

# SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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December 10, 2021

## PRESIDENT'S OFFICE

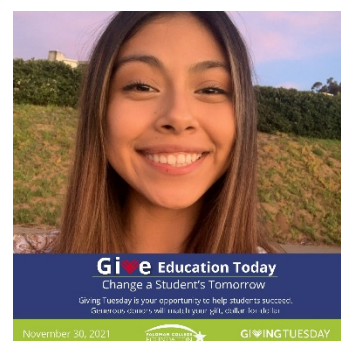
### An Opportunity to Honor and Give Back

November was clearly a busy month with so many opportunities to give back to our communities, honor those who have served our nation, and recognize the many contributions of Native Americans. The first of November marked the start of the Cal Coast Credit Union "Pack the Pantry" campaign, which is designed to support all of the food and nutrition centers on community college campuses in the region. We are awaiting final results.

Joining the rest of the nation, we celebrated our veterans in meaningful ways in honor of Veterans Day. The Disability Resource Center and Veterans Resource Center hosted guest speaker, USMC Master Sergeant (Retired) Bruce Thompson. Master Sergeant Thompson has dedicated his post-military career to improving the lives of military families. As a result of funding from the Palomar College Foundation, the Veterans Resource Center (VRC) participated in the VetFest in Escondido. This event is designed to provide veterans and active-duty military with resources made possible through various community organizations and businesses. Our athletics department conducted a military appreciation event during the football game on November 13. All members of the military enjoyed the game for free, and a student and classified employee who recently returned from active duty, did the coin toss at the beginning of the game.

Our Foundation kicked off the GivingTuesday campaign in the middle of the month and by the end of the day on November 30, all fundraising records were surpassed compared to previous Giving Tuesdays. The campaign featured incredible stories of our students and donors, and raised more than \$78,500 to support our students.

On November 20, the San Diego and Imperial Counties Labor Council, the Palomar Faculty Federation, and the Council of Classified Employees, along with funding from the Palomar College Foundation, provided free turkeys, and all accompaniments to hundreds of families in need. It was a great opportunity for the campus community to come together and serve the basic needs of so many.



*Giving Tuesday Campaign Featured Student*

### **Campus Engagement**

Visits to all three Education Centers proved rewarding and informative this past month. Our commitment to serving students throughout our District is prevalent, and my discussions with our Center Directors, Ryan Williams and Tom Medel, were extremely helpful as we plan for the future of our College.

Our TRIO team hosted a panel discussion on November 8 in recognition of First Generation College Day. I had the pleasure of participating. It was a great opportunity for us to celebrate first generation college students and recognize, understand, and ameliorate the systemic barriers these students face within higher education.

At the invitation of the Career Center, I was happy to share my career journey as a first-generation community college student to becoming the Palomar College's Superintendent/President. Interacting with our students is definitely my favorite and one of the most important parts of my work.

I am always appreciative of the conversations with faculty and campus leaders to learn more about our programs, explore potential collaborations, and to identify institutional needs and priorities. In November, I was able to spend time with faculty members from our Math, Sociology, Performing Arts, and Anthropology/Archaeology departments. My discussions with the Administrative Association and CAST included important topics that impact employees and the district, including our return to onsite work.

