

INSIDE...

President's Office	1
Office of Instruction	3
Student Services	4
Finance And Administration ...	5
Human Resource Services	7
Institutional Research and Planning (IR&P)	7
Public Affairs Office	8
Foundation	10

December 31, 2021

PRESIDENT'S OFFICE

Intersession and Spring 2022 Preparations

With the onset of yet another COVID-19 variant, communications and meetings centered on our return to onsite learning and working, has been a major focus this past month. To provide for the safest return of our students and employees, the Emergency Operations Center and Policy team have established a COVID-19 [testing schedule](#). In addition, [vaccination events](#) are scheduled at



both the main campus and Escondido Education Center. The Student Health Center and Student Services teams continue to review and approve vaccination and exemption paperwork from our students, and our Human Resource Services colleagues are providing guidance to employees. We will continue to provide updates to students and employees, as guidance is issued by the State and County Public Health Departments.

Accreditation, Accreditation, Accreditation

We celebrated the milestone of the submission of our Institutional Self Evaluation Report (ISER) to the Accrediting Commission for Community and Junior Colleges (ACCJC) on December 17 as per the required deadline. As an institution, we are incredibly proud of the work and commitment shown by so many employees to complete the ISER. We are now looking forward and preparing for our virtual accreditation visit on February 28 - March 3, 2022. In doing so, we will host one last all campus forum in early February to actively discuss questions and our final preparations for the visit.

Campus Engagement

The semester ended with recognizing the accomplishments of our Nursing and Fire Academy students. Both celebrations were great opportunities to acknowledge the perseverance and resiliency of our students, and the commitment of their instructors to get them to their completion goals.

This month also provided an opportunity to visit with our faculty and staff of the Ceramics, World Languages, Public Safety, and Graphic Communications programs. These discussions always reiterate the incredible pathways we have to serve every student. We are so fortunate to work with such talented colleagues.

Our commitment to recognize and address the needs of our diverse student body remains evident through campus events and initiatives. In December, our Student Life & Leadership team hosted a World Human Rights Day celebration and a 2-week long campaign to collect 97 pairs of men's crew socks for the Alpha Project. Our Disability Resource Center honored International Day of Persons with Disabilities by offering a session focused in captioning, an important compliance and equity initiative that we must all recognize and actively implement.

Both our athletics and performing arts departments put on terrific shows during the month of December. It took numerous employees and the leadership of Athletic Director, Dan Lynds, to prepare for and host the Winter Festi-Bowl on December 4. This momentous event was capped with a win by our talented football. Speaking of great performances, I remain astounded at the incredible performing arts faculty, staff and students who share their endless amount of talent with us. There are many more athletic competitions, and theater, dance, and music performances to enjoy in the Spring. Let's make sure to support them all!

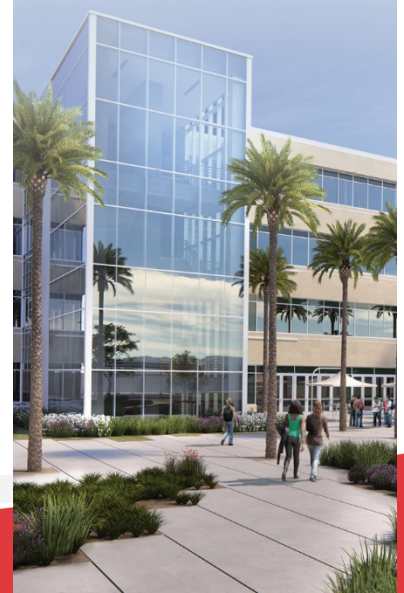
External Collaborations and Networking

It was an honor and a privilege to join Trustee Evilsizer, Escondido City Council members Consuelo Martinez and Tina Inscoe, and members of the Escondido Library Foundation (ELF) at the Ernest J. Allen library in the Escondido Education Center, for a sneak peek at the completed renovations. This partnership with the City and ELF enables us to better serve the literary, research and computer access needs of those living on the east side of Escondido. The event provided an occasion to exemplify the benefit of public-private partnerships and reiterate our role as an education leader in the region.

With gratitude to the Palomar College Foundation, the District was well-represented at the San Diego North Economic Development Council annual awards luncheon on December 16. Trustee Kartik Raju joined me and Foundation Board Member Malana Bennett, Associate Dean Nichol Roe, Director Adrianne Lee, Foundation Executive Director Stacy Rungaitis, and PIO Julie Lanthier Bandy, at this regional recognition event. It was a great opportunity to connect with regional business leaders, elected officials, and gain insight into innovations occurring within the northern portion of our County.



