

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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July 1, 2022

PRESIDENT'S OFFICE

Summer of Safety Initiative

Immediately following the Governing Board meeting on June 7, we launched the Summer of Safety initiative. There are three pillars to the Summer of Safety – threats to the health and safety of our students and employees, campus safety preparedness, and COVID-19 mitigation. Each pillar contains a set of strategies and action items. One of the most important tenets of the Summer of Safety is reporting. It is imperative that students and employees report threats to their health and safety, so that the District can not only be made aware, but pursue the appropriate actions to resolve these situations. You can read more about the Summer of Safety in this [Palomar News article](#).

Accreditation Report

On June 14, the District received an [action letter](#) from the Accrediting Commission for Community and Junior College (ACCJC) of the Western Association of Schools and Colleges, reaffirming the accreditation of Palomar College for 18 months. We are required to provide a Follow-Up Report in November 2023, which is currently in development. Upon receipt and review of the Follow-Up Report, ACCJC will act on the accreditation status of the College for the remainder of our cycle. In the action letter, ACCJC restated and recognized the commendation we received from our Peer Review Team for exceeding Standards III.A.8, III.A.14 and our exemplary performance in Professional Development. Further, the Commission stated its appreciation for the diligent work and thoughtful reflection that we undertook as a College to prepare for our review. Our [Peer Review Team Report](#) remains the best in the history of our institution.

CEO Leadership Academy

On June 24 – June 26, I attended the annual CEO Leadership Academy hosted by the Community College League of California. The Academy is designed to provide the opportunity for CEOs to focus on the unique challenges and opportunities within California Community Colleges. The sessions were engaging and it was rewarding to be able to connect with other California Community College CEOs.

Student-First Website Launch

Looking ahead to next month, the newly redesigned student-first website launch is for July 5. This project is led by our Academic Resource and Technology Center colleagues, David Gray, Kelly Helming, Chris Norcross, and Shay Phillips, and PIO Julie Lanthier Bandy, with guidance by the Web Advisory Group. The Web Advisory Group met regularly for the last 2+ years to review design, content, and

navigation. Members include Sergio Almaraz, Rachel Alazar, Glyn Bongolan, Kelly Helming, Erin Hiro, Julie Lanthier Bandy, Chris Norcross, Jonatan Mrianda Eligio, and Justin Smiley. Once launched, a survey will be distributed to students and employees to gain feedback and assess required changes.

Campus Engagement

Campus activities slowed down in June, providing a great opportunity for me, VPSS Vikash Lakhani, Acting VPI Diane Studinka, Dean Fabienne Chauderlot, Dean Justin Smiley, Dean Patricia Menchaca, Dean Leslie Salas, Acting Dean Teresa Laughlin, Associate Dean Nichol Roe, Center Director Ryan Williams, Education Center Coordinator Yvette Maynard to visit with our colleagues at Camp Pendleton. Meeting attendees included adjunct faculty members Amanda Kirkham and Melissa Balcombe and a team of Camp Pendleton Marine Corps. The excursion included a tour and collaborative discussions that will result in better serving our active military students.



Palomar College and Camp Pendleton Colleagues

I also had the pleasure of touring our reading tutoring lab. The lab provides students with assistance with textbook reading strategies, reading comprehension and retention, and vocabulary. It is always so rewarding to see our commitment to student success in action.

Community Engagement

The Black African American Community Advisory Council met this past month. It is so gratifying to gain insights from both our employees and community members on ways to better serve our region. We also hosted the Prop M Independent Citizens' Oversight Committee (ICOC) meeting. During this meeting we recognized ICOC member Sarah Rosenfield for her service of three consecutive terms. Per the ICOC bylaws, ICOC members are limited to serving three terms. We now have two vacancies to fill on the ICOC, one seat is reserved for a member serving on a bonafide taxpayers' association and one for a member of the community at-large. Our Public Information Office will conduct a communications campaign to inform the region of these opportunities to serve the taxpayers in our District.

Early in the month, I met with Matt Hall, the Mayor of Carlsbad; Jeff Seagall, an aide to Mayor Hall, and our PIO Julie Lanthier Bandy to discuss developments in the region and how we can best serve the students living our boundaries in Carlsbad. Speaking of mayors, San Marcos Mayor Rebecca Jones delivered the State of the City address on June 8. The event was attended by Trustee Kartik Raju, Foundation Board Chair



Pete Rogers, Foundation Board members Dr. Li Tian and Tana Lorah, Foundation Executive Director Stacy Rungaitis and PIO Julie Lanthier Bandy.

I also attended the San Diego North Business Chamber event with Foundation Executive Director Stacy Rungaitis. This large gathering of business leaders in the southern part of our District, included an opportunity for me to present an update on the College.

