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September 2, 2022

PRESIDENT'S OFFICE

**Welcome to the 2022-23 Academic Year**

There is nothing more fun than welcoming our students to the new academic year. Our Comet Together event during the first two days of the semester had great energy and I had the pleasure of meeting so many of our incredible students.

With over 17,000 students onsite and online this semester, we can't wait to see what is in store for this new year. All of our Education Centers are fully open, and plenty of activities are planned to engage our students. Palomar News caught up with a few of our students and posted [this article](#).

**Two Partnerships Launched**

Both the Poway to Palomar Middle College at the Rancho Bernardo Education Center and the Bonsall High School Early College program at the Fallbrook Education Center started this fall. Both programs offer an incredible opportunity for high school students to pursue college credit and experience the higher education environment before they graduate. Research indicates that these students will be more college ready and likely to complete their degree or certificate.

**Fall Plenary**

We started the semester learning, collaborating, and welcoming 22 new faculty members at their orientation and Fall Plenary. There were so many incredible workshops and discussions held during the week, all of which culminated in a fun celebratory lunch in front of the clock tower.



*Dr. Rivera-Lacey, Kelly Miller and Stacy Rungaitis welcome Palomar College students*



*New Palomar College Faculty Members, Acting VP of Instruction Diane Studinka, Acting Dean Teresa Laughlin, and Dr. Rivera-Lacey.*

### **Campus Engagement**

In early August, the College Council held a retreat to discuss the formative evaluation of the governance structure and process, the frequency of council and committee meetings, and establish goals for the 2022-23 academic year. The discussion was productive and valuable as we head into this new school year.

I was thrilled to attend and present at the Extended Opportunities Programs and Services (EOPS), Promise and TRIO SSS welcome event. Palomar College is so fortunate to have dedicated teams to assist students in reaching their educational goals through academic support and financial assistance. EOPS, Promise and TRIO SSS teams also planned and implemented several enrollment events throughout the month of August. These events are paramount to our enrollment goals but most importantly an opportunity to engage students as they are in the early stages of selecting courses and identifying their financial aid needs. I appreciate the collaborative work, care and dedication of these colleagues.

As part of the Summer of Safety initiative, we gathered the parents of our youngest Comets at the Early Childhood Education Lab School (ECELS) in Escondido to discuss onsite health and safety improvements. These insights will be implemented during the fall semester.

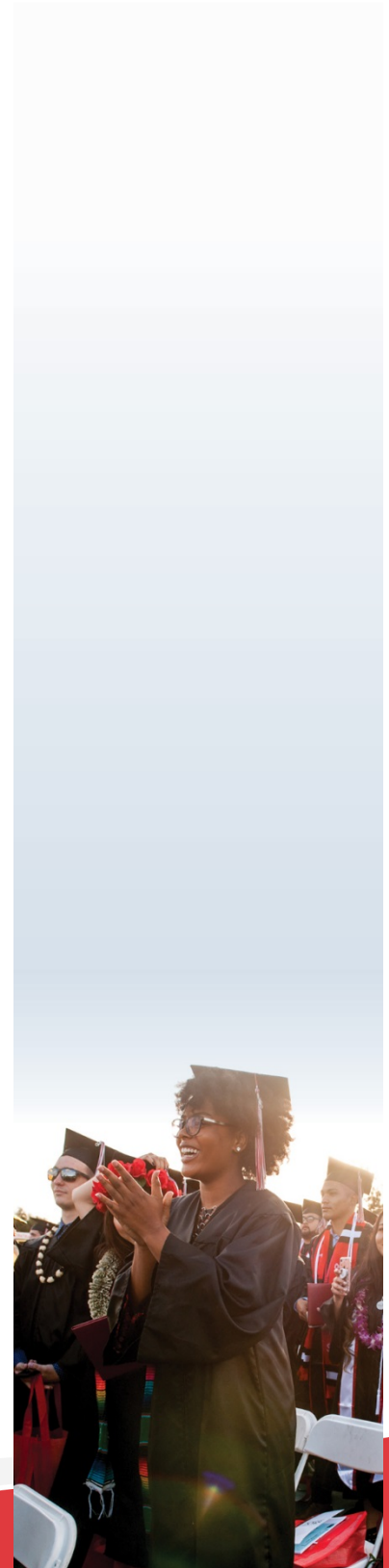
In the later weeks of the month, a meeting with leaders of the Council of Classified Employees (CCE) was held. I am grateful for the open communication with CCE as these discussions are always informative. I also attended the Palomar College Foundation Golf Tournament Planning Committee meeting and the Board of Directors meeting. Both meetings provided the opportunity to engage with some of our most valuable volunteers and donors. I am always impressed with their dedication and support of our students. Vice President Lakhani, Vice President Studinka, and I joined the Palomar Black Faculty and Staff Association (PBFSA) for their first meeting of the fall semester. It was great to connect and discuss the upcoming academic year.

### **Community Engagement**

On August 18, Congressmember Scott Peters and his district representative Cesar Solis joined Governing Board Vice President Roberto Rodriguez, Secretary Kartik Raju, Trustee Mark Evilsizer, Public Information Officer Julie Lanthier Bandy, and me, for a tour of our San Marcos campus and discussion of top legislative priorities. Congressmember Peters is a dedicated supporter of making degree attainment affordable for our students. We are working on finalizing meetings with other legislators, both state and federal.



*From left to right: Trustee Mark Evilsizer, Dr. Rivera-Lacey, Congressmember Scott Peters, Trustee Kartik Raju, and Trustee Roberto Rodriguez*



Throughout the month of August, I had several opportunities to engage with community organizations and provide an update on Palomar College. These include an opening day presentation to Classical Academy High School employees and a tour of the San Marcos Boys and Girls Club. My tour included an opportunity to connect with young people and express the importance of continuing their education. I also attended the One Safe Place North County Justice Center ribbon cutting ceremony. One Safe Place provides services for those impacted by family violence, child abuse, sexual assault, domestic violence, hate crimes, elder abuse, human trafficking, violent loss, or other crimes. Later in the month, I attended the MANA De North County San Diego event to honor National Latina Day. This was the first event of its kind and I found the content to have a few powerful reminders of the importance of honoring the diversity among us.



