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October 28, 2022

## PRESIDENT'S OFFICE

### 2035 Educational and Facilities Vision Plan

During the month of October, we held visioning sessions throughout the District to gain insight into how our employees, students, governance groups, community partners, and advisory councils foresee our institution during the next 12 years. Additional forums are scheduled in November. The sessions have proven to be a worthwhile way to gather feedback and ideas as to how the District will best serve the region in the future.

### Cal Coast Credit Union Pack the Pantry Campaign

We welcomed the LOCAList SD team to the San Marcos Campus to feature the Anita and Stan Maag Food & Nutrition Center as part of the promotional coverage for the Cal Coast Credit Union Pack the Pantry campaign. The virtual fundraising campaign begins in November and is designed to raise funds through the San Diego Food Bank for community college food pantries throughout the region. It was a fantastic opportunity for me to discuss the basic needs of our students and how Palomar College is able to support our students who experience food insecurity. The segment aired on October 20 and can be [viewed at this link](#).



*Dr. Rivera-Lacey on-camera interview with Ashley Jacobs of Fox5 San Diego News*

### Deferred Action for Childhood Arrivals program (DACA) Update

The impact of the 5<sup>th</sup> Circuit Court of Appeals determination on October 5 indicating the Deferred Action for Childhood Arrivals program (DACA) violates federal law, remains troubling and the impact to our students, staff and faculty continues to be at the forefront of our conversations. We have distributed information to students and employees, making sure that they understand that the Court's decision allows current DACA recipients to avoid immediate disruption to their lives and to seek extensions of their DACA status. Through our partnership with the [Jewish Family Services of San Diego](#) (JFSSD), students, employees and their families have access to free services. We remain fully committed to working with all constituent groups to advocate for permanent pathways to citizenship so undocumented Californians can pursue their academic and professional goals without fear of deportation.

### Groundbreaking Ceremony for Football and Softball Stadiums

Nearly 100 students, employees, community members, and vendor partners joined us for the groundbreaking ceremony for the Football and Softball stadiums on October 18. The start of these projects represents many hours of planning and our strong commitment to over 140 football and softball student athletes aspiring to live out their childhood dreams. We are expecting to host our first events at both stadiums before the end of 2023. Go Comets!



*From left to right: Athletic Director Lynds, Trustee Evilsizer, Student Trustee Wu, Dr. Rivera-Lacey, Trustee Roberto Rodriguez, Trustee Raju, and ASG President Garcia Mendez at the Groundbreaking Ceremony.*

### Campus Safety and Security

Our focus on the safety of our employees and students continued in October, with the installation of emergency panic buttons in specific areas of the main campus. In early November, the installation of security cameras will take place. On October 20 we held two Great California ShakeOut earthquake drills, one in the morning and one in the evening. The entire District participated. During the drill information and directions were communicated in English and Spanish, through our phone system, email, and via text message to registered mobile devices.

### Campus Engagement

Workshops and lectures in celebration of Latinx Heritage month continued. I attended award-winning author Sonia Gutierrez's discussion about her novel, *"Dreaming with Mariposas"*. It was a great discussion and very engaging. In recognition of both Latinx Heritage month and National Disability Employment Awareness month, the Disability Resource Center Counselor Dr. Sabrina Menchaca led a workshop entitled, "Latina Me & My A.D.D." This was one of many great activities lead by the Disability Resource Center to recognize the value of our diverse workforce and the contributions made by people with disabilities in our society. In celebration of LGBTQ History Month, the Palomar Pride Center planned a full calendar of events. I was fortunate to be able to experience the great work of our colleagues. I am grateful that we can address the needs of our LGBTQ students.

During the last week of October, we recognized Filipino-American History month and Larry Itliong Day in honor of the Filipino-American labor leader's legacy. The celebration included free Lumpia Merienda, a traditional Filipino dish, and an online/virtual film screening of *"Delano Manongs: Forgotten Heroes of the United Farm Workers."* The virtual event also included a discussion with filmmaker, Marissa Aroy. Additionally, the Rancho Bernardo Education Center library is displaying books and images pertaining to Filipino-American History.

Throughout the month I attended meetings focused on the District's hiring prioritization and strategies that will assist us in filling our open positions. I held my monthly open



office hours. The schedule can be found at [this webpage](#). I met with the leadership of the Palomar Faculty Federation (PFF) and led the bi-monthly College Council meetings. I am happy and grateful to announce that Cheryl Kears, has been nominated to serve as the College Council co-chair. All of these meetings provide an opportunity to exchange ideas, engage in interesting thoughts, and always reiterate our commitment to our employees and to the success of our students.

I continued to explore our program offerings and was fortunate enough to visit the Umoja counseling class and had the wonderful opportunity to spend an hour with these phenomenal students. I also attended sessions during the first in-person Political Economy Days since the pandemic. The purpose of Political Economy Days, now in its seventeenth year, is to broaden students' exposure to political, economic, and historical topics. All of these experiences bring me joy and make me proud to be a Palomar Comet.

I attended sessions held during Undocumented Student Action Week. Thanks to the Undocumented Student Support workgroup our students and employees had the opportunity to increase their knowledge of our undocumented student population, learn about support resources, and the DACA program. I especially enjoyed the sneak peek of our new Undocumented Resource Center. This new resource will help us increase our ability to support our undocumented students and employees. The workgroup also produced [a video](#) to show support for our students.

It was an honor to welcome the Board of Directors for the Student Senate for California Community Colleges (SSCCC) to our campus. It was a fun opportunity to engage with our own Associated Student Government leadership and student leaders from across the state.

One of the highlights of the month was being able to attend the Palomar College Planetarium show, "The Sky Tonight." During the show, I learned about the constellations and planets that are visible for this specific time of the year. This show is one of exceptional quality and we are so fortunate to have such an incredible astronomy program.

Speaking of highlights, the Noche Havana performance was amazing. It was an evening of incredible Cuban/Brazilian music and dance. Congratulations to Professor Patriceann Mead on her successful 25<sup>th</sup> annual Noche Havana event!

