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September 30, 2022

PRESIDENT'S OFFICE

National Community College Hispanic Council (NCCHC)

On September 16, I was approved as one of the newest NCCHC Board of Directors. NCCHC works to prepare Hispanic leaders for community and technical colleges across the U.S. As a former fellow of the Council, I am honored to be selected and give back to an organization that helped me prepare to lead such an incredible institution.



Superintendent/President Dr. Rivera-Lacey and leaders of the NCCHC Board of Directors

2035 Educational and Facilities Vision Plan

During this past month, a significant amount of work has gone into the initial stages of research and engagement for the 2035 Educational and Facilities Vision Plan. This work includes the distribution of invitations to hundreds of community members and partners throughout our district to join one or more of the upcoming 60+ vision sessions. It is our goal to have as many Palomar Comets and our supporters to join our vision sessions. I am grateful to Michelle Barton, Julie Lanthier Bandy, Stacy Rungaitis, and Marti Snyder for their time and dedication on this portion of our 2035 planning.

All African Diaspora Education Summit 2022

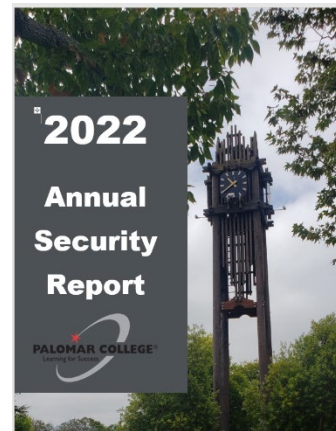
Along with 300+ community college educators from around the state, three of our Palomar employees Carmelino Cruz, Mercedes Tiggs, and Brikiya Cephus traveled to the University of Cape Coast in Ghana, Africa, to attend the All-African Diaspora Education Summit. This year's summit focused on the policy initiative, Beyond the Return. Be on the lookout for a feature article about their experiences in an upcoming edition of [Palomar News](#).

2022 Annual Security Report

The 2022 Annual Security Report is complete and has been distributed to all employees and students. Please click on the image to review the report.

2023 Wheelhouse Fellow

I recently learned that I have been selected as a 2023 Wheelhouse Fellow. Wheelhouse, part of the UC Davis School of Education, is a Center for Community College Leadership and Research. The institute selects



15-18 CEOs yearly to participate in the program. The curriculum is specifically designed to support CEO performance, increased effectiveness, and provide an expanded network of resources.

Latinx Heritage Month

On September 28, City of San Marcos Mayor Rebecca Jones and the City Council presented Palomar College with a Proclamation recognizing Latinx Heritage Month and specific accolades for the work we do within the region to serve students. Latinx Heritage Month celebratory activities will continue on campus through October 15 and include a movie screening, free food, workshops and lectures. Our Ethnic Studies department has posted an [event calendar here](#).



Mayor Rebecca Jones and San Marcos City Council present Superintendent/President Dr. Rivera-Lacey and Executive Cabinet members with a proclamation.

Campus Engagement

The start of the fall semester continued with a number of connections with faculty and staff. These opportunities included the first College Council meeting of the semester, and meetings with the leadership of the Palomar Faculty Federation (PFF), Council of Classified Employees (CCE), Administrative Association (AA), and Confidential and Supervisory Team (CAST) leadership. I also enjoyed meeting with the Palomar Black Faculty and Staff Association (PBFSA) members. I can already tell that the fall semester will be one of high productivity with a dedicated commitment to teamwork.

At the most recent meeting, the Puente Program faculty members, and Program Coordinators, Sonia Gutierrez, and Cynthia Cordova provided their students with leadership and networking opportunities. It was inspiring to connect with these students and see our talented team in action. The Puente Program is a national award-winning program that has helped thousands of students transfer to a university, earn degrees, and return to the community as leaders and mentors to future generations.



I had the pleasure of participating in the Associated Student Government Fall Leadership Retreat. The agenda was packed with engaging topics and fun opportunities to connect with our newest leaders. I am grateful to Director, Sherry Titus and Supervisor, Pippa Pierce for organizing the two-day training.



Superintendent/President Dr. Rivera-Lacey and ASG leaders

It was a pleasure to gain a sneak-peak screening of “Almost Home”, a film produced by Palomar College Television (PCTV). The film follows students who have completed the Rising Scholars (Transitions) program, and their life experiences and plans for the future. This was an eye-opening experience, and I can’t wait to share it with our community at-large. We are building a timeline for showings and will keep you informed. I would not be surprised if PCTV wins another Emmy for this powerful film.

My monthly Open Office Hours re-started this month. These half hour sessions enable me to engage with our employees on the topics that they feel are priorities for Palomar College. With each meeting, comes new learnings, increased collaboration, and meaningful connections. The Open Office Hours schedule can be found [on this webpage](#).

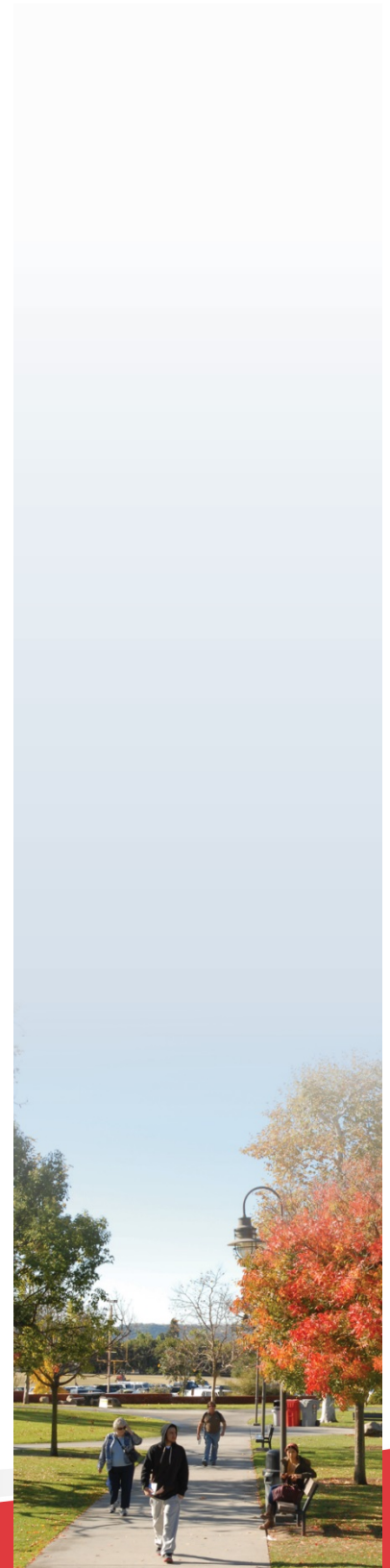


Palomar College Football game vs. the College of the Canyons

It was a great win for Palomar College Football against the College of the Canyons on September 24. I was joined by a plethora of Comet fans, including Trustee Christian Garcia, and a large group from CCE #4522.