The region honored Dr. Pam Luster and celebrated her retirement after serving as the President of San Diego Mesa College for 11 years. I attended the gathering of hundreds as they recognized Dr. Luster for her dedicated diversity, equity, and inclusion work and establishing the San Diego Mesa College vision as *The Leading College of Equity and Excellence*. Dr. Luster is an incredible leader and the region will undoubtedly miss her.

The Association of California Community College Administrators (ACCCA) hosted a conference in San Diego this past month. I was able to join my colleagues from Cuyamaca College and San Diego Mesa College for a “Table Talk” presentation on Building a Support Network for Women. It was an honor to present with these female leaders and to discuss such an important topic.



Dr. Li Tian, Mayor Rebecca Jones, Dr. Star Rivera-Lacey and Trustee Kartik Raju



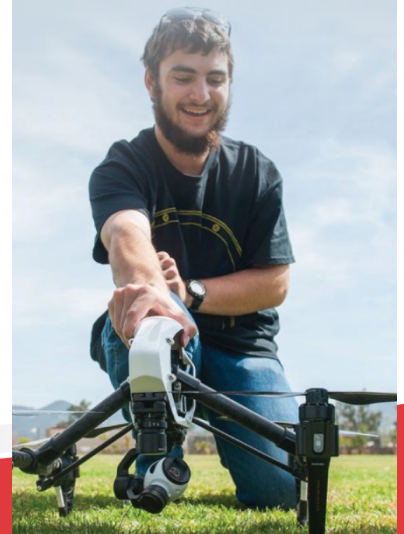
Dr. Star Rivera-Lacey and Dr. Pam Luster

OFFICE OF INSTRUCTION

The summer schedule is in full swing. All sessions except the last 4-week session of summer have already started. Deans, chairs, faculty, and academic department assistants are finalizing the Spring 2023 schedule. Predicting the future in a post-COVID world is difficult, but we are doing our best to meet the needs of our students.

With less committee meetings during the summer, instructional areas are trying to finalize the work from the past year and look forward to the upcoming school year. Additionally, the deans and I created time for special projects to try and address some instructional areas that need revising or updating.

In June, the Superintendent/President, VPSS, deans, and myself were given a tour of our Camp Pendleton sites. We met several military and civilian employees. Ryan Williams and Yvette Maynard led our tour and did an amazing job explaining and showing us the unique needs of our active military students. Associate Dean Nichol Roe introduced us to Palomar’s part-time Military Program faculty, who are also simultaneously serving in the military or working as civilians on base, and military leaders who support the



program. The partnership we have at Camp Pendleton is amazing. We appreciate all our faculty, staff, and administrators who serve our students at these sites.

Languages and Literature Division

Our new noncredit community English as a Second Language (ESL) class will begin at High Tech High in the Fall. We are seeing an increase in face-to-face noncredit enrollments for both Summer and Fall terms.

In-person tutoring sessions are increasing. All tutoring centers are open Monday thru Thursday from 8:00 a.m. to 5:00 p.m. In-person tutoring appointments are also available for Extended Opportunities Programs & Services (EOP&S), TRiO, Disability Resource Center, and Transitions students. STAR Tutoring has in-person English and ESL tutors Monday thru Thursday from 8:00 a.m. to 5:00 p.m. at the main campus and at the Escondido and Rancho Bernardo Education Centers. On Wednesday and Thursday tutoring services are offered at the Fallbrook Education Center. Staff is in the process of putting WOnline® into place. This program will assist with scheduling, record keeping and reporting specific markers. It includes an easy, intuitive, and web-based scheduling system that were lacking.

Social and Behavioral Sciences Division

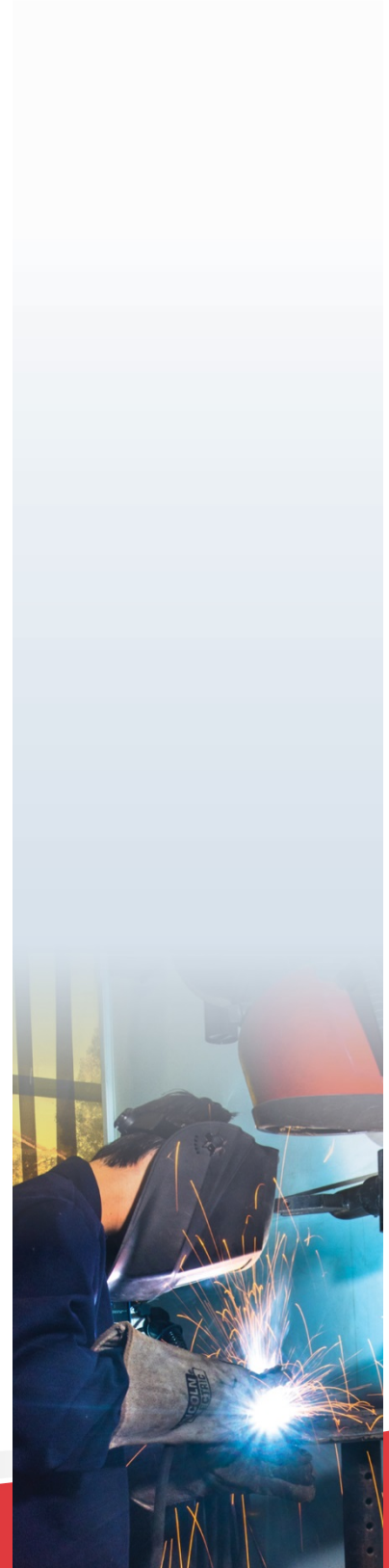
After the whirlwind of the close of the semester, the campus is relatively quiet now. We have many offerings in each of our departments for robust summer sessions. We are fortunate that very few classes had to be cancelled thus far. In addition, there are several exciting partnerships in the works, including:

