

# SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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January 27, 2022

## PRESIDENT'S OFFICE

### Spring 2022 Health and Safety Update

To address the impact of the Omicron variant on our institution, and protect the health and safety of our students and employees, the administration has initiated a delay in the start of face-to-face teaching and learning. Most face-to-face classes will be taught in a remote format starting January 31 through February 21. Our hard to convert and strong workforce programs will continue in a face-to-face format as originally scheduled. All students have been notified of this change and our Student Services Division is prepared to serve the needs of our students onsite and virtually. I am very appreciative of the detailed work conducted by the Office of Instruction to make this change as transparent as possible for our students.

In preparation for the safest onsite return, we have established a COVID-19 [testing schedule](#) for students and employees to take advantage of prior to returning to onsite learning and working. This convenient testing option has proven to be extremely effective as asymptomatic individuals are learning of their positive COVID-19 status, and given proper quarantine guidance to avoid exposing others. We are continuing our effort to make vaccinations available. Our [vaccination event schedule](#) is posted and more events are pending confirmation.

### Redistricting

Two general public sessions designed to gain feedback from voters on the new proposed District maps are set for January 29. The sessions will be held via Zoom and attendees are required to register in advance. Announcements regarding the sessions have been placed on the palomar.edu homepage, the redistricting [webpage](#), social media channels, and the Palomar News website. Direct communication has been distributed to Education Center advisory councils and community organizations throughout the District.

### Accreditation, Accreditation, Accreditation

The Office of Institutional Research and Planning and the Accreditation Writing Leadership Team are finalizing the meeting dates, times, and agendas for the February 28 - March 3 accreditation visit. These activities are in response to the visiting team's requests, and intended to provide our employees and students, as well as community members, an opportunity to participate in the visit. We are really looking forward to the visit and to feature all of the incredible work being done at our institution.

### Campus Engagement

In the last month, administrators and HMC Architects had very productive

meetings with Fallbrook community leaders to discuss our progress in designing the new 40,000 square foot building at the Fallbrook Education Center that will serve the educational needs of future generations. Several meetings with campus constituency groups and advisory councils were held in January, as well. My meetings with our campus leaders continually result in collaboration, ideation, and valuable discussions on our work environment.

I am incredibly proud our Professional Development Coordinators for their design, development, and management of Spring 2022 Plenary – *Transitions 2.0*. I am extremely grateful for Board President Norma Miyamoto's welcome remarks and for setting a perfect tone for the day. We had an incredible response with nearly 300 employees joining us for the opening session, and 130 attendees at the Diversity, Equity, and Inclusion session that followed. The opening session attendance was nearly twice than what we experienced in Spring 2019.

The Educators for Equity, Diversity and Cultural Consciousness Committee presented the inaugural Social Justice Convening "Our Heart - Our Community: In Lak'ech" on January 28. This event was directly tied to the Committee's mission of disrupting the status quo by dismantling inequities within the community. The full day of workshops featured a myriad of topics including: the College's Hispanic Serving Institution identity, serving impacted students, gender inclusive pronouns, and tips for making syllabi more equitable.

### **External Collaborations and Networking**

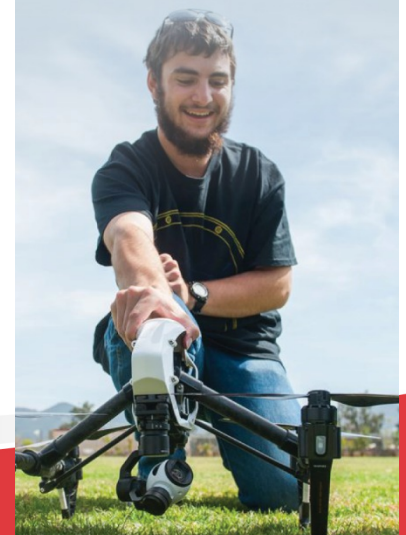
It was extremely rewarding to spend time discussing the Middle College program with Dr. Marian Kim Phelps, Superintendent of the Poway Unified School District. We will begin serving students in the southern portion of our District in Fall 2022. I am looking forward to this collaboration and sharing best practices with other school districts as we expand the Middle College program in our region.

Dr. Andy Johnsen, the Superintendent of San Marcos Unified Schools District, invited community leaders to participate in the *Portrait of a Graduate Student* initiative. The primary goals are to formulate a collective vision that articulates our aspirations for every student in the San Marcos Unified School District. Students, educators, community members, and city leaders are involved in this meaningful project.

