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April 28, 2022

PRESIDENT'S OFFICE

A Safe and Supportive Environment

Within the past month, administrators and campus leaders have examined our incident management processes and procedures to ensure learning and work environments at Palomar College are free from discrimination and harassment and in strict alignment with Title IX and Title V regulations. All unlawful discrimination and sexual misconduct policies and procedures for Palomar College may be viewed at www.palomar.edu/hr/eeo. Further, we have initiated efforts to increase awareness of the available resources for students and employees to report incidents and the procedures that will follow based on the information provided. The Governing Board will receive a comprehensive report at the May 3 meeting.

Faculty Hiring is Underway

The month of April was filled with second-level interviews for various faculty positions. It was rewarding and fulfilling to meet so many talented educators. We are looking forward to many of these individuals joining the Palomar community.

Independent Citizens' Oversight Committee (ICOC) Update

Due to two resignations from members moving outside of our region, the ICOC is in need of applicants to fill the seats assigned for a member active in a support organization for Palomar College; and a member active in a bona-fide taxpayers association. At the ICOC meeting on April 22, these vacancies were discussed, the financial audit of Prop M funds was reviewed, and the 2020-21 ICOC Annual Report was presented. The ICOC members approved the report and will deliver it to the Governing Board for approval on May 3.

Accolades and Awards

Rising Scholars Network Grant

We were notified earlier this month of our award for a \$172,000 annual (for the next three years) Rising Scholars Network Grant. This grant is sponsored by the Educational Services and Support Division of the California Community Colleges Chancellor's Office. This funding will go a long way in supporting our Palomar College Transitions Program!

Broadcast Education Association Ranking

Congratulations to our Media Studies and Digital Broadcast Arts colleagues! The Broadcast Education Association (BEA) has announced its first annual rankings of schools based on the creative achievement of their students. Palomar made the list, coming in at #91, in the company of some other great media programs around the country. The full announcement from [BEA is here](#).

Palomar Achieves Home College Status

Palomar College became the 67th California Community College to become a “Home” campus with the [California Virtual Campus \(CVC\)](#). Palomar College students can now take courses on the CVC Exchange and reach their educational goals faster. Students are able to apply directly through the CVC to the “Teaching” College and can take up to two CVC Exchange courses per term. The next step for Palomar College will be to become a “Teaching” college. This will mean that students from other California Community Colleges will be able to use the CVC Exchange to enroll in Palomar College online courses.

Campus Engagement

The Palomar Equity Speakers Series event featured a presentation by Catarina Rivera who spoke about her personal journey with being hard of hearing, ableism and its societal presence, and her perspective on intersectionality as a disabled Latina. She also discussed her work as an entrepreneur and content creator. The presentation was informative and inspiring.

It was a pleasure to attend and speak at the annual Palomar College Retirees Association (PACRA) Luncheon. It was a good opportunity to engage with PACRA members, discuss the state of the college, and the ways in which the District can work to support our valued retirees.

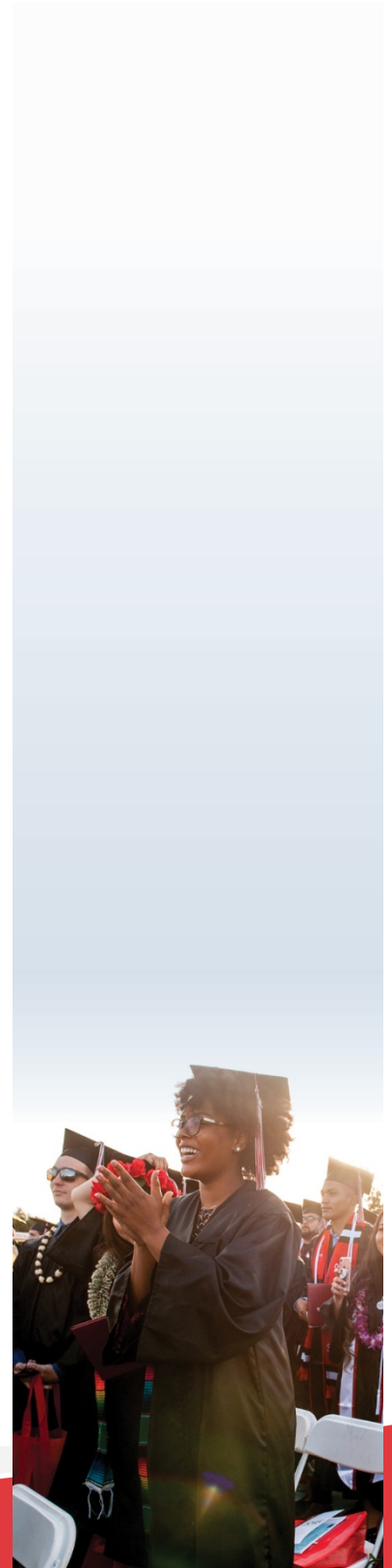
Our 7th Annual Political Economy Days were held on April 19 – 21. The purpose of Political Economy Days is to broaden students’ exposure to political, economic, and historical topics. Lectures on a variety of topics feature faculty from Palomar College, San Diego Mesa College, CSU San Marcos, UC San Diego, and other educational institutions. All of presenters did a wonderful job engaging students.

My monthly President’s Open Office Hours were filled with listening, learning, and discussions on collaborating on the innovative and exciting projects that are underway throughout the District. I am always in awe of the excellent work we do as a District to support student success and the variety of opportunities we offer.