### **Community Engagement**

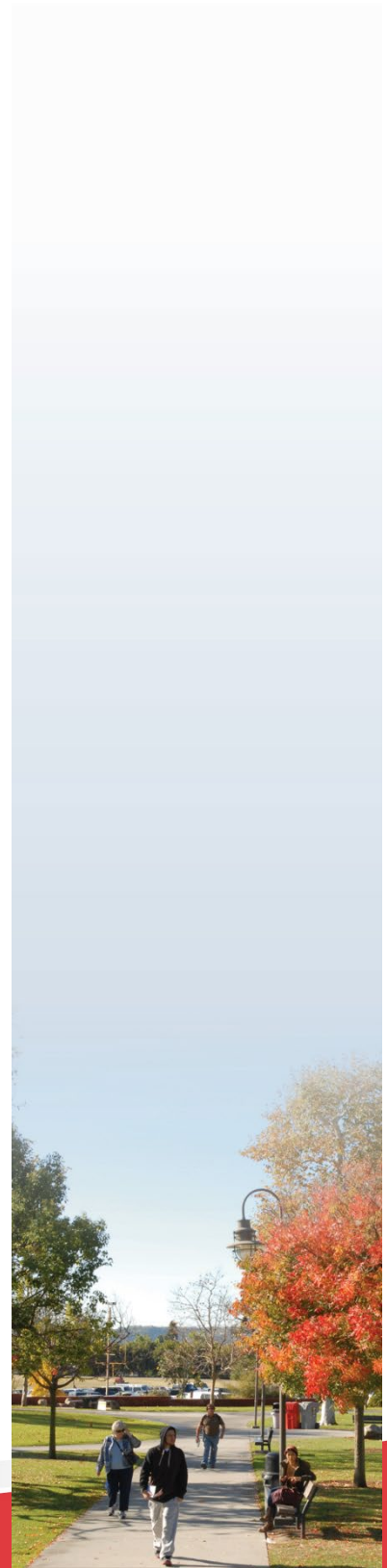
During the past month, I presented two workshops at the Hispanic Association of Colleges and Universities (HACU) Conference in San Diego. HACU works to promote the



*Celebrating the new Undocumented Resource Center*



*Noche Havana performer*





development of member colleges and universities; to improve access to and the quality of postsecondary educational opportunities for Hispanic students; and to meet the needs of business, industry and government through the development and sharing of resources, information, and expertise. It was an honor to exchange knowledge with such an impressive and dedicated group of colleagues.

I attended the *On the Road* event hosted at the University of San Diego. This luncheon presentation focused on the state of Hispanic Higher Education, and we explored how Palomar can partner with HACU to advocate for Hispanic students. I had the pleasure to meet with Dr. Antonio Flores, President/CEO of HACU, and Dr. James T. Harris III, President of the University of San Diego.

The President's Invitational Golf Classic, hosted by the Palomar College Foundation was a huge success. The funds raised from this event go towards removing financial barriers for our students. I am especially grateful for all of the donors and volunteers who supported the fundraiser.



*Participants getting ready to enjoy the President's Invitational Golf Classic*

I attended the North San Diego Business Chamber Regional Connect event at the Palomar College Education Center in Rancho Bernardo. This event gave me the opportunity to talk to community members about our amazing facilities and programs.

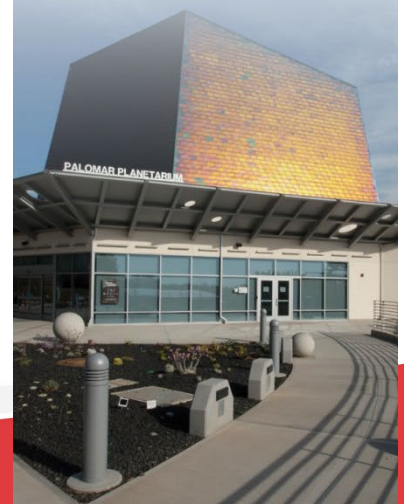
The Latino Book and Family Festival held at MiraCosta College featured over one hundred exhibitors, including Palomar College, and more than 30 award-winning authors of works in all genres written by, or about, Latinos. It was great to engage with exhibitors highlighting the importance of literacy and increasing the awareness of college and community resources. Thank you to our dedicated Palomar employees for participating and promoting the programs and services at Palomar College.

Along with Trustee Roberto Rodriguez, Trustee Christian Garcia, Dr. Diane Studinka, Christine Winterle, Teresa Laughlin, Molly Faulkner, and Stacy Rungaitis, I attended the Boys and Girls Club of San Marcos Annual Dinner and Auction. Each year, this auction raises vital funds to support the Boys and Girls Club and its programs and services provided to thousands of kids and teens each year. The evening gathered over two hundred business and community leaders.



*Dr. Rivera-Lacey and Cathy Bauer, CEO of San Marcos Boys and Girls Club*

On October 24, I was honored to receive the 2022 Trailblazer Award from LATINA Style, Inc. who broke new ground in 1994 by launching the first national magazine dedicated to the needs and concerns of the contemporary Latina professional working woman in the United States. I am grateful for this recognition.



## OFFICE OF INSTRUCTION

The fall semester is flying by rapidly. Fast Track-2 classes are in full swing. There are still a few 4-week classes that have some remaining spots, otherwise, we are shifting gears. The deans and center directors are finalizing the summer 2023 schedule and looking forward to beginning scheduling discussions for fall 2023 in the coming weeks.

### Languages and Literature Division

#### World Languages

World Languages will hold their Café International event on November 15.

#### ESL

In response to ongoing student demand for classes, the department is hiring part-time faculty and short-term employees to meet expectations. The California Acceleration Project published an article about our Humanities-based course, ESL 106, and there will be an upcoming webinar featuring one of our instructors. Faculty are also presenting at the California and Nevada Teachers of English to Speakers of Other Languages (CATESOL) and North County Higher Education Alliance (NCHEA) conferences.

#### English

Eighteen students and six faculty attended the English Majors Group as the club for English students resumed its activity. The department has also launched its new English 100E/Enhanced class that offers integrated support for first year students.