## **OFFICE OF INSTRUCTION**

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

The instruction office has been busy this month working with faculty and staff to make modifications to the Spring 2022 schedule to comply with COVID-19 mitigation efforts on campus. In addition, Dr. Kahn and Center Directors have been engaging with various constituencies to continue our collaboration on moving forward several projects including, Middle Colleges (Poway Unified School District and Bonsall Unified School District), Migrant Education, National University, 2+2 partnerships, and more.



## **Languages and Literature Division**

### **World Language Department Highlights**

The World Languages department offers A.A. degrees and Certificates of Achievement in French, German, Italian, Japanese and Spanish. The Spanish program also offers an AA-T degree. It is through these offerings that the department serves a wide-range of students consisting of degree seeking students, community members, and high school students.

The department now offers Spanish for Heritage Speakers courses, specifically designed for heritage speakers of Spanish. These students have grown up speaking Spanish at home but may lack formal training in the language. The courses have become more popular over time. In addition, the department continues to increase its Zero Cost Textbook offerings, saving students thousands of dollars each academic year.

Despite the COVID-19 related closure of the World Languages Resource Center (WLRC), online tutoring is available for all of the languages currently taught within the department. The service provides students a low stress, peer tutoring environment to seek help. The WLRC staff is also working with faculty to share requested department resources with our students. Our hope is that we will be able to open the World Languages Resource Center at some point during the Spring semester.

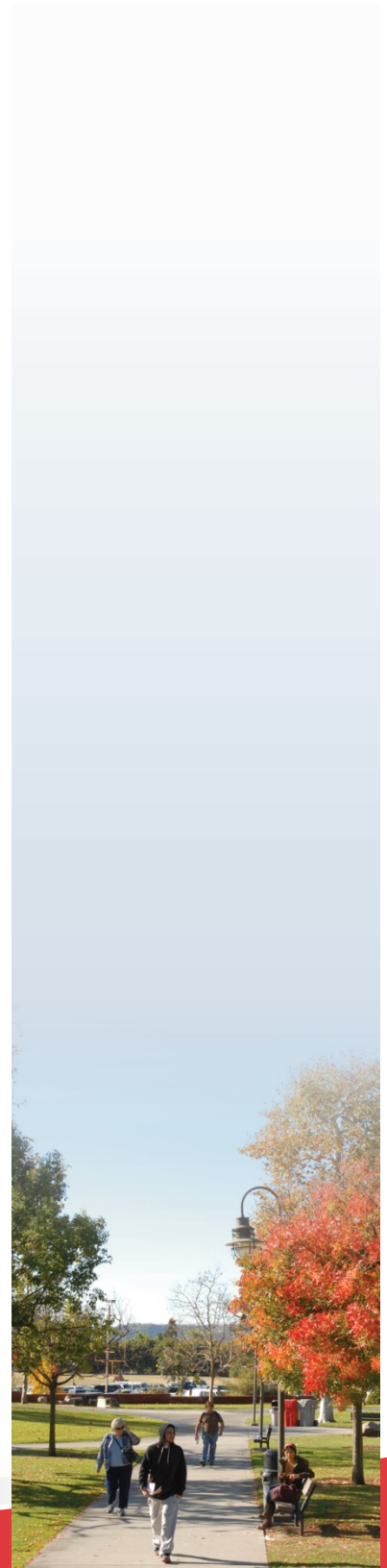
### **Library**

The library remains committed to serving and supporting the instructional needs of students. Throughout the pandemic curbside and online services were implemented. While circulation of materials has dramatically decreased during this time, the Library has experienced a 4% increase in database usage, a 6% increase in the number of students receiving library instruction, and a 92% increase in online reference interactions (online chats with librarians) compared to previous years. The Library is looking forward to opening safely, as the return to onsite work plan is implemented.

### **English as a Second Language (ESL)**

The ESL department is continuing to offer a range of classes, services, and events to support English language learners. These include:

- a wide range of face-to-face and online classes in Spring '22.
- outdoor in-person registration events in January and February at the main campus and at the Escondido Education Center. Similar events were held in November 2021 at the main campus and at the Education Centers in Fallbrook and Escondido.
- supplemental instruction and book clubs to support students in AB 705 accelerated and transfer-level classes, as well as in-person and virtual tutoring services throughout Spring 2022. In addition, ESL peer tutors will be available for in-person tutoring at the main campus in Spring 2022.
- virtual and online computer skills labs and services, inclusive of student workers assisting students with computer skills required for online classes and services.
- a significant increase the number of noncredit certificate program offerings. Specifically, an increase from 2 certificate programs to 6 programs in the past two years. In result, there has been a significant increase in the



number of ESL students earning noncredit certificates, even during the pandemic.

In alignment with the College's antiracism framework, the ESL faculty and staff attended monthly department equity and antiracism professional development sessions in Fall 2021.