The Palomar Performing Arts Latin Nights event was a highlight of the month. A great time was had by all. Participants engaged in dance lessons, experienced wonderful Cuban food, and had the opportunity to listen to great live music.

Community Engagement

During the past month, CSUSM College President, Ellen Neufeldt and MiraCosta College President, Sunny Cooke, and I discussed the opportunity to strengthen the relationship between our three institutions with a specific focus on what we want to accomplish through our North County Higher Education Alliance (NCHEA). Our NCHEA partnership has been extremely successful in supporting and improving the educational opportunities for North County citizens for many years. NCHEA promotes working relationships and active communication among faculty, staff, and students at our three institutions by focusing on student learning and the seamless transfer of students from lower to upper division programs.



The SDSU Community College Leaders Alumni Group (CCLEAD) 2022 Fred McFarlane Lecture series featuring Rufus Glasper, President and CEO of the League for Innovation in the Community College was held in April. The lecture titled, *The Paradigm Shift for Higher Education*, focused on the changing landscape of the community college system and the type of leadership needed in this new reality. This type of information is invaluable as we plan beyond the pandemic and further into the future.

The Fallbrook Avocado Festival was held on April 24 for the first time in two years. We were happy to re-engage with thousands of attendees at the Palomar College booth. The booth was made possible by funding from the Palomar College Foundation and the dedication and collaboration of the Fallbrook Education Center team.

OFFICE OF INSTRUCTION

The instruction team has been very busy putting final touches on planning for Spring 2023 and have entered into preparing the Fall 2022 instructional schedule.

Much of this last month has been spent in interviews to bring new faculty to Palomar in the coming year. It is always motivational to see these impressive folks from all regions, in a variety of disciplines, share their ideas, perspectives, and craft. We are also meeting with the faculty prioritization committee to put together a list of recommended positions for Superintendent/President Rivera-Lacey to consider should we be fortunate to enter into faculty hiring in the next cycle.

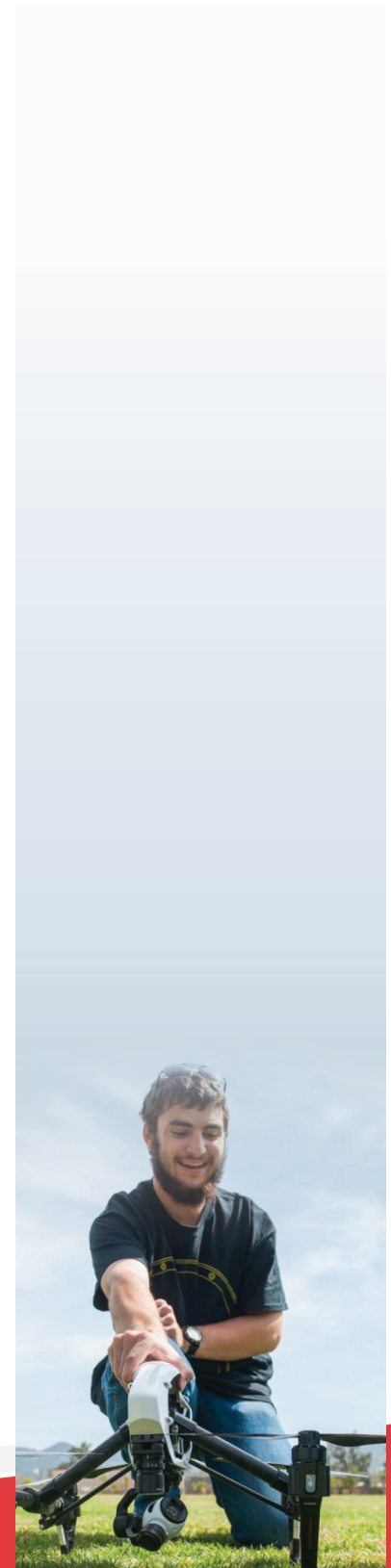
This month also brought some interesting explorations. Ethnic Studies professors Jacobo and Gomez, Deans Wyche and Studinka, and VP Kahn met colleagues at the U.S./Mexican border this month to learn about current issues at our border and to begin discussing the possibility of a multidisciplinary program in border studies. We also had a great conversation with the Borrego Springs Park service to discuss a possible partnership. Many partnerships are also moving forward, and we will have additional updates at the end of the term.

Languages and Literature Division

The end of the spring term is going well. The Division has been tasked with creating an in-house proctoring team and protocol via Zoom. In collaboration with Professor Hiro, many weeks of work are concluding with a presentation of the processes and manuals created by the Division to the Faculty senate. Proctoring will be provided by Division staff. The process is designed for a small group of students and will be tested this term in parallel to the current software in use. A report, inclusive of a needs assessment and improvements of the new process will follow the end of the test phase.

The Division continues to explore additional community partnerships. The ESL department is discussing the opportunity to work with the family justice center One Safe Place.

In partnership with Center Director Ryan Williams and thanks to his proactive collaboration with Camp Pendleton, we are working on increasing the number of classes offered at this site. This will include the creation of a Fast Track sequence of English 100 and Speech 100 for a target audience of 1,000 Marines.