#### Tutoring

The Students Taking Academic Responsibility (STAR) general tutoring center is starting a campaign to recruit students campus wide to develop a large pool of peer tutors, while providing them with professional growth and income opportunities. STAR is experiencing an increase in requests for face-to-face tutoring as students are actively utilizing the Library/LRC. STAR has resumed its series of academic workshops.

#### Speech

The Hokett Invitational at California Baptist University, a debate competition created in honor of a long time Speech instructor by her daughter, herself a long time Speech instructor at Palomar, took place at Point Loma Nazarene University. Our debate team is back on the road this year and finally competing in person. We anticipate seeing them bring us back many trophies again.

### Social and Behavioral Sciences (SBS) Division

#### Ethnic Studies Department

The Ethnic Studies program hosted many dynamic speakers and events for Latinx Heritage Month. They will host a Dia De Los Muertos event on November 1 and 2. A special thanks goes out to Dr. Angelica Yanez and Alex Gomez who coordinated these events.

#### Economics, History, and Political Science Department

Political Economy Days were hosted on October 18 and October 19. The event featured a wide variety of speakers on many subjects. It is a wonderful opportunity for our students to enrich their understanding of economics, history, and political science



topics. This event would not be possible without the leadership of Peter Bowman who has kept Political Economy Days going before, during, and after the pandemic.

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

#### **Nursing Program**

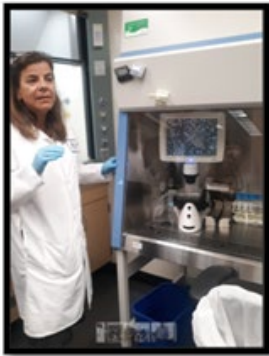
Twenty-six Palomar Nursing students passed the NCLEX exam between July 22 and Sept 22. This represents a 100% pass rate.

#### **Earth, Space, and Environmental Sciences Department (ESES)**

On October 12, the ESES department celebrated Earth Science Week on the first floor of the NS building. They provided a viewing of samples, updates on newsworthy discoveries in the field, and displayed a solar telescope for students to use.

#### **Outreach**

Dean Menchaca visited the CSU San Marcos (CSUSM) biology and engineering labs to coordinate college experiences for Palomar students, collaborate on STEM pathway efforts, and learn about CSUSM STEM research advancements and community projects.



*STEM students enjoying a visit to CSU San Marcos*

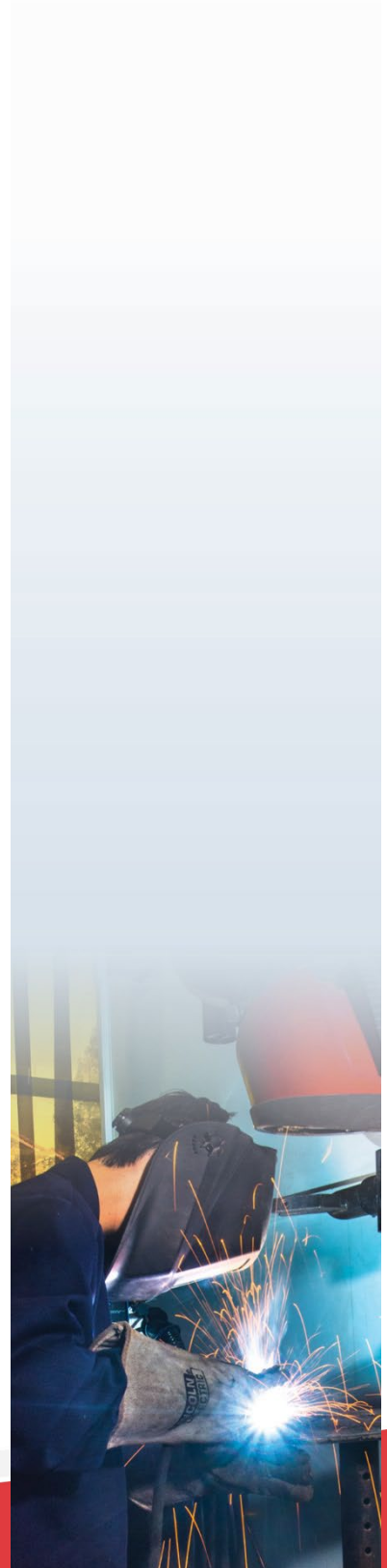
### **Rancho Bernardo Education Center**

Hosted by the Palomar College Foundation, the North San Diego Business Chamber Regional Connect event was held at the Center on October 12. Later in the month, Center employees and students participated in the listening sessions for the 2035 Educational and Facility Vision Plan.

## **STUDENT SERVICES**

### **Financial Aid and Veteran Services**

The Veterans Resource Center (VRC) has been working diligently to reengage with military affiliated students, including campus tours, distributing school supplies and all associated paperwork. In addition, the VRC hosted weekly Chat and Chows throughout the month to engage students with the different resources that are available to them. A variety of resources have been highlighted during these events including, the Foundation for Women Warriors, Financial Aid, Veterans Readiness & Employment, the Palomar College Disability Resource Center, and the San Marcos Veterans Center. Future Chat and Chows will feature CSU San Marcos, Grand Canyon University, the Palomar College Transfer Center, Health Services, and Umoja.





Veteran Services staff have been staying current with annual federal training requirements by attending three conferences and training so far this fall semester. Two new permanent staff members were onboarded this month and are well into their training. In addition, nine new student workers have started. The final touches on the expanded VRC space have occurred. This new space provides additional workstations and two additional rooms for student use. The space will soon be open to students.

The team will participate in the North County Veteran Stand Down on October 20 through October 23 and attend the National Association of Veterans' Program Administrators annual training conference in October. On October 31 and November 1, the VRC will host a priority registration event. On November 10, a Veterans Day celebration will be held.

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

Advisors Titus, Pierce and Rocca attended the Student Senate for California Community Colleges (SSCCC) Board of Directors Training; October 14 hosted by the Associated Student Government (ASG). The SL&L team assisted with the ASG Comet Hours on October 12 and October 27. Game Days are hosted on Wednesdays for students in our Access and Engagement Center and Halloween movies were hosted on October 20 and October 27.

