honor to represent the administration of Palomar College at the recently held San Diego and Imperial Counties Labor Council Dinner. Our employees are integral to our success and this event provided the chance for me to engage with leaders in the region who work so hard to support our talented staff and faculty.



Lastly, I would be remiss if I did not congratulate and recognize our incredible Palomar College Foundation team for an amazing President's Invitational Golf Classic on October 25. The event raised over \$165,000, all of which will be used to support the success of our students. Thank you to all of our donors, sponsors and participants!



Golf Classic participants: Phil Rivera, Dr. Rivera-Lacey and Stacy Rungaitis

COVID-19 Vaccination Policy Implementation and Compliance

Since October 11, the official deadline for employees and students to comply with our immunization and vaccination policy, administrators, faculty, and staff have been engaged in tactics and strategies to increase compliance. Student Services hosted onsite events designed for students to turn in their vaccination information or request for a religious or medical exemption. These initial events provided significant momentum and we have continued connecting with our students on a regular cadence throughout the month.

We introduced the Cleared4 platform to our students and employees. This new technology is designed to give us real-time data to protect the health and safety of our campus and education centers. All students and employees have a personal link that provides access to a daily health screening questionnaire and allows for appointment setting for those who are required to test weekly for COVID-19.

Accreditation Update

Thanks to our Accreditation Writing Leadership Team (AWLT) and countless faculty and staff, we are in the final stages of editing our Institutional Self Evaluation Report (ISER). Years of dedicated work and diligent awareness of content and timelines will culminate when the report is approved by the Governing Board and sent to ACCJC in December. We will be spending the month of November meeting with constituency groups on campus and hosting forums that are designed to engage our employees and prepare for our March 2022 visit. Our campus forums will be held monthly through February.

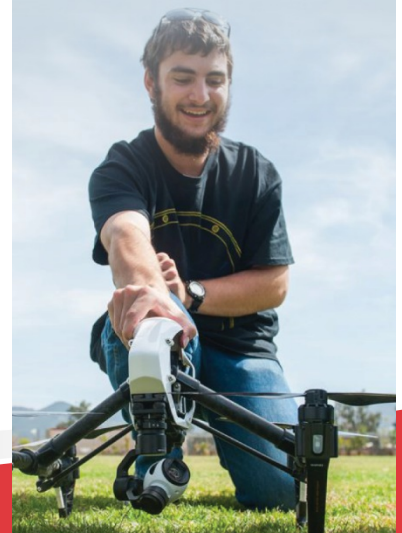
OFFICE OF INSTRUCTION

Assistant Superintendent/Vice President of Instruction

The Office of Instruction has been very active in meeting with partners to renew and develop relationships. This month we met with Bonsall Unified School District, National University, and CSU San Marcos to discuss new and potential partnerships. The Division has been engaged in wrapping up fast track courses, Program Review, and preparing for faculty hiring this spring.

Fallbrook Education Center

On October 11, Assistant Superintendent/Vice President of Instruction, Dr. Jack Kahn



and Education Center Director, Ryan Williams hosted the new Superintendent of Bonsall Unified School District, Joseph Clevenger at the Fallbrook Education Center. During the visit Mr. Clevenger was provided a tour of the Fallbrook Education Center, and a number of discussions took place including district updates, current priorities, potential partnership opportunities, middle college possibilities, and next steps. Mr. Clevenger was very impressed by the Fallbrook Education Center and the plans for the new building. He also emphasized his commitment to strengthen the Bonsall Unified partnership with Palomar College to develop methodical pathways for students to take advantage of educational opportunities while in high school, and beyond.

Math, Science and Engineering (MSE) Update

The focus of the MSE division in the last two months has been to co-locate the Math and STEM Centers through a quality online tutoring experience. The online co-location project has been successful, and a transition to a partial face-to-face tutoring experience has been initiated. The physical co-location of the two centers is under continued exploration.

The College has signed a partnership agreement with National University in which an RN to Bachelor of Science in Nursing program pathway is being established. The first upper division National University course is scheduled to start in February 2022. Both colleges are working together to market the program and to integrate National University outreach advisors into Palomar College nursing program events.

