

SUPERINTENDENT/PRESIDENT'S GOVERNING BOARD MONTHLY UPDATE



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July 29, 2022

PRESIDENT'S OFFICE

Bond Rating Improves

On July 6, following a review of the financial health of Palomar College, Moody's Investors Service affirmed the college's Aa2 bond rating and revised its outlook from negative to stable. Moody's affirmation included evaluative and supportive observations on our improved financial position and our commitment to refining our fiscal policies and procedures. The methodology used in the analysis can be found at this [webpage](#). The Palomar News story is also [available here](#).

Summer of Safety Initiative Update

Employees and students are at the center of our institution and we are prepared to thoroughly address every concern. Recently, we distributed a reminder of our steadfast commitment in protecting students and employees from sexual harassment, sexual discrimination, and sexual misconduct. Our District does not tolerate this behavior and anyone who is impacted of said situations, should contact VP David Montoya or file an [Incident Report](#).

To date, we continue to monitor the COVID-19 Community Level in San Diego County as issued on a weekly basis by the Centers for Disease Control and Prevention (CDC). Our COVID Administrator and the Executive Cabinet monitor the data, associated safety guidelines, and pending changes from the California Division of Occupational Safety and Health (Cal/OSHA).

The implementation plan for safety improvements throughout the main campus and education centers is in progress. These projects include the installation of more security cameras and panic buttons in a number of offices and areas at all Palomar College locations. Due to supply chain issues, the current implementation timeline for these safety improvements is set for the early part of the fall semester.

Our Risk Management and Campus Police departments are collaborating on several initiatives centered on response and training. Our Education Centers have safety drills and training planned and we are working on a schedule for the same events to take place at the main campus. Further, our campus police department has undertaken multiple training opportunities to gain expertise in addressing unlawful threats to safety, inclusive of a session with the Los Angeles Museum of Tolerance. A comprehensive Summer of Safety update is planned for the September 6 Governing Board meeting.

Celebrating Student Success

We celebrated the success of two cohorts of students this past month. First, we recognized the 5th cohort of the Summer Transitions Program and a few days later the students in Paramedic Cohort 58. Both celebrations were held at the Brubeck Theater and provided friends and family members to celebrate the achievement of their loved ones. These ceremonies remind us of the importance of what we do every day and the impact it has on so many individuals and their families.



Photo of Summer Transitions Program Completion Ceremony



Photo of Paramedic Cohort 58

Campus Engagement

I had the pleasure of welcoming Joe Ledesma to his new leadership role as President of the Administrative Association (AA). Our conversation centered around new ideas and how we can support one another as we achieve our mission as a college. Later in the month, I met with the leaders of the Confidential and Supervisory Team (CAST) and the new team of AA leaders. This meeting was productive as we discussed their goals for the new academic year. My meeting with the Council of Classified Employees (CCE) was equally as valuable. Our timely and engaging conversations are always helpful as we move the college forward during a time of transition from a pandemic to an endemic and the details explicitly associated with doing so.



The Executive Cabinet hosted a meeting with HMC Architects, Collaborative Brain Trust, and Institutional Research and Planning to begin discussing the Education Facilities Master Plan. The planning process will include more than 50 forums to gain insights and feedback as we develop this important long-range plan for the District. Our goal is to have the plan approved in 2023.

Nearly 40 administrators attended a virtual seminar on the 50% Law (Ed Code (§) 84362) and the importance of compliance. The seminar presented by Cambridge West Partnership was extremely informative and provided for a substantial discussion of the impact this law has on Palomar College.

Community Engagement

In the past few weeks, several media outlets reached out to the Public Affairs Office to engage with the College. A reporter from the Voice of San Diego interviewed me on the topic of student housing and the planning grant we recently received. This [article published on July 20](#). The Coast News conducted an interview with me and Campus Police Chief Moore on the College's actions related to the health and safety of students and employees. This story has yet to be published. A small publication, the North County Informador, spent time gathering information for a profile story and my lifelong commitment to diversity, equity and inclusion. This story will publish in August.

The Palomar College Foundation hosted residents of La Costa Glen, a nearby Continuing Care Retirement Community, to tour the Maintenance and Operations building, and learn about our campus designation as an arboretum. Anthony Rangel and Dennis Astl did a great job informing our guests.

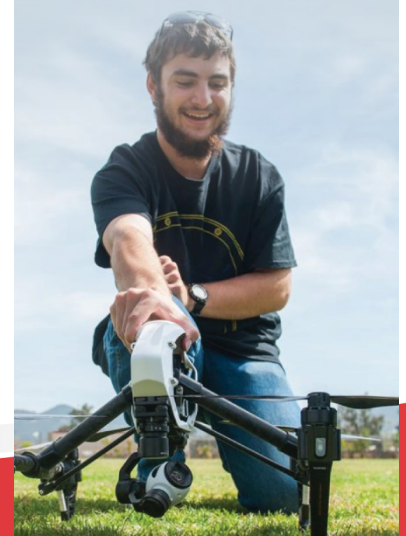


Photo of La Costa Glen guests enjoying a presentation



Photo of Dr. Rivera-Lacey and Dr. Luene Corwin

Trustee Roberto Rodriguez and I attended the “DEIA Through the Student Lens: Do Your Students See Your College as Diverse and Welcoming?” seminar hosted by the Community College League of California (CCLC). The content centered on enhancing the student experience from every aspect of their journey, inclusive of enrollment



services and mental health support. At the end of the month, I attended the monthly Collegas webinar. The webinar focused on Latino academic attainment and how to support completion in Latino Educational professionals in academia with a focus on the importance of support systems.

OFFICE OF INSTRUCTION

Summer always seems to fly by so fast. This summer the Instruction team has been hard at work. Ben Mudgett, Cheryl Kears, Richard Loucks, Krista Lough, and I attended in person and virtually, the Academic Senate for CA Community Colleges Curriculum Institute. We gained knowledge on programs, like Meta, the Brown Act, new state legislation that will affect curriculum, and the future of course standardized numbering process. Several sessions focused on diversity, such as DEIAA to Action: Decolonizing our Educational System, Academic Freedom and Racial Equity, and Inclusion.