*Dr. Rivera-Lacey speaking to students at the San Marcos Boys and Girls Club*

## OFFICE OF INSTRUCTION

For the last two years, walking across our locations at times has looked like a ghost town. It is exciting to see more faculty and especially students onsite. Entering the endemic phase of COVID, Instruction is adjusting to meet the needs of our students. We added high demand classes prior to the start of the semester. Additionally, we are currently assessing the need to add more fast track 2 classes and adding classes where needed. I would also like to thank our deans, who worked hard over the summer to ensure their areas were ready to welcome back more faculty and students.

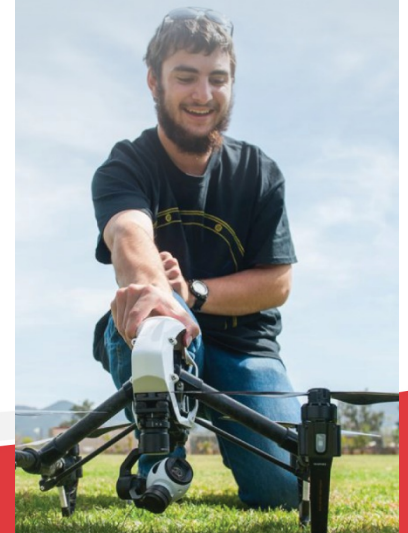
### Languages and Literature Division

A new AB 705 coordinator has been identified and the English department is working on creating a new English 100 E (enhanced class) to continue the AB 705 efforts.

The 4<sup>th</sup> floor of the Library has reopened and students have returned to group study rooms. A future ESL Student Learning event is being planned.

The World Language Resource Center is now open to students. The Center will update their cultural displays throughout the year while offering tutoring in all languages.

The Division is very happy and privileged to welcome our new Library Manager, Sylvia Contreras. Ms. Contreras brings a wealth of experience as a Librarian, including library management roles at various higher education libraries. Ms. Contreras is responsible for all library operations and the supervision of our library technician staff. Ms. Contreras also oversees operations in our Learning Resources building.





### Social and Behavioral Sciences Division

The fall semester has started with a bang. There are many face-to-face classes and we are thrilled to see students on campus. They seem happy as well! Based on demand we are adding courses to the fall schedule. Our partnerships with community and educational organizations are in progress. These include:

- Child Development courses being taught on site at the Escondido Unified School District office.
- American Indian Studies Faculty and the Indian Health Council working to encourage Native American students to enter STEM fields, particularly Health Sciences.
- The San Diego Workforce Partnership and Palomar College Alcohol and Other Drug are providing education in substance use disorder counseling.

We are adding a new partnership with the California Indian Nations College (CINC) and the American Indian Studies department to support students in taking the Cahuilla language class.

### Math, Science, and Engineering (MSE) Division

We are proud to welcome the following new employees to MSE.

- Cassandra Lochard, PhD: Assistant Professor, Mathematics
- Jonathon Jaswant Singh, MS: Assistant Professor, Mathematics
- Linda Lee Phelps, DNP RN: Assistant Professor, Nursing
- Kathleen Diamond, MSN, RNC-NIC: Assistant Professor, Nursing
- Estella Morgan, MSN, RN-BC: Assistant Professor, Nursing
- Nicole Mart, MSN RN: Assistant Professor, Nursing
- Parag Chowdhury: Assistant Professor, Biology
- Brent Hamaoka, PhD: Instructional Support Assistant IV, Chemistry

### Curriculum and Scheduling

MSE is proud to announce that during a time of nationwide enrollment decline, we have been able to add high demand classes in computer science and mathematics, and the number of STEM majors at Palomar College continues to increase annually.

### Grants

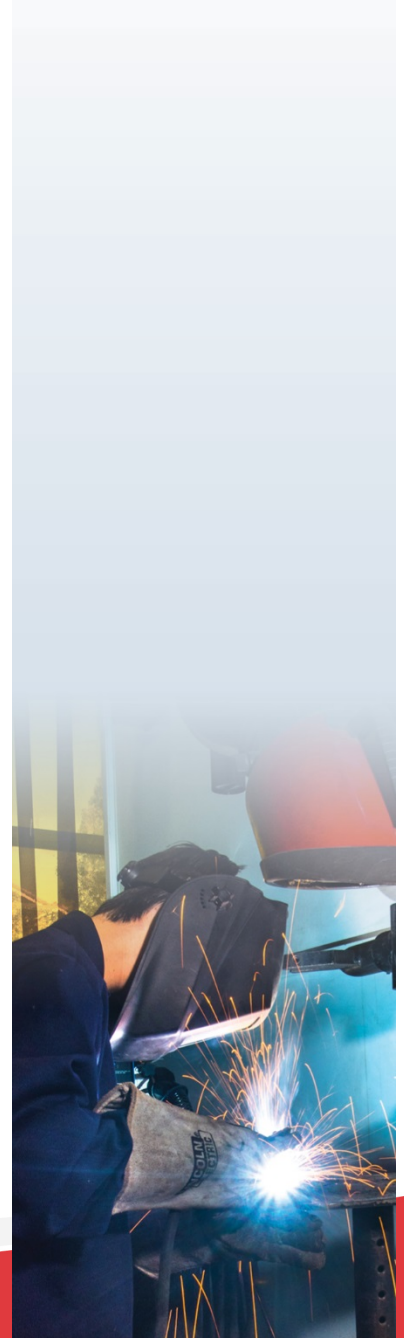
We are looking forward to continuing the work with CSU San Marcos (CSUSM) on the Bridges to the Future program that provides our students with mentorship and internship opportunities. If the CSUSM grant is renewed, our partnership will continue for an additional 5 years. We are very excited to embark on a new National Science Foundation (NSF) grant journey through 2025 with the Technology and Applications of Unmanned Aircraft Systems Managing Division.

### Student Support, Outreach, and Honors

The Planetarium has acquired a system upgrade that includes a new computer to control audio and lighting, a new box office computer and software, and new upgraded Digistar shows for patrons. We hope to resume the weekly Friday public shows in mid-September.