Associate Dean Nichol Roe, Trustee Kartik Raju, Superintendent/President Dr. Rivera-Lacey, Director Adrianne Lee, Foundation Board Member Malana Bennett, Executive Director Stacy Rungaitis, and PIO Julie Lanthier Bandy



Redistricting

As we look toward the redistricting of our trustee areas, we are planning community meetings at the main campus and each of the Education Centers in late January, to review the resulting map(s). The schedule is pending final confirmations and will be distributed and posted on our website. We will utilize our social media platforms and Education Center Advisory Councils to promote the opportunity for residents to engage with us on this important endeavor.

OFFICE OF INSTRUCTION

Assistant Superintendent/Vice President of Instruction

The last few weeks of December included preparation for finals and program graduations. Both the pinning ceremony for the Nursing program and Fire Academy graduation were wonderful celebrations of the resilience and commitment of our students. Both events exemplified their own unique cultures with really powerful displays of their values. The nurses, of course, continue the tradition of including their family members in celebrating their accomplishments on stage. The Fire Academy displayed some of their skills and learned techniques after receiving their graduation certificates. Both celebrations were a perfect end to the semester. The Emergency Medicine Education (EME) graduation is scheduled to take place in early January. The Office of Instruction is grateful to have the winter break to recharge and get ready to greet our students, ensure their success, and see more colleagues on the main campus and Education Centers.

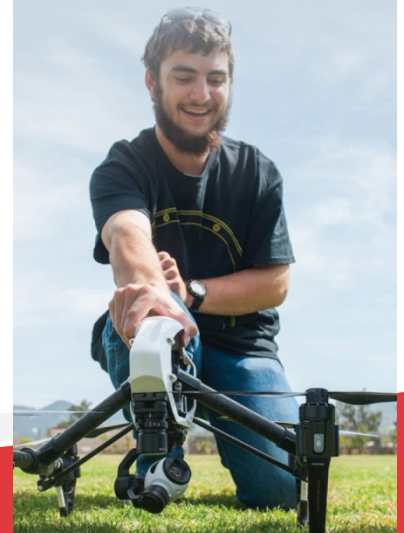


Palomar College Fire Academy demonstration

Important Progress

Two very important policy decisions were finalized near the end of the term. With unanimous support from the general education subcommittee, the curriculum committee and the faculty senate, Palomar College adopted a new Ethnic Studies requirement that aligns with the CSU system modifications and upcoming changes in our local high schools. The update replaces the previous Multicultural Studies requirement with courses focused on race and ethnicity taught within the Chicano Studies, Africana Studies and American Indian Studies programs. This modification honors the discipline expertise and training of our Ethnic Studies faculty, as well as their own lived experiences. The faculty and curriculum committee recognized how important it is for our students to have this specific experience as part of their general education coursework at the College.

In addition, after receiving data from Institutional Research and Planning, the math department determined that they would no longer offer courses that are not at the post-secondary level. This decision is to ensure that the College is compliant with Assembly Bill 705. The math department will continue to work diligently to support the success of all of our students and work with colleagues throughout the College to



determine alternative ways to impart skills that would have been covered in those pre-college level courses.

STUDENT SERVICES

Health Services

Health and Wellness

Student Health Services conducted ten Health & Wellness Skillsshops between October and December that engaged hundreds of students. Topics included “The Mindful Space”, “Stress Management”, “Mindfulness Through Vision Boards”, “Understanding Depression and Suicide”, “The Importance of Sleep”, and “Mindful Self-Compassion”. In addition, the team collaborated with various departments within the College to provide workshops on veterans mental health, AIDS, human rights, and how to talk about suicide. In partnership with Champions for Health, a campus-wide flu and COVID-19 vaccine clinic for students and employees was hosted on November 18.

Student Vaccination Policy Compliance

On a daily basis, the Student Health Center is processing vaccine and exemption submissions from students and issuing daily reminders of testing requirements and Cleared4 daily health questionnaire. A comprehensive FAQ sheet designed to assist the Information Services Help Desk staff in responding to Cleared4 access questions is in development.

COVID-19 Response Action Team

Student Health Center nurses and our nurse practitioner monitor and interview students and employees who submit a COVID-19 report. They evaluate the risk(s) to others on campus, provide health and safety guidance on symptoms and testing, and quarantine requirements as necessary.