### **Associated Student Government (ASG) and Clubs**

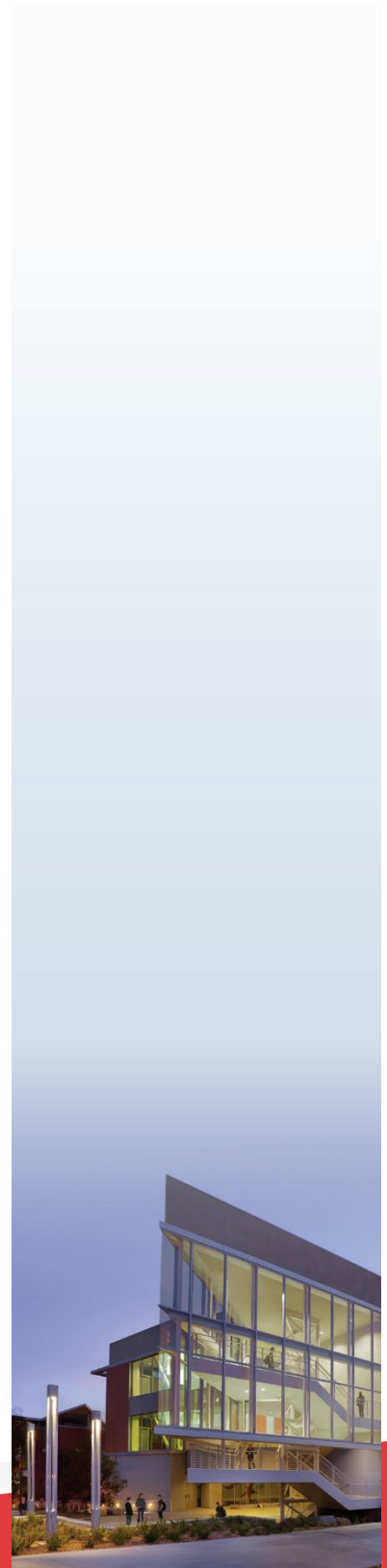
ASG President Garcia-Mendez and Vice President of Events Rodriguez attended the Veteran's Resource Center (VRC) Chat and Chow on October 4. The ASG held Comet Hours on October 12 and October 27, and informed students about the SSCCC board training meeting, how to register to vote, and entering the Ballot Bowl. Students who attended received a student activity card and a snack. The ASG hosted the SSCCC Board Training Meeting on October 14. Dr. Star Rivera-Lacey provided welcome and opening remarks to forty-five student leaders in attendance, including those from Southwestern, MiraCosta and SD City College. On October 18, ASG President Garcia-Mendez spoke at the groundbreaking ceremony for the new football and softball stadiums. ASG members attended the California Community College Student Affairs Association conference in San Diego on October 21 through October 23. The ASG is planning a Halloween event in the Student Union Quad on Oct. 31.



*ASG members attending the Veterans Resource Center Chat and Chow*

### **Anita & Stan Maag Food and Nutrition Center**

The Food and Nutrition Center was recognized by the North County Food Bank as the Agency of the Month in October. The Center was also featured in a segment on the [LocalistSD](#) Fox 5 San Diego news show on October 19. The segment is focused on the upcoming Cal Coast Credit Union Pack the Pantry campaign and their partnership with San Diego Food Bank. The newscaster, Cal Coast Credit Union, and San Diego Food



Bank representatives were extremely impressed with Food and Nutrition Center. As of October 19, the Center assisted 214 individuals and impacted 67 households. Over 1,900 pounds of food were distributed throughout the District. This includes the Grab n' Go stations at the main campus and education centers. The Center also distributed more than a dozen hygiene packs and products and one hundred diapers.

## **Student Health Services**

### **Student Health Center**

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.

### **Behavioral Health Counseling Services (BHCS)**

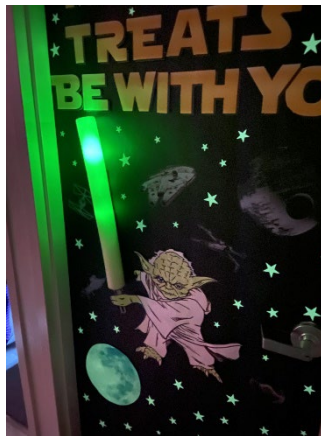
BHCS continues to offer services and support to our students via telehealth and in-person appointments with our licensed therapists. The weekly support group "Creando Espacio" (Creating Space) is ongoing. This initiative offers Latinx students a supportive space to gather, learn, and share common experiences, in a non-judgmental environment to build community and mutual support. Students are required to register in advance for this program. During Undocumented Student Action Week, BHCS hosted a healing circle for students and employees. In recognition of LGBTQ History Month, a virtual workshop was hosted on "Queer Artists in American History."

### **Health Promotion and Student Wellness Advocacy Group (SWAG)**

A vaccination clinic was held on October 20 for students, employees, and their families. The campus health education program continues with virtual health and wellness skill shops.

### **EOPS/CARE/CalWORKs and Foster Youth**

EOPS/CARE/CalWORKs and Foster Youth provide academic and financial support to some of our most vulnerable student populations. On October 20, we hosted our fourth annual Fall Family Fun event for our student parents who participate in CARE and CalWORKs. This event featured hall-decorating in the AA/ST corridor. In addition to our own team, Institutional Research and Planning, the Veterans Resource Center, Human Resources, and the North County Educational Opportunity Center all participated in the event. The evening included arts and crafts, and trick-or-treating throughout the entire building. The previously mentioned teams engaged in door/hallway decorating and stayed after-hours to greet our students and their children to provide candy and a wonderful, supportive experience. We are so grateful to have served more than thirty-five children and thirteen families. We have plans to expand the event to more families next year. Before the start of the winter break, we plan to engage our colleagues for a winter holiday door decorating activity, as we hope to build a sense of community and holiday spirit.