### Career Technical and Extended Education

This fall, our new Cabinetry and Furniture Technology (CFT) professor, Jordan Clarke, is guiding his CFT165A class to renovate the interior of the new Transitions/Rising Scholars building. During this project, Professor Clarke and his class will build cabinetry and furniture for the entry way, reception desk, living room (including a new wall for a



TV), kitchenette, and study room. This work will take place on Thursday evenings. The Transitions/Rising Scholars Program will move into the space in spring 2023. Some of the preliminary design ideas for those spaces are below.



*Planned interiors of the Transitions/Rising Scholars Program Building*

### **Rancho Bernardo and Escondido Education Centers**

An addendum was signed with National University to offer cyber security courses at the Rancho Bernardo Education Center. Palomar students will be able to matriculate to National University and enroll in upper division coursework. Palomar students receive priority placement in the program and are eligible for tuition discounts.

Palomar College and Poway Unified School District held the grand opening for the Poway Palomar Middle College program. The event was attended by Governing Board Vice President Roberto Rodriguez, Secretary Kartik Raju, Superintendent/President Dr. Rivera-Lacey, Vice President of Instruction Dr. Diane Studinka, Public Information Officer Julie Lanthier Bandy, Center Director Tom



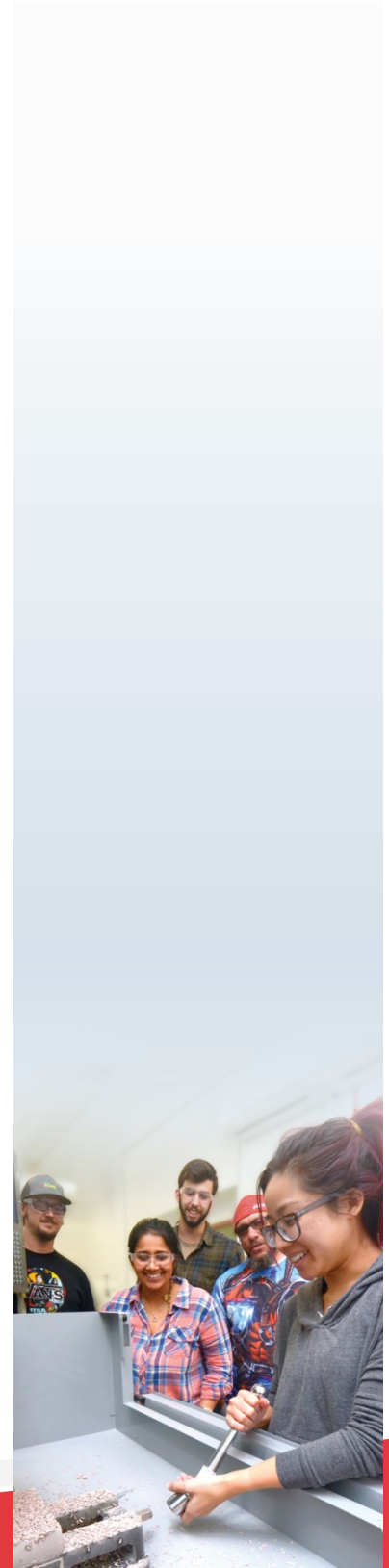
*From Left to Right: Poway Unified School District Trustees and Administrators, Dr. Rivera-Lacey, Trustee Kartik Raju and Trustee Roberto Rodriguez*

Medel, and Communications Specialist Tom Pflingsten. Trustees and administrators from the Poway Unified School District also attended. Just over 40 students attended on the first day. We are looking forward to serving the needs of Poway Unified students.

Both the Education Centers held Summer of Safety emergency readiness training, including an evacuation drill.

### **Fallbrook Education Center**

Palomar College and Bonsall High School launched an Early College Program at the Fallbrook Education Center to benefit 43 students. While Bonsall High School students have had the opportunity to take Palomar College classes at their high school site



through dual enrollment courses for a few years, this new program enables high school students to fully integrate into the college environment. Research has shown Early College high school students are more successful in their courses, significantly more likely to enroll in college, and earn a college degree than students who were not enrolled in Early Colleges.

Fallbrook Education Center Director, Ryan Williams; Glyn Bongolan, Department Chair of Counseling; Jennifer Finn, Supervisor of Dual Enrollment; and Yvette Maynard Fallbrook Center Coordinator worked on behalf of the District with Bonsall High School to formalize and launch the Early College Program.

### **Comets Affordable Learning Materials (CALM)**

Originally established as a task force in February 2017, CALM transitioned into a committee in March 2019, to educate and promote the use of low cost and zero textbook cost (ZTC) alternatives, including the creation of ZTC degree pathways. Since 2017, CALM has supported a total of 50 grants to support the creation of ZTC and ancillary materials. 25 textbooks have been created in 15 disciplines with support from CALM. 25 grants have supported the creation of ancillary course materials in 14 disciplines. Approximately 20% of all course sections at Palomar are offered as ZTC and Low Textbook Cost (LTC) classes. Two ZTC pathways have been created providing students with an opportunity to earn a certificate in Italian or French without ever purchasing a textbook. To date, we have saved students an estimated \$9,831,120 in textbook costs. The goal of CALM is to establish 80% of Palomar course offerings over the next six years to be ZTC and LTC.