Social and Behavioral Sciences Division

The American Indian Studies program is continuing to work on creating a Memorandum of Understanding (MOU) with the Moronga Tribe to offer language classes. The Alcohol and Other Drug Studies program initiated discussions with the Regional Equity and Recovery Partnerships Grant Collaboration for possible opportunities to participate with other local community colleges on a project focused on Behavior Health degrees/certificates/transfer programs. The collaboration is designed to better respond to the need in the region for trained Behavioral Health employees.

The Health and Kinesiology departments are working on creating a new Coaching certificate, while reviewing the current Adult Health and Fitness certificate to make it more applicable to the needs of our current student population. Both of these are Career Technical Education certificates and will provide more opportunities for our students and programs into the future. Progress continues to be made on converting the existing racquet ball courts into indoor golf driving ranges.

The Child Development and Education department met with the Assistant Superintendent from Escondido Union School District to begin discussions on a partnership for offering classes to their para educators and creating a pipeline for these individuals to transfer to CSU San Marcos to earn their teaching credential.

Political Economy Days completed another successful series of presentations for students, faculty, and staff. This program included many relevant topics, such as the war in Ukraine, critical race theory, and other timely and relevant political discussions. Psychology, Child Development and Education, and Economics are all excited to have three new hires for the approval of the Governing Board at the May 3 meeting. In addition, one temporary master teacher position for the Early Childhood Education Lab School (ECELS) will be presented for approval by the Governing Board. There are two more approvals scheduled in the coming month to fill resignations and address the continued increasing ECELS enrollment. The American Indian Studies program should complete hiring by the June Governing Board meeting and African Studies is still in process.

Math, Science and Engineering Division

Curriculum

The Division is working with the Institutional Research and Planning department to provide insight on the Science, Technology, Engineering and Math (STEM) needs and interests of the region to better correspond with course scheduling and pathway promotion at the Education Centers. In addition, professors Sean Figg and Hector Garcia-Villa, the Division's earth and engineering scientists, have been working with Ryan Williams to finalize the lab designs for the new Fallbrook 40 building.

The Division has worked diligently to align with the AB705 mandates. Although many colleges are struggling to complete this work by the deadline of Fall 2022, Palomar College has made excellent progress. Various constituent groups have united to ensure that the appropriate mechanisms are in place to; accurately place students into math courses, update the college catalog with curriculum changes, approve new prerequisites and degree requirements, and draft communications to students and the campus community. Our next steps are to align with AB1805 which requires the updating of websites to reflect the changes mentioned above. The Division would like to recognize



Professor Cindy Anfinson for her work and leadership with AB705 and all of the many individuals and groups on campus that helped make these changes possible.

Grants

The sixth-year extension of the Title V Hispanic Serving Institution grant will end in September 2022. The main focus at this time is to institutionalize areas of the grant especially those related to academic success. The Division is interested in applying for a Title V grant this year and looks forward to engaging in discussions to partner with other areas of the District.

Student Support, Outreach, and Honors

The STEM and Math Centers are finalizing plans for their upcoming co-location. Thank you to Professor Fariheh Towfiq and to Amber Defreitas for their dedication to the project. The STEM Core program is currently supporting the application process to provide prestigious internships for students. We hope to provide more detailed information in June. We thank Student Support Specialist Angelique Ehle for her commitment to the STEM programs and look forward to seeing her great work as she launches a new support program in the coming months.

Workforce, Community and Continuing Education

Transitions (Incarcerated/Formerly Incarcerated)

In March, the Palomar College Transitions Program for currently and formerly incarcerated students applied to receive part of \$10 million in annual funding that the California legislature recently passed. Last week, the Chancellor's Office notified us that our application ranked eighth of 68, and the program was awarded \$172,000 in annual funding from 2022 to 2025. These monies will fund the full-time Transitions Program Coordinator position, the 8-week summer Transitions Program, and ongoing costs related to student success, including gas cards, and North County Transit District passes.

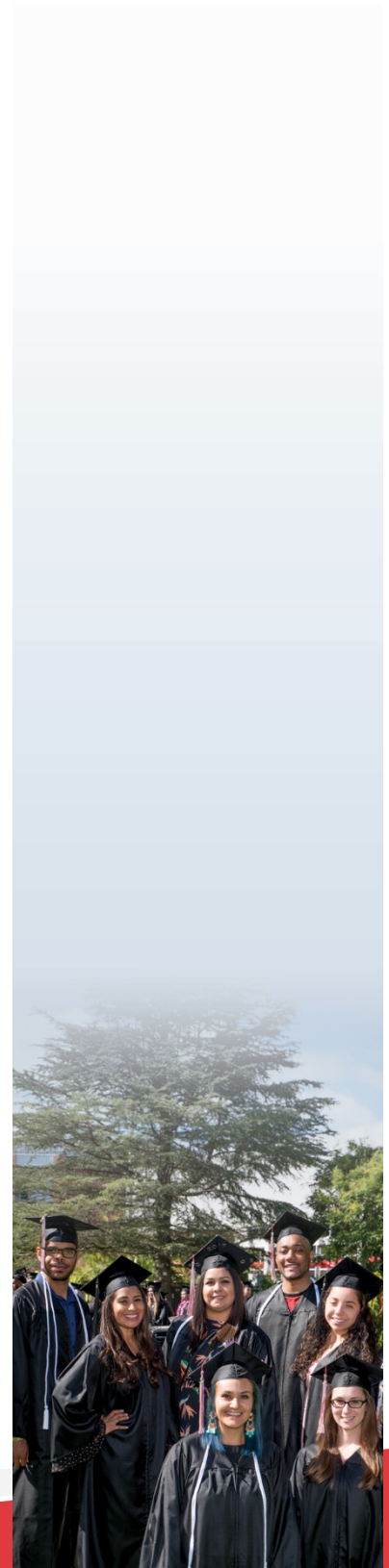
STUDENT SERVICES

Health Services

Health Services is hosting monthly "Flu and COVID Vaccine Clinics" for Palomar students and employees with our community partner Champions for Health. In addition, six health and wellness skill shops were hosted in April. Topics included relationships, mindfulness, depression, stress management, and the importance of sleep. Virtual and on-campus health education classroom presentations regarding services and resources were also held.