- the Escondido Unified School District (EUSD) partnering with the Child Development and Education department to offer child development classes to EUSD employees who are interested in early child education.
- the Indian Health Council is supporting the work American Indian Studies faculty to encourage Native American students to enter STEM fields, particularly in Health Sciences.
- the San Diego Workforce Partnership is requesting Palomar College to provide education in substance use disorder counseling. This education will be provided by the Alcohol and Other Drug Studies Faculty.
- the Metropolitan Area Advisory Committee of San Diego County (Head Start) is partnering with the Child Development and Education department to provide child development classes at their Vista facility.
- One Safe Space is offering internships for Palomar College Child Development students.

Spring semester 2023 planning is drawing to a close. We are excited about the variety and quality of offerings. There are many options for our students both online and face-to-face.

Workforce, Community and Continuing Education

On May 31, the Transitions Program for formerly incarcerated students initiated its fifth summer program, where a cohort of 22 students enrolled in Counseling 110 (College Success) and Sociology 170 (Intro to Justice Studies). Students will also be expected to participate in a weekly enrichment activity. Students have the ability to earn up to \$100 a week for class and activity participation. On June 1, formerly incarcerated author and poet Jimmy Santiago Baca facilitated a writing workshop for students and then led a reading for the larger Transitions community. During the week of June 27, students



went to Homeboy Industries and the Museum of Tolerance in Los Angeles. The summer program is funded by the Palomar College Foundation and a \$50,000 grant from the San Diego District Attorney's Office.

On Friday July 22, the Transitions Program for formerly incarcerated students will hold its fifth summer program completion ceremony in the Howard Brubeck Theatre. The event will culminate in a presentation of the new Transitions/Rising Scholars space, an on-campus building that Architecture Professor Joseph Lucido and Interior Design Professor Jessica Newman are renovating with student help and community involvement.

Professional Development

Under the leadership of Associate Professor Luis Guerrero and Dean Patricia Menchaca, work has started on the development of Diversity, Equity, Inclusion Accessibility and Antiracism (DEIAA) training for employees. Work has also begun on Fall Plenary and HyFlex modality training for our newly hired faculty.

STUDENT SERVICES

Student Services

Throughout the Spring 2022 semester, Student Services distributed 489 laptops and 333 office depot gift cards to students. The technology distribution efforts will continue throughout Summer 2022 and into Fall 2022 while supplies last.

Student Life & Leadership (SL&L)

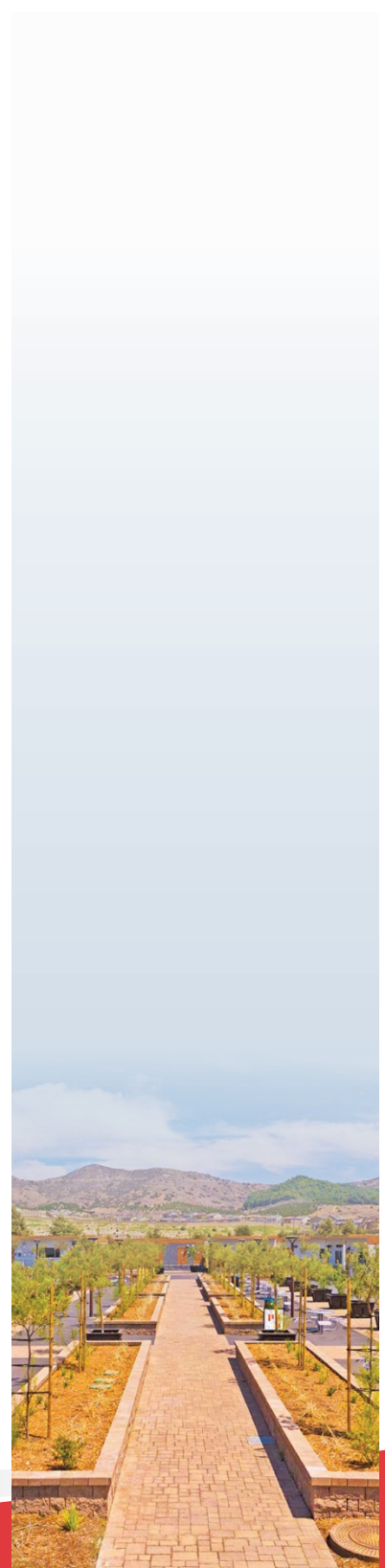
All SL&L staff will be participating in safety training coordinated by Campus Police. Meeting rooms for the Associated Student Government are being rearranged in within the Student Union building. This project is expected to be complete before the Fall Semester starts.