*Decorated doorway at Fall Family Fun event*



## FINANCE AND ADMINISTRATION

### Fiscal Services

The quarterly HEERF report was submitted on time in early October. Audit field work begins on October 31 and continues with the first on site visit since before the pandemic on November 1 and 2. Acting Vice President Nancy Lane attended the Association of Chief Business Officials (ACBO) Conference from October 24 to October 26. On October 17, the division welcomed Ann Jensen as the new Director of Business Services. We are very excited to have her join our team. We are optimistic that we will fill other key positions in the next few months.

### Information Services

Information Services continues to work with the Campus Police Department and Facilities on implementing Campus Safety and Security improvements. Fifty-two of sixty-one emergency panic buttons have been installed in various offices and locations across the San Marcos Campus. The installation of several additional security cameras is planned for installation in the next two weeks.

Working closely with the Public Affairs Office, Information Services, Police and Facilities (Environmental Health Safety) evaluated our Emergency Notification System by participating in the Great California Shake Out Earthquake Drills on October 20. A very high percentage of messages were successfully sent and received by devices and users in multiple modalities, including campus telephones, loudspeakers, emails, and cell phones to employees with registered numbers. A data authentication campaign designed to update employee emergency contact information in PeopleSoft is planned for the near future.

Work is also continuing in the area of Cybersecurity, with the recent purchase and implementation of a new anti-virus/end-point protection system for servers and workstations, drafting of a new Incident Response Plan, draft updates to College policies and procedures related to Technology Use and Training, initial configuration and implementation of a Vulnerability Scanning system, and planning for the implementation of Multi-Factor Authentication (MFA) for College users and systems.

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 November.

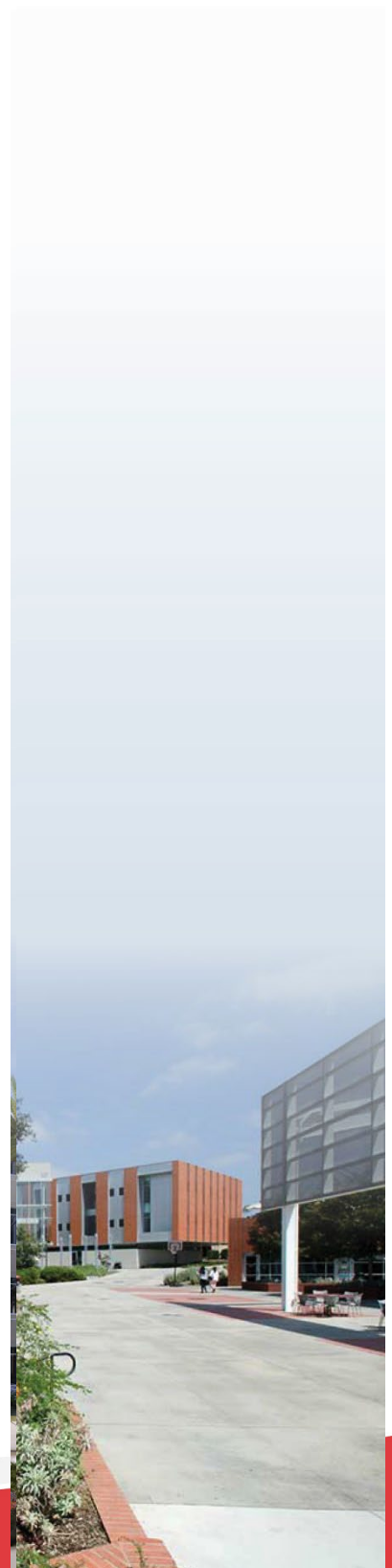
### Campus Police Department

Chief Moore attended a two-day command school at the Los Angeles Museum of Tolerance on October 26 and October 27. This training is a result of the Department's continued relationship with the museum and a commitment to Diversity, Equity, Inclusion, Antiracism and Accessibility (DEIAA) work.

### Facilities

#### Prop M Projects

Work on the stadiums project continues with the installation of fencing, demolition of the area, and boxing up trees for safe storage. The installation of new power and data conduits was initiated. The Facilities department was integral in the planning and



execution of the groundbreaking ceremony held on October 18.

The Fallbrook 40 design continues to be in the construction document phase.

A remodel of the LL Building is in the initial stages of planning, with a Request for Proposals set for distribution before the end of the fall semester.

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 October.

#### **Dome Roofing Project**

The majority of the flat roofs are complete and approximately 95% of the Dome itself now complete. A contractor is working on replacing the plexiglass panels with metal panels.

#### **HEERF Projects**

The design phase of the fencing project at the Escondido Education Center is in progress and will be presented to the Governing Board on November 1.

#### **Student Housing Project**

We continue to inquire as to the status of the planning grant award and transfer of funds to the District.

#### **State Annual Submittals**

The space inventory update was submitted to the state on time on October 3. The update to the scheduled maintenance plan was submitted on schedule to the state on October 24. The instructional support 5-year plan is due to the State by December 14.