### **Professional Development (PD)**

#### **FlexWeek and Plenary**

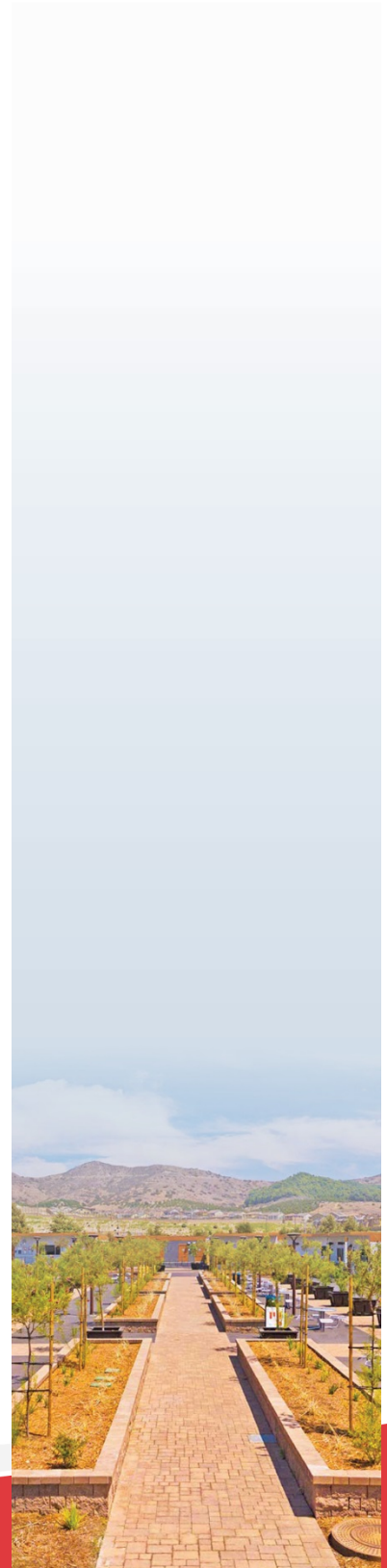
A weeklong Professional Development event via Zoom or HyFlex (in-person and/or Zoom) was held and included the general college updates, DEIAA sessions, and 80+ trainings and meetings. With multiple modalities available, 425+ attendees attended the general session via HyFlex (Brubeck and via Zoom) and there was a strong showing in our Building-in an HSI Lens session. On August 17, a session entitled Systemic Ableism and How to Combat/Dismantle It, was presented by Dr. Amanda Kraus from Arizona State University. This interactive workshop explored ableism in contemporary student affairs practice and offered strategies to create and contribute to more equitable and universally-designed services. During the session, attendees reviewed models of disability, concepts of ableism and disableism, and universal design that apply to a wide range of student services.

#### **On-boarding New Faculty**

The Professional Development team will be collaborating on several workshops to assist a new cohort of full-time faculty, as well as other trainings to aid our new and returning part-time faculty. These events occurred throughout the month of August and included: Nuts & Bolts of Teaching at Palomar College and a New Faculty Orientation.

#### **Diversity Equity Inclusion Antiracism Accessibility (DEIAA) Course Creation**

Work by a task force to develop a new course to further our DEIAA efforts continues to move ahead. Led by co-chairs Luis Guerrero and Dr. Sabrina Menchaca, the task force continues to create content on various aspects of DEIAA.





### **CCC TEchConnect**

CCC TechConnect has continued to provide the community college system with Zoom licenses to provide a better user experience and allow the community colleges to have more control over their accounts. The majority of accounts have been migrated to subaccounts, which allows for the use of a more robust Zoom PRO Canvas integration and provides more control of reporting and purchasing add-ons as the colleges see fit. 100% of the institutions will be migrated by mid-December.

The 21<sup>st</sup> annual Online Teaching Conference is complete. With over 700 attendees and 70 sessions, the in-person event was very successful. The Conference will be held in Long Beach in 2023.

Other services provided by the CCC TEchConnect continue to be adopted by the system as well. Our video interactivity service (PlayPosit) is now being used by 74 colleges and counting, and our Student Connect virtual meeting scheduler (our newest product to be rolled out) is now at 45 colleges and increasing.

## **STUDENT SERVICES**

### **Student Life & Leadership (SL&L)**

A farmer's market will be hosted at the Education Centers on Tuesdays from 10:00 a.m. to 12:00 p.m. The market will rotate between the Education Centers each week. Dates and times are pending for a Farmers Market event on the San Marcos campus. Starting Thursday, September 15, "TBT" movies will resume. This event will be held once a month on Thursdays from 1:30 p.m. to 3:30 p.m. in SU 19.

### **Student Health Services**

For the fall and spring semesters, Behavioral Health Counseling Services (BHCS) will be joined by two new interns. The 2022-23 academic year marks the third year of this valued program for our students, the BHCS team, and the interns who are studying to become a licensed therapist.

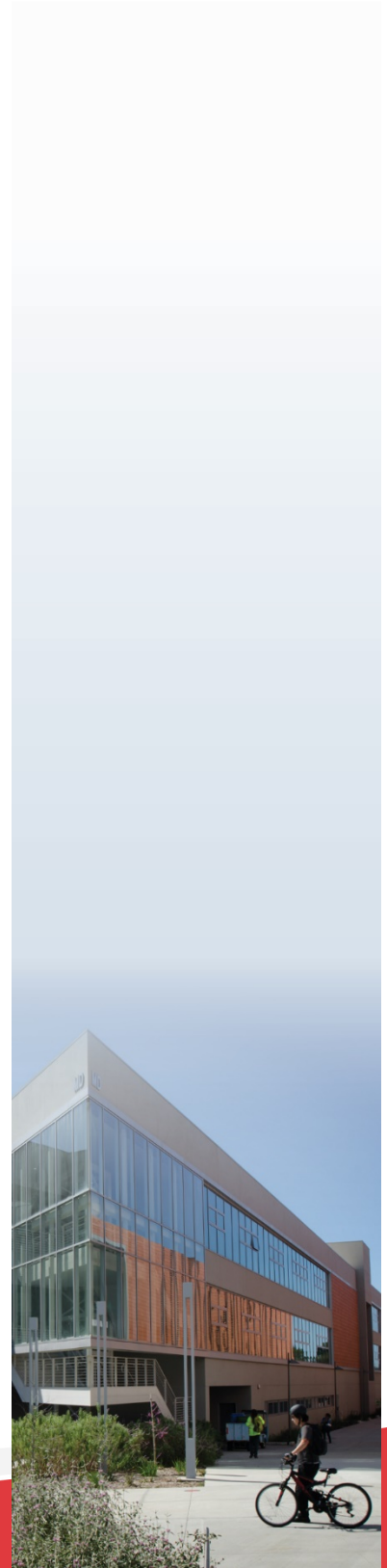
Health Services is planning COVID-19 and flu vaccine clinics in September through December for Palomar College students, employees, and family members with our community partner Champions for Health. The clinics will be available at all of the Palomar College locations.