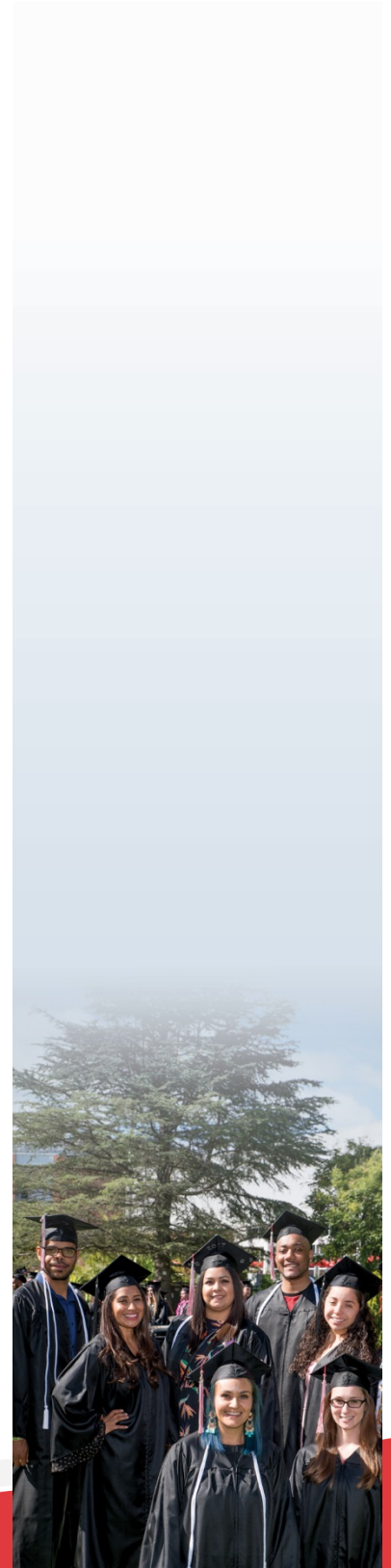
Behavioral Health Counseling Services (BHCS)

Two new Behavioral Health Counselors joined BCHS in December. The demand for BHCS appointments has increased this semester to approximately 2.5 times the number of initial student appointments during the previous fall term. BHCS anticipates continuing to see an increased demand for services for the upcoming Spring 2022 semester and will be welcoming a third Behavioral Health Counselor in January. BHCS has a Zoom room for urgent/in-crisis students to meet with a behavioral health counselor when they are physically on campus.

Student Life & Leadership

Human Rights Day and Warm Their Soles campaign

In recognition of Human Rights Day, Student Life & Leadership held a student-centered event, attended by Superintendent/President Dr. Star Rivera-Lacey. Rita Campo Griggs and the Fashion Department students brought Comet’s Closet to the event, providing students with an opportunity to shop for free clothes, shoes, and purses. Approximately 70 pounds of fresh produce and healthy snacks were distributed from the Anita & Stan Maag Food & Nutrition Center. Music was provided by DJ and Behavioral Health Intern, Ignatius Nguyen. Health Services, the Transitions Club, and the Palomar Gender Studies Club were present to provide care packets, and other beneficial items to



students. Humanity Showers, a local resource, also attended and engaged faculty, staff, and students.

For two weeks in December, Student Life & Leadership participated in the *Warm Their Soles This Holiday Season – Sock Drive*. The event was designed to collect men's white socks on behalf of the local non-profit organization, Alpha Project. Ninety-seven pairs of socks were donated.

Anita & Stan Maag Food and Nutrition Center

The Center distributed 110 pounds of food during the North County Education Opportunity Center (NCEOC) hosted registration events on November 15 and December 1. A CalFresh rep also attended the events and was able to assist students in completing the required application.

Heather Murray and Carl Thompson in Performing Arts collaborated with Student Life & Leadership to "*Pack the Pantry*" at the Anita & Stan Maag Food and Nutrition Center. The promotion offered half-priced tickets to performing arts patrons who donated non-perishable items in the month of December. The Center received 118.5 pounds of food as a result of the promotion. The Center also received nearly 90 pounds of food from donor Good & Roberts, LLC. The Center is so grateful for the incredible community support.

Student Basic Need Support

The College received funding allocations from the State to expand our basic need services. Per Senate Bill 129, the College must hire or designate at least one staff person as a Basic Needs Supervisor to provide holistic, comprehensive basic needs services and resources to students in support of their successful matriculation through the California community college system and beyond. This service will provide a one-stop, single location, and point of contact for students to locate all on-campus basic need services and resources.