### **Speech Communication Program**

The Palomar College Speech and Debate team competed at seven tournaments virtually in Fall 2021. Their success continues with awards in International Public Debate and Platform Events. Team member Zac Dybeck won 1<sup>st</sup> place in the International Public Debate Association Debate and Extemporaneous Speaking at several tournaments, while Cipriana Rodriguez continues with her winning streak in Persuasive Speaking. Palomar College won 2<sup>nd</sup> place Sweepstakes among 40 participating community colleges and universities at the Pacific Southwest Collegiate Forensics Association (PSCFA) Fall Championships Speech Tournament. The Speech and Debate team will continue to compete in virtual tournaments during the Spring 2022 semester.

### **Students Taking Academic Responsibility (STAR) and Tutoring Services**

Face-to-Face and virtual tutoring services have been provided throughout the fall semester and intersession. STAR staff members collaborate with colleagues throughout the College to ensure continuity, consistency, and quality of academic support. The division is starting to constitute a pool of peer tutors to provide opportunities for employment and professional growth to our students, as well as increase the rate of apportionment capture. Students may contact STAR to state their interest in this opportunity. Peer tutors will be identified and trained in the Spring term to then begin work in Fall 2022.

## **STUDENT SERVICES**

### **Health Services**

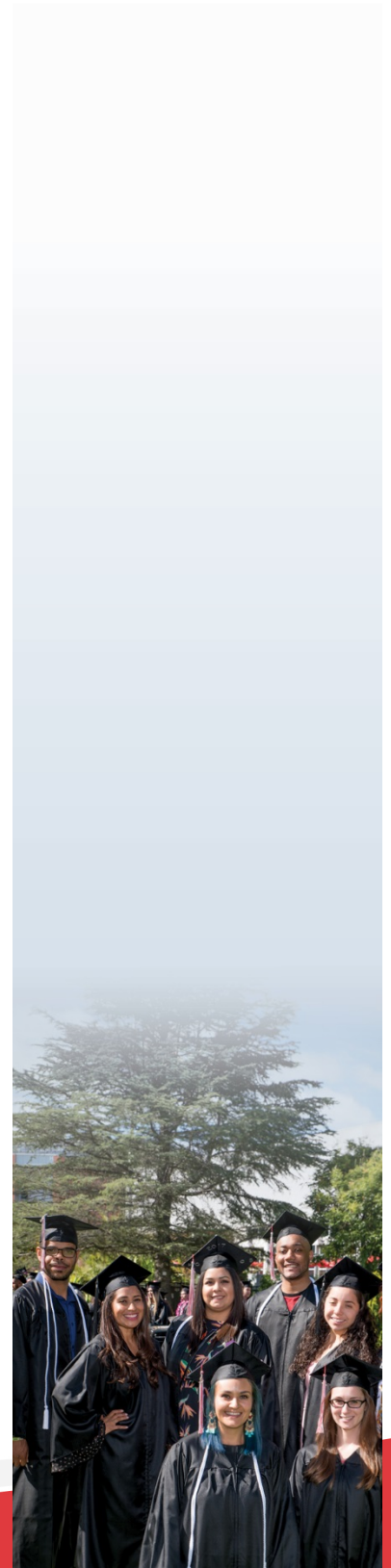
Health Services coordinated vaccination events for students, employees and their family members during the month of January at both the main campus and Escondido Education Center. Two more vaccination events with Albertson's/Vons are scheduled in February. Multiple "Flu and COVID Vaccine Clinics" are planned in the coming weeks with community partner Champions for Health. Vaccination event information can be found at this [webpage](#).

### **Student Vaccination Policy Compliance**

Student Health Services continues to monitor and process student COVID-19 vaccine documentation and vaccination exemption submissions. Students are provided daily reminders for testing requirements and health survey access through the Cleared4 platform. The team is working on a FAQ sheet and dedicated Help Desk staff to assist students with access concerns and questions.

### **COVID-19 Response Action Team (CRAT) and Emergency Operations Center (EOC) Activities**

The Student Health Center nurses and our nurse practitioner monitor, interview, and process COVID-19 symptom, illness and exposure submissions from students and





employees. The medical team provides guidance on symptoms, testing and if any quarantine is required. The team experienced a dramatic increase in case submissions in the last six weeks. In addition, the team provides weekly COVID-19 updates and meeting facilitation for the campus community, attends EOC meetings and gives guidance as requested to the EOC Policy Team.

### **Behavioral Health Counseling Services (BHCS)**

BHCS is pleased to welcome a new Behavioral Health Counselor, Curtis Coronado, LMFT. The demand for BHCS appointments continues to rise and an increased demand for services in Spring 2022 is anticipated.

### **Career Center**

Counselors are currently completing the TypeFocus Certification and will be developing the process for implementation this spring. Currently 13 counselors have completed the certification.