The Military Leadership program received approval to teach online classes in Virginia. The approval process was rather daunting, but thanks to Tori Hayes, Nichol Roe, Nancy Lane, and Michelle Barton, we gained the necessary approval. With this expansion, the program will now be able to meet the needs of those serving our military in Quantico, VA.

After 51 years, American Indian Studies Professor Patti Dixon is officially retiring. Patti has been a driving force in the American Indian Studies department. Her connection with the local tribes has been invaluable. Patti has also been a long-standing member on the Curriculum Committee. After serving on the Curriculum Committee for this past year, I observed how other committee members would seek out her advice on procedural and curriculum matters. She will be greatly missed.

Languages and Literature Division

World Languages

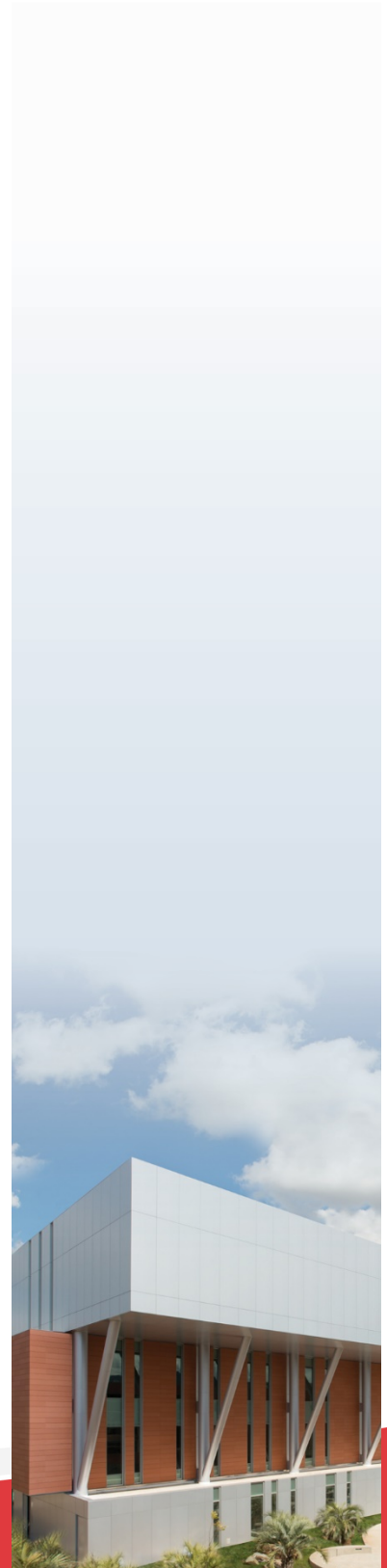
Summer enrollment is once again very strong in World Languages. At the start of the term, our fill rate was over 100%, including the two sections of SPAN 101 that was added a few weeks prior to the start date. The Department is offering courses in every language (101 level) and more advanced courses in Spanish.

English as Second Language (ESL)

The ESL department continues to see student demand for additional in-person class offerings in San Marcos and Escondido. Summer enrollment is improving and we have already added three in-person classes for the fall semester in San Marcos. The department has the intention to add classes at the Escondido Education Center. We have been enrolling students to the new class that we set up at High Tech High for the fall and anticipate strong interest in our in-person registration on August 17. ESL classes will be broadly advertised through Peach Jar at the end of the month. Ads will be sent to parents at 25 schools in San Marcos, Escondido, Fallbrook, Ramona, Vista, and Bonsall as we work at going back to pre-Covid enrollment rates.

Additional Updates

The English, American Sign Languages and Speech programs are continuing to meet student needs this summer and are looking forward to the start of the fall semester.



Social and Behavioral Sciences Division

The Social and Behavioral Sciences Division is in full swing with summer classes. The departments in the division took advantage of each of the available terms to best serve the needs of students. The first stage of Spring 2023 planning is completed. There are many face-to-face as well as online offerings planned to meet the needs of students.

Community and Educational Partnerships Continue

In order to mitigate the shortage of instructional aides in the area, the Child Development and Education department is offering classes at the Escondido Union School District Office. These classes will lead students to a School Age Assistant Certificate of Achievement and University Studies: Elementary Education Preparation Associates of Arts degree for Escondido Union School District paraprofessionals.

American Indian Studies faculty are partnering with the Indian Health Council to encourage Native American students to enter STEM fields particularly in Health Sciences. The San Diego Workforce Partnership and Palomar College Alcohol and Other Drug Studies faculty are providing education in substance use disorder counseling.

Accolades and Gratitude

The Early Child Education Lab School received high praise for its Program Self Evaluation (PSE) for FY21-22 from the California Department of Education. They said: *"In review of your PSE, the details were well documented and thorough for the implementation and ongoing monitoring of your California State Preschool Program that meet regulations, as well as the items that you identified for updating/improvement. I am impressed that one of your Governing Board members observed the program in action and provided the feedback that he did. I also liked the part about (how) he encouraged other trustees to visit the ECE Lab School."*

Lastly, our esteemed and beloved colleague, Patti Dixon, is retiring after an amazing career. She has inspired many of her colleagues over the years and has tirelessly advocated for her department and Palomar College students for decades. She will be sorely missed. We wish her well for her retirement.