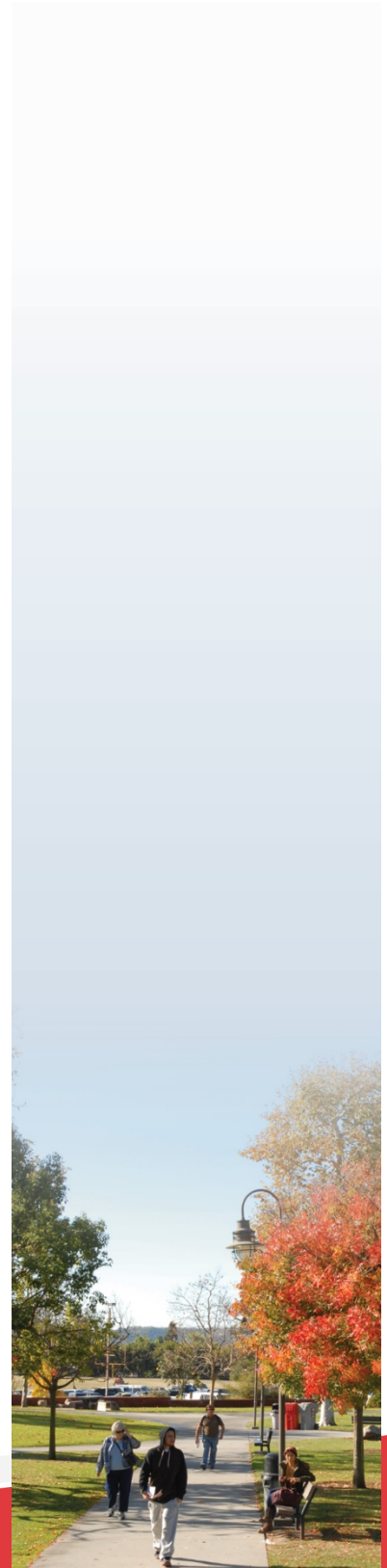
To meet the increasing needs of all students, the College is moving forward with an exciting new project with Parcel Pending by Quadient. Quadient offers parcel locker HUB solutions for basic need distribution efforts. These locker banks will include both refrigerated and standard parcel-sized units for food and basic need distribution. The *HUB Connection*, as it is currently named, will provide lockers at the main campus and at all Education Centers.

FINANCE AND ADMINISTRATION

Facilities

Prop M Projects

The plans for the Athletics complex were resubmitted to DSA and addressed all of their initial comments regarding the stadium. It is projected that the permit for the stadium project will be issued in late January or early February. With this timeline in mind, it is anticipated that the bid will be issued in January or February, with a projected approval by the Governing Board in March. The construction document phase of design for the athletics fieldhouse project, inclusive of space specific meetings with faculty and staff for



the equipment and training room spaces, is continuing. Improvements to the weight room are progressing as scheduled and the aquatics project is complete.

The Fallbrook 40 (40,000 SF) project schematic design phase is complete. Due to the over-budget cost estimate, HMC Architects and the District discussed the implementation of modifications to the design to bring the project estimate in line with the budget. This includes reduction in the amount and complexity of the landscape elements, reductions and modifications to the central plant, and some small reductions in the square footage of the building and building roof elements. The design development phase has been initiated.

The Fallbrook PV system sustained damage to six of the PV panels and several electrical circuits. The District received a proposal to repair the damage and work is in progress to get the repair contract finalized.

State Annual Submittals

The State Scheduled Maintenance plan was submitted and approved on time. Work on the 25 projects allocated for this year has started. The Instructional Support 5-year plan component of the State Scheduled Maintenance Plan was submitted on December 14. The Space Inventory Updated was submitted on December 13.

State Scheduled Maintenance Projects

Many maintenance projects are in various stages of progress. These include replacing the roof of the Dome, replacement of the chiller in the LRC, water damage repairs in the restrooms of the Disability Resources building, and repairs to the HVAC units in older buildings.