### **Counseling Services**

Counseling continues to provide services in the virtual environment. Below is a comparison of the number of students seen in the weeks prior to Spring within the last few years.

January 1 – 21, 2022	751 students seen
January 1 – 22, 2021	856 students seen
January 1 – 17, 2020	419 students seen
January 1 – 18, 2019	543 students seen

### **Retention Strategy Update**

In alignment with the change in course format during the first weeks of the Spring 2022 term, students are receiving text and email messages that provide guidance to more information and points of contact.

## **FINANCE AND ADMINISTRATION**

### **Fiscal Services**

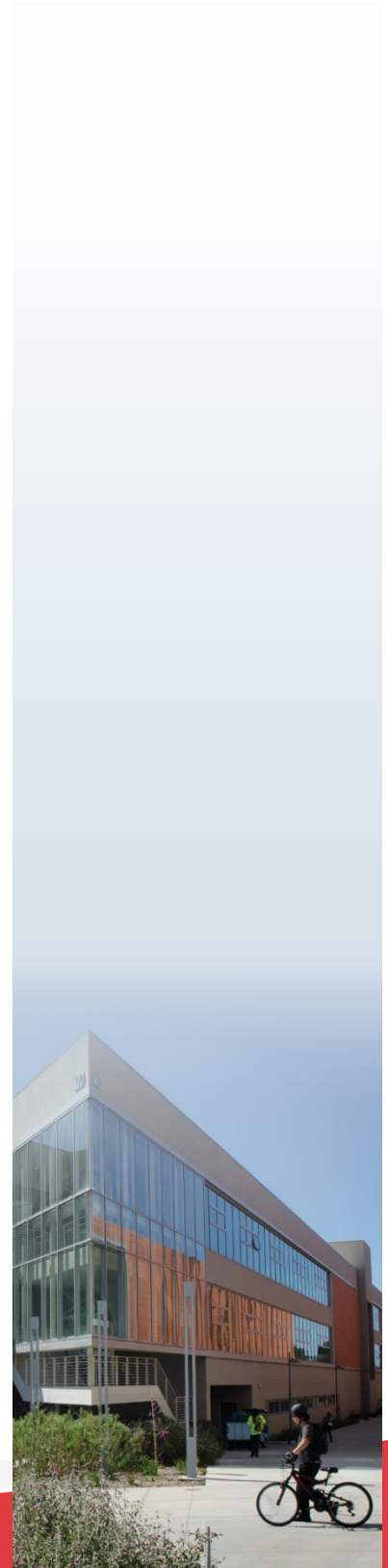
Fiscal Services is pleased to announce the hire of Nancy Lane, Senior Director of Fiscal Services, effective January 28. Ms. Lane has extensive community college fiscal experience and will be a great benefit to the team. Fiscal Services and Human Resource Services are working to conduct searches to fill vacant positions within the department.

### **Facilities**

#### **Prop M Projects**

The plans for the Athletics complex are in the final stages with Division of the State Architects (DSA). The Stadium project is currently out to bid with the bids due on February 17. It is anticipated that the lowest bid will be submitted to the Governing Board for approval in March.

Design modifications to the Fallbrook 40 (40,000 SF) project are in process. The design development phase has been initiated. The project team will be meeting with the Native American Council in late January to gain a better understanding of the history of the project site. The Fallbrook PV system has been repaired.



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

Work is continuing and is on track to have the new exhaust system complete and operational prior to the start of the Spring semester classes on January 31.

### **Grounds Services Achievement**

The Grounds Services department has continued to make incredible progress in its conservation efforts. On January 16, this work came to realization in the form of a bloom from a *Hibiscadelphus Distans*, a critically endangered native Hawaiian plant. This milestone is a result of seeds planted in 2013, by Grounds Services Supervisor, Antonio (Tony) Rangel, and the plant is now in constant bloom and producing seeds.



*Image of Hibiscadelphus Distans*

### **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, turf replacement near the Campus Police building, repairs to the HVAC units in older buildings, and repairs to all District sidewalks.

### **P3 Projects**

The District awaits a decision on the Student Housing 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.

### **Master Plans**

#### **Education Master Plan**

Due to the selection of HMC Architects as the District Master Architect, an initial meeting will be held to understand the scope and schedule anticipated for the Education Master Plan. Following this meeting, HMC will prepare a formal proposal to cover the complete scope of work, and pending the issuance and execution of the Master Architect contract.