In collaboration with the Associated Student Government (ASG), Student Life and Leadership, the Student Health Center (SHC) organized a World Health Day Fair on April 7 in the Student Union Quad. Students had an opportunity to visit health information and resource booths from a variety of departments and community organizations including, Alternatives Medical Clinic, TrueCare, Vista Community Clinic and ICOHS College.

On a daily basis, the SHC team is monitoring and processing vaccine and exemption submissions from students. We are communicating with students on daily health



screening and testing requirements. A SHC dedicated Cleared4 administrator works with students to resolve any Cleared4 access or campus pass issues, developing a FAQ sheet, updating student's "do-to" lists, and streamlining submissions to avoid duplication.

The SHC/COVID-19 Response Action Team (CRAT) monitors and processes all COVID-19 questionnaire submissions. Once a submission is received by one of the SHC medical team members, the patient is called and the COVID-19 tracking process is initiated. The medical team provides guidance on symptoms, testing and quarantine requirements.

A Post Stress – After a Student Death Committee is being formed to discuss processes, protocols, and procedures to ensure proper reporting and support for those affected.

Counseling Services

Over the past month, EOPS, CARE, CalWORKs and FYRST have continued to work to provide support integral to student success and retention. In partnership with Brother Beno's, a community service organization based in Oceanside, they were able to award 20 program participants with scholarships valued at \$500 each. We plan to continue the program and will run two cycles that coincide with the fall and spring semesters. Additionally, we will pilot an emergency rent and utility assistance program in Fall 2022.

On April 15, we hosted the third annual Many Faces of Women in Leadership panel discussion in the Howard Brubeck Theatre. We had more than 45 students, faculty, and community partners in attendance as our three panelists participated in courageous conversations, sharing their stories of overcoming adversity to achieve personal and professional success.

This year, we are planning to host a joint celebration with the Palomar Promise Team and TRiO SSS on May 12 in the Student Union. EOPS/CARE/CalWORKs and FYRST will have more than 140 combined graduates, which is a tremendous achievement given the challenging circumstances that our students have had to endure over the past 24 months.

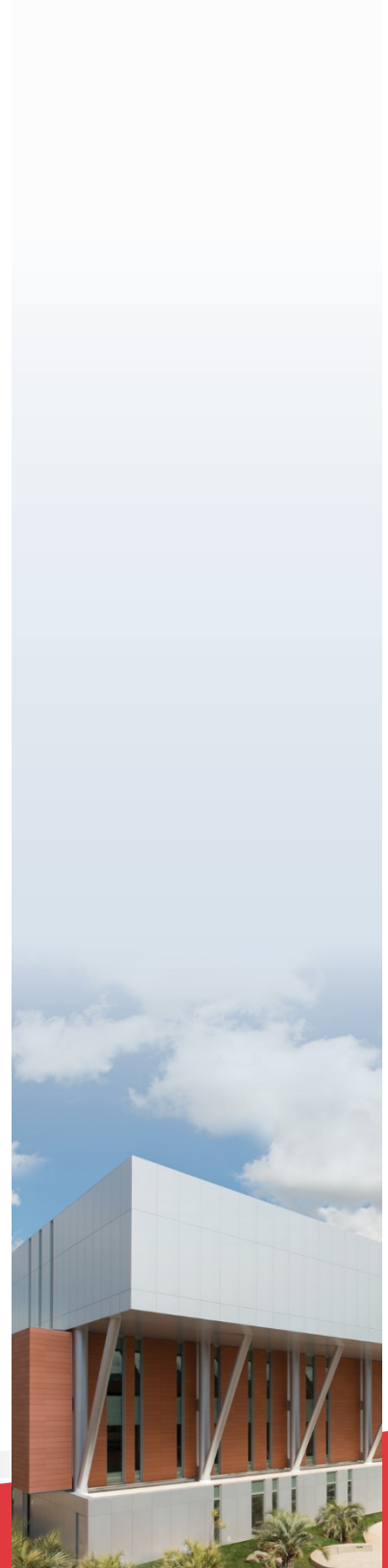
The Palomar College Upward Bound program will be hosting a Bridge to Success workshop on May 4. This workshop will help incoming students discover and connect with Palomar College Support programs.

Pride Center

As a prequel to the June 1 raising of the Progress Pride Flag, the Pride Center is holding a *Queer Pride at Palomar* celebration on May 11. Forty booths from student clubs, academic and other departments, and off-campus organizations will be featured. Dr Rivera-Lacey will unveil the flag, and we will have speakers, drag queens, and other activities.