Over 250 pounds of food was distributed during the month of June through the Anita & Stan Maag Food and Nutrition Center. Starting the week of June 28, weekly deliveries food, mostly grab-and-go snacks, to the Education Centers will resume.

Counseling Services

Counseling Services will be providing in-person services at all locations beginning July 1. Currently, virtual weekly registration help is available every Tuesday at 10:00 a.m. and will continue through the entire summer. Weekly webinars on how to select classes are also available. These sessions are helpful for students who are not able to schedule an immediate 1 on 1 appointment with a counselor.

Education planning and counseling services were provided for GEAR UP senior classes at Fallbrook High School, Vista High School, Rancho Buena Vista High School, and Valley Center High School, and Escondido High School (non-GEAR UP). These were in addition to in-person counseling and education planning during the North County Education Opportunity Center (NCEOC) on campus registration events.



Counseling has called 704 enrolled and not enrolled students on Level 2 probation from Spring 2021 and Fall 2021. Approximately 66 students planned to re-enroll in Fall 2022. A call campaign to level 2 probation and dismissal students from Spring 2022 will be conducted in the coming months.

TRiO Upward Bound

The TRiO Upward Bound Program started a Hybrid Summer Component, giving our high school students an opportunity to participate in English, writing and college preparatory workshops. In addition, a LEGO Engineering workshop for students to explore the engineering field in a fun and interactive way will be held this summer.

Preparations are underway to take students to tour the University of California Los Angeles (UCLA) and visit the Museum of Tolerance on July 8.

GEAR UP

GEAR UP in collaboration with NCEOC and Counseling Services brought 111 GEAR UP students from Vista High School and Rancho Buena Vista High School to Palomar on May 26 to complete their enrollment and registration and tour the campus. Counselors met with students prior to the event to complete their educational plans. GEAR UP will continue to support students in their first year of college to ensure retention.

TRiO Student Support Services

In the 2021 Annual Performance Report submitted to the Department of Education, here are some of the goals and objectives met as per the grant:

- 99% of our students persisted from one academic year to the next academic year (our approval rate was 60%)
- 99% of our students were in good academic standing and earned above a 2.5 GPA (our approval rate was 85%)
- 59 students in our cohort that year earned an AA/Certificate and successfully transferred to a 4-year university

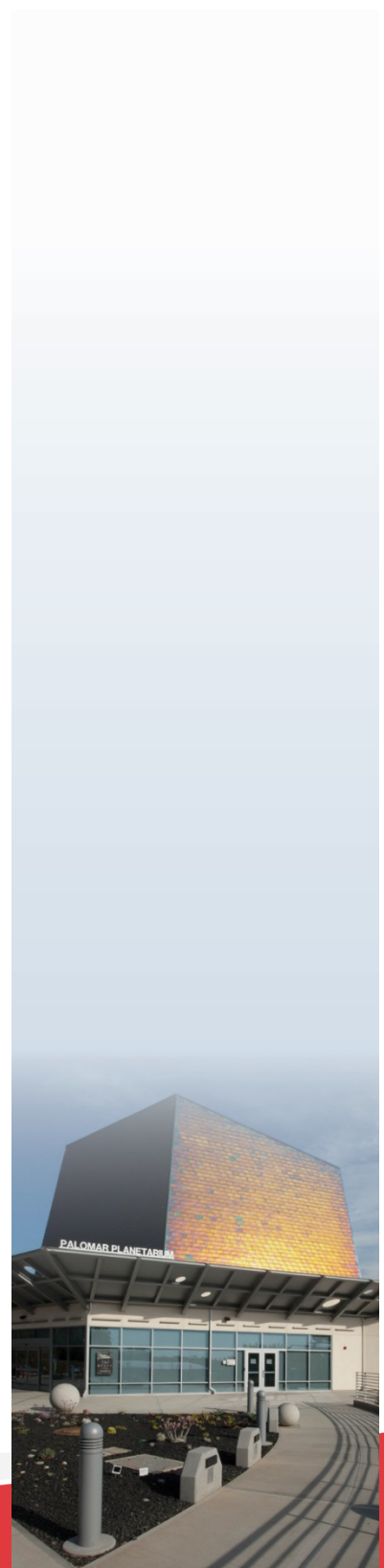
FINANCE AND ADMINISTRATION

Fiscal Services

Staff is in the process of finalizing FY 2021-22 and entering the accrual period through the end of July. Pending approval of the Governing Board on July 5, two new Buyers will join the purchasing department. Also pending the approval of the Governing Board, two Senior Accounting Technicians will join the College, one in cashiers and one in accounts payable. Two management positions have posted for recruitment, an Accounting Manager and Director of Business Services. The process is underway to make progress on position management to inform and guide the adopted budget development process.