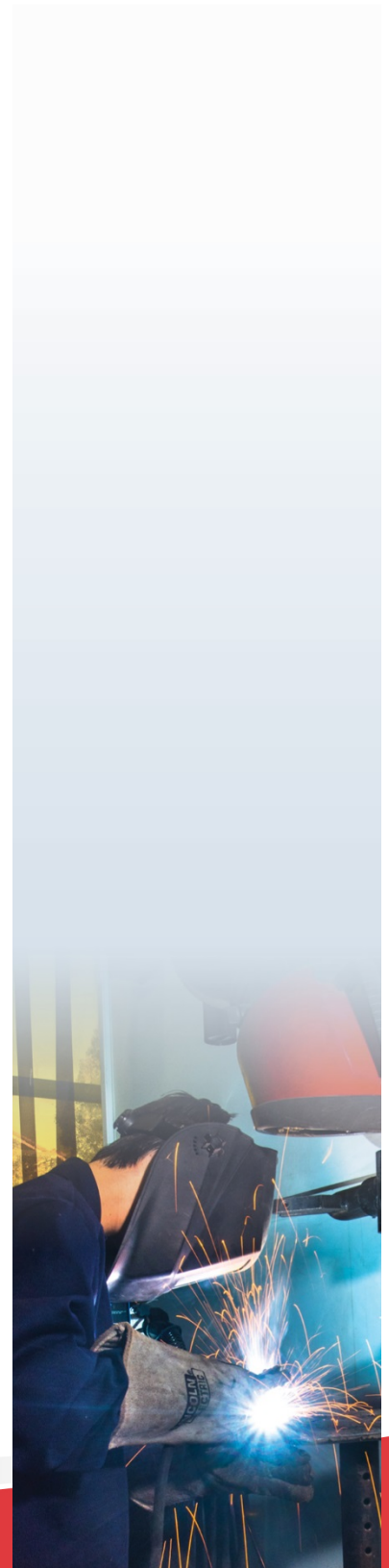
#### **Facilities Master Plan**

After the scope of services and schedule for the Education Master Plan is established, HMC Architects will prepare a proposal to create the Facilities Master Plan.

## **HUMAN RESOURCE SERVICES**

### **COVID-19 Updates**

Several major projects are underway. As of this writing, Human Resource Services (HRS) is finalizing the hiring of a COVID-19 Administrator. The Administrator will help



guide and coordinate our various health and safety efforts. In addition, interviews with COVID-19 campus monitors are actively underway. We continue to monitor guidance from the California Department of Public Health (CDPH), Center for Disease Control (CDC), and CalOSHA to determine the most effective path forward as we address the impacts of the pandemic on the College.

### **Diversity, Equity, and Inclusion (DEI) Work**

Major progress has been made on several positions and action items which touch upon our DEI and antiracism efforts. HRS has developed an initial working draft for a Chief Diversity Officer position. This initial draft will go through our standard and required processes before recruitment starts. A timeline for the recruitment and hiring of this position is in development.

A note of gratitude and recognition of Matt Grills and Luis Guerrero for their partnership in starting a dialogue on appropriate District-wide antiracism training under AP 3000 “Antiracism.” We discussed training from a perspective of creating a common DEI language and ensuring robust materials are available. As we start formulating concepts, HRS will inform the shared governance groups accordingly, and negotiate impacts with our union partners.

The Tribal Liaison position will be going through the Position Authorization Review process, in accordance with the CCE collective bargaining agreement, and should be ready for the next Governing Board meeting for approval. Dr. Rivera-Lacey along with various other stakeholders including local tribal leaders, have provided invaluable feedback on this position. We are looking forward to creating a more dynamic educational environment for future Native American students.

### **Benefits, Workers Compensation, Leaves, and Accommodations**

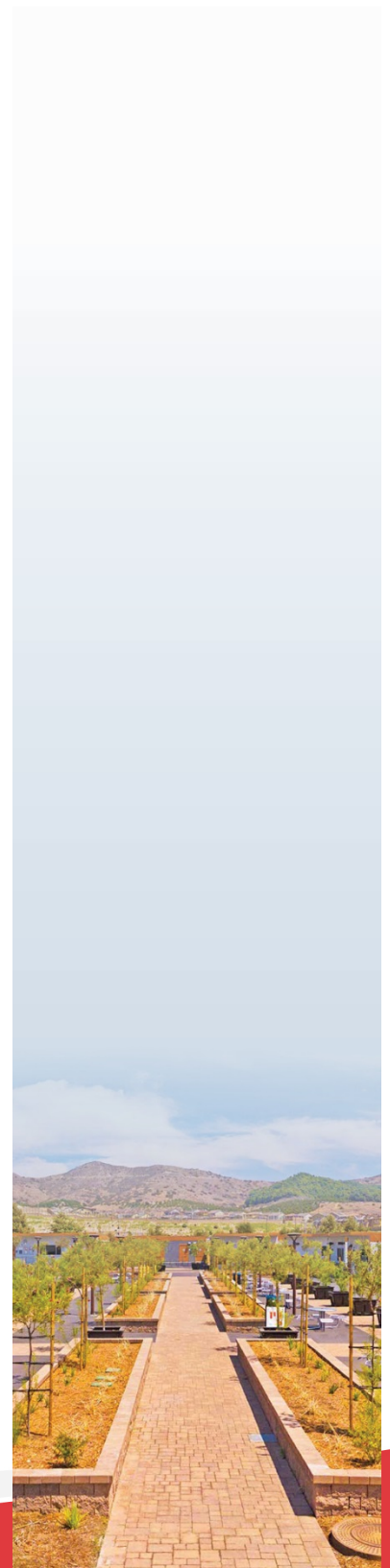
The Benefits office is working on a system of tracking COBRA and retiree contributions for insurance coverage. The goal is to create a database that can be shared by the Benefits Office and Fiscal Services. This will increase accuracy of recordkeeping. The Affordable Care Act 1095 tax forms are being prepared for distribution via U.S. mail to all District employees.