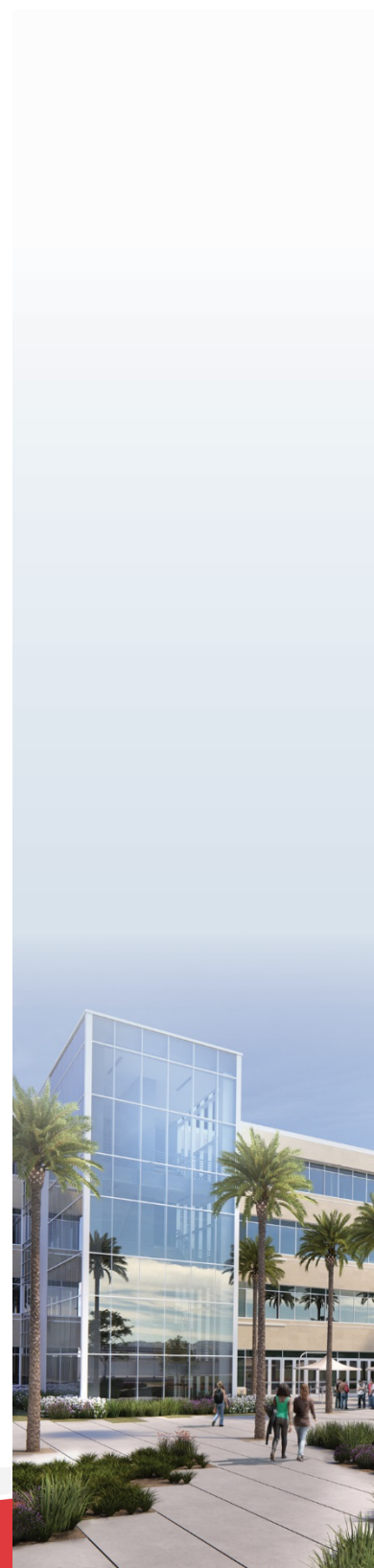
The Title V STEM grant was approved for a 6th year extension that will end in September 2023. The last year of the grant will focus on tutoring, professional development for Palomar faculty, and continuing the faculty-faculty partnerships between Palomar College and California State University San Marcos. The STEM Core program continues to offer two tracks (Biology/Chemistry and Computer Science/Engineering) that expedite the transfer process while providing enhanced support through the associated math courses.

MSE and Career Technology and Extended Education will collaborate with the San Diego/Imperial Counties Regional Consortium industry partners to conduct a presentation to healthcare program faculty. The presentation will cover the current state of the healthcare sector and future workforce needs. This will help MSE support local industry partners by evaluating needs for new programs and/or expansion of existing programs. Thank you to Nichol Roe for leading the development and planning of this incredible opportunity for our faculty!

MSE has supported the science lab planning for the Fallbrook 40 building. The most recent design will provide the Fallbrook Education Center with the ability to provide courses in the departments of Earth, Space, and Environmental Sciences as well as Physics and Engineering.

Social and Behavioral Science (SBS) Update

The Social and Behavioral Science (SBS) division has been working on multiple projects/tasks within the past months. These include, discussions with our colleagues at CSU San Marcos regarding curriculum and partnerships, and potential partnerships with our kinesiology department.



In an effort to continue to protect the health and safety of our Early Childhood Education Lab School (ECELS) children and employees, a COVID-19 testing policy has been initiated. The policy requires children be tested prior to returning to ECELS after a room or site closure. This ensures children returning to the site have not contracted COVID-19 during their isolation period away from the ECELS.

On Saturday, October 16, Interim Dean Studinka visited with and received a tour of the Los Peñasquitos Ranch House Dig Site from the incredible archeology professors. The students are extremely excited to be given the hands-on excavation experiences. They found nails, pipes, pottery, and bones (most likely from animals). One student commented how she liked a nail she found because it was crooked and said it had “personality.”

Football coach Joe Early earned his 100th win at Palomar College. Congratulations to Coach Early for this incredible feat! You can read an interview with Coach Early in [Palomar News](#). Don't forget home football games are played at the stadium at Escondido High School.