Administrative Services

The District's 5-year Capital Outlay Plan is complete and will be submitted to the State Chancellor's Office in August. An evaluation of construction management agencies, pertaining to RFQ 204-22, has been completed. There is a recommendation for three firms for future contract agreements. Work is continuing on physical and technology



upgrades in support of numerous adds/moves/changes of space across the main campus and Education Centers and in support of districtwide safety and security upgrades. Much of this work is expected to be complete by the start of the fall semester. A review and updates of the Facilities Usage Policies and Procedures (BP 6700 and AP 6700) is underway. Finally, staff is continuing to work on implementation of the employee self-service module of PeopleSoft. The planned launch is set for October 2022.

HUMAN RESOURCE SERVICES

Benefits, Workers Compensation, Leaves, and Accommodations

The benefits office has been working with eBenefits to prepare for open enrollment during the month of August 2022. Upon the successful conclusion of benefit related negotiations with the Palomar Faculty Federation (PFF) and the Council of Classified Employees (CCE) the benefits office will prepare the benefits guide, related employee postcards, presentation, and email communications for open enrollment. We will return to having an on-site fair during the month of August when faculty return from summer break. Payroll and Human Resource Services are working to launch PeopleSoft employee self-service which will allow employees to easily access their personal information.

Training

Through our consortium membership with Liebert Cassidy Whitmore, the District has been able to provide administrators and Confidential and Supervisory Team (CAST) employees with ongoing training and resources. Training opportunities include:

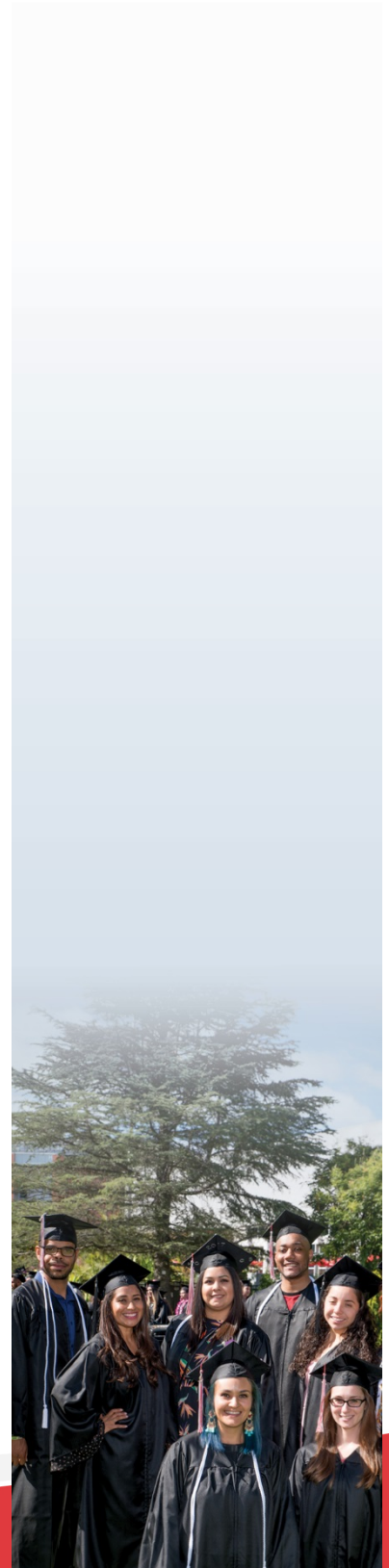
- Disciplinary and Harassment Investigations: Who, What, When and How
- Temporary Faculty Members
- Creating a Culture of Respect

The District is also looking into developing cyber security training to help ensure our critical information and data is appropriately safeguarded.

Recruitments

Here are the recruitment figures as of 6/27/2022:

- 37 permanent recruitments in progress
 - 5 – Admin/CAST
 - 24 – Classified
 - 7 – Faculty
 - 1 – Certificated/ECE
- 54 part-time faculty recruitments in progress
 - 13 additional part-time faculty postings have closed and departments are still hiring from those application pools



INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Accreditation

The Accrediting Commission for Community and Junior Colleges (ACCJC) met June 1-3, 2022. ACCJC took action to reaffirm our accreditation for 18 months with a required follow-up report. IR&P has posted the Commission's letter and the Peer Review Team Report on the [accreditation webpage](#).