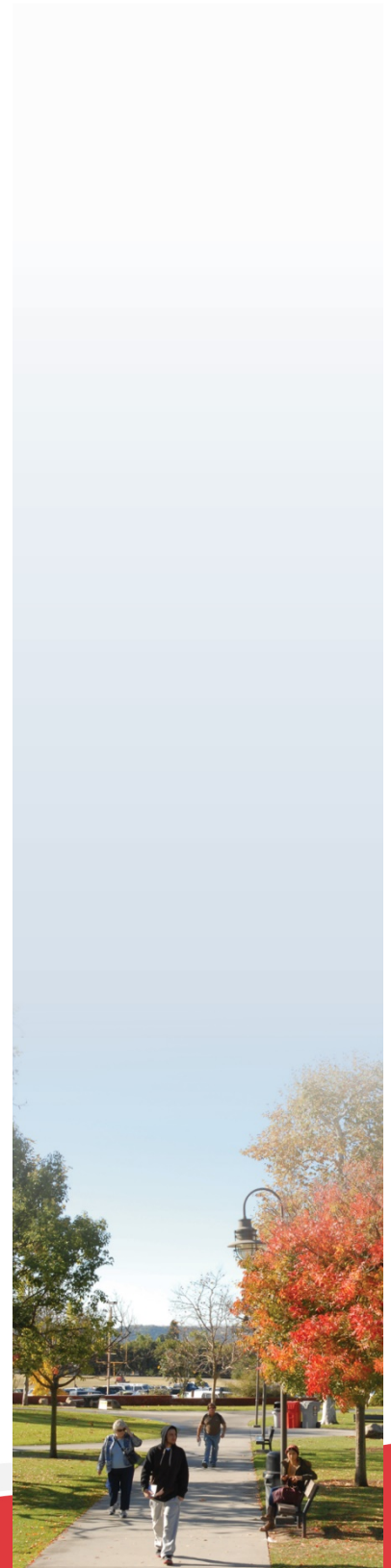
A meeting with the dedicated Diversity, Equity, Inclusion (DEI) President's Action Team centered on the continuous improvement, and meeting, of our DEI goals as set within the Antiracist Framework. It is admirable to see the efforts of all the leaders working to build an inclusive culture that serves all students. Speaking of serving students, the Palomar Black Faculty and Staff Association (PBFSA) hosted a mid-semester check in breakfast this past month. The intention of connecting with students as they pursue their path this semester was clearly at the forefront of this event.

We experienced significant milestones in women's athletics in November. Congratulations to women's basketball coach, Leigh Marshall, on reaching her 200th win, and to our women's water polo team for their undefeated conference play this season.

Our Performing Arts department also never ceases to amaze me. I enjoyed many performances and was thrilled to welcome patrons, students, and employees to the 75th season of the Palomar College Symphony Orchestra, as they entertained us with "Epic Tales from the Heart".

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

My external meetings included time well spent with City of San Marco Mayor Rebecca Jones and City of Escondido Mayor Paul McNamara. These conversations centered around the needs of the workforce in our region and the opportunity for Palomar College to continue to be a focal point within each city. I had the pleasure of attending and speaking for a few moments at the San Marcos Rotary Club meeting in November. It was extremely fulfilling to hear the stories of how Palomar College has impacted meeting participants.



In addition to attending the monthly San Diego and Imperial Counties Community College Association (SDICCCA) meeting, I met with Chancellors and Superintendent/Presidents throughout San Diego County to discuss Latino/a student success. The agreed upon priority is to develop ways to better facilitate educational pathways from the community colleges to 4-year degrees to doctoral level achievements. We recognize this initiative is one that will take the commitment, and collaboration, of all institutional leaders in the region.

Trustee Evilsizer, Trustee Miyamoto, and Trustee Raju, and I attended the Community College League of California (CCLC) annual conference. The virtual conference focused on recognizing the indispensability of our colleges. Many of the discussions highlighted how we contribute to economic and social mobility, foster civic engagement, and support an equity-based economic recovery.

### **COVID-19 Vaccination Policy Implementation and Compliance**

The Emergency Operations Center (EOC), the Policy team, and all constituent groups are working collaboratively to continue to prepare for our return to onsite work beginning January 18. The primary goal of the plan is to make all services available to students Monday thru Thursday, from 8:00 a.m. to 5:00 p.m., with Friday being a virtual service and work day. We are also continuing to increase employee and student compliance with our vaccination and immunization policies and address the intricacies of the Cleared4 platform. To aid in the accessibility of the questionnaire, for our community members and for employees with connectivity concerns, our Information Services team updated the kiosks on the main campus and at the education centers. We are very appreciative to all who are working to keep our sites safe and healthy.