Community Engagement

I attended the “Creating Brighter Futures” fundraising event for A Step Beyond. I currently serve on the board of this youth development organization (based out of Escondido) and work is underway in creating a more streamlined process for students to choose Palomar College for their educational needs. Other educational partners in attendance at the event included Vista Unified School District and CSU San Marcos.



The North County African American Women's Association's (NCAAWA) Annual Gentlemen's Gourmet Scholarship Fundraiser event was fantastic. Dr. Sunny Cooke, Superintendent/President of MiraCosta College and I were joined by incredible community leaders and elected officials. The NCAAWA is a non-profit organization dedicated to providing a support network through education, health, awareness, and life skills programs for women and girls in San Diego North County to increase their self-sufficiency.

On September 12, I attended the Promise2Kids "2022 Dream On" Fundraiser. Promises2Kids is an amazing organization that supports foster youth throughout the region. It was a wonderful opportunity for Palomar College, other community colleges in the region, and university educational partners to support their fundraising efforts. It was great to experience the region coming together to impact a population that is so deserving of support and guidance.

The San Marcos Boys and Girls Club invited me to participate as a judge, alongside other community leaders, for the 2023 Youth of the Year competition. I was really inspired by the contestants and it was a joy to meet them all. The level of competition was impressive. The winner was announced on September 29, which was really fun to watch.

Trustee Mark Evilsizer and I attended the inaugural Teach for America Inclusive Excellence in K-12 Education convening event. The goal of this convening was to foster greater inclusion in the K-12 education system by bringing together people from different sectors and asking them to commit to diversifying the K-12 education workforce. I was able to re-connect with San Diego Community College District (SDCCD) colleagues, as well as other education leaders in the region.

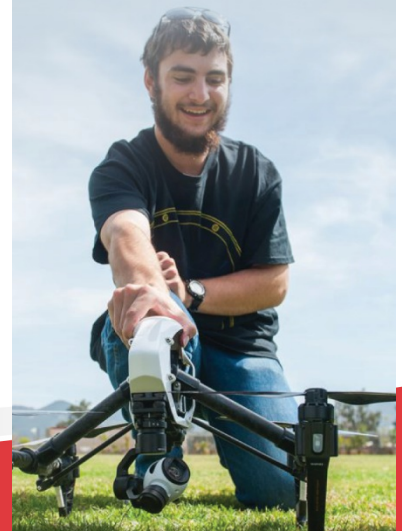


Superintendent/President Dr. Rivera-Lacey, SDCCD Chancellor's Liaison for Community Engagement Dr. Faulconer Boger, and President of San Diego College of Continuing Education, Dr. King

On September 29, CSU San Marcos President, Dr. Ellen Neufeldt, hosted the 2022 "Power of Us" Report to the Community. Like Palomar College, there are so many incredible initiatives and accomplishments at our partner institution. We are looking forward to our continued collaboration. I was joined by Pete Rogers, Chair of the Palomar College Foundation, and Palomar College team members Julie Lanthier Bandy, Patricia Menchaca, Linda Moynan, Nichol Roe, Stacy Rungaitis, Justin Smiley, Diane Studinka, and Susan Wyche.



CSU San Marcos President Dr. Neufeldt and Superintendent/President Dr. Rivera-Lacey



OFFICE OF INSTRUCTION

On Tuesday, September 13, Acting Assistant Superintendent/Vice President of Instruction, Diane Studinka had the privilege of accompanying Governing Board members Mark Evilsizer and Kartik Raju for the Military Leadership briefing for United States Marine Corps Sergeant Schools at Camp Pendleton. Associate Dean Nichol Roe, faculty lead Professor Candace Rose, Professor Jason Jarvinen, part-time faculty Melissa Balcome, and Manager of Outreach and Onboarding Deanna Shoop, joined the event. The briefing was a success with 40% of the Marines in attendance applying to Palomar College.

The briefing demonstrated the extensive work done by the Palomar team to build and support the Military Leadership program. Once the students apply, Military Leadership Director Tory Haynes and her team work to ensure a smooth enrollment process. The visit uncovered some areas of need for additional support. Dr. Studinka and colleagues from the Military Leadership Team, Student Services, and Information Services are working to address the areas of need and find ways to continue to support the program.

Languages and Literature Division

The English department held its annual Professional Development Day on September 29 and discussed curriculum. A meeting is now planned with Poway Adult School to discuss adjustments to curriculum in the wake of AB 705. The department is grateful to the Palomar College Foundation for grants that help pay for food and materials to organize these events.

The English as a Second Language (ESL) department also held a Department Community of Practice Professional Development workshop. They discussed student success data. Enrollment in ESL continues to increase, and the division is grateful to VPI Studinka for supporting adding classes to meet the demands of students.

The Tutoring department has set its objectives for this term. In addition to offering expanded learning opportunities: workshops, supplemental instruction sessions, embedded tutoring, online tutoring, once the co-location is completed the team will focus on implementing a process to recruit peer tutors regularly and consistently. The Tutoring department will work closely with department chairs and faculty to identify students with potential as tutors.

Social and Behavioral Sciences (SBS) Division

The fall semester is progressing well. The SBS division has had very few class cancellations and is adding classes where there is demand. Our partnerships with the Pala and Morongo tribes are continuing as well as with Escondido Union School District and the San Diego Workforce partnership.