Integrated Planning

The College Council approved the Educational and Facilities Master Plan Task Force on May 27. The scope of work for Master Plan 2035 has been reviewed and will go to the Governing Board for consent at the July 5 meeting. IR&P is working with the Educational Master Plan consultants to establish the timeline for the work. In addition, IR&P has reviewed the list of 50+ listening sessions that will be conducted as part of the plan development. The Executive Team will meet with District architects and educational master plan consultants in July to review and refine the proposed process.

Institutional Research and Planning

IR&P has updated the daily enrollment reports to reflect changes in FTES calculations implemented by the California Community College Chancellor's Office (CCCCO). In addition, IR&P has updated its standard Strategic Enrollment Management reports and is transitioning them to the PowerBI platform. The office has received and submitted data for a statewide study on the Promise Program. Research Analysts are beginning to organize the quantitative data needed to support the development of Master Plan 2035 and will meet with consultants in July to discuss additional data needs.

Grants

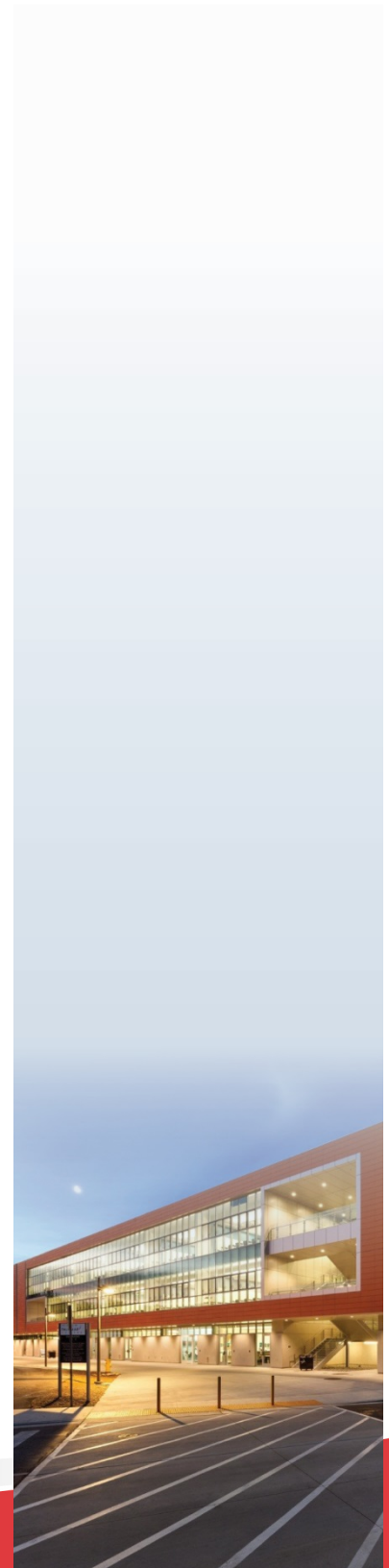
Both TRiO Upward Bound Classic and TRiO Upward Bound Rural have received 5-year continuation notifications. This extends the current programs through August 2027. The College received a sub-award from Southwestern College for an NSF grant titled, "Expanding Educational Opportunities for Secondary and Post-Secondary Educators and Students in the Technology and Applications of Unmanned Aircraft Systems." Palomar will receive \$82,074 over three years to inform and excite high school students about UAS educational and career pathways. Faculty member Wing Cheung will serve as the project manager for Palomar.

The CCCCCO has approved the budget planning and grant plan for the recently awarded Rising Scholars Network grant (\$516,000 over 3 years). We are waiting for the agreement from the CCCCCO so that the Board can accept and approve the funds.

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 May, the campaign generated nearly 900,000 impressions, while remaining cost efficient. Compared to the previous June, we experienced an 22% increase in users on the palomar.edu website, with 22% of this traffic coming from new users. We



continued to run 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. Students who have contacted us through this campaign are being helped by the appropriate departments to get their questions answered.

The marketing team partnered with Palomar College colleagues in the North County Educational Opportunity Center (NCEOC) to launch a web-streaming campaign to engage prospective students. The campaign, which started on May 30, is designed to result in nearly 700,000 impressions and features advertising in Spanish and English. The campaign will run through the end of July.

On August 1, a new Makes It Possible web streaming campaign will launch with iHeart media. While we continue to review various tactics to optimize this campaign, it will likely include endorsement ads featuring alumna 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. A more comprehensive summary of the campaign is pending.

To support the fall enrollment cycle, a robust branded media strategy is in development, pending budget availability, and will be submitted to the Office of the President for final approval. Tentatively, this strategy will include an extension of outdoor advertising campaigns, print, and display ads to support the Education Centers.