We are excited to welcome Don Morris and Duleeka Dharmadasa to the Health Services team effective August 2022. Don and Duleeka's primary role will be as a Student Wellness Advocacy Group (SWAG) Peer Mentor.

### **Counseling Services**

#### **EOPS, Promise and TRIO SSS**

The EOPS, Promise and TRIO SSS teams collaborated to host the Virtual Welcome Days. They also hosted an in-person welcome day targeting incoming students on August 9. In addition, TRIO SSS is hosting three financial literacy workshops in September and distributed 100 laptops to students in need during the first week of



classes.

### **Disability Resource Center (DRC)**

DRC's annual College Success Day for incoming high school students and their parents was held on August 17. The Access Technology Center (ATC) in LRC-127 celebrated a grand re-opening on August 31. The ATC is an open computer lab where DRC students can study, access courses, learn about assistive technology, and get training. On September 30, from 9:00 a.m. to 1:30 p.m. the DRC and the campus community is hosting an Arboretum Beautification & BBQ. The DRC has resumed its "Access & Equity Hour" program, offering weekly discussions on various topics on how to better support our Disability Support Programs and Services (DSPS) students.

## **FINANCE AND ADMINISTRATION**

### **Fiscal Services**

The bulk of our time in Fiscal and Budget Services has been spent focusing on finalizing the fiscal year-end closing entries for FY2021-22 and developing the FY2022-23 Adopted Budget for Governing Board approval on September 6. The FY2021-22 ending fund balance reflects a healthy surplus heading into FY2022-23. This surplus is mainly due to higher than anticipated revenues, HEERF funded items that might otherwise have been paid for using unrestricted funds, and delays in receipt of items intended to be FY2021-22 expenditures due to staffing and supply chain issues.

Recruitment efforts are underway for two management positions and the Mailroom Technician recruitment process is nearing completion. These recruitments will be followed by postings for an Internal Auditor, two Accounting Technicians, and a Purchasing Supervisor.

Next up for Fiscal Services is the final year-end audit. We will be preparing in advance of the final fieldwork to be performed the week of October 31.

### **Facilities**

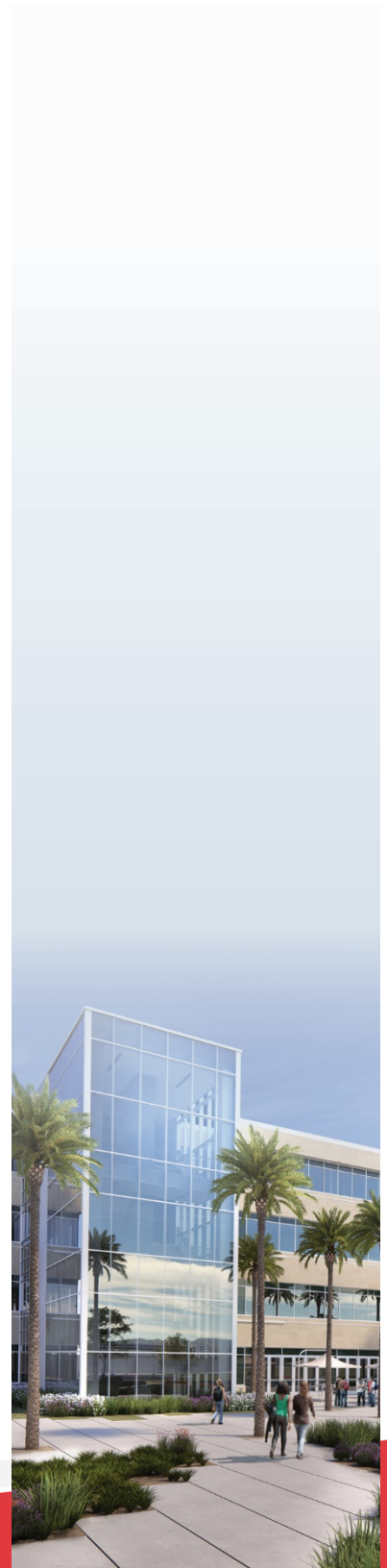
#### **Prop M Projects**

The District received four bids for the Stadium project. The lowest bid will be presented to the Governing Board for approval on September 6. If approved, construction will start before the end of September.

The Athletics Fieldhouse project plans and specifications were submitted for permitting to the Division of the State Architect (DSA) on August 8. Depending on the timeline for the DSA project review process, the bid for this project could be issued at the end of the calendar year.

The Fallbrook 40 design is now in the construction document phase, with a projected submission to the DSA for a building permit in late October. The incorporation of Native American elements into the design and space utilization plans is being finalized.

A remodel of the LL Building is in the early stages of planning. A user group meeting is scheduled for mid-September.





Facilities will be working on a Request for Qualification (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 Long-Range Plan, once finalized. The timeline indicates distribution of the RFQ in late August.

The Dome roofing project is underway and is 90% complete.

### **HEERF Projects**

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 funding. The department has approved the following to move forward to the cost estimate phase, and once evaluated a final list will be identified: golf simulators in the old CT building, lab expansion in the HS building, ceiling fans for the welding storage building, and fencing in lot 12 for automotive program vehicles and equipment.

### **Wildfire Defensible Space Project**

The District was awarded a grant by the County Board of Supervisors to design and implement a progressive “Defensible Space” concept to protect the Early Childhood Education Lab School and Arboretum areas of the San Marcos campus. The District has met with the consultants and developed the concept plan which creates the defensible space while still preserving the native endangered Diegan Coastal Sage habitat. It is anticipated that our design can be a demonstration to the community of how to create their own defensible space area in a sustainable way. It is planned to start construction after September 20 to avoid impacting nesting birds.