Our Ethnic Studies department has put together an amazing array of guest speakers and activities for Latinx Heritage Month that began on September 19 and will continue through October 14. Angelica Yanez and Alex Gomez deserve recognition for their work on this project. We are beginning to develop the Summer 2023 class schedule and are working hard on Program Review Planning.



Math, Science, and Engineering (MSE) Division

Curriculum, Scheduling and Partnerships

The Math department is supporting the needs of the Career, Technical, and Extended Education division with math competency changes associated with AB 705 requirements.

The Chemistry and Biology department chairs, Jennifer Zabzdyr and Richard Albistegui Dubois, are engaging in conversations with Western University to discuss a potential partnership that can move students from Palomar College directly into a Doctor of Pharmacy program.

Dean Menchaca will be touring the biology and engineering labs at CSU San Marcos with colleagues Dr. Bianca Mothe, CSU San Marcos Professor of Biological Sciences, and Dr. Reza Kamali, CSU San Marcos Associate Professor of Electrical Engineering.

Student Support, Outreach, and Honors

In only 4 weeks the Math Center has registered 265 students in the supervised tutoring class. This is slightly below the number of students enrolled at the end of fall 2021. We are excited to see the increased number of students and services will be expanded to meet the demand.

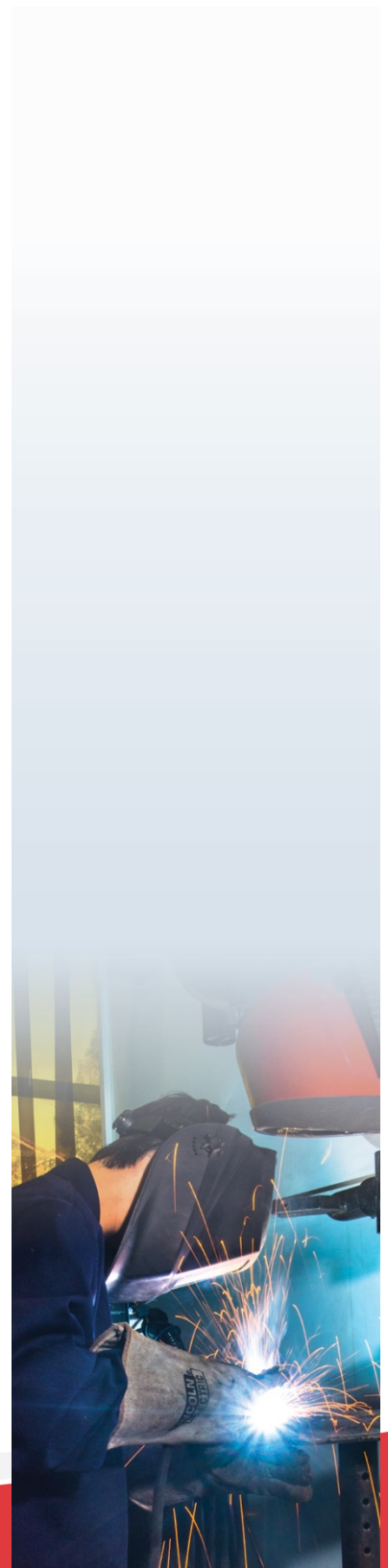
Career Technical and Extended Education

Fire Academy

On September 10, recruits of the 62nd Palomar College Fire Academy participated in the San Diego 9/11 Memorial Stair Climb to commemorate the 21st anniversary of September 11, 2001. The event brings together firefighters, police officers, military personnel, and civilians, where together in a spirit of remembrance and courage, they honor the memories of those lost 21 years ago. The 62nd Fire Academy successfully raised over \$800 to support FirefighterAid, an organization that is dedicated to helping San Diego County firefighters and their families during times of sickness, death, and distress.



62nd Fire Academy Students



Emergency Medical Education (EME)

Currently EME has 22 Paramedic students finishing clinical rotations and will soon start field internships. At the end of October, we expect to graduate 25 Emergency Medical Technician students from Camp Pendleton.



Emergency Medical Technician Students

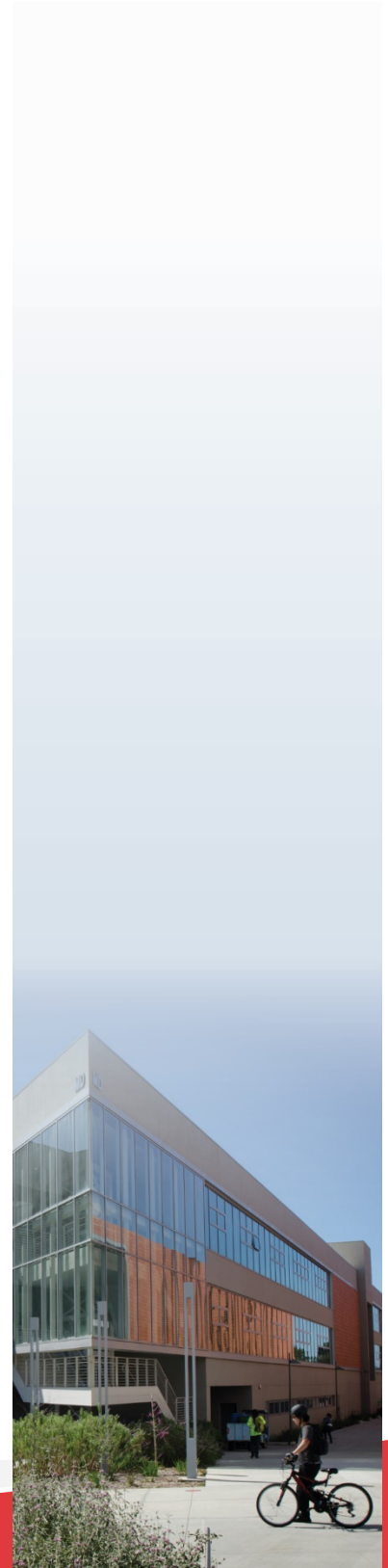
Police Academy

The Police Academy underwent program revisions to decrease the number of units and total hours, and reduced the total cost to students by nearly \$1,500. These changes will take place in 2023 and address the financial burden on students, which is one of the greatest barriers to enrollment. The program is now better aligned with the Administration of Justice program offerings, allowing students to continue their education toward associate degrees.