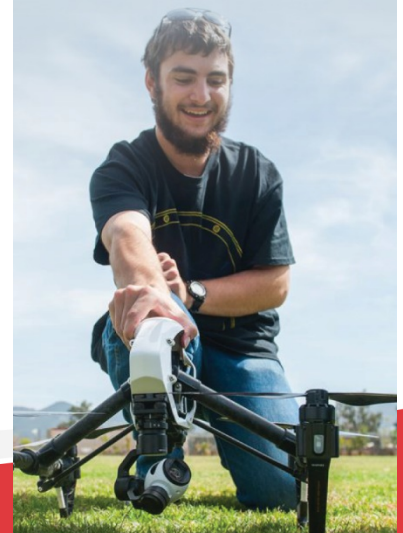
### **Accreditation Update**

Throughout November we gathered feedback and recommendations from all constituency groups. Our Accreditation Writing Leadership Team (AWLT) completed all of the required edits of our Institutional Self Evaluation Report (ISER). The formatting of the report is in its final stages. The ISER is a culmination of years of dedicated work of countless faculty and staff and we are so appreciative of all involved. We will continue to host campus forums in the coming months as we head toward our virtual visit on February 28.

## **OFFICE OF INSTRUCTION**

### **Assistant Superintendent/Vice President of Instruction**

The instruction office has had a very busy November supporting students through to completion of the semester and preparing for final exams. As we started last semester, the office focused on re-invigorating partnerships that were somewhat paused due to the pandemic. This month we had productive conversations with our colleagues at Interfaith Community Services in Escondido to determine opportunities to expand offerings in order to meet the growing needs in the region. We also met with our CSUSM colleagues to determine if we might solidify pathways between our Kinesiology and Nursing programs to result in improved transfer rates and discuss explicit approaches to the connection between our institutions. We also had a wonderful meeting with the Migrant Education Program and have agreed to develop a contract to



offer instruction to these constituents in Fall 2022. We are very excited about identifying new ways to serve our partners in migrant education!

### **Professional Development**

Professional development for part-time faculty reporting is nearing completion to ensure part-time faculty receive their semester compensation. Professional development for full time faculty is annual, and they complete required hours. Plans are underway for the January 2022 Cyberflex Week and Plenary. This will be a virtual event. The Professional Development team is working on completing pronunciation projects to aid our employees in navigating the correct pronunciation of student and colleague names based on language origin. The team is also working on completing micro-trainings for areas of assistance for all employees (from faculty and student service perspectives) to aid students. These include topics of “what is census certification and fraud prevention”. Lastly, the Professional Development team continues to conduct Diversity, Equity, and Inclusion (DEI) work and the advancement of AP 3000.

### **Workforce Development and Extended Studies**

The first half of the Fall 2021 Service Learning Project, funded by Guided Pathways and Strong Workforce funds, is complete. Through an application process, 15 out of 46 professors were selected to participate as a faculty cohort from disciplines ranging from English to Design & Manufacturing Technologies. They engaged in three 2-hour interactive workshop sessions about the impact of Service Learning on students, the best practices of course integration, and learned to connect course concepts to meaningful volunteer opportunities with community partners. Participants will intergrade Service Learning into their courses in Spring 2022. Faculty members will receive a \$1,125 stipend for their participation in the full program, receiving 50% after their Fall 2021 training and the remaining 50% after they have integrated Service Learning into their Spring 2022 course.