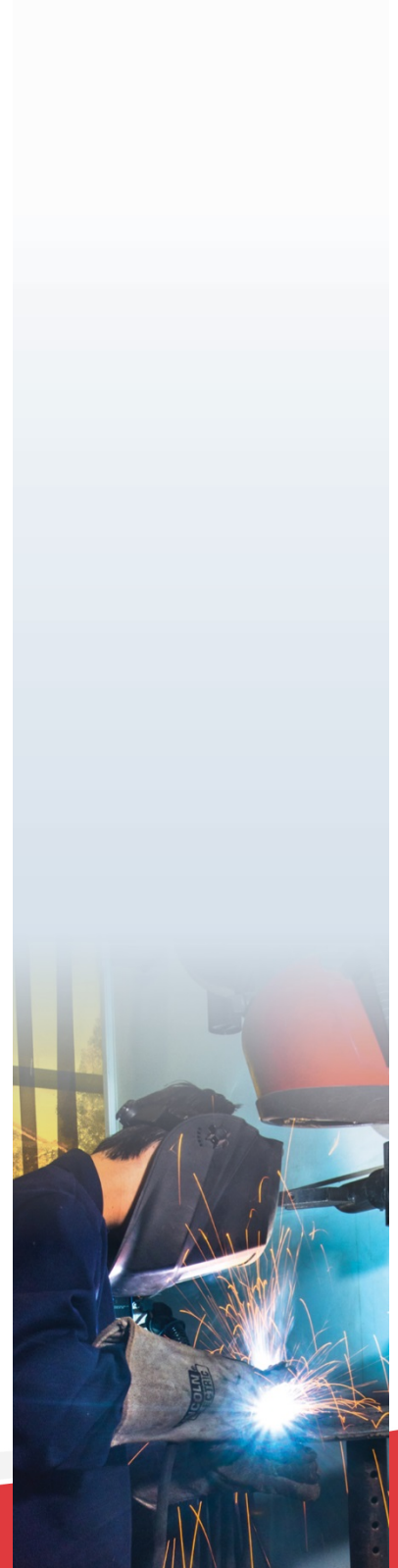
Math, Science, and Engineering (MSE) Division

Curriculum and Scheduling

The MSE Division has worked with Institutional Research and Planning (IRP) to acquire data showing the number of STEM majors that exist across the district, and which majors are most popular at various sites. This data will be used to inform our scheduling, pathways, and renovations to better support students and serve various communities. In Fall 2021, the District served 1,544 STEM majors and 1,207 health science majors.

Grants

The Title V Hispanic Serving Investigation (HIS) grant 6th year extension will end in September 2022. The final activity for the year was the Robotics Summer Institute event. This was a celebration event for high school students who participated in the class where they learned to build robots, work as a team, and apply major scientific engineering principles in everyday life. At this event the students showcased their work



to over 50 family members and described the extensive coding involved in making their projects possible.

Student Support, Outreach, and Honors

The Division is making progress on developing a student support program. We recently were able to coordinate a textbook loan program for students.

Our Astronomy Professor, Scott Kardel, has been accepted into the Unistellar College Astronomy Network. His participation in this Network has led to the donation of an electronic “smart” telescope to Palomar’s Earth Space & Environmental Sciences department. The new telescope will allow our astronomy students to see the universe in amazing detail seeing real-time images on their smartphones. Students will also be able to participate in real astronomical research collecting data on asteroids, comets, exploding stars, and exoplanets. Professor Kardel will be hosting the first observing and “science” sessions with his students in September.



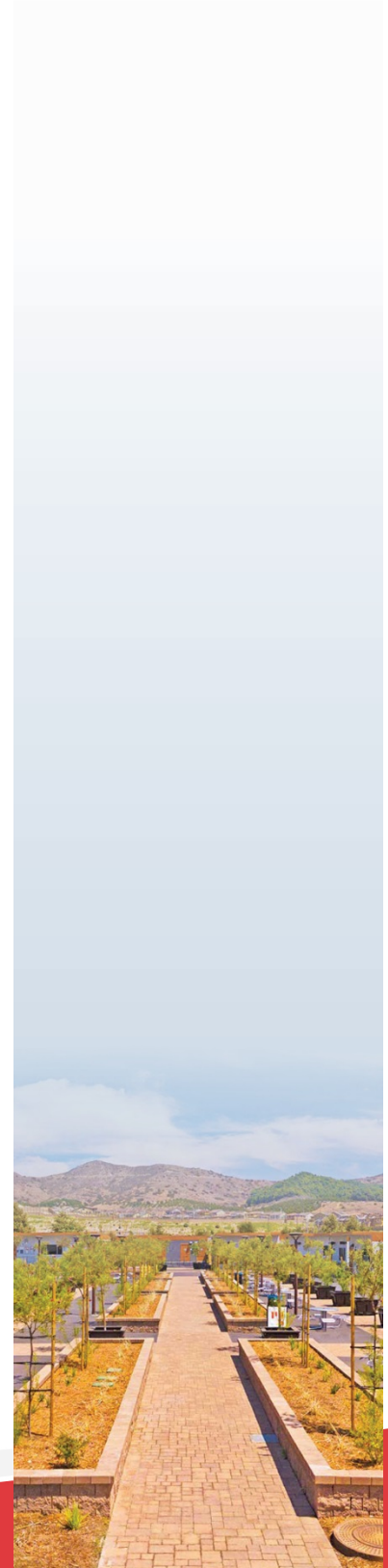
A photo of an example of a photo taken with a smart telescope, showing a star cluster (left) and a comet (right).

Workforce, Community and Continuing Education

On July 22, the Transitions Program hosted a ceremony and celebration for 21 students who completed an intensive 8-week summer program. The program included two classes and a weekly activity and was funded by a \$50,000 grant from the District Attorney’s Office. About 100 people attended the July 22 event, including Sheriff Anthony Ray, Assistant Sheriff Theresa Adams-Hydar, and representatives from the District Attorney’s Office, and County Supervisor Jim Desmond’s office. The event celebrated the program’s fifth cohort. Dr. Star Rivera-Lacey presented formerly incarcerated sociology professor, Martin Leyva, with the inaugural Paulo Freire Liberation through Education award. Professor Leyva founded the program at Palomar College and similar programs at MiraCosta College, and Cal State San Marcos. The plans for the program’s dedicated building were presented by architecture Professor Joseph Lucido and interior design Professor Jessica Newman. The planned move-in is set for spring 2023. The interior of the building will be a classroom project for students this fall.