Student Life & Leadership

ASG sponsored World Health Day on April 7 in collaboration with Health Services and Student Life & Leadership. On April 13 and 14, in collaboration with the Bookstore and Campus Partners, GradFest was held in the Student Union. ASG elections will be held from April 25 to April 29. Eight ASG members along with Pippa Pierce and Sherry Titus



attended the Student Senate for California Community Colleges (SCCCC) General Assembly in Sacramento.

FINANCE AND ADMINISTRATION

Palomar College Police

The Palomar College Police are working closely with Student Life and Leadership, Public Affairs, and Human Resource Services on a comprehensive plan and process for Incident Response to Hate Crimes and Threats. A report to the Governing Board will be presented at the May 3 meeting. Additionally, the department is working with Environmental Health and Safety and Information Services on a plan to implement Campus Safety and Security improvements. The plan includes additional security cameras, panic buttons in high-risk work areas, and increased features for our Informacast Emergency Notification System.

Facilities

Plans for the Athletic Stadiums project are currently out to bid for the second time, with changes integrated into the bid documents from the feedback received from the general contractors that were contacted following the first bid process. In an effort to generate as much interest as possible, the Facilities department is hosting three separate job walks for general contractors to become more familiar with the project.

Information Services

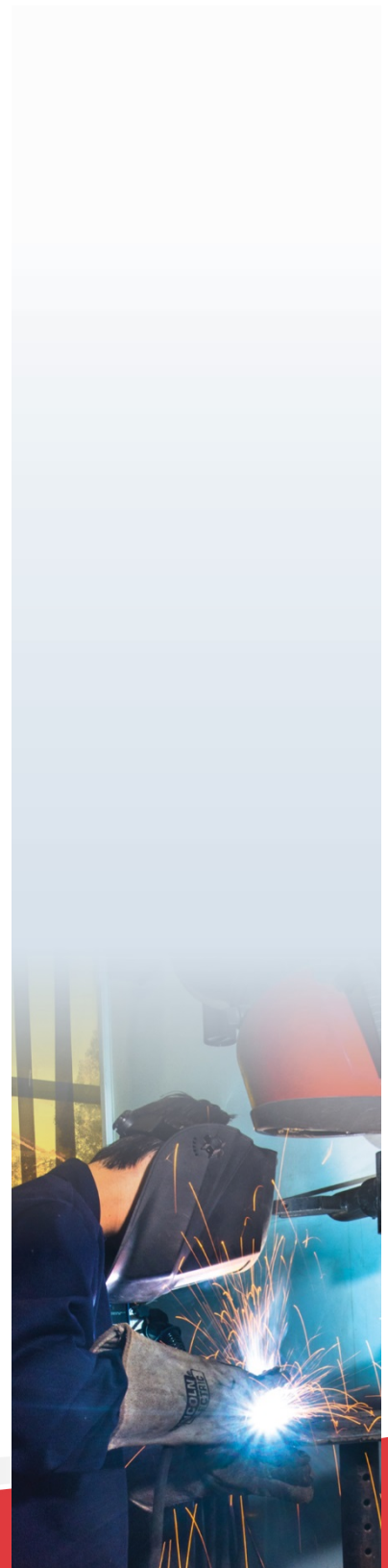
As mentioned above, Information Services is working with Environmental Health and Safety and Palomar College Police on the planning and implementation of improvements in the technical components of Campus Safety and Security. Other current department projects in the planning, design or implementation phase include technology upgrades at the Public Safety Center, Wi-Fi improvements in the TLC and other areas with poor coverage and where students congregate, and adding Employee Self-Service (ESS) functionality to our PeopleSoft HR System. Additionally, Information Services is working closely with Facilities and the Transitions Program staff to remodel the old, vacant Public Affairs modular building, including physical, infrastructure, and technology upgrades.

HUMAN RESOURCE SERVICES

Diversity, Equity, and Inclusion Work

The District has received \$208,000 in one-time funding from the Chancellor's Office for Equal Employment Opportunity work in addition to our annual \$50,000 of funding. The Chancellor's Office has also provided an additional \$50,000 in one-time funding for Cultural Competency training for employees.

Currently the District expects the Chief Diversity Officer position is scheduled for Governing Board approval at the June 7 meeting.



Equal Employment Opportunity Projects

Equal Employment Opportunity Multiple Methods Certification Form

Human Resource Services is submitting the District's Equal Employment Opportunity Multiple Methods Certification Form for 2021-22 to the Governing Board on May 3. This report is required annually by the Chancellor's Office, and the submission ensures the District's EEO funding for FY2022-23. The form demonstrates the District's commitment to EEO through the nine multiple methods established by the Chancellor's Office. These methods are broad areas that focus on an array of EEO practices, such as institutional policies, recruitment procedures, and professional development.

Ombuds Program

Human Resource Services has reached out to other community colleges to research how ombuds "programs" are designed. Right now, we are in the information collecting phase and will continue to add stakeholders to conversations as we develop a vision. The Ombuds program will assist with interpersonal conflicts that do not rise to unlawful discrimination. This will help create an additional forum to resolve concerns on campus.

Benefits, Workers Compensation, Leaves, and Accommodations

The benefits office has started planning for the Open Enrollment period in August. The team is working with eBenefits to review their employee benefits portal, reduce barriers, increase access to information/resources, and clearly state the necessary employee action. An on-site fair in August is planned. The benefits office has created a database to track COBRA and retiree contribution information. The billing for COBRA and retiree contributions is in progress.