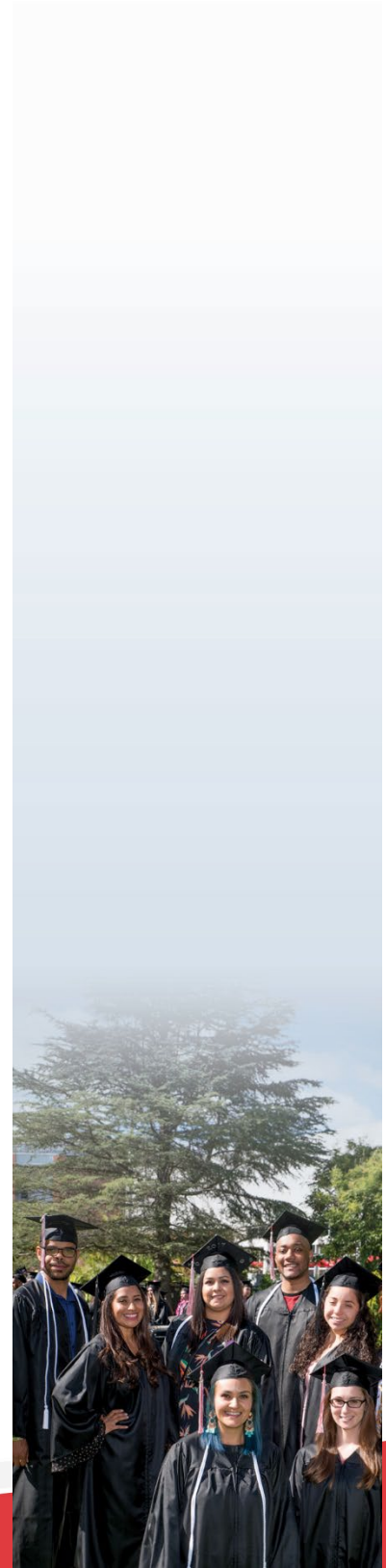
## **HUMAN RESOURCE SERVICES**

#### **Policies and Procedures**

AP 7120 – Recruitment & Hiring and AP 7127 – Restrictions Governing the Employment of Applicants with Criminal Records are moving forward through shared governance. AP 7120 is scheduled to be on the College Council agenda in December. AP 7127 should be to College Council when it reconvenes in early February. The revisions to both APs will reflect the DEIAA efforts across the college community, resulting in a more inclusive hiring practices and broadening employment opportunities, including those for our students.

#### **Title IX, EEO, Unlawful Discrimination**

Human Resources updated the Title IX and Unlawful Discrimination complaint website to provide all the relevant information in one place. Additionally, we plan to bring training for Title IX to a leadership meeting so that managers and supervisors are aware of the laws and reporting requirements, and their roles in the process. The training will cover online complaint submissions through Maxient.



In the past 45 days Human Resources has been able to process and finalize 76% of complaints as they relate to Title IX, unlawful discrimination and harassment, and equal employment opportunity. As we move forward, we continue to review our process to ensure that there are timely and consistent responses in this area.

### **Benefits**

Part-time faculty open enrollment ended on September 30. This was the first part-time faculty open enrollment process since the newly negotiated language with the District and Palomar Faculty Federation (PFF). There were 163 eligible part-time faculty who had a 40% load or greater. A total of 24 part-time faculty enrolled (23 in single coverage and one in employee + spouse). The District is looking forward to exploring more ways to promote and provide access to health care to part-time faculty as we engage in the next round of negotiations with PFF.

### **Recruitment Fairs**

Human Resources will be participating in recruitment fairs in the coming months, including one in the City of Vista on November 9. There will be a job fair for colleges in the San Diego Imperial Counties Community Colleges Association (SDICCCA) in January, that we plan to attend.

### **Recruitments**

The Recruitment team continues to work very hard at filling critical vacancies across the campus. Here are the recruitment figures as of October 24:

- 30 permanent recruitments in progress
  - 3 – Admin/CAST
  - 26 – Classified
  - 1 – Faculty
- 59 part-time faculty recruitments in progress
  - 8 additional part-time faculty postings have closed, and departments are still hiring from those application pools

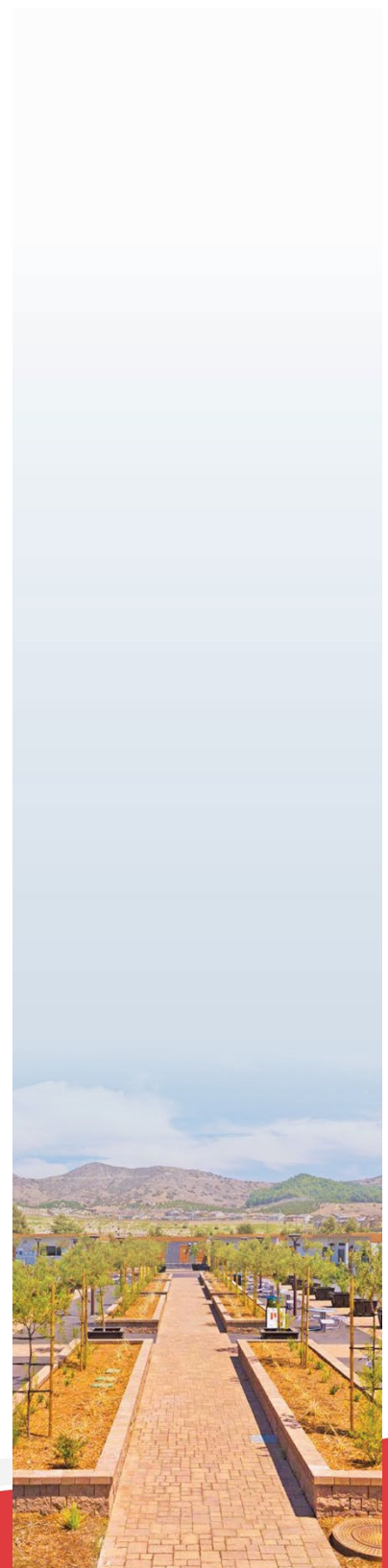
## **INSTITUTIONAL RESEARCH AND PLANNING (IR&P)**

### **Accreditation**

The Accreditation Committee met on September 30. The Committee reviewed the Commission's action (taken in June 2022) and Palomar's plan for responding to our required follow-up report. The contract to implement our Commitment Accounting Part II project is signed and the college will begin this work at the beginning of November. Implementation will allow for the college to encumber salaries and directly relates to the requirement that we institutionalize our fiscal and human resource practices.

### **Integrated Planning**

Our 2035 Educational and Facilities Vision plan consultants were on campus from October 18 through October 21. During this time, they continued to hold visioning/listening sessions with campus groups and external partners (e.g., K12, university, advisory, and business and industry partners) and traveled to two of our





Education Centers. While at the Centers, they met with students. The Educational and Facilities Task Force met on October 19. The Task Force reviewed student data and discussed sustainability. The campus-wide survey (available in both English and Spanish) is set to be launched the week of October 23 and will run through November 10. Next month, the consultants will come back on campus to finish their listening sessions, including holding more sessions with students at the San Marcos campus. They also will review the results of their external scan with the Task Force.