The Academy Coordinator is now a discipline expert for law enforcement in the Credit for Prior Learning (CPL) program. Through CPL, peace officers who have completed a Basic Police Academy in California may petition for credits through their industry certification toward an associate degree in Administration of Justice (AJ). The Coordinator is working with the CPL Coordinator to create a CPL guide that will be marketed to local law enforcement agencies in the coming months.

The police academy was certified by the Commission on Peace Officer Standards and Training (POST) as a PC 832 Arrest Course presenter, which satisfied a regional need for this mandated training for city, county and local agency personnel who have limited peace officer enforcement powers (e.g., probation officers, code enforcement, humane officers, fire marshals, etc.). We have offered eight courses since March, with a final ninth offering in October 2022. Each class has been filled to capacity and continues to be in demand and has generated about \$25,000 in revenue.

We are currently developing additional community education fee-based courses to serve regional public safety agencies. One course is the 24-hour PC 832 Firearms Course, which is a verified need for this region. We are also developing POST-certified courses in Campus Law Enforcement (40 hours) and Campus Security Guard (24 hours), which will meet state mandated requirements for those serving at K-12 schools or community college police departments or working security on a school campus. These courses are expected to launch in Spring 2023 and will be offered 2-3 times per calendar year.



Rising Scholars (Transitions) Program

Since 2020, the program at the Vista Detention Facility (VDF) has moved to asynchronous remote learning and even paused for a couple of terms in 2022. As of the fall semester, however, classes are again offered at the VDF, with professors visiting the facility for limited face-to-face instruction. The VDF has requested 4-week classes to enable more students to complete courses, and the first classes to take place are Cinema 100 with Professor John McMurria, and Chicano Studies 101 with Professor Alex Gomez. All classes take place in the Veterans Housing Module within the VDF.

Fallbrook Education Center

The Fallbrook Education Center and Camp Pendleton site have created a new page on each of their websites to better support faculty. These pages are password protected (contact Director Ryan Williams for password) and contain a lot of the information that is included in our faculty handbooks for both locations, making it easy to access on the go. Some features include parking, safety and security, classroom characteristics, equipment, procedures, amenities, test proctoring, support services, base access, and maps. The new webpages and passwords are shared with faculty teaching at these locations each semester, their department chairs and Academic Department Assistants. Yvette Maynard, Education Center Coordinator, is recognized for all her work to make things easier for faculty teaching at these locations.

As a part of Dr. Star Rivera-Lacey's Summer of Safety and beyond, the Fallbrook Center conducted active shooter training on September 14. This training included the recommended video training as well as additional information and a question/answer session provided by Campus Police Officer Gerard Perez. This safety preparation activity was in addition to the Fallbrook evacuation drill conducted in August.

STUDENT SERVICES

Financial Aid and Veteran Services

Both the Financial Aid Office and Veterans Services are excited to be on campus, with new team members and engaging students in person.

Financial Aid Office

The Financial Aid office is very excited to welcome 3 new Financial Assistance Analysts. Filling these vacancies has already positively impacted the team, our ability to provide services and engage with our partners in the District. In the past month, we have been able to assist at the Vista Detention Facility, co-present with CSU San Marcos at Escondido High School, present in both English and Spanish at Rancho Buena Vista High School and Poway High School. For the Fall term we have awarded and disbursed:

2,253 Pell Grants awards of \$2,111,561.00

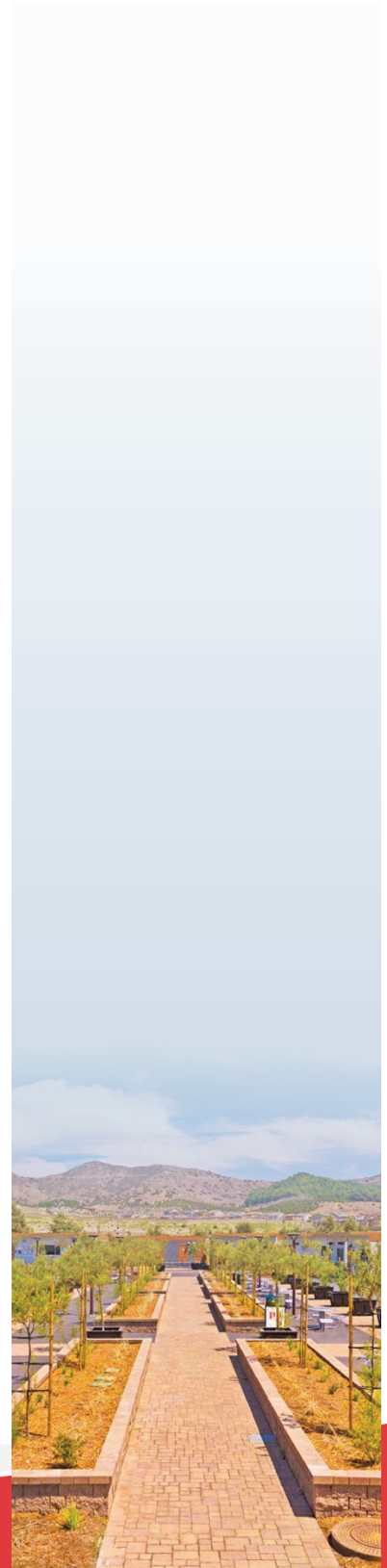
590 Cal grant awards of \$506,848.00

2,504 Book Store awards of \$626,000.00

125 External Scholarship awards of \$128,122.00

509 Palomar College Foundation awards of \$214,975.00

Please note, additional awards and future fall disbursements are not included in the above data.



The annual Fiscal Operations Report and Application (FISAP) to participate in future Campus Base aid is complete. Our Annual Financial Aid MIS file due to the Chancellor's Office is a primary focus as well as our campus partners for our Title IV recertification.

Veteran Services

The Veteran Services team is also extremely excited to welcome new employees. These additions, enable the team to provide critical services and increases visibility. Veteran Services has been hosting "Chat and Chows" with our Veteran students, offering lunch and support services from other resource areas, for example Financial Aid.