Professional Development (PD)

The PD team in collaboration with the Equal Employment Opportunity Advisory Committee (EEOAC) has acquired the NameCoach software for District use. The software will be embedded in Canvas to facilitate the proper and respectful name pronunciation of our students. This is an extension of [The Name Pronunciation Project](#) made in collaboration with ESL and World Languages programs. We will be rolling it out during Plenary and full details will be available once the fall semester starts.



The PD team is moving forward with a DEIAA focus as prescribed by AP 3000. In support of this we will be holding a Building in HSI session during the Fall plenary. The PD team is also supporting the DEIAA Development Task Force in the creation of an Equity 101 course for all employees. The course supports cultural competence. PD is working with multiple faculty, classified, CAST, and administrators to design the course. We hope to launch the course for all employees during the fall semester.

STUDENT SERVICES

Student Health Services

Our medical team continues to support the COVID-19 Response Action Team (CRAT). The team monitors and processes all COVID-19 submissions due to a positive test result, symptom onset, and/or exposure. The team provides guidance inclusive of quarantine requirements and initiates the tracking process should there be a risk to the main campus or education centers.

Student Health Services hosted two COVID-19 Vaccination Clinics in July, one at the main campus and one at the Escondido Education Center. More clinics will be scheduled in August. The clinics are open to students, employees, and their families. TB skin tests and physicals will be offered effective August 22. Visit the [Student Health Center website](#) for details.

On July 15, the newest Student Wellness Advisory Group Peer Mentor, Yanelly Romero, joined the Health Services team. Yanelly will be cross trained to provide administrative support to the SHC and BHCS front desks. We continue to offer campus health education through virtual and on campus classroom presentations to educate Palomar students about our services and resources. Presentations can be requested on the [health promotion website](#).

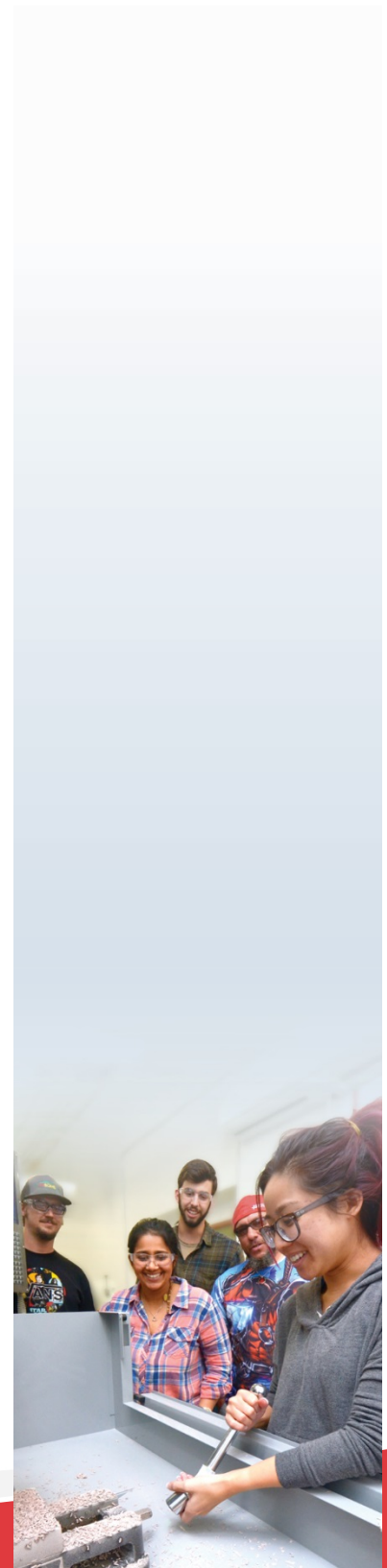
Behavioral Health Counseling Services (BHCS) continues to offer services and support to our students via telehealth and in-person appointments. A zoom room area is also available for students with technology access barriers. Students can call 760-891-7531 to schedule an appointment with a licensed therapist.

The BHCS interns, who are studying to become a licensed therapist, will be joining the team effective August 22. This is the third year of the valued program.

Counseling Services

Disability Resource Center

In FY20-21, 3.2% of students (990 students) were identified as DRC students. Most DRC students were female (58.2%), between the ages of 18 to 29 (72.6%), White (40.9%) or Hispanic (38.8%), and continuing students (69.7%). In Fall 2020 and Spring 2021, over one-third of enrolled DRC students (36.3% & 32.3%, respectively) took advantage of priority registration. In addition, success rates in English courses were slightly higher for Transfer with Support courses (69.1%) than without support (67.6%); while math success rates were substantially higher in transfer level math courses (60.7%) than in Transfer with Support math courses (33.3%).



Fall-to-spring persistence rates of DRC students were nearly 80% in FY20-21. For DRC students enrolled in FY20-21, fall-to-spring persistence rates were higher for DRC students who were male (80.2%), between the ages of 18 to 20 (85.5%), Asian (90.0%) or Black/African American (88.5%), and first-time (83.4%) or continuing (81.3%) students.

Student Life & Leadership (SL&L)

SL&L is working with academic and non-academic campus programs to identify employment and training components for each program per AB396 (Local Programs that Increase Employability). The goal is to extend more opportunities for students to qualify for CalFresh benefits. The report is due to the Center for Healthy Communities by August 1. This is followed by a report due to the California Department of Social Services on September 1.

Athletics

Two new head coaches started this summer with the Athletic Department. Head Men's Basketball Coach, Ivan Paterson, joins Palomar after a very successful 4-year coaching stint at Cal State University San Bernadino (CSUSB). Prior to CSUSB, he coached for his Alma-Matter, Cal Baptist University, for two years under legendary coach Rick Croy. During both of his previous coaching jobs, Coach Patterson proved himself to be a highly successful recruiter, mentor, and on-court coach. In addition to his coaching duties, Coach Patterson will be working as a part-time faculty member in the Kinesiology department.