### **State Annual Submittals:**

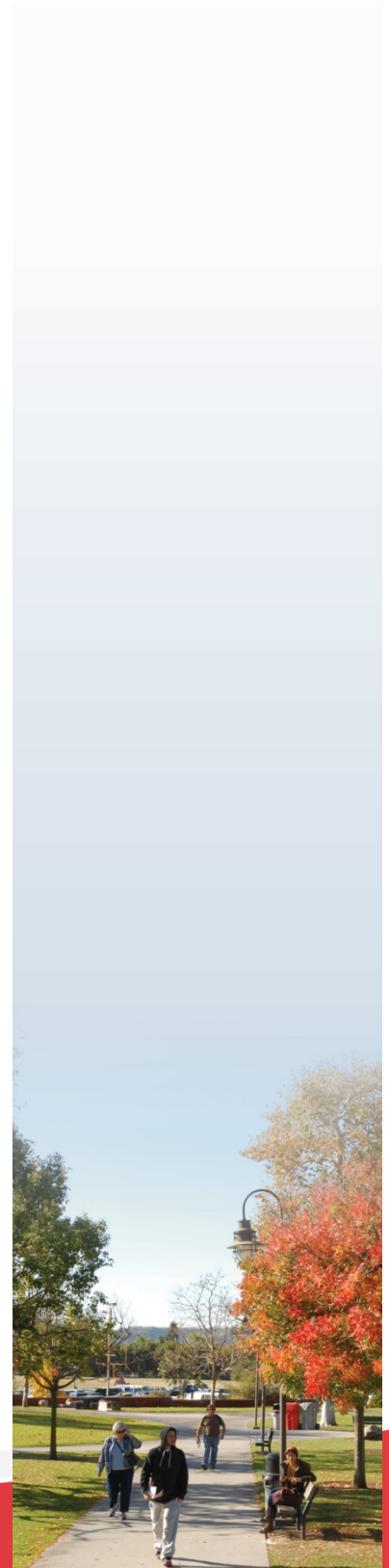
The 5-year construction plan was submitted on time to the state on August 1. A space inventory update is in progress and is due to be submitted to the State on or before October 3. A state scheduled maintenance plan has been initiated and will be submitted to the State by October 14 and the instruction support plan is due to the State by December 14.

## **HUMAN RESOURCE SERVICES**

### **Diversity, Equity, Inclusion, Antiracism, Accessibility (DEIAA) Initiatives**

#### **AP 7127 & EEO Plan**

With campus in full swing and shared governance councils meeting again, the Equal Employment Opportunity Advisory Committee and the Employee, Communications, and Community Councils will be meeting again. In the short term we will be reviewing our EEO Plan as well as a review of AP 7127 Employee Background Check. The intention of reviewing AP 7127 is to ensure the District does not create any additional barriers than required, especially for our formerly incarcerated community members.



### DEIAA Update

The Human Resource Services Division continues to work with Universal Personnel Services, Inc. to develop a report on the District's Title IX, Title 5, and general DEIAA response processes.

### Benefits

The benefits office conducted Open Enrollment during the month of August. All employees and retirees were mailed postcards and received reminder emails regarding the opportunity to update their benefits. The open enrollment Plenary events focused on employee wellness, including an employee flu shot clinic, financial wellness workshop, employee assistance program overview, and an open enrollment focused workshop. New employee plan contributions will take effect at the end of the month in October.

### Recruitments

Here are the recruitment figures as of 8/27/2022:

- 17 permanent recruitments in progress
  - 4 – Admin/CAST
  - 12 – Classified
  - 1 – Faculty
- 57 part-time faculty recruitments in progress
  - 17 additional part-time faculty postings have closed and departments are still hiring from those application pools

## INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

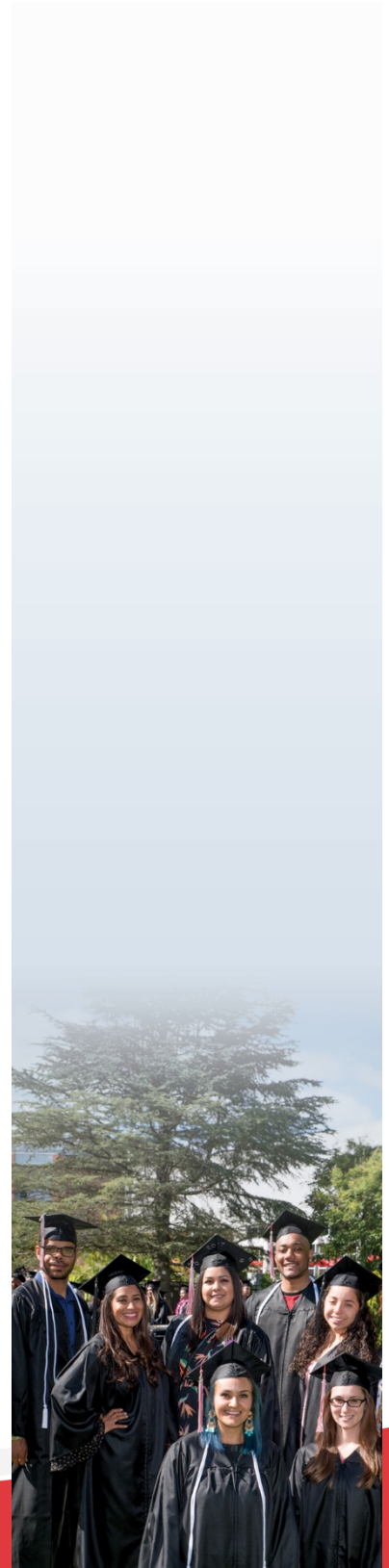
### Accreditation

The District is moving forward with its plan to fully implement the commitment accounting and position control functionality within PeopleSoft's Human Capital Management System. The Executive Cabinet will also establish a pre-work team to collect and identify possible fiscal metrics to include in an annual standard report. The first Accreditation Committee meeting for the year will be held in September.

### Integrated Planning

Constituent group leads have sent requests for participation on the Educational and Facilities Long-Range Plan Task Force. The first meeting of the Task Force will take place on September 15. Over the summer, the Office of Institutional Research and Planning organized and prepared data for the District's contracted educational planners to include in their quantitative internal and external scans. Further, the IR&P has reviewed the proposal of over 50 listening sessions and provided feedback and refinements.