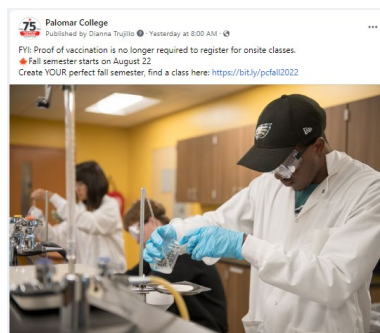
A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook “Likes” increased 1%, and followers on Twitter grew 6% compared to this time last year. Instagram is continuing to show the largest year-over-year increase at 13%. Both Twitter and Instagram also grew in followers by 1% compared to the previous month. LinkedIn followers continue to increase as well, with a 5% increase in June 2022 compared to June 2021. Followers on our recently launched TikTok channel grew 5.5% in June compared to the previous month.

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website. Facebook, LinkedIn, 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.

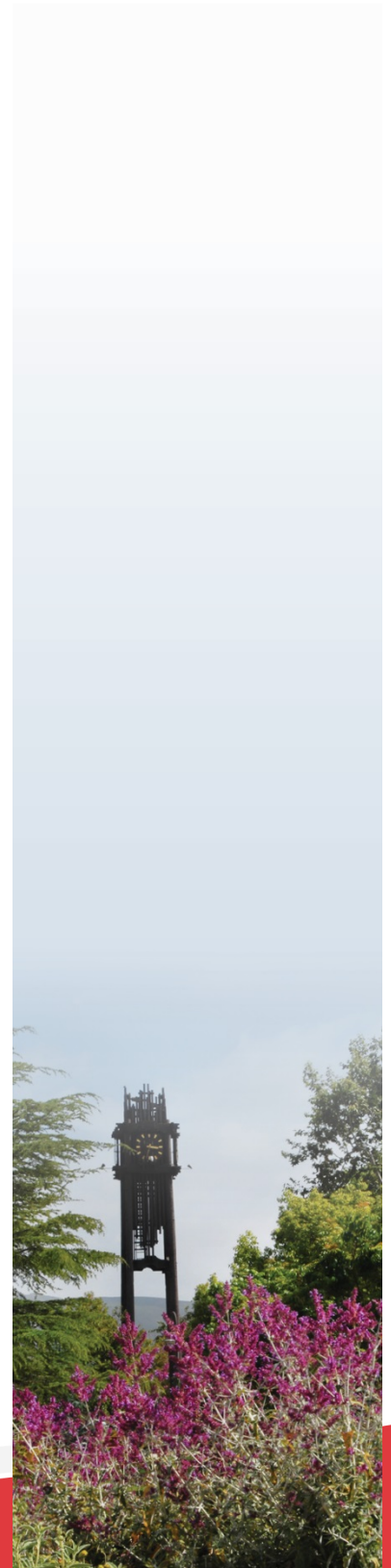
Throughout the month of June, our social media posts centered on supporting enrollment goals for summer and fall, fast track classes, and low enrolled classes. In addition, alerts regarding no longer needing a COVID-19 vaccination to register, and student support services such as tutoring were featured.

Community and Media Relations

We distributed a press release announcing the [Raising of the Progress Pride Flag](#) at the main campus and Education Centers. The press



Vaccine No Longer Required Facebook Post



release generated mentions in regional news sources. A [press release](#) announcing the District's use of Highpoint Technology Solutions to provide a better student user experience generated mentions nationally and regionally.

Internal/External Communications and Public Affairs

On June 3, we issued [Palomar News](#) to all subscribers and College employees. In June, we featured stories on the District's [Summer of Safety initiative](#) and the [endowments created for scholarships](#). Our *Makes It Possible* story this month featured an [alumna with a successful small business](#) in Los Angeles. All of these stories can be found on the [Palomar News website](#). In collaboration with the Office of the Superintendent/President, we took new photography of the Governing Board and Dr. Rivera-Lacey for placement as needed on campus and in future communications.