### **Institutional Research and Planning**

The research team continues to work on projects identified in our research agenda and weekly requests. The team just received a request to examine the impact of our technology distribution on student retention. The researchers are closing out our annual dental assisting alumni survey and continuing to support 2035 Educational and Facilities Vision plan internal and external scans, inclusive of the campus-wide survey. The hiring committee for our Equity and Career Education Research Analyst positions (funded through categorical grants) has been formed and will begin meeting in November.

### **Grants**

Our grants manager provided support to amend the FY2022-23 Perkins Plan to ensure the college receives all possible funds. She is supporting the Career Technical and Extended Education (CTEE) Division prepare and submit their Strong Workforce Plans. There are eight plans in development that will address the following programs and student success: Design and Manufacturing, Zero Emission Vehicle Programs, CTE Lab Upgrades, Infrastructure Programs, Allied Health, First Responder Program, Workforce Development, and CTE Student Success.

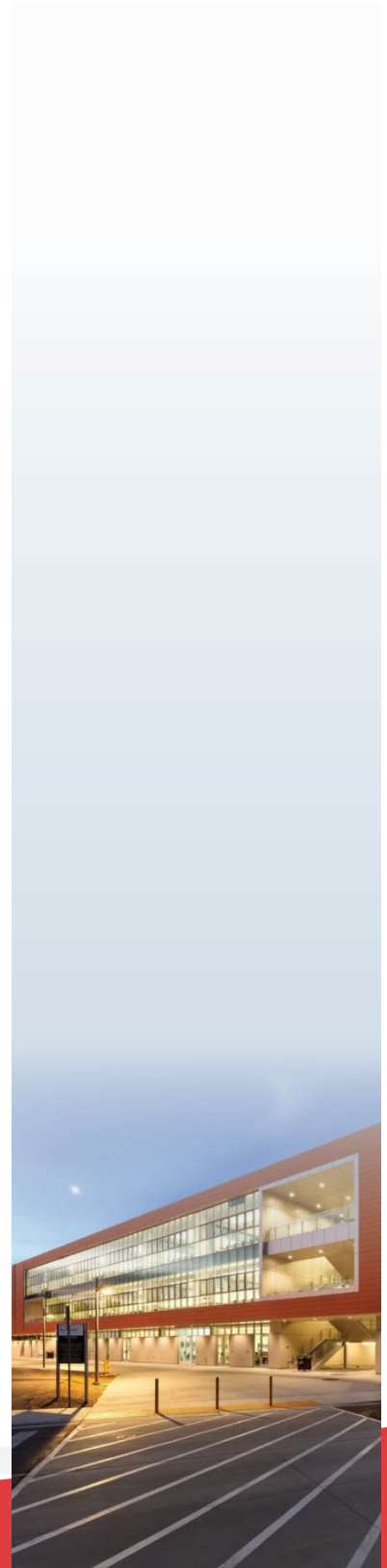
## **PUBLIC AFFAIRS OFFICE**

### **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 nearly 800,000 impressions, while remaining cost efficient. The digital campaign ads inclusive of the promotion of 4-week and 8-week classes ran all month.

The new palomar.edu website continues to perform well. Compared to the previous October, we experienced an 84% increase in users, on the palomar.edu website, with 40% of this traffic coming from new users. The increase in overall users is a significant result, well above industry standard, and is evident that the marketing campaigns are delivering quality traffic to the website.

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 direct traffic, organic search, and referral traffic.



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 October 2022 compared to October 2021. Followers on our recently launched TikTok channel grew 8% in October compared to the previous month.

Throughout the month of October, our social media posts centered on supporting enrollment in 4-week and 8-week sessions, Latinx Heritage Month, Undocumented Student Action Week, performing arts, athletics, on campus activities and student service programs.



Sample Social Media Post



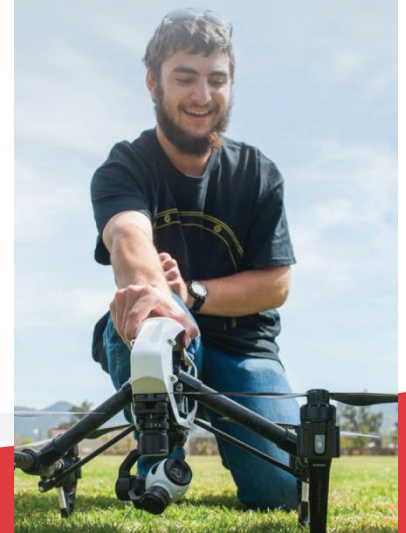
Sample Social Media Post

A campaign to support the enrollment goals at the Camp Pendleton site, inclusive of targeted advertising placements started in October. The ads are promoting enrollment for the spring semester.

In support of the upcoming Spring 2023 open registration timeline a new web streaming campaign was designed and will launch on November 7. The campaign will include 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. In addition, a direct mail campaign will be delivered to over



Sample Digital Billboard ad for Camp Pendleton site



155,000 households. The mailer is in both English and Spanish. A sample of the oversized postcard is shown below.