The Child Development department is working toward adding education as a second discipline, and creating partnerships with the education department at CSU San Marcos to help alleviate impacted classes.

STUDENT SERVICES

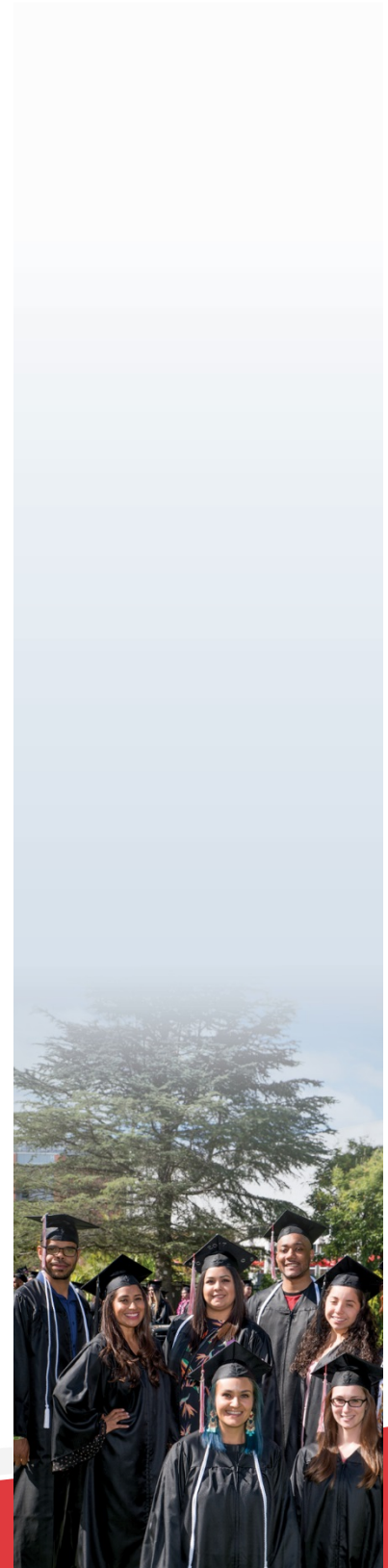
Student Health Centers

In October 2021, the Student Health Centers conducted four Health & Wellness Skillshops reaching a total of 30 students. Topics included “Mindfulness, Meditation & Relaxation”, “National Latinx AIDS Awareness”, “Healthy Relationships”, and “Breast Cancer Awareness”. Skillshops on “mindful spaces” and stress management are scheduled during the last week of October. In addition, the Telescope prepared a feature article on student health services that published in October.

In collaboration with MiraCosta College, a virtual event designed to raise awareness about mental health and provide information to students on campus resources was held on October 5 and 6. The event, attended by 49 students, featured the short film “It’s Real: College Students and Mental Health”. A discussion followed the screening of the film.

Health Services partnered with Champions for Health to host a campus wide “Flu and COVID Vaccine Clinic” for Palomar students and employees on October 14. The Student Health Center is monitoring and processing proof of vaccination documentation and exemption submissions from students, on a daily basis. Students are receiving reminders regarding the health screening questionnaire and COVID-19 testing requirements. The FAQs are updated regularly to provide students with direction on questions related to the vaccination and immunization policy.

Student Health Center employees continue to participate on a daily basis as a member of the COVID-19 Response Action Team (CRAT) to monitor and process COVID-19



submissions due to symptoms and/or exposure. This process includes phone interviews with students and employees who are ill or have been exposed, and guidance on symptoms, testing, quarantine requirements, and the importance of vaccination against COVID-19.

Behavioral Health Counseling Services (BHCS) hosted a “Healing Circle” during Undocumented Student Week of Action and connected with 15 students and employees. Our behavioral health counselors who speak Spanish were available to translate information and engage with students.

BHCS welcomed three new interns and one former intern to provide mental health counseling services to students. The interns regularly collaborate with Transitions, the Pride Center, Student Life and Leadership, and EOPS, to address the needs of students. For students who are on campus and have urgent or critical needs, BHCS has established a Zoom room that provides a safe environment to meet with a behavioral health counselor. The demand for behavioral health counseling appointments has increased 2.5 times compared to the same period in Fall 2020. An example of this increased need is the service provided to the Transitions program earlier this semester, as they mourned the passing of a third member of their cohort. Due to this increased demand, three additional counselors will be hired this academic year.