Greg Cacioppo began his first season as Palomar's Women's Soccer Head Coach in mid-July. Coach Cacioppo joins Palomar after three amazing seasons as the Head Girl's Coach at Escondido High School and an assistant at St. Katherines University. He received his bachelor's degree in sports administration with an emphasis in coaching at Lock Haven University where he played club soccer and rugby. He went on to get his master's degree in sports management from West Virginia University. His energy, passion, and vast knowledge of fundamentals and tactics will assist Palomar College develop a new chapter of excellence and achievement within our Women's Soccer program.

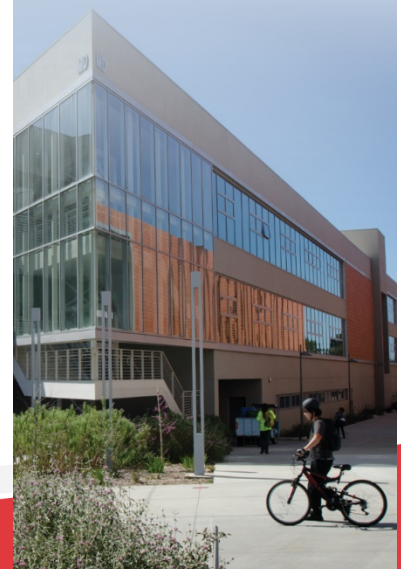
FINANCE AND ADMINISTRATION

Fiscal Services

The team is completing the accrual period through the end of July. Recruitment efforts are underway for two management positions. These recruitments will be followed by postings for an Internal Auditor, two Accounting Technicians, a Purchasing Supervisor, and Mailroom Technician.

Information Services

A recommendation for the hire of a dedicated Information Technology Security Officer is planned for the September 6 Governing Board meeting. The recruitment process for three new Programmers and two new Network/Systems Technicians is underway.



The work is continuing on physical and technology upgrades in support of numerous adds/moves/changes of space across the main campus and education centers. The timeline for completion is the start of the fall semester. Similarly, several physical and technological upgrades in support of districtwide safety and security upgrades are underway. Finally, the implementation of the Employee Self-Service module of PeopleSoft is in progress with a planned go-live in October 2022.

Campus Police

The Los Angeles Museum of Tolerance traveled to Palomar College to facilitate a training session on Hate Crimes for First Responders. All Campus Police Officers attended. Chief Moore extended the opportunity to officers from CSU San Marcos, Southwestern College, MiraCosta College, and Escondido Police Departments. The class provided additional insight to the plight of communities targeted for threats and violence. Officers learned the different parameters of hate crime versus a hate incident. The scheduling of a threat assessment training course is pending.

Facilities

Prop M Projects

Several athletics related projects are complete. These include the weight room relocation and aquatics improvements. The bidding process for athletic stadium projects is in progress.

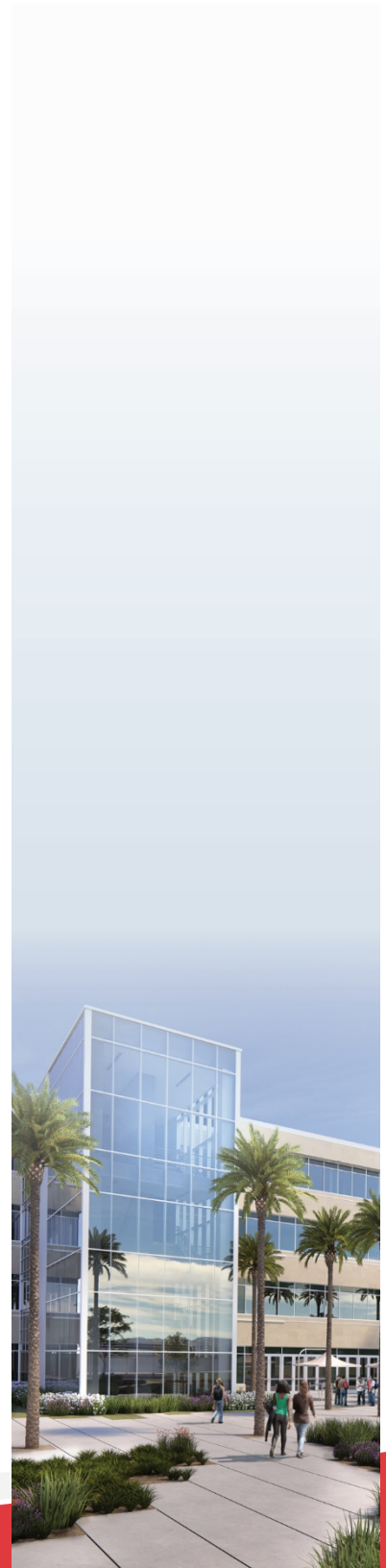
The design development phase on the Fallbrook 40 project is now complete and work has started on the construction documents. The projected submission to the Division of the State Architect (DSA) for a building permit is October 31, 2022. Work is being finalized to incorporate Native American elements into the design and space utilization plans are in the final stages.

Facilities will be working on an RFQ for a District Environmental Consultant to work on Environmental Impact Reports (EIR) and related projects as well as the information required for the new Facilities Master Plan, once finalized. The timeline indicates distribution of the RFQ in late August with a projected date of approval in October 2022.

The Dome roofing project is underway. The majority of the flat roofs are completed, and approximately 50% of the Dome itself now complete. The fencing project at the Escondido Education Center is in progress.

Strong Workforce Funded Projects

HMC architects has completed work on project concepts for the CTE department for potential funding. These include golf simulators in the old CT building, lab expansion in the HS building, ceiling fans for the welding storage building, a new sawmill structure, modifications to the DA building for expanded industrial manufacturing space, and fencing in lot 12 for automotive program vehicles and equipment. The project concepts will be evaluated by the CTE department and FY22-23 funding will be identified.