## **STUDENT SERVICES**

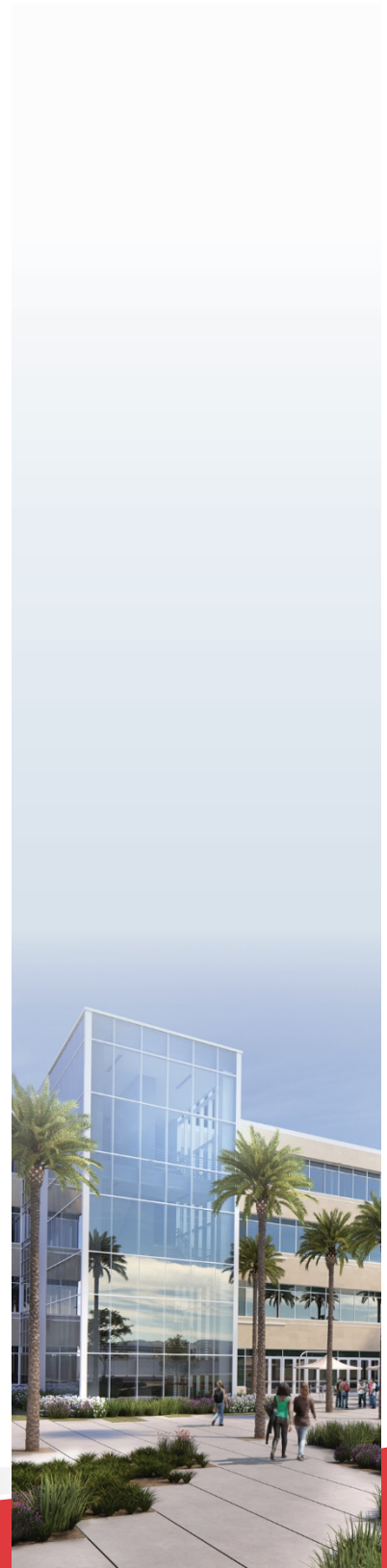
### **Student Life and Leadership**

A Thanksgiving food distribution event was held on November 16 for currently enrolled students. Over 1,500 pounds of food were distributed, 500 diapers, and 17 packages of wipes. In addition, as part of a new program, 17 packages of feminine hygiene products were also distributed. The event included the annual turkey raffle for all currently enrolled students. Sixteen turkeys were distributed to our students. The Anita & Stan Maag Food & Nutrition Center remains open on Tuesdays and Wednesdays (by appointment only) for food and diaper distribution.

A Human Rights event was held on December 8 in the Student Union Quad. The event featured a small Farmer’s Market, a representative from Cal-Fresh, clothes from Comet’s Closet, Humanity Showers, and representatives from the Disability Resource Center (DRC), Health Services and the Pride Center.

### **Counseling Services**

Three priority registration text and email campaigns were designed and launched to alert students enrolled in Fall 2021 to register for Spring 2022 classes. The first campaign announced Spring 2022 priority registration dates and directed students to the



spring class schedule webpage, and MyPalomar to register. The second campaign provided students with their exact priority registration date and time along with resources to register. The third campaign is a morning reminder on the date of the student's priority registration to register at their designated time. A separate open registration campaign was sent to students currently enrolled in classes.

A vaccination policy reminder to students who had not met the vaccination requirements followed each of the campaigns. The messaging included instructions on how to submit proof of vaccination and request an exemption online and in-person.

Students were asked to respond to a short survey about whether they planned to take advantage of their priority registration. Twenty-three percent responded and of those, 85% indicated that they planned to do so. Thirteen percent of students responded to the question regarding Spring 2022 registration. Of those, 71% indicated that they planned on registering.

All registration campaigns encouraged students to attend the in-person Spring 2022 registration events hosted by our North County Education Opportunity Center (NCEOC). The Marketing, Communications, and Public Affairs Office included mention of the events in web-streaming advertising to support the last two events.

Additionally, email and text campaigns will launch in January and consist of open registration and reminders regarding the vaccination policy.

### **Athletics**

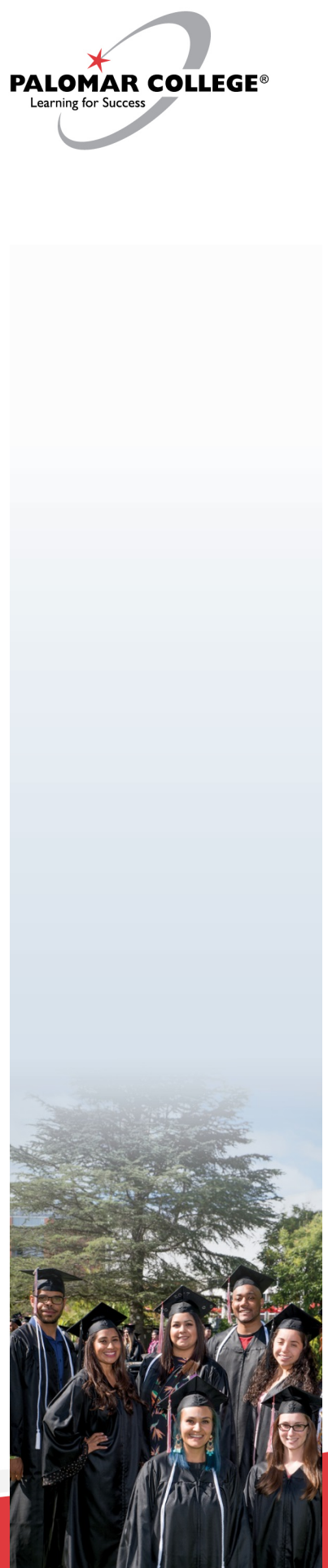
The Palomar College football team had its first winning season since 2014! They are the Chick-fil-A Festi Bowl Champions and, so far, 17 players have been offered scholarships. The women's basketball team is the #2 team in Southern California with 8 wins and no losses this season, and the men's basketball team ended the season with 7 wins and 3 losses.