Student Life & Leadership (SL&L)

Student Life and Leadership assisted with a 2-day Club Rush event and Associated Student Government (ASG) Comet Hour. Advisors Sherry Titus, Pippa Pierce, and Kimberly Rocca presented at the ASG Fall retreat.

Student Life and Leadership hosted two game days for students in the Access and Engagement Center. These included a foosball tournament, and Uno and Jenga sessions.

Tabling by community vendors has returned to the Student Union and Farmers Markets are active at all locations.

Counseling Services

Career Coffee Hours sponsored by the Career Center have resumed this fall. Employer visits are scheduled to come to campus, "Handshake" student workshops are being offered this week to help students with their "Handshake profiles".

Umoja students are actively coming to our program porch talks and club meetings, and we are excited to be able to take students to the first in-person Umoja conference since the pandemic in Orange County this November.

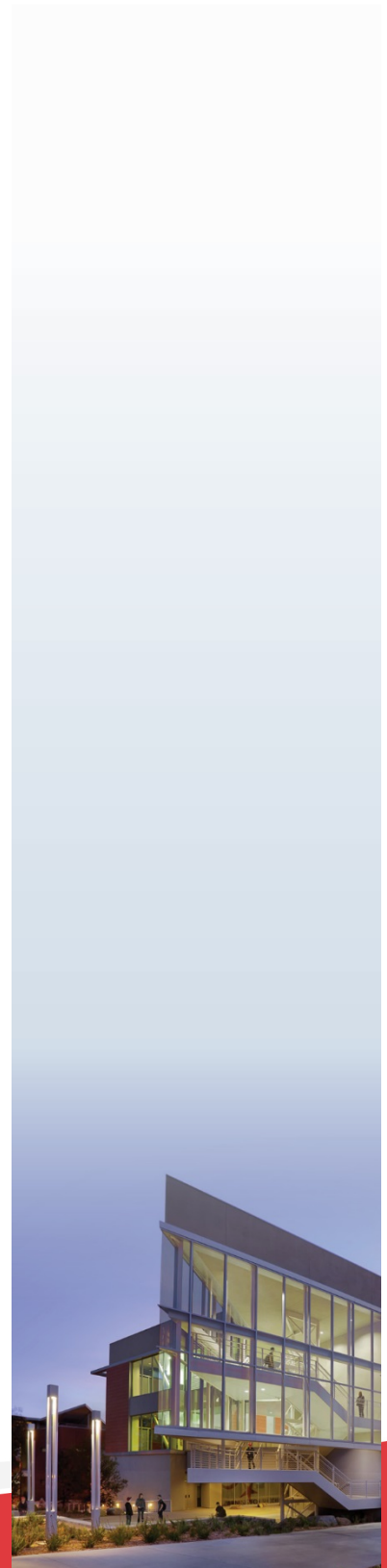
Student Health Services

Student Health Center

The Student Health Center remains active with increased in-person health and medical services for students. Our medical team continues to support the District's COVID-19 Response Action Team (CRAT), through monitoring and processing Student COVID-19 submissions due to symptoms and/or exposure. This includes contacting each student, conducting an intake interview and providing health and quarantine guidance. In addition, the team is engaged in supporting academic programs (i.e. TB tests, physicals).

Behavioral Health Counseling Services (BHCS)

BHCS continues to offer services and support to our students via telehealth and in-person appointments with our licensed therapists. We also have a zoom room area for students with any technology challenges. The BHCS Interns have arrived and are already meeting with individual clients. Our training program continues to grow as our interns collaborate with other departments on campus to reach our most vulnerable students. In September, "Creando Espacio" (Creating Space), was initiated for Latinx students. This initiative offers Latinx students a supportive space to gather, learn, and share common experiences. Students are required to register in advance for this program.



Health Promotion and Student Wellness Advocacy Group (SWAG)

Health Services has planned COVID-19 and flu vaccine clinics through December for with our community partner Champions for Health for students, employees and their family members. These clinics will be available at the main campus and education centers. The next clinic is set for October 20. The campus health education program continues with virtual and on campus classroom presentations. Black and Indigenous People of Color (BIPOC) Mental Health Matters initiative was launched in a collaboration between SWAG and Active Minds. An Active Mind Summit was hosted on September 9, with surrounding college students participating. In addition, health and wellness skill shops have been held to assist students with managing depression, anxiety, and stress. Finally, a blood drive was held on Sept 28 and 29. A final count of participants is pending with the San Diego Blood Bank.

EOPS/CARE/CalWORKs and Foster Youth

As September comes to an end, the EOPS team is excited to share that we are well on our way to rebuilding our student population, post pandemic. We've received close to 450 applications from prospective students and have qualified more than 230 new Extended Opportunities Programs and Services (EOPS) students thus far for the fall semester. The total number of applications processed is close to double what we received in Fall 2021. Additionally, EOPS and Cooperative Agencies Resources for Education (CARE) have benefited greatly from generous allocation increases in the 2022-23 State budget, which will result in the expansion of available support services for some of our most vulnerable student populations.

We are also thrilled to share that the EOPS/CARE/CalWORKs and Foster Youth team continued our partnership with the Brother Benno Center of Oceanside. In doing so, 20 scholarships valued at \$500 were awarded to students in our programs. This partnership has inspired an exploration of other partnership opportunities to address the needs of students experiencing financial hardship.