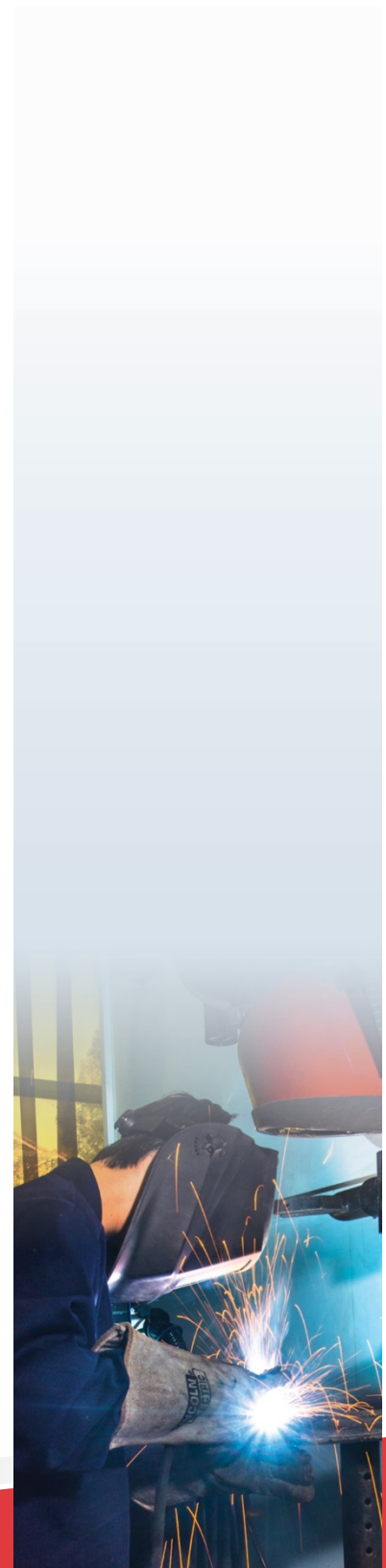
P3 Projects

The District attended the Higher Education P3 National conference in October. The conference was helpful in contributing to the District's planning grant application to the State. The grant requests \$1,090,000 to support a review of affordable student housing at the College. The State will announce the funding awards of these projects by April 2022.

HUMAN RESOURCE SERVICES

Recruitments

Human Resource Services (HRS) is continuing the discussions on the impacts of Article 10 and Article 12 of the collective bargaining agreement with the Council of Classified Employees (CCE). These important conversations are relevant to the District's ability to post for positions efficiently. Thanks to the hard and collegial work with CCE leadership, we have agreed generally on which provisions in the collective bargaining agreement need clarification and how to approach ambiguous contractual language collaboratively. The District and CCE will likely present sunshine proposals at the February Governing Board meeting.



COVID-19 Projects

HRS continues to work collaboratively with the Emergency Operations Center (EOC), Policy team, and other stakeholders across the College on various projects to maintain a multifaceted safety approach to the COVID-19 pandemic including:

- interviewing and developing options for a COVID-19 Administrator to assist with managing and coordinating our safety efforts;
- hiring additional staff to assist with monitoring employee, student, and visitor compliance with District protocols; and
- reviewing changes in guidance from the Center for Disease Control and Prevention, and State and County public health agencies, regarding the impacts of the COVID-19 variants.

Diversity, Equity, and Inclusion (DEI)

Several DEI projects are various stages of completion, these include:

- Review and development of a potential antiracist training requirement as outlined in AP 3000 “Antiracism.” This work is being led by the Employees, Communication, and Community Council (ECCC).
- The Equal Employment Opportunity Advisory Committee (EEOAC) has met and is reviewing Chapter 13 with its constituent groups to discuss and collect information on our diversity initiatives, as it relates to the diversity initiatives as outlined in Title V.
- On December 16, the Native American Advisory Committee (NAAC) met and nearly finalized the tribal liaison position with the support of the Superintendent/President, Trustee Rodriguez, and various Native leaders from local tribal communities within the District.