Recruitments

Here are the recruitment figures as of 4/25/2022:

- 51 permanent recruitments in progress
 - 7 – Admin/CAST
 - 23 – Classified
 - 20 – Faculty
 - 1 – Certificated/ECE
- 51 part-time faculty recruitments in progress
 - 16 additional part-time faculty postings have closed and departments are still hiring from those application pools

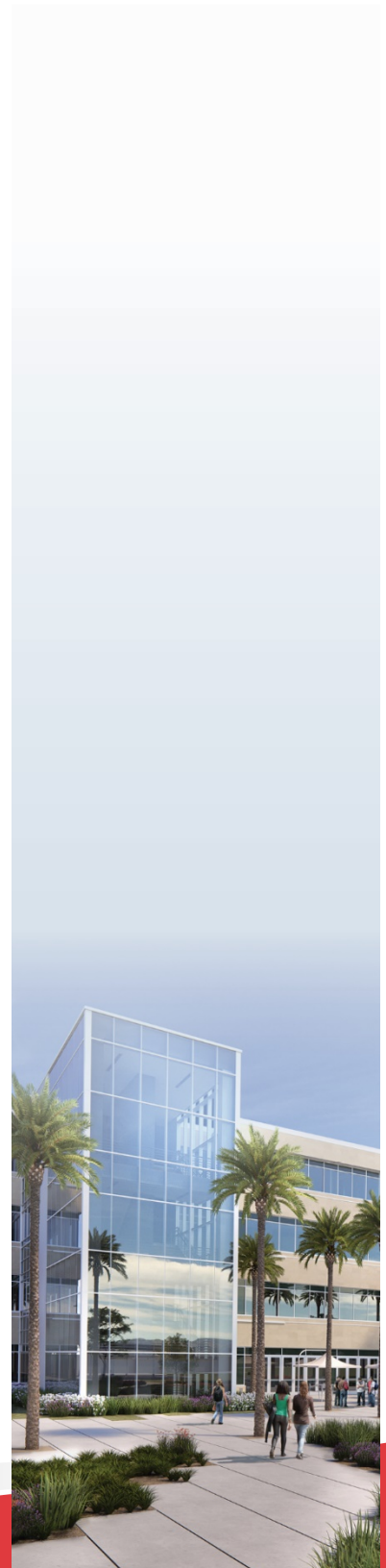
Employee Self Service

Information Services has initiated work on employee self-service in which employees will have the ability to print their pay remittances and W-2 forms, as well as self-report absences. Human Resource Services will update employees as the work continues.

INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Accreditation

The annual Fiscal Report and the Annual Report for accreditation was submitted on April 8.



Integrated Planning

The Governing Board received its annual institutional effectiveness report and reviewed its self-evaluation instrument during a workshop on April 19. A small team is working with the District architects to review the scope of work for the Educational and Facilities Master Plan. The Program Review and Planning resource requests will be presented to the Budget Committee on April 26.

Integrated Planning and Institutional Research

IR&P has received the report template and is preparing required data for the annual HEERF report. The office has also received notification from the Chancellor's Office of release of the equity data and is beginning to review it in preparation for the upcoming Equity plan. In addition, IR&P provided data to support the five-year capital outlay plan due to the Chancellor's Office. The Principal Research Analyst provided a report summarizing the results of the National Assessment of Collegiate Campus Climate (NACC) student survey to the DEI President's Action Team on April 20.

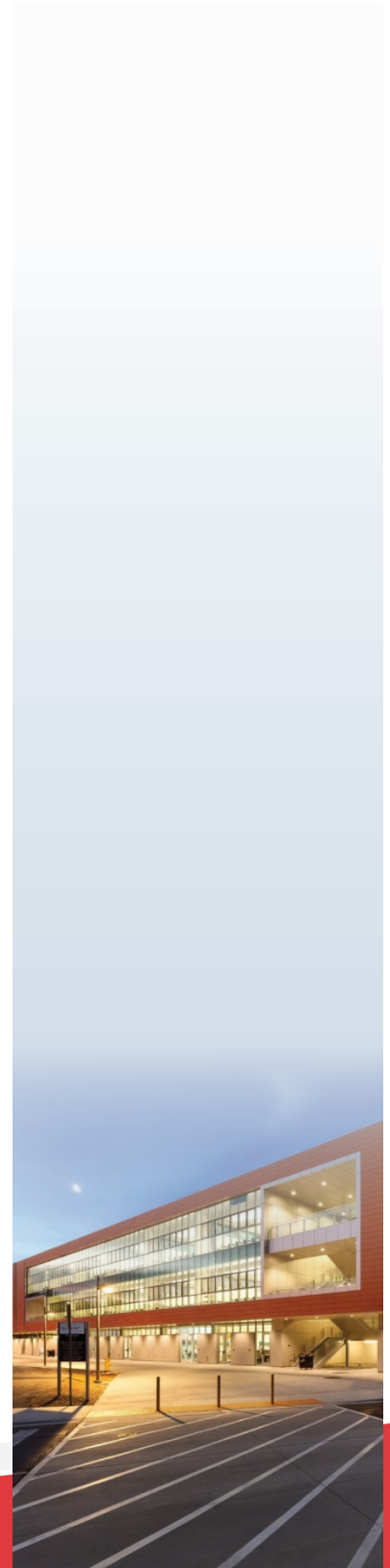
PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

The Palomar Makes It Possible digital advertising strategy inclusive of programmatic advertising as well as brand related enrollment-focused ads continued. The strategy generates qualified traffic to the associated landing pages and palomar.edu website. In the month of March, the campaign generated nearly 700,000 impressions, while remaining cost efficient. Compared to the previous April, our palomar.edu web traffic indicates a 10% increase in page views, a 7% increase in returning visitors, and a 7% decrease in the bounce rate. In partnership with the student retention team, we initiated a digital "Stop Out" campaign targeted to students who were enrolled in a previous term and did not enroll for the spring semester. The campaign is designed to engage these students and have them return to Palomar College to complete their educational path.