State Annual Submittals:

The 5-year construction plan is on schedule for submission to the state by August

1. Space Inventory update is in progress and is due to be submitted to the State on or before October 3.

HUMAN RESOURCE SERVICES

EEO Plan Update

Human Resources Services (HRS) continues to wait for updates from the Chancellor's Office regarding a new submission date for the FY22-25 Equal Employment Opportunity Plan. There are several pending changes to Title V that are being reviewed by the Department of Finance. As soon as we receive notification of the finalized rules, we expect a notification of a new submission timeline. The EEO Plan will be reviewed and approved by the Equal Employment Opportunity Advisory Committee (EEOAC, the Employee, Communications and Community Council, and then College Council before final approval by the Governing Board.

COVID-19 Health and Safety Work

In collaboration with the COVID-19 Response Action Team (CRAT), HRS developed a COVID-19 response flow chart to help employees and supervisors make appropriate decisions when an employee has tested positive for COVID-19, has COVID-19-like symptoms, or has been in close contact with someone with COVID-19.

HRS is also working with Information Services and Facilities to create outdoor classrooms for faculty that may have health concerns. The accommodation process addresses an individual employee's health concern but cannot address health concerns related to family members or other third parties. As such, this approach will hopefully address an area of concern and be an addition to the District's robust approach to COVID-19 safety and health protocols.

Microsoft 365

Benefits Coordinator Wendy Corbin and Executive Assistant Maria Zapien Rangel have been leading the charge on finding potential efficiencies by maximizing the resources within Microsoft 365. The results indicate approaches to better manage workload and processes. HRS will provide the information to all employees in the coming months.

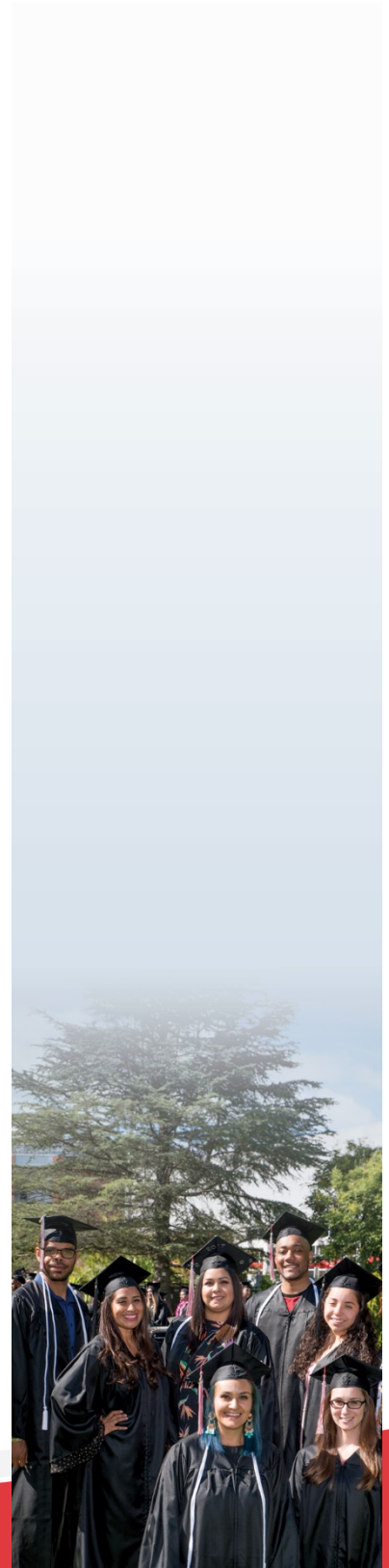
Benefits

Open Enrollment will begin in August and a postcard will be mailed to all Classified, CAST, AA, and retirees. Information on faculty related benefits is forthcoming. Open enrollment will be held electronically via eBenefits. eBenefits will send an email to employees with instructions and a link to enroll/reset their password and review/change their benefits through an employee self-service portal. The portal will allow employees to easily access their personal information.

Recruitments

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

- 25 permanent recruitments in progress



- 4 – Admin/CAST
- 19 – Classified
- 1 – Faculty
- 1 – Certificated/ECE
- 57 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

Per the District's accreditation requirement to meet standards, the Executive Cabinet is moving forward with work to *“fully institutionalize processes and practices for integrated fiscal reporting, internal controls, and financial planning to ensure long-term financial stability and effective oversight for sound financial decision-making and budget management.”* This will include implementing the PeopleSoft Human Capital Management System, which includes commitment accounting and position control, and developing a standard report with fiscal metrics and related goals as needed. Senior Director Michelle Barton, our Accreditation Liaison Officer, has created a specific timeline and list of activities to address the recommendation.

Integrated Planning

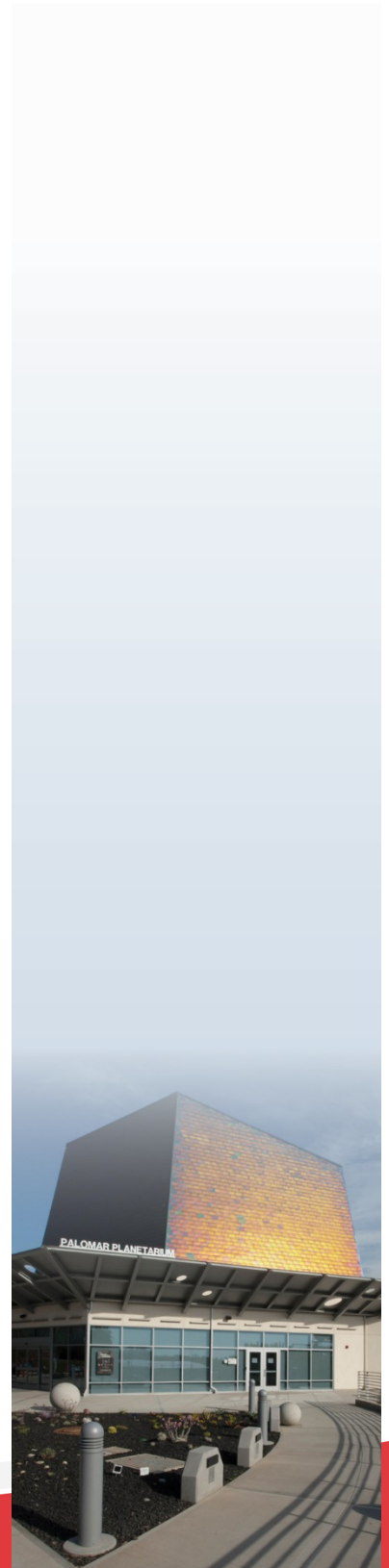
The Executive Cabinet met with District architects and educational master plan consultants on July 19 to launch the Educational and Facilities planning process. At that meeting, Dennis Astl suggested adding the new requirement from the state for a sustainability plan to the planning process. The Executive Cabinet will review this suggestion.