The Benefits office is preparing the OSHA 300 report for submission to the Bureau of Labor and Statistics in late January. The total number of work-related injuries in 2021 (15) is up by 5 cases from 2020 (10). There were 246 lost work days associated with the 2021 injuries, in comparison to 194 in 2020.

The Benefits office, along with the COVID-19 Response Action Team (CRAT), have been working with a number of employees who experienced a need for COVID-19 related leave. The Benefits team also works with employees of the Early Childhood Education Lab School (ECELS), who have been exposed in the classroom(s) or become ill. These duties have kept the office very busy upon the return from winter break.

### **PeopleSoft Self Service**

We are excited to announce that our proposal for PeopleSoft self-service has been approved! This implementation of technology is going to create significant efficiencies for the District. This includes employees being able to view and print direct deposit



advices and paystubs, view and print WV-2 data, make address changes, and automate absence reporting.

### **Recruitments**

Our recruitment team is working to ensure the needs of the institution are met. Here are the recruitment figures as of January 25, 2022:

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

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

### **Accreditation**

The Peer Review Team has received and is reviewing our Institutional Self Evaluation Report (ISER). Dr. Rivera-Lacey and Senior Director Barton met with the Peer Review Team Chair and Assistant to discuss the upcoming accreditation visit. Pictures and team member brief biographies are posted on the Accreditation webpage [here](#).

Information about the visit will be shared regularly through email and on the accreditation webpage as the date of the visit gets closer. The Accreditation Writing Leadership Team (AWLT) will share final details regarding the visit during an all-campus forum on February 9. The meeting will be held via Zoom at this [link](#).

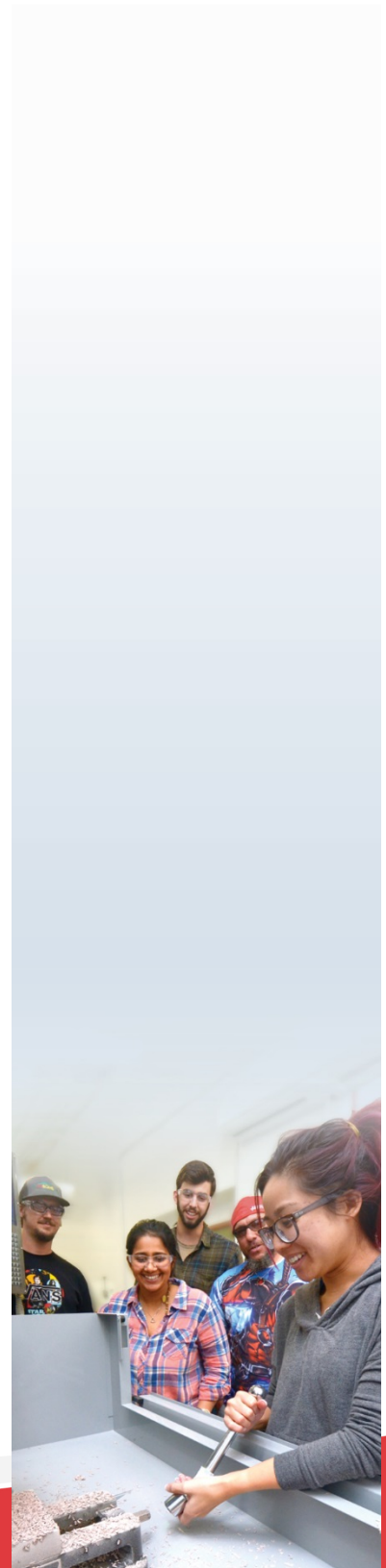
AWLT is working with our Academic Technology Resource Center and Information Services colleagues to establish and test single-sign on logins for team members to facilitate their access to information during the visit. We have also identified the distance education courses the team will review as part of their federal checklist.