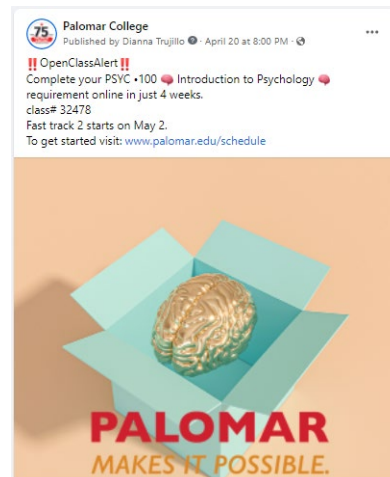
The Makes It Possible refreshed web streaming advertising campaign, inclusive of ad copy that features awareness of the opening of all sites for face-to-face courses, summer and fall enrollment events and academic areas, will continue to run through the end of May. The investment is 4-times the investment amount we typically purchase during the spring term and is designed to support summer and fall enrollment goals. The campaign includes endorsement ads featuring alumni and radio personality Jesse Lozano and Over-the-Top (OTT) video advertising. The OTT ads are targeted to platforms and programming that is aligned with our student demographics. Sample endorsement ads can be found [here](#) and [here](#).

A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook "Likes" increased 2%, and followers on Twitter grew 3% compared to this time last year. Instagram is continuing to show the largest year-over-year increase at 12%. LinkedIn followers continue to increase as well, with a 5% increase in April 2022 compared to April 2021. Followers on our recently launched TikTok channel grew by 21% in April compared to the previous month.



Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website. Both Facebook and Instagram generated the majority of the social media traffic to Palomar.edu. The other overall top channels of traffic to the website are organic search, direct traffic, and referral traffic.

Throughout the month of April, our social media posts centered on supporting enrollment goals for summer, fast track classes and low enrolled classes. In addition, Black Student Success week, performing arts, SkillShops, the Community Showcase, and student support services were featured.



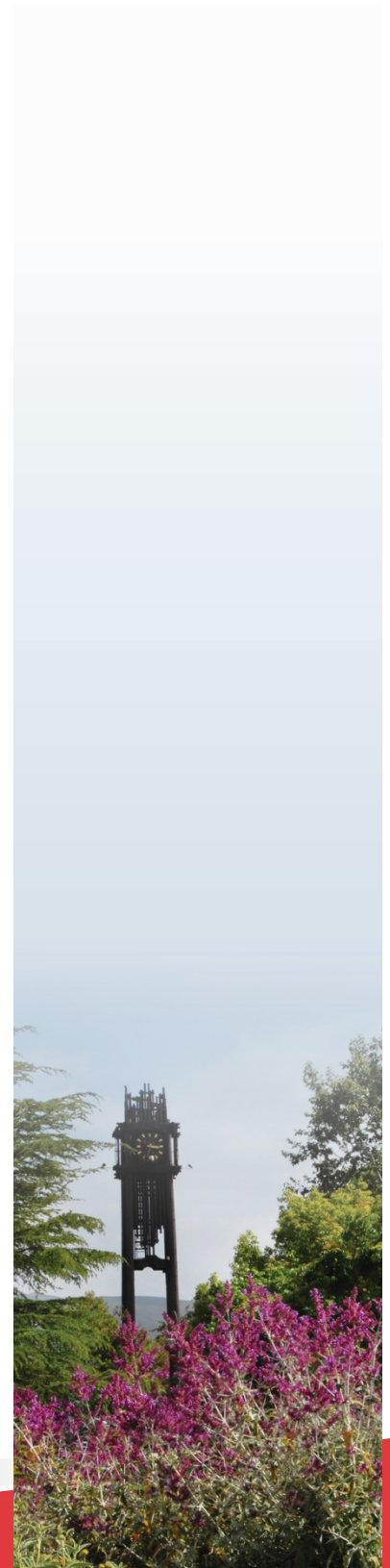
In support of summer and fall enrollment goals, a robust branded media strategy has been designed and will launch within the District in late April and early May. The advertising includes a refresh of our digital billboard on I-15 and a new static billboard on highway 78. In addition, North County Transit District buses will prominently feature Palomar College. Digital advertising on the websites of Pomerado News and the Ramona Sentinel will launch during the second week of May. These media placements are in addition to a backlit display at the Carmel Mountain Plaza shopping center and an ad in the greater Fallbrook area SourceBook.



Refreshed Digital Billboard - Starts May 9

Community and Media Relations

Due to two resignations from the Independent Citizens' Oversight Committee (ICOC), we issued a press release [announcing the opportunity to serve](#) on this important Committee. The press release was published by several regional news outlets including



the San Diego Union Tribune, Village News, Vista Press, Patch.com, and Coast News. In addition, we featured a story regarding the five new additions to the [Palomar College Foundation Board of Directors](#). This story gained coverage from Coast News.