Institutional Research and Planning

IR&P's researchers are continuing to stay busy this summer. The Principal Research Analyst is partnering with a work team led by the Dean of Student Success, Equity, and Counseling Services to review updated equity data and develop recommendations for the College's Equity Plan due to the Chancellor's office in November. The team has requested additional data to inform their discussions. Working with the Senior Research Analyst, our Research Analyst is transitioning the College's Program Review and Planning data to the PowerBI platform to improve visualization of the data. Further, the Senior Research Analyst is creating a streamlined version of the COMET, a scheduling tool used by Instruction to develop the class schedule. This tool allows the Deans to enter planned classes and then evaluate the schedule according to projected full-time equivalent students (FTES) and Full-time Equivalent Faculty (FTEF) load. Finally, the Senior Director is working with Instruction, Student Services, and Finance and Administrative Services to develop a process for setting FTES and efficiency goals and establishing FTEF allocations.

Grants

With the new Grants Manager onboard, the work to coordinate and implement an effective grants process at the College is picking up. Our FY22-23 Perkins Title IC application (Grant ID 22-C01-060) has been reviewed and approved by California



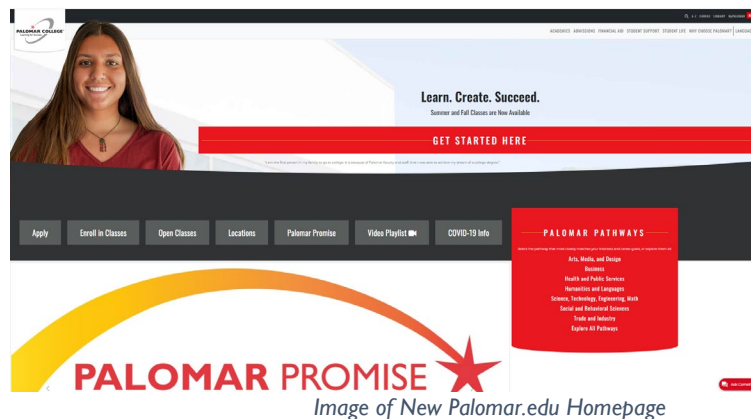
Community College Chancellor's Office. Our FY22-23 allocation of \$646,406 is a 12% decrease from last year. This is due to our headcount decrease as reported to the Chancellor's Office through the Management Information System (CTE Economically Disadvantaged Students). Based on the results of the 2022 Comprehensive Local Needs Assessment, two CTE programs are targeted this year: Emergency Medical Education (EME) and Industrial Technology - Machining (MACH).

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

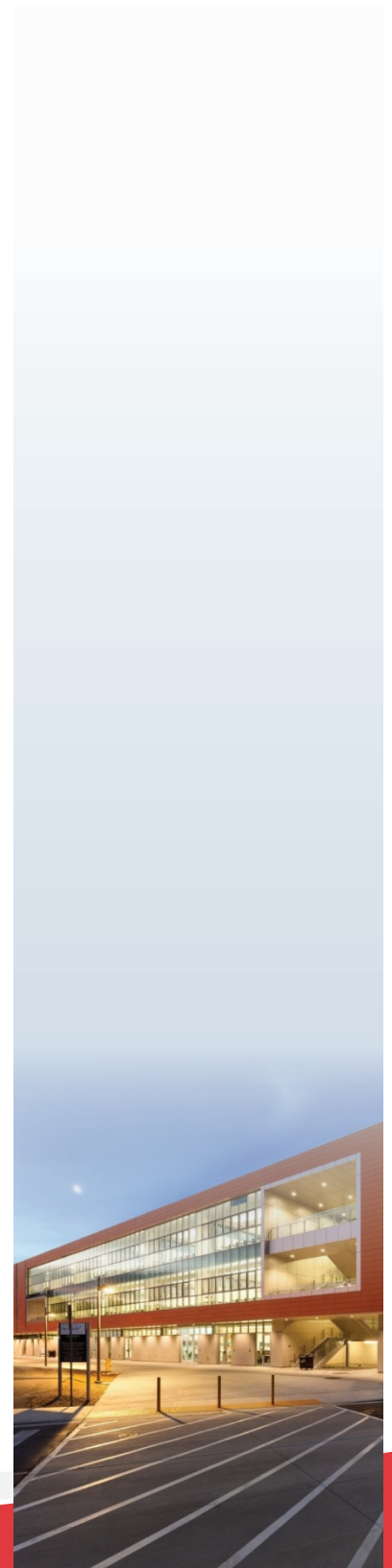
The Palomar Makes It Possible digital advertising strategy inclusive of programmatic advertising as well as brand related enrollment-focused ads continued. The strategy generates qualified traffic to the associated landing pages and palomar.edu website. In the month of June, the campaign generated nearly 785,000 impressions, while remaining cost efficient.

The new palomar.edu website launched on July 5. Compared to the previous July, we experienced a 43% increase in users, on the palomar.edu website, with 33% of this traffic coming from new users. These increases are twice the typical percentage increase. It is possible that the promotion of the new palomar.edu website design impacted these results.



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 assisted by the appropriate departments to get their questions answered.

The North County Educational Opportunity Center (NCEOC) iHeart web-streaming campaign to engage prospective students continued through the end of July. This campaign is the result of a collaboration with the Public Affairs Office and NCEOC. The campaign has generated over 690,000 impressions and features advertising in Spanish and English.