## **FINANCE AND ADMINISTRATION**

### **Information Services**

Information Services (IS) continues to work closely with various departments providing technology needs in support both on-site and remote operations. There is increased activity around preparing for the spring semester and returning to on-campus work effective January 18. The team continues to troubleshoot issues related to COVID-19 vaccination/exemption submissions, COVID-19 test result uploads, reporting, and clearance status management. Additionally, IS leadership and staff are working closely with the Infrastructure and Sustainability Counsel and the Technology Masterplan Subcommittee in updating the Technology Master Plan, as well as reviewing and making recommendations on annual PRP submissions containing requests for technology.

The Technical Services team remains busy refreshing, updating, and maintaining on-site workstations, printers, and other technology equipment for on-campus work and instruction, as well as managing laptops and other devices for continued use by remote staff. By mid-January, the team expects to complete the refresh of all student computer labs at the main campus and education centers to support both Spring 2022 in-person



and virtual learning. The Technical Services team is also working closely with Library staff to ensure required technology is up and running to support safe on-site services, including self-service curriculum check-out, and wireless or cloud-based printing for student and other patrons.

In addition to the regular, on-going application maintenance and support of districtwide applications, the Systems and Programming team continues to work on several high-priority projects and tasks, including improving data integrity and MIS reporting and procedures, in relation to FCMAT recommendations, and the on-going implementation and enhancement of English and math course placements per AB 705 guidance. The Systems and Programming team is also currently working on an important equity project allowing the use and display of preferred names by students and employees in various systems. Lastly, this team is working with Disabled Student Programs and Services (DSPS) on the migration to a hosted Clockwork system.

The Networking and Data Center team is working closely with Facilities, District architects, and other stakeholders on several new and upgraded construction and infrastructure projects, including cabling, networking, and audio-visual designs in support of the new athletics facility and pending Fallbrook 40 project. This team is also working closely with several departments and constituent groups in analyzing and developing a plan to improve Wi-Fi access and coverage in various buildings and locations across the San Marcos Campus. Finally, the Network and Data Center team is playing the lead role in a project to implement a new emergency notification system, expected to go-live by the start of Spring 2022.

Of increased significance, Information Services continues working very closely with the Emergency Operations Center, Facilities, Student Services, Instruction, and Communications, Marketing and Public Affairs departments in supporting and enhancing technology needs in support of safe and effective return to onsite work efforts. The most notable projects include:

- on-going implementation of enhanced and flexible audio-visual capabilities (hyflex) in the classrooms and conference rooms allowing enhanced hybrid teaching and learning. Forty rooms have been configured with this technology to date, with thirty-five more installations planned between now and the end of Spring 2022.
- on-going support and enhancement of the student proof of COVID-19 vaccination submission process and reporting, including medical or religious exemptions.
- on-going support and enhancement of the Clared4 platform to support daily health screening, COVID-19 testing, enhanced management and tracking, and reporting of employee and student statuses, which are displayed on class rosters and departmental reports.

### **Campus Police**

Campus Police received Governing Board approval to enter a contract with Phoenix Group to continue to offer digital parking services. IS and Campus Police are working with the vendor to transition to the new platform for students and staff. This transition should be completed prior to the start of the Spring 2022 semester, in order to maintain contactless parking at the main campus and all education centers. This service is a companion to our mobile app for daily users and free visitor parking at each campus.



## HUMAN RESOURCE SERVICES

### COVID-19 Initiatives

Our COVID-19 Administrator position was posted earlier this month and interviews occurred the week of December 6. It is intended that this position will be filled by a specialist to help lead our COVID-19 efforts. This position will lead the safety initiatives contained in our COVID-19 Recovery Plan, communicate with external stakeholders, make recommendations on how we can improve our COVID-19 related processes, and generally assist with our various COVID-19 related initiatives.