Student Life and Leadership

In October, an overview of services available through the Student Life and Leadership department was presented as part of the Teaching and Learning Center (TLC) Skillshops.

The Anita & Stan Maag Food & Nutrition Center is now open for food and diaper distribution on Tuesdays and Wednesdays by appointment. During the past month, twenty-two appointments were booked. More than 400 pounds of food, fifteen hygiene kits, two emergency packs, and 275 diapers were distributed. An additional five students were served using the new *Locker Project* for non-perishable food and diaper pick-up services.

Student Life & Leadership hosted a “SL&L Live Talk” on Instagram in celebration of Undocumented Student Action week. The event featured guest speaker Dr. Sabrina Menchaca from the Palomar College Association of Latinos and Allies for Student Success (ALASS), and Carmelino Cruz from the ESL department.

The Associated Student Government (ASG) held their fall retreat via Zoom on October 6 and 8. The Inter-Club Council (ICC) held Fall Club Rush on October 20 and 21. Nine clubs participated on site and enjoyed music, snacks, games and fellowship. ASG and ICC hosted an onsite Halloween Event on October 28.

Counseling Service

Beginning in February and through the end of this month, 86 texting campaigns were launched, resulting in 521,159 text messages sent to students. Topics included a tutoring services survey, COVID-19 vaccination policies, class cancellations, Student Services hours of operation, technology distributions, and more.



FINANCE AND ADMINISTRATION

Prop M Projects

Athletics Project

Responses to the initial comments received from DSA on Phase I of the stadium project are in progress. Building permits are projected to be issued by the end of the calendar year. The design development for Phase 2, the Athletics Fieldhouse project, is continuing and meetings with employees are in progress to gain specifications for the equipment and training room spaces.

Fallbrook 40 (40 stands for 40,000 SF)

The schematic design phase of the Fallbrook 40 project is complete. It was presented to the Fallbrook Education Center Advisory Council on October 19. It was well received by attendees. The architect is preparing the SD booklet and estimate. The design development phase remains in the early stages.

Annual State Submittals

The State Scheduled Maintenance Plan was submitted and approved. The work on 25 projects allocated within the plan has started. In addition, a space inventory update is in progress and is due for submission in early December.

HUMAN RESOURCE SERVICES

COVID-19 Initiatives

Human Resource Services continues to collect and monitor COVID-19 vaccination policy compliance data. There has been a steady increase in compliance among our employees. The division is thankful to all employees who have either submitted their proof of vaccination or submitted a request for an exemption.

Additionally, Human Resource Services is working with the Staff Professional Development Coordinator on remote training modules that align with institutional priorities.

Human Resource Services has engaged with Shaw HR Consulting Services to assist with COVID-19 related accommodations, such as 100% remote work. The plan will be developed in time for the spring 2022 semester, and will align with the pending district-wide employee return to onsite work strategy.

Recruitments

These are the current recruitments as of October 26:

- 40 permanent recruitments in progress
 - 9 – Admin/CAST
 - 13 – Classified
 - 18 – Faculty
- 45 part-time faculty recruitments in progress
 - 29 additional part-time faculty postings have closed and departments are still hiring from those application pools



Benefits, Workers Compensation, Leaves, and Accommodations

The part-time faculty fall semester open enrollment concluded in early October, the timeline was delayed due to the negotiation process. Part-time faculty members are now able to enroll family members onto the medical insurance plan. In support of emotional wellness related to the impacts of COVID-19 on the workplace, a stress management workshop, attended by 30 employees, was held on October 20. The workshop was recorded, along with the other emotional support workshops provided during plenary, and it is available for employees to access on the PD portal.

Diversity, Equity, and Inclusion

Human Resource Services is currently researching a funding source to determine how to best address the need for increased interpreting services to ensure that our institutional meetings are accessible to all employees. Additionally, the department is working with stakeholders to expand the usage of job posting sites directed at underrepresented groups in an effort to broaden our talent pool.

INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Accreditation

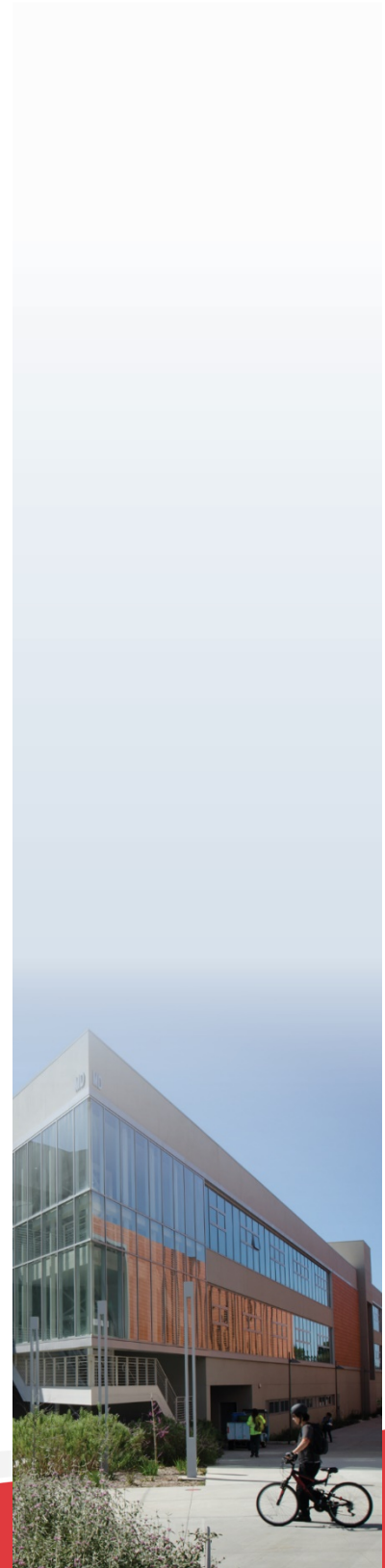
The Accreditation Writing Leadership Team (AWLT) engaged the Governing Board in a review of the draft Institutional Self-Evaluation Report (ISER) on October 19 and the College Council reviewed the ISER on Friday, October 22. AWLT is now incorporating feedback and making edits to the document. Once this is complete, Creative Services will finish formatting the document for electronic posting and submission to the accrediting commission. AWLT, working with the Executive Team, has created a communication plan for engaging the campus community leading up to the March 2022 site-team visit. An all-campus forum on accreditation will be held on November 3.

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 FY2022-23 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

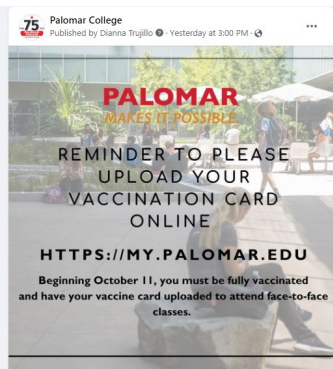
Marketing/Advertising/Promotion

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 October, the campaign is projected to earn over one million impressions.

Compared to October 2020, there were 7% more users in October 2021, and an 8% 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 35%. 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.

Throughout the month of October, our social media posts focused on the importance of complying with our immunization and vaccination policy, transfer application deadlines, Undocumented Student Action Week, student wellness, and performing arts. Our posts also featured our 4-week and 8-week class schedule, student support, financial aid and scholarships.