On Thursday, October 20, the team will be hosting EOPS/CARE/CalWORKs and Foster Youth students who are parents and their children for our fourth annual Fall Family Fun night. Children are encouraged to dress in costume and participate in a number of activities centered around a fun and safe Halloween. Activities will include trick-or-treating in the AA/ST building, arts and crafts, a short Halloween film, information on trick-or-treating safety, and voting on the doors decorated by the EOPS/CARE/CalWORKs and Foster Youth team,

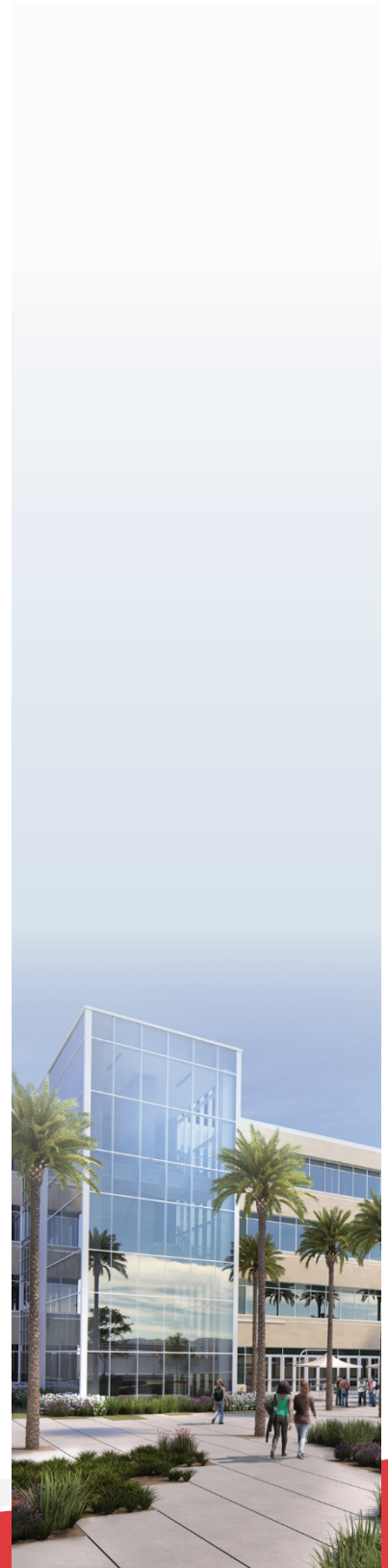
Student Services Communications, Systems, and Technology

The timeline for Highpoint launch is being examined. Bi-weekly meetings with technical and functional team members have been established to continue progress on tasks. A data request form and process is in development.

FINANCE AND ADMINISTRATION

Fiscal Services

The work continues in order to finalize the FY2021-22 final entries and the team is working on providing requested documentation to the auditors. The annual 311 report is in progress and the team is updating templates for FY2022-23.



Information Services

Information Services continues working with Campus Police and the facilities department on the planning and implementation of improvements in the technical components of campus safety and security. Work has commenced for the installation of 50+ (emergency) panic buttons in various offices and locations across the district. Several additional security cameras in high-risk locations, where not already installed, are planned for installation in October.

A substantial amount of work has been completed on the remodel of the old, vacant Public Affairs Office building, including physical, infrastructure, and technology upgrades, which will serve as the new home of our Rising Scholars (Transitions) Program.

Information Services recently completed and submitted a comprehensive cybersecurity assessment, which was required by the Chancellor's Office and a precursor to increased state funding in support of enhanced technology security initiatives and efforts. Finally, work continues with the human resources and payroll departments on the implementation of Employee Self-Service (ESS) functionality to our PeopleSoft HR System, with a planned go-live in late October or early November.

Facilities

Prop M Projects

Work on the stadiums project has started. Temporary construction fencing will be installed the last week of September and demolition of the areas impacted will start during the week of October 3. The scheduled completion for the project is October 2023. The Division of the State Architect (DSA) is reviewing the plans for the Athletics Fieldhouse project.

The Fallbrook 40 design continues to be in the construction document phase, with a projected submission to the DSA for a building permit in late October.

A remodel of the LL Building is in the early stages of planning. A user group meeting will be scheduled.

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 October.

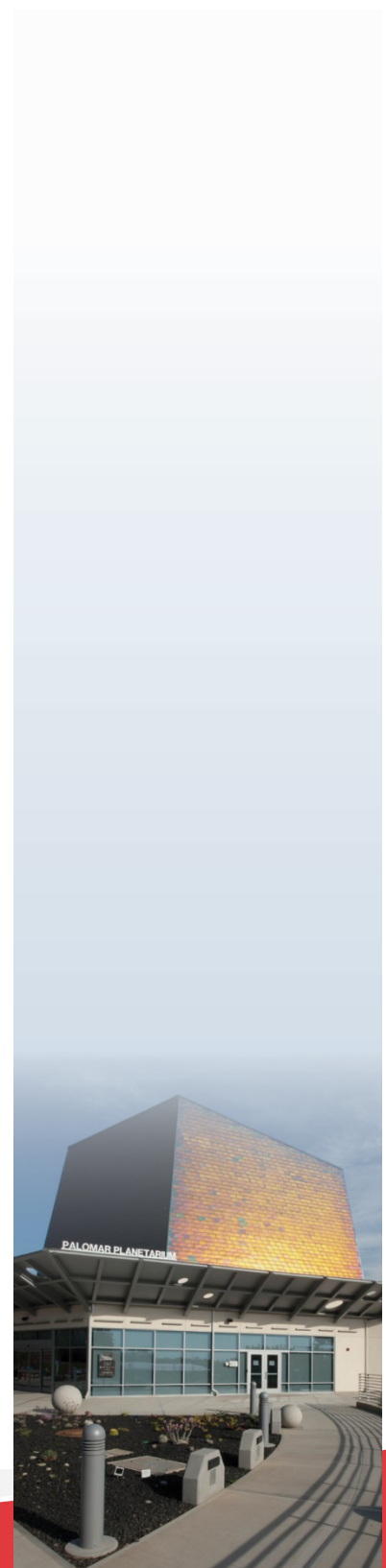
The Dome roofing project is 95% complete.

HEERF Projects

The design phase of the fencing project at the Escondido Education Center is in progress.

State Annual Submittals:

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

Recruitments

The Recruitment team continues to work very hard at filling critical vacancies across the campus. Here are the recruitment figures as of 9/26/2022:

- 26 permanent recruitments in progress
 - 3 – Admin/CAST
 - 22 – Classified
 - 1 – Faculty
- 58 part-time faculty recruitments in progress
 - 8 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 continues to work on two significant projects related to our accreditation requirement to meet standards. The first is the full implementation of PeopleSoft Commitment Accounting module. The second is an annual report and monitoring process for fiscal metrics. The Accreditation Committee will meet on September 30.