On August 18, IR&P launched the 2022-23 Instructional Program Review and Planning (PRP) cycle by holding a 1.5-hour training on the process and form. This is the earliest the PRP cycle has ever been launched and provides more time for instructional departments to complete their comprehensive reviews and annual updates. Marti Snyder, Accreditation Coordinator, and Rachel Miller, Research Analyst, are to be commended for all of their work to generate this result.



### **Institutional Research and Planning**

The research team continues to stay busy. The Principle Research Analyst has completed the Student Equity Plan Disproportionate Impact Analysis 2022 Report, which is under final review. The revised and refreshed COMET tool which helps deans develop the class schedule is nearly finished. With the exception of student completions, all PRP data is updated and posted in the new PowerBI format on the website. Once Records and Evaluations department provides the “all clear” notification, the IR&P team will pull the completions data and transition it to the new reporting platform.

### **Grants**

Our new Grants Manager has developed a draft proposal for seeking and managing grants. The proposal will be reviewed by the Executive Cabinet for guidance and approval within the next month. The Rising Scholar Network agreement will be presented to the Governing Board at the September 6 meeting. This 3-year grant from the California Community College Chancellor’s Office provides \$172,000 a year to support the Transitions/Rising Scholars program which seeks to support incarcerated and formerly incarcerated students. The funds will be used to hire faculty to engage in activities such as supervising study sessions, developing curriculum, and attending events during off-contract times. In addition, students will receive direct support such as scholarships for participation, high GPAs, and transit/gas cards. The program is led by Dr. Nora Kenney-Whitley.

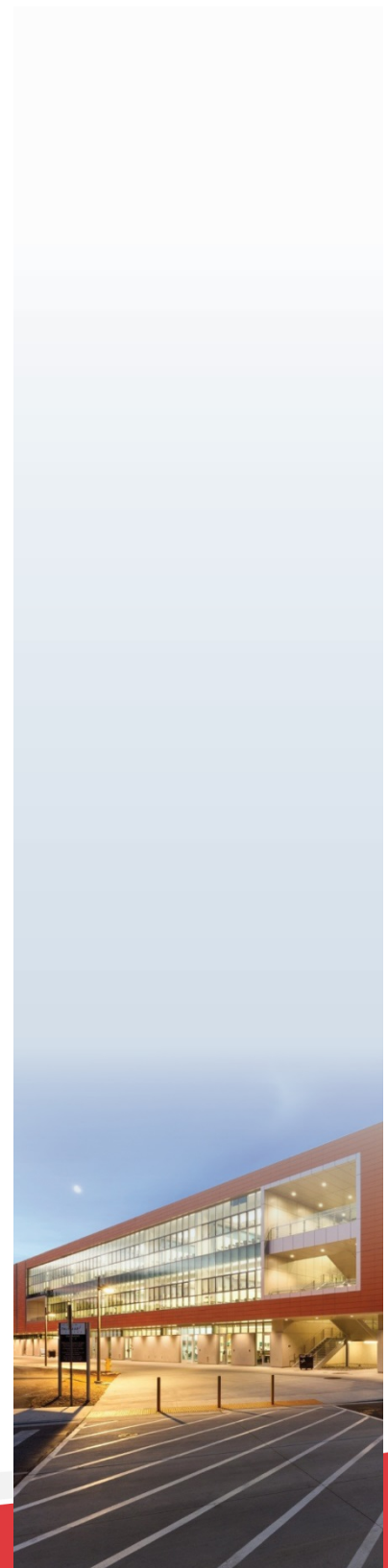
The District just closed out a professional services agreement with the Indian Health Council to support their National Institute of Health’s National Institute of General Medical Sciences (NIH/NIGMS) Native American Research Centers for Health (NARCH). NARCH works to enhance the support for American Indian and Alaska Native (AI/AN) students in STEM programs to address the persistent gaps in educational attainment. Bringing together faculty from CSUSM, San Diego State University and the University of California San Diego, during this past year marked the first time the grant has been written to officially include community college representation. Specific program components by project lead, Seth San Juan, include the recruitment and mentoring of students throughout their time at the College. It is anticipated that Palomar College will receive Year 2 funding from the Indian Health Council for Seth San Juan to conduct similar activities in FY22-23.

## **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 July, the campaign generated over 825,550 impressions, while remaining cost efficient.

The new palomar.edu website continues to perform well. Compared to the previous August, we experienced a 63% increase in users, on the palomar.edu website, with 15% of this traffic coming from new users. The increase in overall users is an outstanding





result.

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 and summer semesters. The data set was refreshed in late August to include students who were previously registered and not enrolled in the fall 2022 semester. This campaign is designed to engage these students on social media 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.

On August 1, a new Makes It Possible web streaming campaign launched 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 campaigns runs through September 19 and has targeted ads to promote career training as well as general academic programs.