Internal/External Communications and Public Affairs

On April 8, we issued [Palomar News](#) to all subscribers and College employees. We also posted featured stories on the [national ranking of our Cybersecurity program](#), as well as news that Flecicia Heise, the Palomar College head athletic trainer received the [highest honor](#) by the California Community College Athletic Association. A story on the [Palomar College Woman of the Year Award](#) winner, Jenny Ferrero was also featured last month. Finally, the [2022 Commencement Ceremony](#), a [new course](#) offered at the Police Academy, and the very exciting [Rising Scholars Grant](#) were added to the [Palomar News website](#).

FOUNDATION

Fundraising Activities

Grants

The Palomar College Foundation was awarded a \$10,000 grant from the Nordson Corporation to support the CALM Program. Nordson has been a supporter of the Foundation for the past five years. In addition, HMC Designing Futures Foundation approved a \$5,000 grant to support students working to obtain an Architecture and Interior Design degree.

Scholarship Program

It's that time of year again – scholarship season! The selection process was finalized on April 15 with over 375 individual scholarships awarded totaling \$325,000. In addition, department scholarship selection is in process and will soon be awarded as well. The Foundation team attended the Tri-City Hospital Auxiliary Scholarship Honors event, where they awarded \$26,500 to Palomar College nursing students.

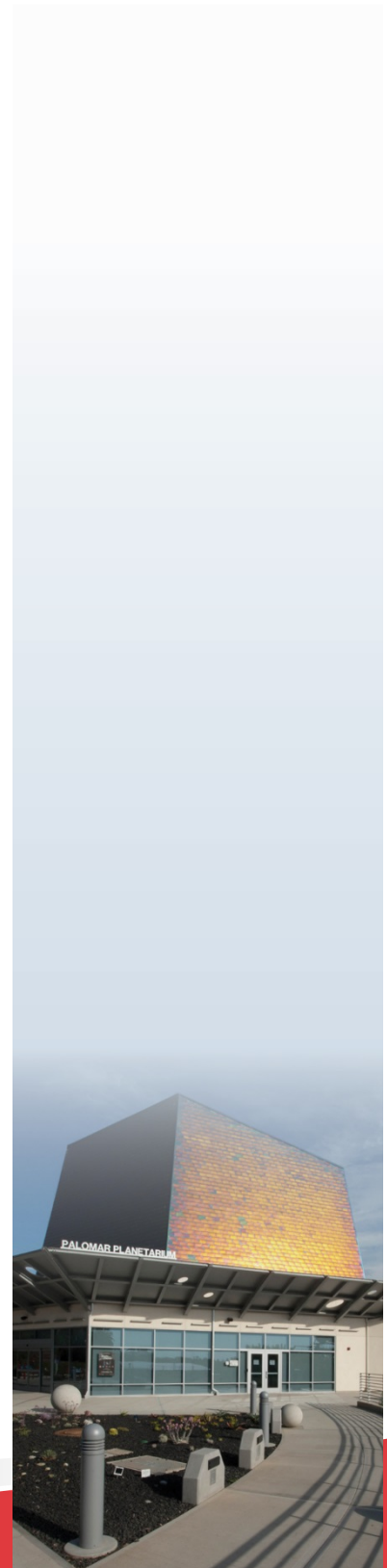
We are pleased to announce a new scholarship that was started specifically for the trade programs in the amount of \$10,000 and will be renewed each year. After a recent tour of campus and the trade programs, the donor couple is thrilled to offer funding to encourage students to pursue these opportunities. This will allow the Foundation to support several students with scholarships each year!

Sponsorship/Partnerships Confirmed

The Foundation is pleased to announce the success of three sponsorship partnerships this month. Agreements have been confirmed for 2022 sponsorships with Kaiser Permanente for \$15,000, HMC Architects for \$8,500, and Cal Coast Credit Union for \$6,000. These sponsorships cover support of the Palomar Community Showcase, President's Invitational Golf Classic, and membership and support of the President's Associates.

Community Showcase 2022 is May 4!

The Palomar College Community Showcase returns to an in-person format on May 4. The theme, "A Time for Celebration," will take place at the California Center for the



Arts in Escondido from 7:00 a.m. - 9:00 a.m. The event will feature the official Presidential Installation and introductory remarks by Dr. Rivera-Lacey; a memorial tribute to John Masson, the 2022 Comet Award recipient and a celebration of the Palomar College 75th anniversary with the reveal of the contents of the time capsule. Approximately 300 attendees will join the showcase which has raised nearly \$40,000 in sponsorship funds.

Foundation Board and Community Engagement

Foundation Board of Directors

The Palomar College Foundation board of directors held several committee meetings in April including the finance and investment committee and grant review committee. The finance committee appointed the audit committee as the 2021 Foundation audit is near completion. The grant review committee reviewed and approved the funding of the Bravura literary journal. The board of directors regular meeting was held on April 25 with a special presentation on the remaining Prop M bond projects.

Trustee Mark Evilsizer, Stacy Rungaitis and Julie Lanthier Bandy attended the State of North County meeting in Oceanside held by County Board of Supervisor Jim Desmond.

The Foundation and the Office of Instruction will host bkm OfficeWorks at the Rancho Bernardo Education Center on April 29. The agenda will include a discussion of multi-level partnership opportunities, their workforce needs, a tour of the RB Center featuring our Architecture and Interior Design faculty and programs. We are looking forward to a growing partnership with bkm!