Integrated Planning

The Educational and Facilities Task Force met on September 15. Our Facilities and Educational planners initiated our listening sessions in September. The Office of Institutional Research and Planning (IR&P) has provided quantitative data to the consultants and has reviewed a campus-wide survey. The survey will be translated into Spanish and will launch during the first week of October.

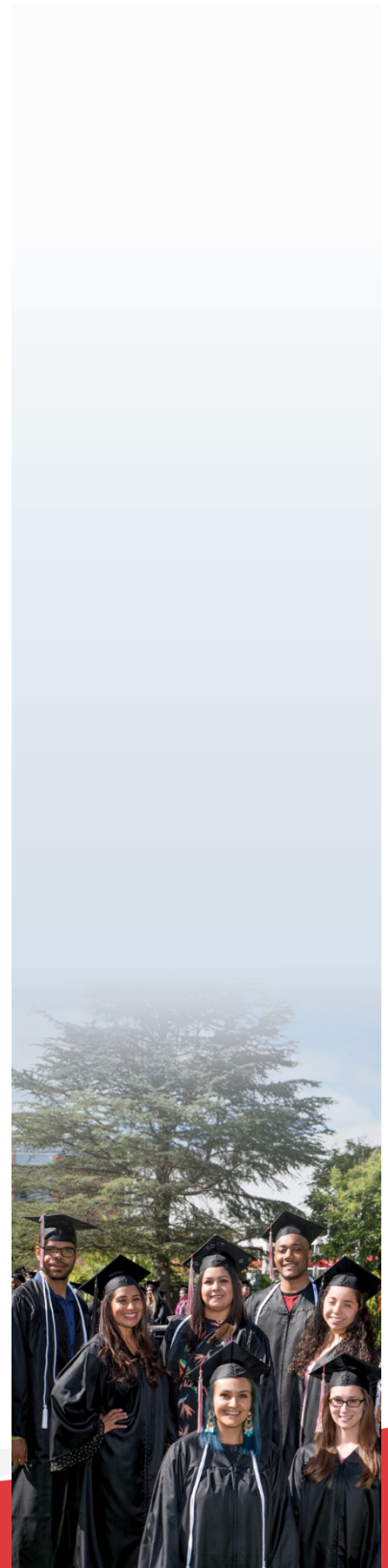
IR&P launched the 2022-23 non-instructional Program Review and Planning (PRP) cycle by hosting two 1.5-hour training sessions on the process and form. This is in addition to the three instructional Program Review and Planning training sessions.

Institutional Research and Planning

The research team continues to work on projects identified in our research agenda and weekly requests. Currently, the team is examining San Diego Community Colleges enrollment data by zip code to determine where we lose Palomar College service area residents to other colleges as well as where we pull students in from other districts. This information informs both our long-range and enrollment management planning. The team has also received a request to update our high school profile data and is preparing a data request from the task force working on Diversity, Equity, Inclusion, Access, and Anti-racism training.

Grants

Our Grants Manager is working with several programs to support their grant needs. These include support of the Career Technical and Extended Education division. The Chancellor's Office Workforce and Economic Development Division is making additional Perkins V funds available to all colleges. The FY22-23 allocation increased from \$646,406 to \$772,141 and work has begun to update the plan in NOVA due by



October 31, 2022. The FY22-23 base allocation of \$2,261,632 (pending 17% incentive) was announced. Work has been initiated to developing plans to submit by October 31, 2022.

In partnership with San Diego Workforce Development Program (SDWDP) and the California Community Colleges' Regional Strong Workforce Program, Palomar is participating with other colleges in our region to develop and support an aligned 1-year, stackable social work/human services certificate. The work is supported through the California Community College Chancellor's Office and a Regional Equity and Recovery Partnership Grant awarded to the SDWDP. Once the certificates are created, funds will be provided for faculty and counselor time to support students in the program, and SDWDP will provide direct student support, including tuition, for enrolled students.

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 August, the campaign generated over 1,100,00 impressions, while remaining cost efficient. This is the most impressions generated in a 30-day period in campaign history.

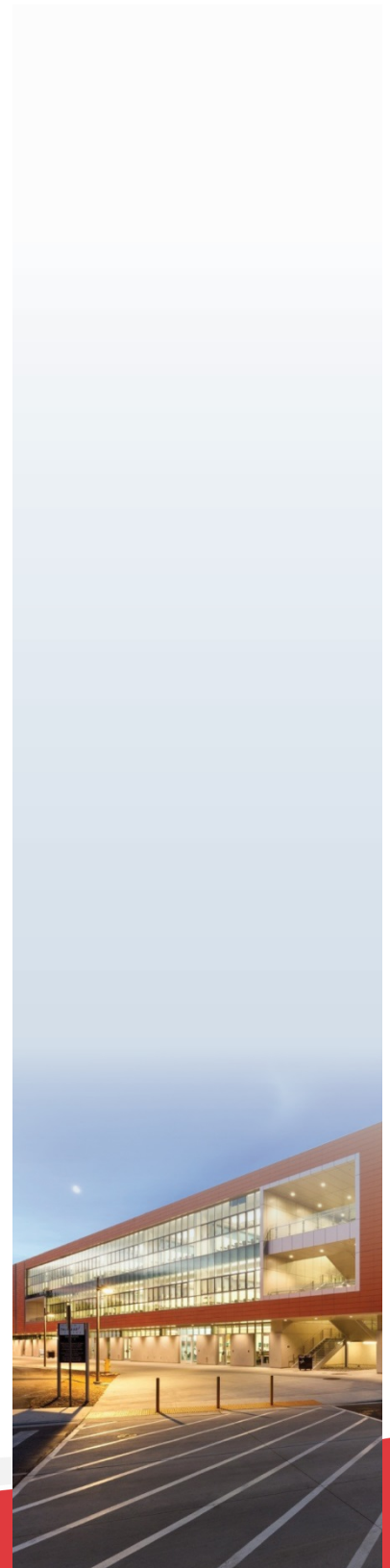
The digital campaign ads will be refreshed to include the promotion of 4-week and 8-week classes. Sample ads are featured below.



Sample display advertising for 4-week and 8-week classes

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, summer or fall semesters. 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.