On August 1, a new Makes It Possible web streaming campaign will launch with iHeart media. The campaign includes 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. The campaign runs through September 10.

To support the fall enrollment cycle and generate increased awareness of Palomar College, the outdoor advertising campaigns has been extended through the end of August. The strategy also includes promotional signage, print, and display ads to support the Education Centers. The marketing team recently met with colleagues managing the Camp Pendleton education site to design a media plan to support FY22-23 enrollment goals. This strategy will launch in October and promote spring enrollment opportunities.

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 5% compared to this time last year. Instagram is continuing to show the largest year-over-year increase at 13%. LinkedIn followers continue to increase as well, with a 5% increase in July 2022 compared to July 2021. Followers on our recently launched TikTok channel grew 9.6% in July compared to the previous month, which is nearly twice the growth in June.

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 July, 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 financial aid were featured.

Community and Media Relations

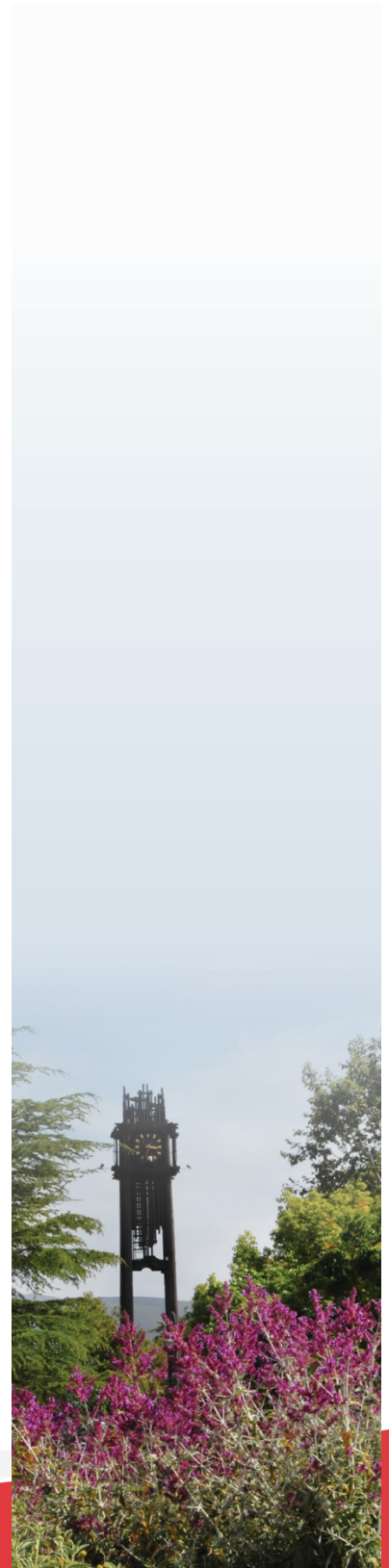
We distributed a press release announcing the [Affirmation of the Palomar College Bond Rating and Upgrade of Outlook by Moody's](#). The press release generated mentions in regional news sources. A [press release](#) regarding the two open positions on the Prop. M Bond Oversight Committee also garnered media interest. The Public Affairs Office managed three unique media interview requests for Dr. Rivera-Lacey. The first request generated this [news story on student housing](#) written by a Voice of San Diego reporter. The remaining two stories have pending publication dates in August. One is centered on the health and safety of Palomar College students and employees, and the second is a profile on Dr. Rivera-Lacey.

Internal/External Communications and Public Affairs

On July 8, we issued [Palomar News](#) to all subscribers and College employees. In July, we



Class Available Facebook Post



featured stories on the [San Marcos Children's Orchestra summer camp at Palomar College](#). More recently we published a story on the 5th cohort of the Transitions Program, now re-named [Rising Scholars](#). All of these stories can be found on the [Palomar News website](#).

FOUNDATION

Fundraising Activities

Scholarship Program

The Foundation received \$5,000 from Susan Griffin to support nursing scholarships. Susan is an alumna of the Palomar College nursing program who graduated in the first class over 50 years ago.

In lieu of the annual Honors Night event in 2022, the Foundation staff has been preparing customized photo books for each scholarship donor. Each book includes personalized thank you letters and a photo from each of their scholarship recipients. It also includes a special letter from Superintendent/President, Dr. Star Rivera Lacey and a letter from Executive Director, Stacy Rungaitis. This is the second year of doing the personalized books with plans to bring back Honors Night in May 2023.

President's Invitational Golf Classic – October 10, 2022

Plans are underway for the annual President's Invitational Golf Classic scheduled for October 10, at Maderas Golf Club. The amazing golf committee along with the Foundation staff has been hard at work and \$41,500 in sponsorships along with many auction items have been secured. This year is set to be another successful fundraising event with a great opportunity to share the impact the Foundation has on Palomar College students.

Fundraising in Action

Transitions Summer Program Graduation

The Foundation supported and attended the Transitions Summer Program completion event on July 22. The Foundation secured \$50,000 from the District Attorney's office to fund the summer program so we were delighted Monique Myers, Community Partnership Prosecutor with the District Attorney's Office attended the celebration.

Paramedic "Strategic Operations" Event – July 8

Development Officers, Kim Hartwell and Linda Moynan attended the Palomar College paramedic "Strategic Operations" event during the Trauma Block of their training on July 8. The Foundation previously secured grant funding from the Conrad Prebys Foundation of \$102,000 to purchase the Trauma FX manikin for this life-like specialized training. Photos and additional information from this event will be shared in the follow-up report to the donor.



Paramedic training with the TraumaFX simulation manikin



Community Engagement

San Marcos Meet Your Elected Officials Event

Palomar College attended the annual San Marcos Chamber of Commerce, Meet Your Elected Officials event on July 28. Dr. Star Rivera-Lacey with Board President Norma Miyamoto and Trustee Christian Garcia were in attendance, along with several Palomar College administrators, PACRA member and Foundation Board members.



Photo of Palomar College Governing Board members, administrators, foundation members, and PACRA board member with San Marcos Mayor, Rebecca Jones