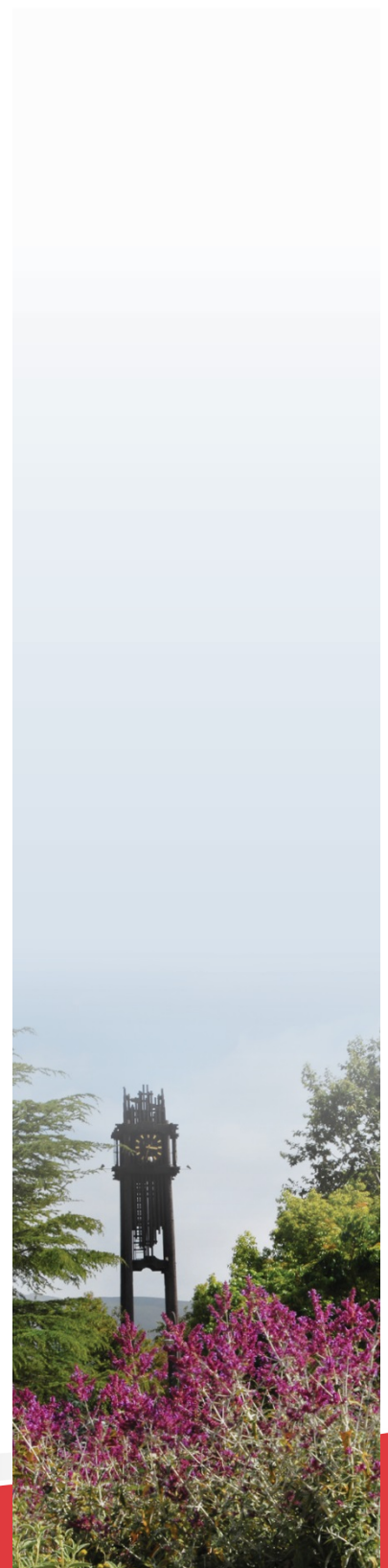


Facebook post regarding vaccination compliance



Facebook post regarding performing arts

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 October is 11.5%, 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.



Our new Palomar College TikTok channel, featuring 15-30 second videos that are informative and fun for our target audiences, continues to impress. In October our number of followers grew by 48% and nearly 2,700 video views took place.

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website and more than 74% 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. Direct 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 11%. LinkedIn followers continue to increase year-over-year, with a 6% increase in October 2021 compared to October 2020.

The Makes It Possible webstreaming advertising campaign designed to support spring enrollment goals will launch the week of November 22 and continue through mid-January. The campaign will include endorsement ads featuring alumni and radio personality Jesse Lozano. The ads will be featured on both social media and Over-the-Top (OTT) video. The ads will be targeted to platforms and programming that is aligned with our student demographics.

In addition, our direct mail postcard campaign is set to arrive in-homes during the week of November 22. The “Step Into Spring at Palomar College” messaging is designed to engage students in the enrollment process for the spring semester. It will also include the dates of our December onsite enrollment events, with a URL to capture registrations.

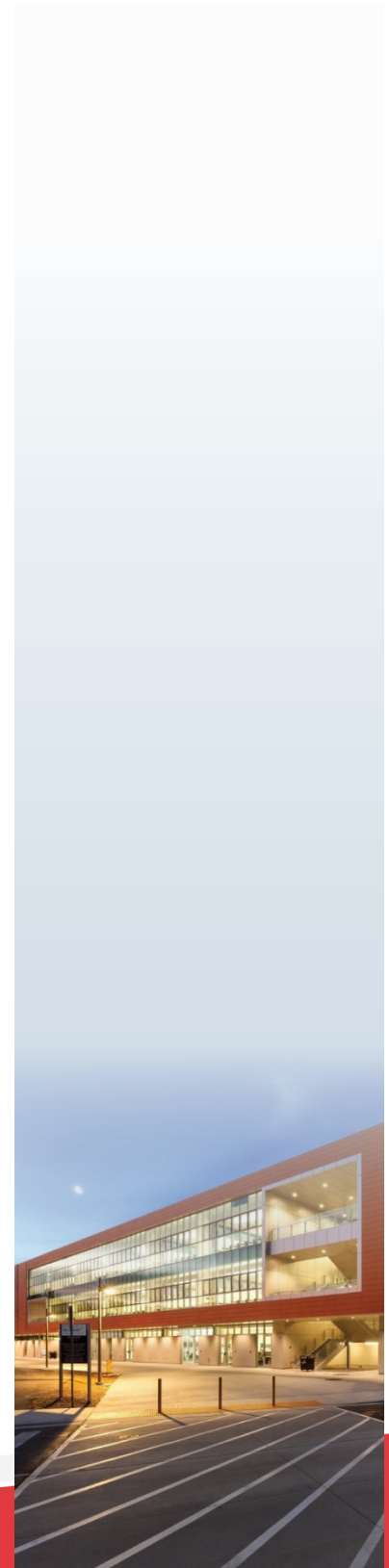
Community and Media Relations

In celebration of the results from the annual President’s Invitational Golf Classic, a press release was distributed regarding the funds raised and the meaningful impact the funds will have on the success of our students. The press release is available [here](#).