The new palomar.edu website continues to perform well. Compared to the previous September, we experienced a 71% increase in users, on the palomar.edu website, with 51% of this traffic coming from new users. The increase in overall users is a significant



result, and well above industry standard.

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

The new Makes It Possible web streaming campaign that launched in August, ended on September 19. The campaign focused on career training programs and general academic opportunities. Endorsement ads featuring alumna and radio personality Jesse Lozano and Over-the-Top (OTT) video advertising were included. The OTT ads are targeted to platforms and programming that is aligned with our student demographics.

A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook "Likes" increased 3%, and followers on Twitter grew 6% compared to this time last year. Instagram is continuing to show the largest year-over-year increase at 15%. LinkedIn followers continue to increase as well, with a 5% increase in September 2022 compared to September 2021. Followers on our recently launched TikTok channel grew 8% in September compared to the previous month.

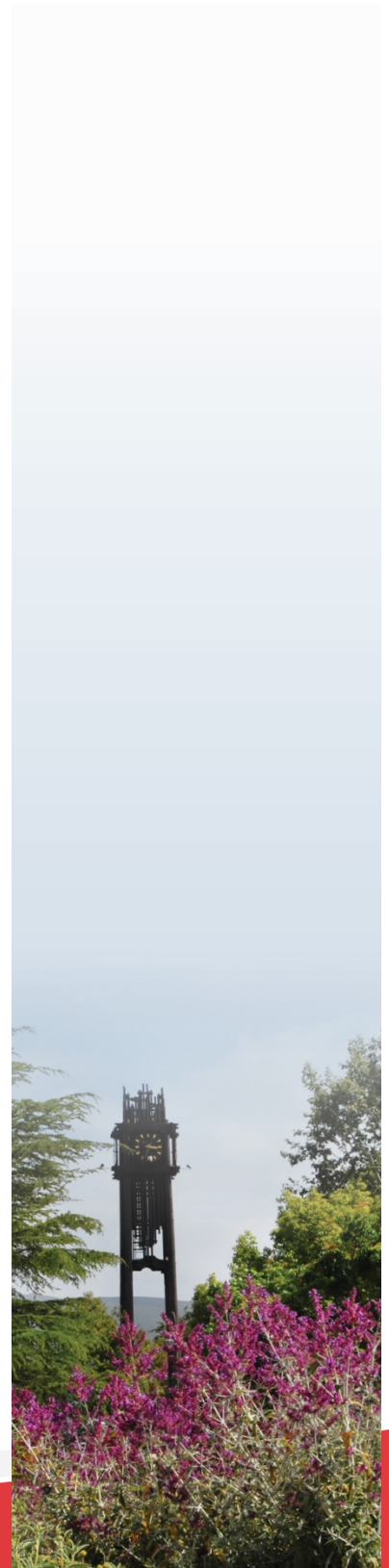
Throughout the month of September, our social media posts centered on supporting enrollment goals for fall with reminders regarding the 4-week and 8-week sessions, Latinx Heritage Month, on campus activities and student service programs.

Palomar College
Published by Diana Trujillo · 1d ·

Enroll TODAY in Fast Track Classes!
New Classes Begin:
October 17 -- 4 and 8 Week Fast Track
November 14 -- 4 Week Fast Track
Apply today at palomar.edu... See more



Facebook posts regarding 4-week and 8-week classes and Latinx Heritage Month



A campaign to support the enrollment goals at the Camp Pendleton site is in the final stages of 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.

Community and Media Relations

We distributed a press release announcing the appointment of Superintendent/President Dr. Rivera-Lacey to the [National Community College Hispanic Council Board](#), which garnered coverage from both regional local news sources. A press release was issued on the [Vacant Seat on Prop. M Bond Oversight Committee](#). This release was published in local news sites. The team is contributing to a scheduled regional press release with other community colleges to highlight our employees and students who participated in the All African Diaspora Education Summit in Ghana.



Sample Digital Billboard ad for Camp Pendleton site

Internal/External Communications and Public Affairs

On September 2, we issued the [latest edition of Palomar News](#) to all subscribers and College employees. In September we posted a story on the [re-opening of the Planetarium](#). This story engaged a KPBS Education Reporter. A follow up story is planned for the spring semester when the Planetarium begins to host field trips for K-12 schools. The team is currently finalizing a feature story on the Palomar College employees who attended the All African Diaspora Education Summit in Ghana. All of these stories can be found on the [Palomar News website](#).

FOUNDATION

Fundraising Activities

Scholarships Revenue

The Foundation received a new scholarship from Haydn Davis in the amount of \$7,500 to support Psychology students. In addition, several annual donors including Hal and Carol Needham, Sally and Bob Trovaten and Cal Coast renewed scholarships this month with over \$6,500 in support.

Golf Classic

The Foundation is preparing for the upcoming President's Invitational Golf Classic, which will be held on October 10 at Maderas Golf Club in Poway. With two weeks to go, over \$109,000 has been raised through sponsorship dollars. In addition, four in-kind donors will be covering on course beverages which will significantly lower the cost of the event. An online auction will be part of the event with over 40 items to bid on so all donors and friends of the Foundation can participate!



Grants

The Palomar College Foundation was awarded a \$15,000 grant from the Escondido Community Foundation. These funds will provide tablet computers for Palomar first responder students to use as a core tool which will increase the effectiveness of in-class training. On September 22, Foundation Executive Director, Stacy Rungaitis accepted the award at a grants celebration reception hosted by the Escondido Community Foundation at The Centre at Lexus Escondido.



Executive Director Rungaitis accepts a donation from Escondido Community Foundation

Community Engagement

Superintendent/President Dr. Star Rivera-Lacey, Campus Police Chief Chris Moore, and Executive Director Stacy Rungaitis attended the annual North San Diego Business Chamber's Heroes Breakfast. This event honors the hard work of our local first responders and military. District Attorney Summer Stephan was involved in the program.



Dr. Rivera-Lacey, District Attorney Summer Stephan, Campus Police Chief Chris Moore and Foundation Executive Director Stacy Rungaitis



Campus Police Chief Chris Moore, Dr. Rivera-Lacey, and Stacy Rungaitis present an award