### Equally Employment Opportunity

At the last Equal Employment Opportunity Advisory Committee meeting, EEO Manager Shawna Cohen went over the forthcoming EEO Plan, which will be developed and delivered to the Governing Board in mid-2022. We are working on Chapter 13: Other Measures to Demonstrate Commitment to Diversity and EEO. The Committee brainstormed some ideas and committee members will be sent this information to get feedback from their constituent groups.

### Recruitments

Recruitments continue to be incredibly busy. Thank you to everyone who is serving on search committees, serving as compliance officers, and to the recruitment team for their continued work. Below are the current recruitments as of December 6:

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

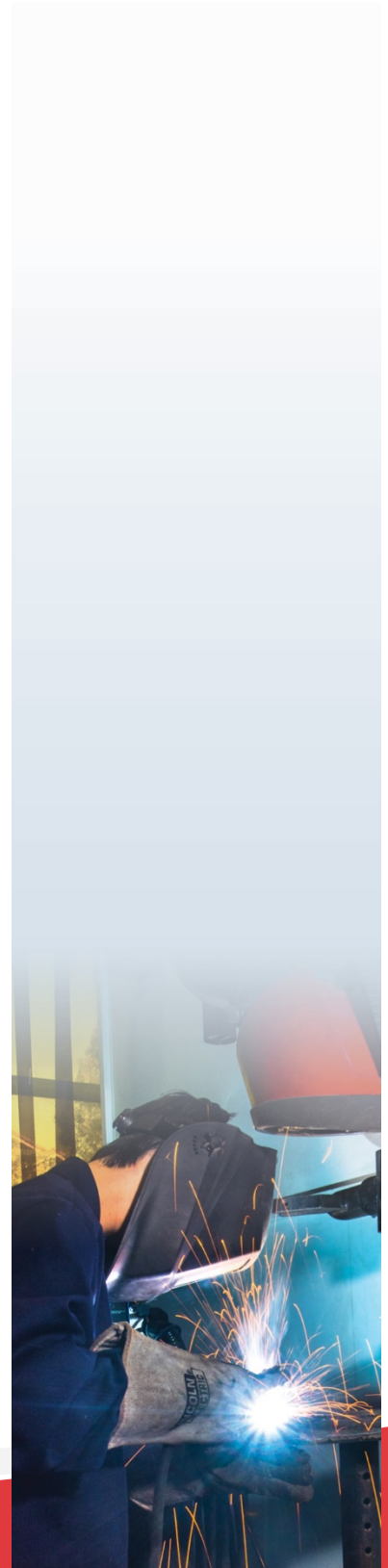
## INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

### Accreditation

The Accreditation Writing Leadership Team (AWLT) completed the revisions to the Institutional Self-Evaluation Report (ISER). The Governing Board received and approved the final report on December 7. The AWLT has facilitated two all-campus forums on accreditation. The first forum held was held on November 4 and focused on the Accreditation Standards and our ISER. The second forum held on December 2, addressed participatory governance and its connection to accreditation. ACCJC provided the College with the names, position, and institutions, of our Peer Review Team (PRT). With this notification and the submission of the ISER to ACCJC, the College will transition into a new phase of the self-evaluation process and begin preparing for our virtual site visit to be held February 28-March 3, 2022.

### Integrated Planning

All Program Review and Planning documents are to be submitted in December. Beginning in January, requests for resource will be extracted from the completed



documents and prioritized.

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

IR&P attended a workshop held by the Chancellor's office on Monday, December 6 to review new reporting requirements for documenting District progress in implementing AB705. AB705 seeks to increase the number of students completing transfer level math and English as well as eliminate equity gaps in those completion rates. As part of the required report, Colleges will complete a data template that includes data on transfer level math and English completion rates for students taking pre-transfer-level math or English coursework, compared to completion rates for students enrolling directly into transfer level coursework. In addition, Colleges will need to submit documentation showing plans for full compliance with the legislation by Fall 2022.

In the absence of updated equity data from the Chancellor's office, IR&P is moving forward with the implementation of a cohort model for monitoring progress and completion of student groups identified as disproportionately impacted in the College's Equity Plan. An initial presentation of this data and model will be included in the upcoming Board Presentation by Assistant Superintendent/Vice President of Student Services, Dr. Vikash Lakhani.