AWLT is working with Palomar Education Television to generate video content for the visit. We will share this video to help give the team a sense of Palomar College and our wonderful facilities during the initial kick-off meeting with campus leadership. Finally, AWLT is working with the visiting team to schedule two open forums and other requested interviews.

### **Integrated Planning**

IR&P has initiated the resource allocation prioritization process for program review. This process allows the College to integrate resource allocation with program review and planning at the department and discipline level.

IR&P is gearing up to support the development of the College's new long-range master plan. Work to begin updating the internal and external scanning data has been scheduled. Once notified that the contract is signed, IR&P will work with the District Architects and Educational Master Planners to develop a timeline for the new Educational and Facilities Master Plan.





## **Integrated Planning and Institutional Research**

Many research projects are underway. IR&P completed the data review process for the Student-Centered Funding Formula (SCFF) metrics derived from College data submissions to the Chancellor's Office. In addition, members of the team are working with Information Services and Enrollment Services to update the daily enrollment report. The program that generates the data for the report needs to be updated to align with recent legislative changes on calculating distance education FTES, and the impact of COVID on the class schedule. Team members are also updating the AB 705 research plan and beginning to prepare for the College Local Needs Assessment that is required for our Perkins plan and funding.

## **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 January, we experienced a 14% increase in overall website users, inclusive of a 21% increase in new sessions on our website. The increase in overall users and the increase in new sessions is significant as our digital marketing strategy is designed to bring prospective students to our College.

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. In December we launched a TikTok campaign and the engagement on this platform is growing.

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 January. The campaign was targeted to zip codes associated with each Education Center and intended to promote the Spring 2022 course schedule at each location. The ads engaged 38,000 people within the 25-day campaign, and resulted in a click-thru-rate, well above industry average.

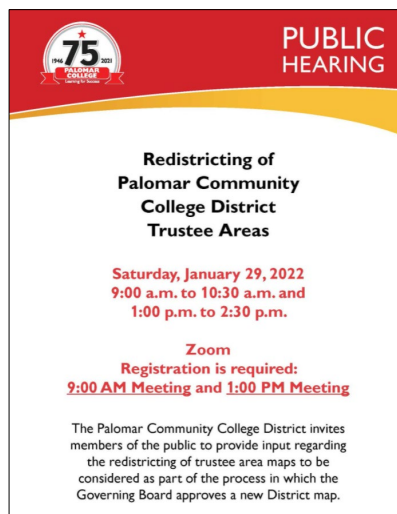
A year-over-year performance comparison of our social media platforms shows steady increased growth for all channels. Our growth in Facebook "Likes" increased 2%, and followers on Twitter grew 2% compared to this time last year. Instagram is continuing to show the largest year-over-year increase at 13%. LinkedIn followers continue to increase year-over-year, with a 5% increase in January 2022 compared to January 2021. Followers for our recently launched TikTok channel grew by 10% in January compared to the previous month.

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 23% increase in social media traffic



compared to January 2021. Nearly 54% 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.

Throughout the month of January, our social media posts focused on Spring 2022 enrollment, compliance with our immunization and vaccination policy, and the upcoming opportunity to participate in the redistricting process of the District. Our posts also featured student support services, health and wellness, and classes with low enrollment.