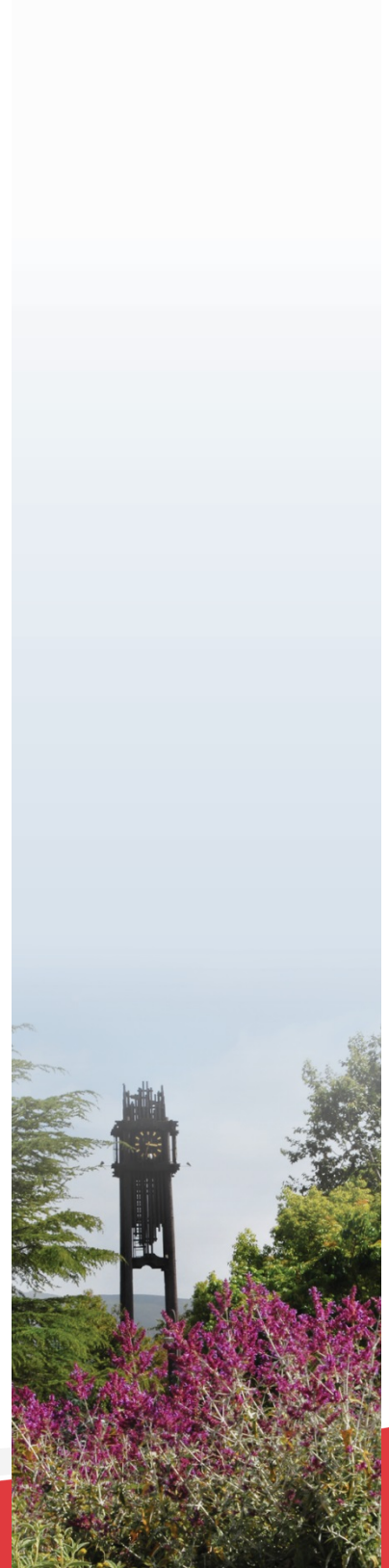
*Sample iHeart Display Campaign Ad*

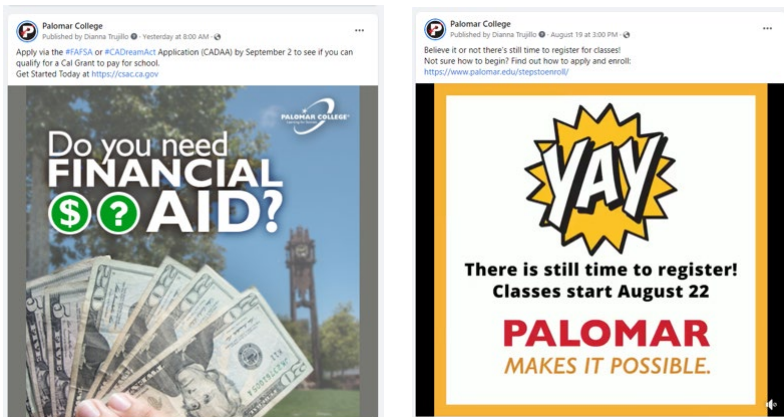
The outdoor advertising campaign ended in late August. A new outdoor campaign will begin in January. The portion of the strategy that includes promotional signage, print, and display ads to support the Education Centers is scheduled to continue through the first week of September. The campaign to support the enrollment goals at the Camp Pendleton site is in development and will feature targeted advertising placements in multiple locations on base. The campaign is scheduled to start in October and will focus on promoting enrollment for the spring semester.

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 14%. LinkedIn followers continue to increase as well, with a 5% increase in August 2022 compared to August 2021. Followers on our recently launched TikTok channel grew 14% in August compared to the previous month.

Social media remains the 4<sup>th</sup> 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 August, our social media posts centered on supporting enrollment goals for fall, reminders regarding fall health and safety requirements, including no longer needing a COVID-19 vaccination to register for classes. Low enrolled classes and student support services, such as financial aid were also featured.





Facebook posts regarding Financial Aid and Class Availability

### Community and Media Relations

We distributed a press release announcing the [Opening of the Poway to Palomar Middle College](#). The press release generated mentions in regional news sources, including the San Diego Union Tribune, and three television news stations. One station, KPBS conducted an onsite [interview of Dr. Rivera-Lacey](#). A [press release](#) regarding the start of the fall semester at Palomar College garnered press mentions in San Diego Metro Magazine and Coast News. The Public Affairs Office engaged with ABC KGTV News on August 30 to provide information regarding fall enrollment results. The story aired on the morning news on August 31 and it is available [on the KGTV ABC News website](#).

### Internal/External Communications and Public Affairs

On August 5, we issued [Palomar News](#) to all subscribers and College employees. In early August we featured stories on [Transitions/Rising Scholars Founding Faculty Member Martin Leyva](#), and a young [Palomar Student Seeking Success in Music](#) who got her start through a summer music program at Palomar. We also distributed a story that captured [Student Perspectives](#) as they returned to onsite classes. All of these stories can be found on the [Palomar News website](#).

## FOUNDATION

### Fundraising Activities

#### Scholarships Revenue

Kevin Mason established the Donna Mason Nursing Scholarship in memory of his sister who passed away recently and was a graduate of the Palomar College nursing program. The endowment was established with a gift of \$25,000 and will be added to annually.

The Foundation received an additional \$5,000 from the Assistance League of Inland North County to support nursing scholarships. In addition, the Foundation received \$40,300 from the Bernard Osher Foundation/Foundation for California Community Colleges to support a variety of fall Palomar College scholarships. This is a matching scholarship that was set up in 2009, generating annual scholarship revenue between \$60,000-\$80,000. Fall scholarships totaling over \$200,000 were disbursed to Palomar College students during the week August 22.



**Grants**

The Foundation received approval of a \$15,000 grant from the Escondido Community Foundation. This support will allow the district to purchase first responder technology (iPads) for the EME and Paramedic Programs at the Escondido Education Center. The iPads will provide students with the real-life simulation of required field work.

**President’s Invitational Golf Classic**

The President’s Invitational Golf Classic golf committee met on August 22 to continue to work on event plans. Revenue to date is nearly \$100,000 with six weeks remaining until the event. An online auction will be included again this year. The Golf Classic will take place on October 10 at Maderas Golf Club and is the largest fundraising event for the Foundation.



*Dr. Rivera-Lacey with the Golf Classic Planning Committee*

**Foundation Board of Directors**

The Foundation Board of Directors held a meeting on August 29. In addition to regular business, two students from the Transitions/Rising Scholars program addressed the Board. The Board was thrilled with the presentation as this program is heavily supported by the Foundation.

The Foundation Board Nomination and Board Development Committee met on August 26 to discuss membership for 2023. As we continue to strategically build the Board of Directors, the Committee will pursue three new members to join the Board in 2023.

**Student Resources for Fall Semester!**

With the start of the semester, the Foundation has been busy with hundreds of student Emergency Grant requests. As a core program of the Foundation, students experiencing an emergency may apply for funds to help support their need in order to stay in school.

Executive Director, Stacy Rungaitis joined Dr. Rivera-Lacey and Kelly Miller in welcoming students to campus and ensuring they were able to find their classrooms and way around campus. Stacy also addressed the campus community at the General Session at Plenary on August 19.

**Community Engagement**

County Supervisor Lawson-Remmer hosted a Community Roundtable at the Carlsbad library. Foundation Executive Director Stacy Rungaitis and Public Information Officer Julie Lanthier Bandy, attended to make this important community connection. Supervisory Lawson-Remmer was interested in the challenges facing attendees, as she hopes to be able to provide resources and solutions.