## **PUBLIC AFFAIRS OFFICE**

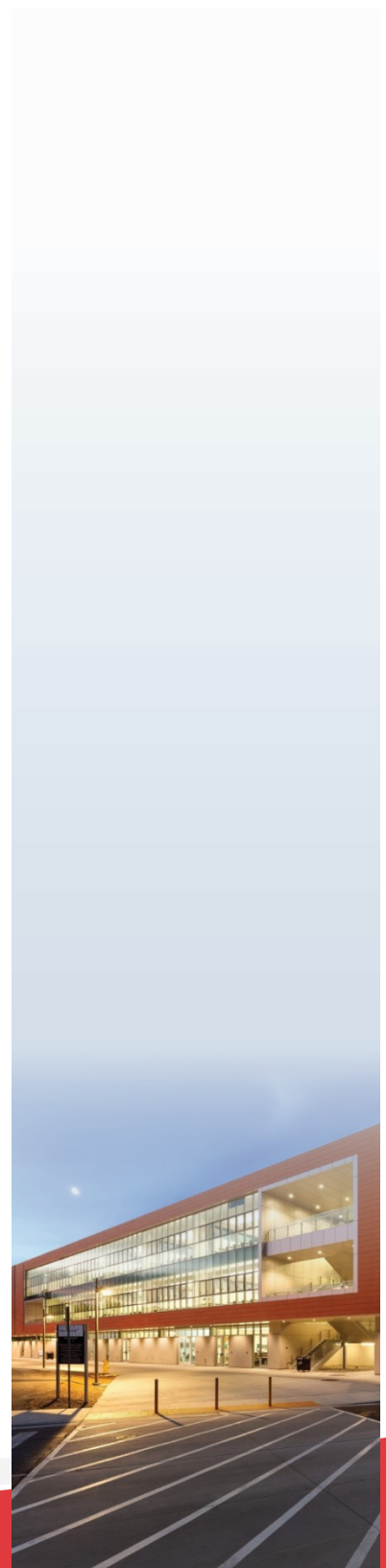
### **Marketing/Advertising/Promotion**

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 November, the campaign generated nearly 750,000 impressions and was extremely cost efficient, with a pay-per-click (PPC) click thru rate that was three times industry benchmarks.

Compared to November 2020, there were 8.8% more users in November 2021, and an 17.45% 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 22%. 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 November, our social media posts focused on the importance of complying with our immunization and vaccination policy, winter intersession courses spring 2022 registration, Giving Tuesday, performing arts and features on our education centers. Our posts also featured student wellness, support services, and financial aid.





Facebook post regarding winter intersession



Facebook post featuring the Rancho Bernardo Education Center

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 November was 10.3%, 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 engaging for our target audiences, continues to grow in followers and engagement. In November, our number of followers grew by 41% and just over 2,700 video views occurred.

Social media remains the 4<sup>th</sup> ranked source of all traffic generated to the Palomar.edu website. During this past month, we experienced a 12% increase in social media traffic compared to November 2020. More than 77% 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 13% over the prior year and referral traffic increased 4%.

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 3% compared to last year. Instagram is continuing to show the largest year-over-year increase at 12%. LinkedIn followers continue to increase year-over-year, with a 5% increase in November 2021 compared to November 2020.

The Makes It Possible webstreaming advertising campaign designed to support spring enrollment goals launched the week of November 22 and will 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 arrived in 155,000+ 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



included the dates of our December onsite enrollment events, with a URL to capture registrations.

### Community and Media Relations

In celebration of the record breaking Giving Tuesday results, 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 November news media mentions of Palomar College included the press release issued in late October on the success of the Palomar College Foundation [golf tournament](#). Palomar College was also included in a [national news article](#) on the financial aid fraud occurring in our state. A mention of Superintendent/President Dr. Rivera-Lacey was included in a [San Diego Union Tribune](#) opinion piece regarding the importance of diversity in leadership at higher education institutions.

### Internal/External Communications and Public Affairs

On November 5, we issued [Palomar News](#) to all subscribers and College employees. We also issued a story on the incredible ["giving" events](#) that took place at the College during November. Other stories distributed in November included our [Re-Opening Plan for Spring 2022](#) and a [Palomar alum](#) who recently published her first scholarly work, a piece that she wrote while still at Palomar College; coverage of our athletic achievements in [women's water polo](#) and [women's basketball](#); and a feature on a [PCTV documentary](#) that aired on KPBS in November.