FOUNDATION

Fundraising Activities

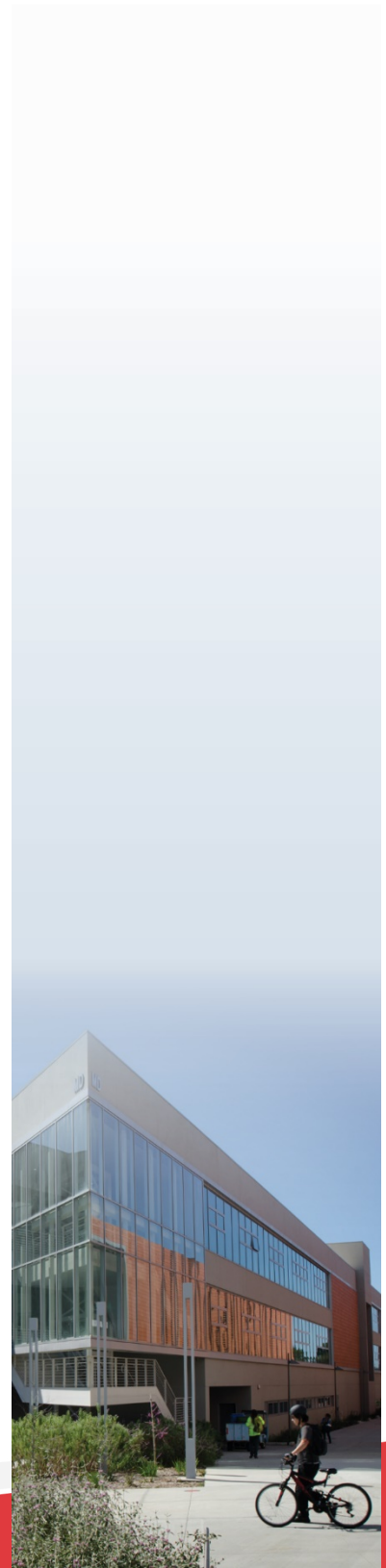
Scholarships

Local philanthropist Klaus Kirchhoff has donated \$500,000 to establish two new scholarship endowments through the Palomar College Foundation. Since the last report, Kirchhoff, 85, added an additional \$200,000 to his original donation of \$300,000. He began his support of Palomar College by funding a \$4,000 annual scholarship during the COVID-19 crisis. He now was officially established the \$400,000 Brigitte Eva Kirchhoff endowed scholarship in memory of his wife of 54 years, Brigitte Kirchhoff, who passed away recently. This endowment will support students enrolled in health and medical field programs at Palomar College. At the same time, he donated \$100,000 to the Foundation for the new Klaus Karsten Kirchhoff endowed scholarship. This endowment makes scholarships available specifically to Palomar College students enrolled in any construction-related trades program and/or a veteran in a first responder program. The link to the Palomar News feature story is [here](#).

With scholarship season being in full bloom, the Foundation received \$5,000 from Follett Higher Education to support student scholarships; \$1,000 from Mission Federal Credit Union in support of the Rose Hartley Memorial Scholarship Fund; and \$1,000 from Swaner Hardwood Co. to support Cabinet and Furniture Technology (CFT) scholarships. The Foundation also received \$26,500 from Tri-City Hospital Auxiliary to support students currently enrolled in the Nursing Program at Palomar College.

President's Invitational Golf Classic

The Palomar College Foundation is hosting its annual Golf Classic at Maderas Golf Club in Poway on October 10. This annual event is the largest fundraising event of the year and has already raised \$27,500 in sponsorships. The Foundation is fortunate to have a phenomenal golf committee who partners to obtain sponsorships, auction items, and assists in filling the field of participants. The committee kick-off meeting was held on June 28 and the goal is to again sell out the event through sponsorships only. Details for the event are available [here](#).



President's Associates

Palomar College Foundation held its summer President's Associates event on June 27 at La Fleur Winery, in San Marcos. Kaiser Permanente is the title sponsor for President's Associate events this year. Over 35 guests join the networking event to hear updates about the College. The guests also received additional information on the great work the Foundation has been accomplishing for the first half of the calendar year.

Community Engagement and Events

North San Diego Business Chamber Events

Dr. Rivera-Lacey and Stacy Rungaitis attended the North San Diego Business Chamber's monthly regional connect on June 8. The event was held in the Rancho Bernardo area with Dr. Rivera-Lacey being introduced as a special guest. Stacy Rungaitis serves on the Board of Directors for the chamber. In addition, Stacy attended the annual dinner and board installation on June 23. Foundation board members Richard Marks and Susan Miller joined in the event held at the San Diego Air and Space Museum.

Conrad Prebys Foundation Event

Kim Hartwell, Development Officer, attended the Conrad Prebys Foundation - A Celebration of Community and Philanthropy event on June 13 to honor the recipients of their grant funding and to introduce their new CEO, Grant Oliphant. The Palomar College Foundation received a grant last year for over \$100,000 from the Conrad Prebys Foundation.

Assistance League Luncheon

Development Officers Kim Hartwell and Linda Moynan, along with three Palomar students attended the annual scholarship luncheon of the Assistance League of Inland North County on June 22. Kim Hartwell spoke and extended appreciation for the continued support from the Assistance League in providing funds for nursing, paramedic, and trades scholarships annually at Palomar College.

Foundation Board of Directors Activities – Foundation Audit

The Palomar College Foundation Finance and Investment Committee met on June 21. The Board of Directors held their regular meeting on June 27. At this meeting, the board approved the 2021 financial audit. The audit was produced by Wilkinson, Hadley and King offering an unmodified opinion (the best available).