In October there were 58 mentions of Palomar College in media outlets throughout the region, state and nation. These included the press release issued on the appointment of Trustee Kartik Raju to the Governing Board and an interview with Superintendent/President Dr. Rivera-Lacey conducted by [Inside HigherEd](#) on the future offerings of baccalaureate degrees at community colleges in California.

Internal/External Communications and Public Affairs

On October 1, we issued [Palomar News](#) to all subscribers and College employees. An announcement was issued on the [President’s Invitational Golf Classic](#) and coverage was provided on the [Foundation’s Welcome Reception](#) for Dr. Star Rivera-Lacey. In addition, feature stories were written on the milestone achieved by [head football Coach Joe Early](#), the [swearing in](#) of our newest trustee Kartik Raju and the ranking of Palomar College as one of the “Top 100 Colleges and Universities for Hispanics” nationwide in the [Hispanic Outlook](#).



FOUNDATION

Fundraising Activities

Golf Classic

The Foundation hosted the 15th annual President's Invitational Golf Classic on October 25 at Maderas Golf Club in Poway. Although there was a bit of rain at the end of the event, nothing dampened the spirits of our participants. With over \$165,000 raised through sponsorships, on-course activities, and an online auction the event is again the top grossing annual fundraiser. We are also pleased to announce a special opportunity was secured through a grant to underwrite the cost of the tournament; therefore, 100 percent of the revenue will go directly to our mission. Proceeds will translate directly into scholarships, textbook assistance, and emergency grants for our students.



Dr. Rivera-Lacey and the Foundation Team



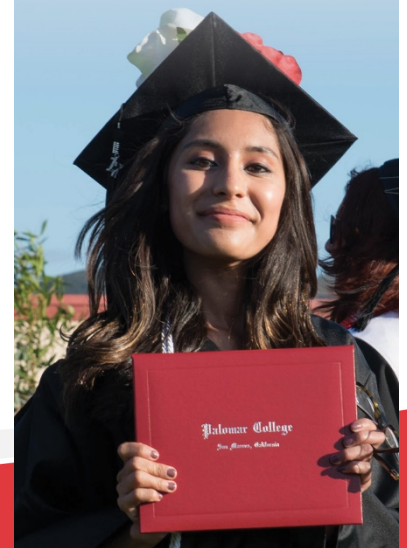
Golf Classic Volunteers



Comet Cheerleaders and Tournament Participants

Grant Activity

The Foundation received a \$75,000 grant from the County Board of Supervisors, District 5 Small Business Stimulus Program to support operational expenses. The grant funding provides economic assistance to help businesses and nonprofit entities impacted by COVID-19. Also, the Foundation received a \$10,000 sponsorship from the Rincon Band of Luiseno Indians to support the Community Showcase and other Foundation special events in 2022.



Scholarship Revenue

The Foundation received \$20,000 from the family of Emma Paquin to set up a new memorial scholarship in her name. Emma was a long-time scholarship donor who donated nearly \$250,000 since 2006 to support student scholarships. In addition, the Foundation received \$7,500 from the Rancho Santa Fe Foundation for the Leota Peters Whiteman Fund to support first responder scholarships.

Community Events

The Foundation, in partnership with Thermo Fisher Scientific, conducted a virtual career panel on October 19. Foundation Board member, Celia Garcia orchestrated the panel as part of Thermo Fisher's "Global Day of Giving" resulting in a donation to the Foundation. Over 60 Palomar College business/marketing students attended. Students had the opportunity to ask a panel of five Thermo Fisher employees a variety of questions related to career opportunities and job placement strategies.



Panelists from Thermo Fisher