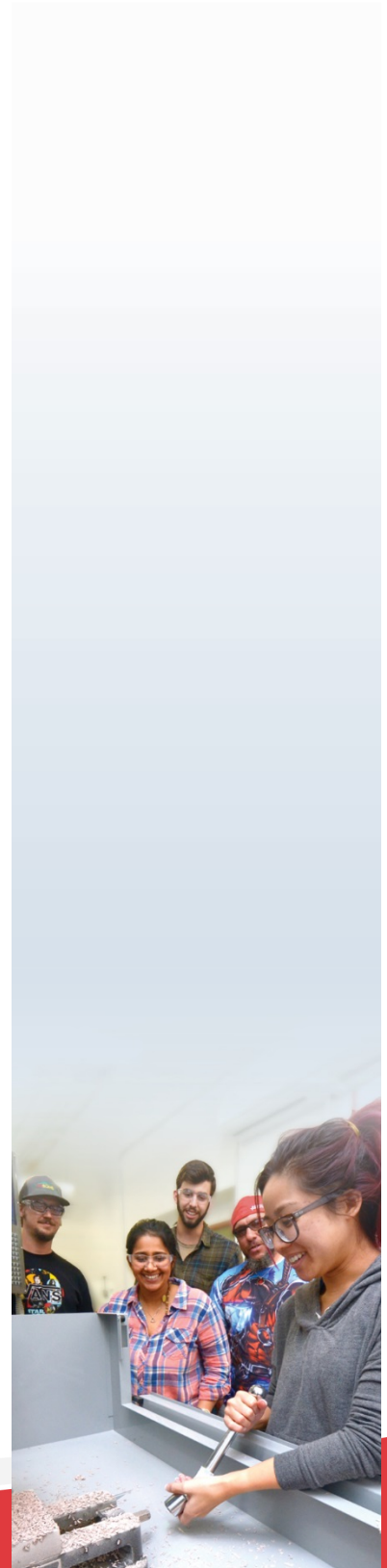
INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Accreditation

The Palomar College Institutional Self Evaluation Report (ISER) has been delivered to the Accrediting Commission for Community and Junior Colleges. Members of the Accreditation Writing Leadership Team (AWLT) are now preparing for the virtual site visit scheduled for February 28-March 3, 2022. As the visit gets closer, information about the visit will be shared regularly through email. AWLT will share final visit details during an all-campus forum on February 9, 2022.

Institutional Research and Planning (IR&P)

Assembly Bill 705 seeks to increase the number of students completing transfer level math and English as well as eliminate equity gaps in those completion rates. Colleges are required to be compliant with the legislation by Fall 2022. As part of the reporting for Assembly Bill 705, IR&P prepared a data template showing transfer level math completion rates for students taking pre-transfer-level math, compared to completion rates for students enrolling directly into transfer level coursework. IR&P reviewed the data with the math department chair; Dean of Math, Sciences, and Engineering; and the Vice President of Instruction. The department chair, in turn, shared the data with the math department faculty. The department will develop a plan to ensure compliance with the legislation by Fall 2022. Since the English department does not offer pre-transfer level writing composition courses, a data report is not required.



Additional projects completed or in progress include, but are not limited to, the revision of daily enrollment reports to align with new rules for calculating FTES for distance education courses, completion of the Dental Assisting alumni survey report, comparison of course success rates across sessions (e.g., six-week, eight-week, sixteen-week), and preparation for the new Educational Master Planning cycle.

PUBLIC AFFAIRS OFFICE

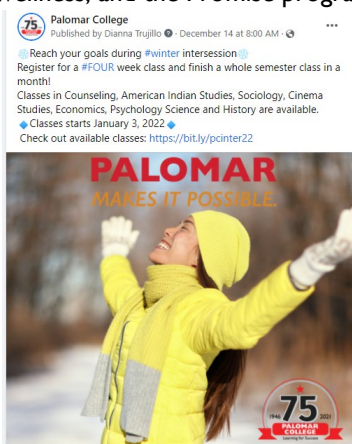
Marketing/Advertising/Promotion

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. The campaign generates hundreds of thousands of impressions, while remaining cost efficient.

Compared to the previous December, we experienced a slight decrease (1.09%) in overall website users, but a 17.21% increase in new sessions on our website in December 2021. Despite the decrease in overall users, it is significant that we continue to see new sessions occurring on the website, since our digital marketing strategy is designed to bring prospective students to our College. Our bounce rate (percentage of sessions with no interactions with the page) is a low of 23%, also a healthy indicator of our website traffic.

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.