## FOUNDATION

### Fundraising Activities

#### Giving Tuesday

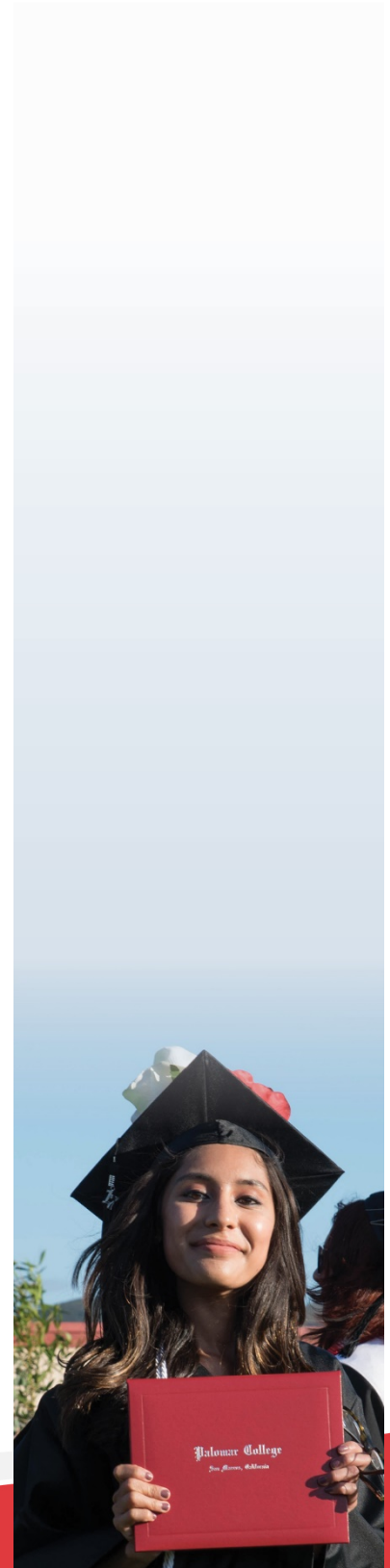
The Palomar College Foundation held a record-breaking #GivingTuesday campaign on November 30. A total of just over \$78,500 was raised during this impactful campaign. The successful marketing and social media plan for #GivingTuesday showcased student and donor stories sharing the impact the Foundation has on student success. Two generous donors offered matching gifts allowing donations to have twice the impact. In addition, this year more donors were reached with a new text-to-give" feature available via the donor database. The Foundation board and staff engaged in annual phone calls to key donors as well. A press release on the campaign is available linked [here](#).



*Photo of Thankful Palomar Students*

#### Scholarship Revenue

During Giving Tuesday, several scholarship donors stepped up with their annual donations. The Downey family gave over \$6,000 in support for the Johnathan Downey Memorial Scholarship; Richard and Joyce Hyde gave \$2,000 in support for the Hyde



Family scholarship; Melissa Walker gave \$1,000 to support her Distinctions Gallery art scholarship and the Economics, History and Political Science faculty and staff gave donations to their departmental scholarship. Additional donations came in to support the Sara Thompson Memorial Scholarship and general scholarship support during Giving Tuesday.

A new CFT scholarship was set up for \$5,000 during November in honor of the donor's parents Robert and Pamela Anderson. This woodworking scholarship is earmarked to support students studying cabinet and furniture technology at Palomar College.

### **Grant Activity**

The Foundation received two grants in November, each for \$5,000 in support of the 2022 Community Showcase. The first from Swinerton Foundation and the second grant was received from the Pala Band of Mission Indians.

### **Community Events**

Foundation executive director, Stacy Rungaitis, Foundation Board members Pete Rogers and Will Rivera along with Palomar police chief, Chris Moore attended North San Diego Business Chamber's Honoring Regional Heroes event on November 4. This annual event recognizes heroic efforts made by local first responders.



*Foundation executive director, Stacy Rungaitis, Foundation Board members Pete Rogers and Will Rivera along with Palomar police chief, Chris Moore*