Facebook post regarding Redistricting



Facebook post regarding vaccination policy

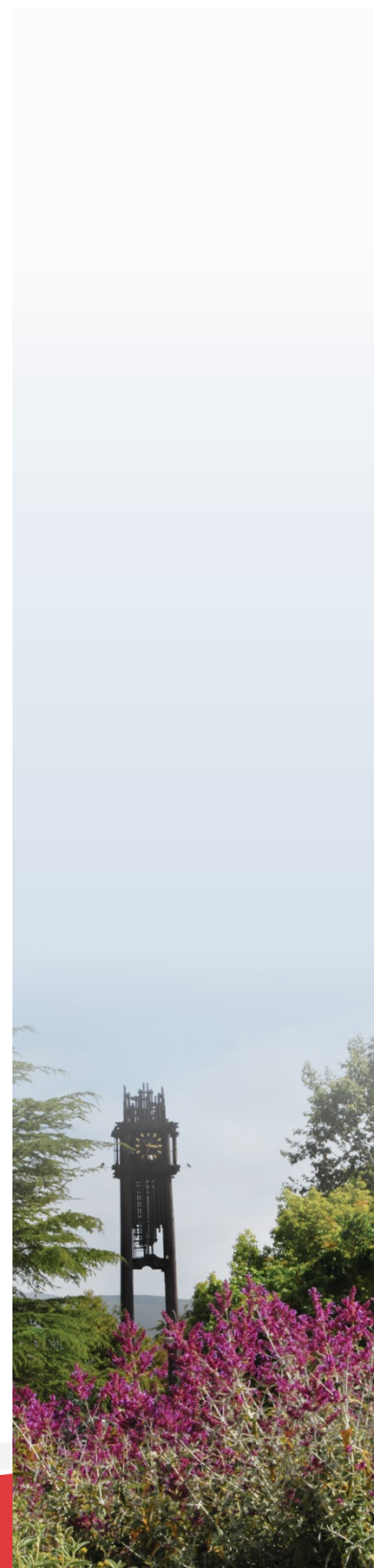
The Makes It Possible webstreaming advertising campaign designed to support Spring 2022 enrollment goals will continued through mid-January. The campaign included endorsement ads featuring alumni and radio personality Jesse Lozano. The ads are featured on both social media and Over-the-Top (OTT) video. 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 January included the [press release](#) on the redistricting efforts. In late January, the unexpected passing of former head baseball coach, Bob Vetter was covered by many new agencies. Here is the story that was posted in the [San Diego Union Tribune](#).

### Internal/External Communications and Public Affairs

On January 7 we issued [Palomar News](#) to all subscribers and College employees. We also issued stories on the [Interior Design and Architecture](#) programs moving to the Rancho Bernardo Education Center and the new [Ethnic Studies Requirement](#). Both stories were published in regional and community news sources. We also posted a story on the District's desire to gain public comment on the [proposed District maps](#) and Spring 2022 [face-to-face classes being taught online](#) for the first few weeks of the semester. The next issue of Palomar News will be released on February 4.



## FOUNDATION

### Fundraising Activities

#### Grant Activity

January has been a productive month for the Foundation's grant program. The Foundation received \$20,000 from the County Board of Supervisors Neighborhood Reinvestment Program (District 3) to support technology needs for Palomar College first responder programs. District 3 is represented by Terra Lawson-Remer and this is the first-time gift from her in the Supervisor role. In addition, the Foundation received \$10,000 from SDG&E to support the same program needs for technology for Palomar College first responder programs.

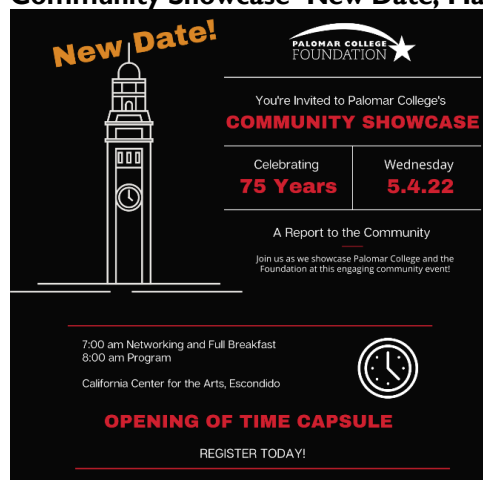
The Foundation received \$5,000 from the Scott and Elizabeth Christensen Foundation to support student emergency grants and textbook needs. The Christensen Foundation has been a long-time supporter of the Foundation.

#### Scholarship Program

The Scholarship season is upon us. The student scholarship application went live on January 14 and will close on March 7. Over 90 scholarships programs will provide over 400 individual awards, totaling more than \$325,000 to Palomar students. The Foundation is busy requesting donations from many donors to support this core program. The Foundation received an additional \$20,000 from the family of Emma Paquin (Palomar News feature story linked [here](#)) to add to the newly established memorial scholarship. This brings the new endowment to \$40,000 to support student success. Emma would be so thrilled!

The Foundation received \$32,400 from the Bernard Osher Foundation to support their eleven scholarships. After the passing of Robert Fullerton, in lieu of flowers, the family requested donations be sent to the Foundation. Nearly \$1,000 has come in for the designated scholarship program. The Johnson Family Scholarship Fund received support of \$1,500 and Nancy Snyder provided over \$5,000 in a stock donation to support her annual scholarship.

### Community Showcase- New Date, May 4!



**New Date!**

**PALOMAR COLLEGE FOUNDATION**

You're Invited to Palomar College's  
**COMMUNITY SHOWCASE**

Celebrating <b>75 Years</b>	Wednesday <b>5.4.22</b>
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A Report to the Community  
Join us as we showcase Palomar College and the Foundation at this engaging community event!

7:00 am Networking and Full Breakfast  
8:00 am Program

California Center for the Arts, Escondido

**OPENING OF TIME CAPSULE**

REGISTER TODAY!

*Image of Community Showcase Save the Date*