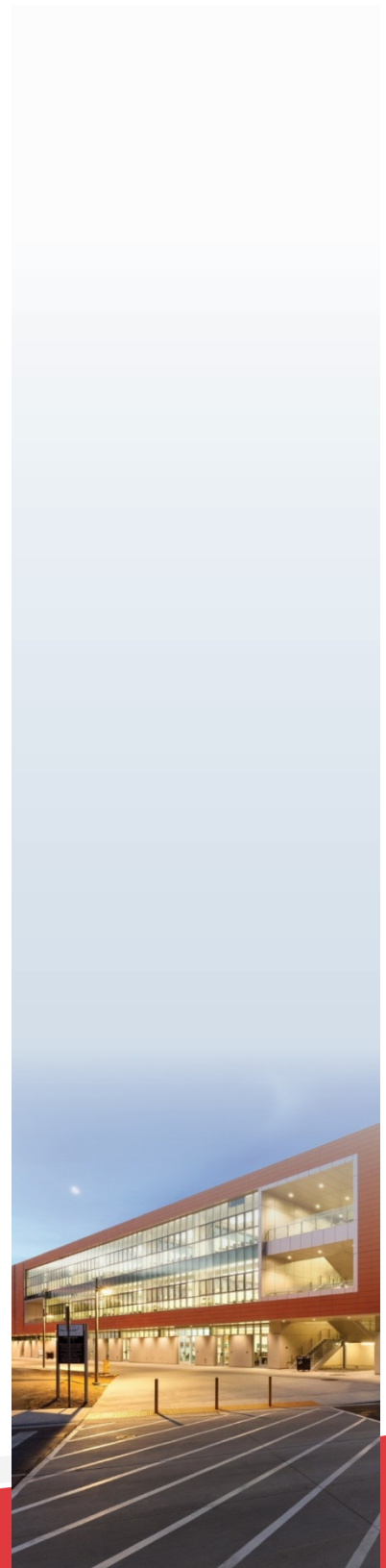
Throughout the month of December, our social media posts focused on Spring 2022 enrollment, compliance with our immunization and vaccination policy, and winter intersession courses. Our posts also featured student support services, health and wellness, and the Promise program.



Facebook post regarding winter intersession



Facebook post featuring vaccination resources



In addition to ads placed as part of our digital marketing strategy, paid Facebook ads were placed by our in-house social media specialist in December. The campaign was targeted to zip codes associated with each Education Center and intended to promote the Spring 2022 face-to-face course schedule at each location. The ads engaged 35,000 people within the 27-day campaign, and resulted in a click-thru-rate, well above industry average.

Compared to December 2020, our reach on Facebook (total number of people who saw our posts) increased 10.1%. This metric is associated both with a year over year increase in Facebook followers, and engaging and regularly posted content.

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website. During this past month, we experienced a 63% increase in social media traffic compared to December 2020. Nearly 49% of the social media traffic is produced by Facebook. Both LinkedIn and Instagram also generate significant social media traffic to the website. The other overall top channels of traffic to the website are organic search, direct traffic, and referral traffic.

The Makes It Possible webstreaming advertising campaign designed to support Spring 2022 enrollment goals will continue through mid-January. The campaign includes endorsement ads featuring alumni and radio personality Jesse Lozano. The ads are featured on both social media and Over-the-Top (OTT) video. The ads are targeted to platforms and programming that is aligned with our student demographics.

Community and Media Relations

The news media mentions of Palomar College in December included the [press release](#) on the record breaking Palomar College Foundation Giving Tuesday results. [Patch News](#), the [Coast News](#) and [Village News](#) all covered the story.

The College was also included in a Coast News story regarding [cyber-attacks](#). The story featured an interview with Information Services Director, Michael Day. The Village News also covered the airing of the [PCTV skateboarding documentary](#) on KPBS. A story on online course delivery and its impact on students, included a [mention](#) of Palomar College.

Internal/External Communications and Public Affairs

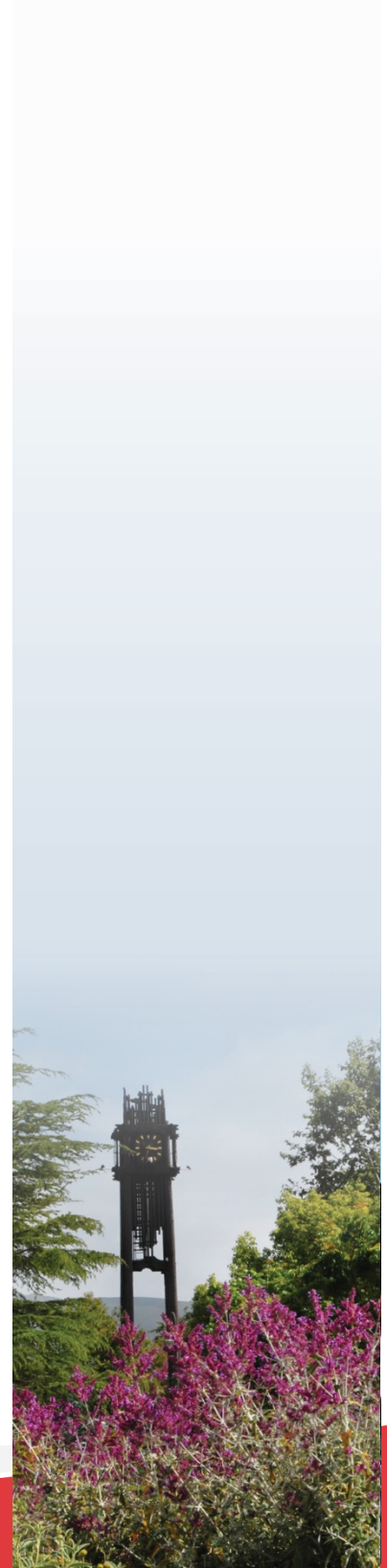
On December 3 we issued [Palomar News](#) to all subscribers and College employees. We also issued stories on the [Winter Festi-Bowl](#), hosted by Palomar College, the December 14 [Governing Board election of officers](#), and a special feature on [Emma Paquin](#), a long-time donor, whose family has established a legacy gift to the Palomar College Foundation.