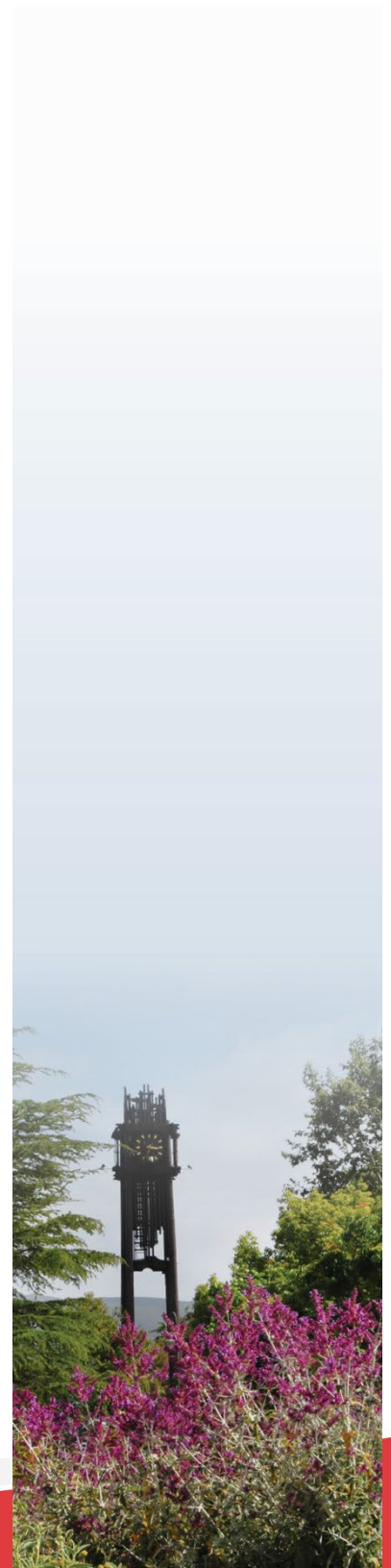
### Community and Media Relations

We distributed a media advisory notifying local media representatives of the October 18 groundbreaking ceremony for the football and softball stadiums. After the completion of the event, a [comprehensive press release](#) was distributed and garnered the attention of regional and community media outlets. This release was published in local news sites. The team contributed to a regional press release with other community colleges to highlight our employees and students who participated in the All-African Diaspora Education Summit in Ghana. This release gained coverage within the region.

PIO Lanthier Bandy worked with the Cal Coast Credit Union public relations team to schedule and provide logistics for the taping of the LOCAList SD Fox 5 [news segment](#) that aired on October 20. On October 26, a tour of the Fallbrook Education Center for a local reporter interested in the offerings at the Center, development of the Fallbrook 40 building, and the 2035 Educational and Facilities Vision Plan, was led by Center Director Ryan Williams and hosted by PIO Lanthier Bandy.

### Internal/External Communications and Public Affairs

On October 7, we issued the [latest edition of Palomar News](#) to all subscribers and College employees. In October we posted a story regarding the [Anita and Stan Maag Food & Nutrition Center](#) earning “Agency of the Month” recognition from the North County Food Bank. A story featuring the work of our [Transitions program students](#) aiding others in their recovery was posted as well. In addition to the regional press release noted above, we [interviewed our colleagues](#) who attended the All-African Diaspora Education Summit in Ghana and generated a story focused on their experiences. To bring attention to the work we are doing to develop the [2035 Educational and Facilities Vision Plan](#), we posted a story on the vision sessions held and planned. We then featured a story on the first in-person [Political Economy Days](#) since the pandemic. All of these stories and our press releases can be found on the [Palomar News website](#).





## FOUNDATION

### Fundraising Activities

#### Scholarships Revenue

The Palomar College Foundation received scholarship funding of \$3,000 in October from the Women's Club of Carlsbad. In addition, two memorial scholarships were supported including Dr. Pratola memorial for \$2,000.

#### Grants

The Palomar College Foundation received a \$10,000 grant from the City of Escondido Nonprofit Relief Fund. This funding will support Escondido students who have been impacted by the COVID-19 pandemic. In addition, the Foundation was delighted to provide a final report to the Conrad Prebys Foundation for the \$102,431 used to purchase a Trauma FX mannequin for the EME/Paramedic and nursing programs. This equipment is already making a significant impact on the student's experience in these programs.



EME/Paramedic students using the Trauma FX (life-like) mannequin

#### Golf Classic

The President's Invitational Golf Classic was held on October 10 at Maderas Golf Club. Over 115 golfers participated in raising over \$145,000 for the Foundation's core programs of scholarships, textbook assistance, and emergency grants.

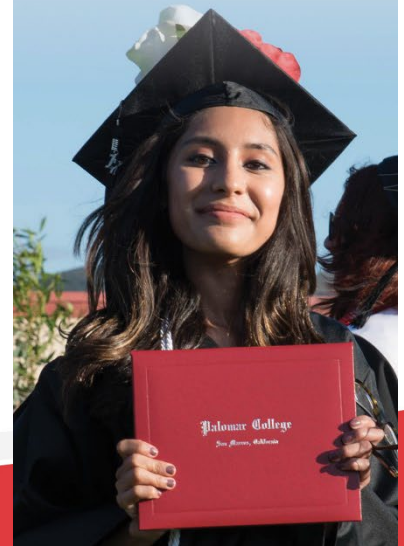


Photos from the President's Invitational Golf Classic

### Community Engagement

#### Kaiser Permanente Meeting

On October 4, Executive Director Stacy Rungaitis hosted a meeting with Max Villalobos Chief Operating Officer of Kaiser Permanente, Dr. Diane Studinka, Dr. Susan Wyche, and Dean Patricia Menchaca to discuss workforce needs at the new hospital that will open in San Marcos. The team at Palomar College is working directly on addressing these workforce needs and making an impact to help build a pipeline for Palomar College students in all areas.



### Local Event Sponsorships

The Palomar College Foundation sponsored Palomar College at several local events in October including the Escondido Grape Day 5K on October 8; the San Marcos Boys & Girls Club Annual Auction & Dinner on October 15 and the MiraCosta College Report to the Community on October 21.

### North San Diego Business Chamber Monthly Mixer at the Rancho Bernardo Education Center

The Palomar College Foundation hosted the October monthly regional connect event for the North San Diego Business Chamber at the Rancho Bernardo Education Center on October 12. Over 110 attendees joined in the health expo. Dr. Rivera-Lacey, Stacy Rungaitis, Julie Lanthier Bandy, Tom Medel, Dr. Diane Studinka and Professors from Architecture and Interior Design represented Palomar College at the event.

### Foundation Board of Directors

The Foundation Board of Directors participated in a listening session for the Palomar College 2035 Educational and Facilities Vision Plan on October 19. In addition, the Foundation Board held its regular meeting on October 24.

### CASE Conference

The Council for Advancement & Support of Education (CASE) held its annual conference in Anaheim on October 27 and October 28. Executive Director Stacy Rungaitis and Development Officer Linda Moynan attended this two-day conference featuring advancement programs in community colleges.



*Palomar College trustees, administrators, faculty, and guests at the Boys & Girls Club Annual Auction and Dinner*



*North San Diego Business Chamber Regional Connect Event*