FOUNDATION

Fundraising Activities

Major Gifts

Following a recent visit from Dr. Rivera-Lacey and Stacy Rungaitis, the Palomar College Foundation requested and received \$100,000 from the Issa Family Foundation. This major gift is in support of four initiatives, including Transitions, CALM, veteran first



responders, and serves as the matching donor for Giving Tuesday. In addition, longtime Palomar College Foundation supporter, Marlene Rogers donated \$7,500 in support of Giving Tuesday.

Executive Director Stacy Rungaitis requested, and the Foundation received, support of \$25,000 from Darlene Shiley through the Shiley Foundation. Ms. Shiley is delighted to continue to support Palomar College students during this critical time.

Grant Activity

The Foundation and College are building a strong partnership with Kaiser Permanente to support their workforce needs. The Foundation received \$11,000 from Kaiser Permanente to support fall events and an annual President's Associates membership.

The previously reported grant received from the Conrad Prebys Foundation has resulted in the purchase of the Trauma FX simulation manikin to be used by the Emergency Medical Education (EME)/Paramedic and Nursing programs. This week, the EME faculty went through extensive training on this new and exciting piece of equipment.



EME Training on Trauma FX simulation manikin

Scholarship Revenue

To support nursing scholarships the Palomar College Foundation received \$2,000 from the Palomar Voiture #1406 and \$3,000 from the Woman's Club of Carlsbad. In addition, the Foundation received \$2,000 to support the Theodore Kilman Scholarship.

Foundation Board of Directors

The Palomar College Foundation board held its annual meeting on December 13. Five new members were nominated and approved to join the board including: Tana Lorah, The Clay Co (Kaiser Permanente); Katie Johanski, Hunter Industries; Richard Marks, RDM Management Group; Susan Miller, Oracle; and Christine Spielmaker, EDCO.

President's Associates

The Palomar College Foundation held its quarterly President's Associates gathering on December 13 at Cocina del Charro. Over 30 members joined the holiday festivities, where Dr. Rivera-Lacey shared an update from the College. Pete Rogers, Foundation Board Chair shared the impact of the President's Associates and encouraged members to invite new members, and Executive Director Stacy Rungaitis, thanked each member for their commitment to our students. It was a great evening of networking and camaraderie.



President's Associate members, Dr. George and Ann Boggs, with Dr. Star Rivera-Lacey



Escondido Library Sneak Peek



Escondido City Council members and Escondido Library Foundation Members with Dr. Rivera-Lacey and Trustee Mark Evilsizer

The Escondido City Council and Escondido Library Foundation were invited to a sneak peek event on December 9. The event was to showcase the newly remodeled library at the Escondido Education Center, made possible by the Escondido Library Foundation's donation of \$25,000. Trustee Mark Evilsizer and Dr. Rivera-Lacey welcomed the group and shared comments. Additional photos from the event are available at this [link](#).

Community Events

December provided many opportunities for the College to be involved in our community. Julie Lanthier Bandy and Stacy Rungaitis attended a VIP reception with San Marcos Mayor Rebecca Jones on December 1, hosted by the San Marcos Chamber of Commerce. In addition, Stacy Rungaitis attended the North San Diego Business Chamber regional connect event on December 8 at the Bernardo Winery. Stacy and development officer, Linda Moynan also attended the San Marcos Chamber Holiday Mixer at the Teri Campus of Life on December 9.

