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February 10, 2023

PRESIDENT'S OFFICE

Spring '23 is Off to a Great Start

The energy at the start of our spring semester is incredible. I am grateful to all of the Palomar Comets who have worked tirelessly to support our students with registering for classes, finding their classrooms and service areas, eliminating financial obstacles, and addressing their basic needs. The collaboration among our employees is exemplary and I am proud of the work being done both inside and outside of our classrooms.

As time quickly progresses toward Commencement, we will continue to build a culture of Care, Respect, and Accountability. It starts and ends with each of us. As an institution, we are dedicated to offering a caring and supportive environment for our students and our employees. I look forward to working with each of you as we achieve our institutional goals.



Image of students at the start of spring semester

Congratulations to Governing Board President, Christian Garcia

While bittersweet, we are thrilled for Trustee Christian Garcia's appointment to the Escondido City Council in the early February. We appreciate his time and dedication to Palomar College and wish him well. At the February 14 Governing Board meeting, the trustees will consider the option to either appoint a provisional trustee or call for a special election to fill the vacancy in Area 2.

Educational and Facilities Vision Plan 2035 Update

In January, the Educational and Facilities Vision Plan 2035 Task Force held various meetings to evaluate data and feedback that will result in goals and objectives for the Plan. To aid in the development of the facilities portion of the plan, task force members had the opportunity to tour the Escondido and Rancho Bernardo Education Centers. These tours will be followed by a tour of the Fallbrook Education Center in the coming days. We are looking forward to the rich discussions regarding our sites during meetings in February and March. Our Vision

Plan 2035 webpage provides the details of the progress we have made thus far. You can view it [here](#).

Campus Engagement

Our Spring Plenary was a wonderful time to engage with our colleagues and a perfect time to learn from one another. During Plenary, I attended the Diversity, Equity, Inclusion, Antiracism, and Accessibility Speaker Series event featuring Dr. Gina Ann Garcia. Dr. Garcia challenged us to examine what our designation of being a Hispanic Serving Institution means and asked us to reflect on how we can better serve our Hispanic/Latino student population, which makes up nearly 50% of our entire student body. The conversations were meaningful and inspiring, and I am looking forward to moving this work forward.

I really enjoyed presenting with campus leaders at the All-College Spring 2023 Flex Week General Session and being able to officially introduce our new Assistant Superintendent/Vice Presidents, Dr. Todd McDonald, and Dr. Tina Recalde. Throughout the morning there was a specific focus on our efforts to support becoming a Hispanic Serving Institution. In result, we were able to develop our Diversity, Equity, Inclusion, Antiracism, and Accessibility Competencies and Criteria recommendations. You can find detailed recommendations with descriptions in each area [here](#).



Image of Spring Plenary All-College General Plenary Session

On January 25, I attended a preview screening of Palomar College TV's new film *Almost Home: Life After Incarceration* at the Howard Brubeck Theater. This heartwarming and uplifting documentary is about the lives of some of our formerly incarcerated students and their academic experiences at Palomar College. This film is a reminder that Palomar's doors are open to all students. A campuswide screening will take place in June.

Community Engagement

It was a pleasure to participate in the Dr. Martin Luther King Jr. Parade in downtown San Diego. Thank you to all the students, employees, and friends who came out to represent Palomar and to show their gratitude for the incredible work Dr. Martin Luther King Jr. Despite the rain it was a remarkable day to pause and take note of Dr. King's contributions.



I also attended the North San Diego County NAACP Dr. Martin Luther King Jr. “Solidarity and Service” Community Breakfast. A special note of appreciation to North San Diego County Promise for the generous invitation. To experience the progressive social justice work happening in North County is incredibly meaningful and it is an honor to represent Palomar College in these conversations with our community leaders.

My desire to learn is constant. During the weekend of January 27, I gained new knowledge alongside our Governing Board Members Jacqueline Kaiser, Dr. Judy Patacsil, Michelle Rains, and Roberto Rodriguez at the Effective Trusteeship & Board Chair Workshop hosted by the Community College League of California (CCLC) in Sacramento. The conference features state leaders and experienced trustees who provide comprehensive training and insights on how to become an effective trustee.

The weekend ended at the Annual Legislative Conference also hosted the CCLC in Sacramento. Governing Board Members Jacqueline Kaiser, Dr. Judy Patacsil, Michelle Rains, Roberto Rodriguez, joined me and Public Information Officer Julie Lanthier Bandy at the conference, which provides the opportunity for California Community College leaders to connect and meet with members of the California State Legislature. Our discussions centered on the need to support the success of our students and the 116 community colleges in the state. All of the meetings were productive and interesting.

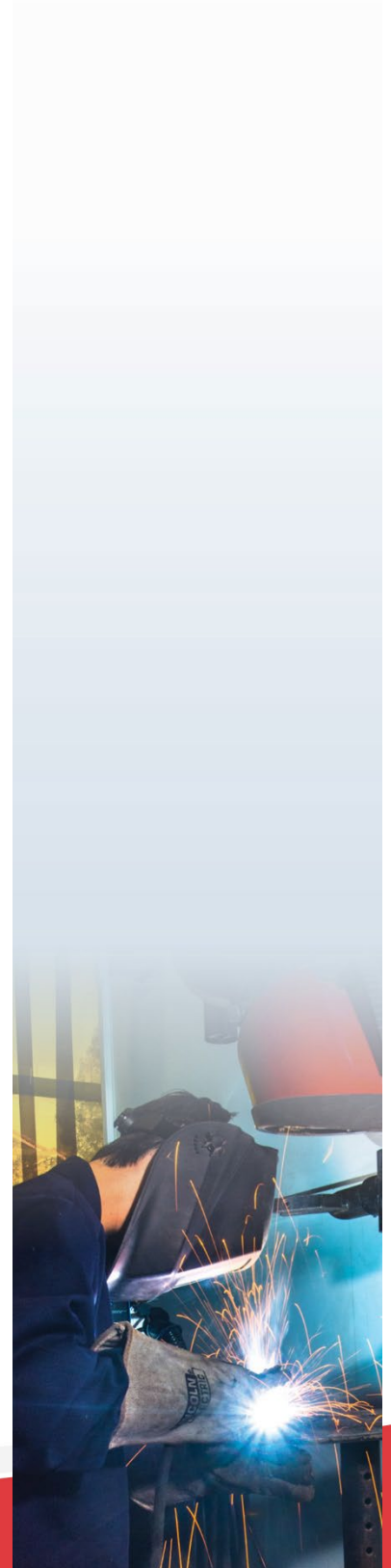
In partnership with the San Marcos Chamber of Commerce, the San Marcos Unified School District, the Palomar College Foundation and sponsors EDCO and Nordson, we hosted the first of five Rising Stars events at the Palomar College LRC. Students from San Marcos High School, Twin Oaks High School, and Mission Hills High School were recognized for their outstanding achievement. Several dignitaries were in attendance including City of San Marcos Mayor Rebecca Jones, and Kristal Jabara from County Supervisor Jim Desmond’s Office.



Image: CSU San Marcos President Ellen Neufeldt and Palomar Superintendent/President Dr. Star Rivera-Lacey



Image: Three Rising Stars students



The month of January also included an opportunity to present at the American Association of University Women (AAUW) Carlsbad-Oceanside-Vista Chapter to talk about the amazing opportunities we have at Palomar College. AAUW has been advocating for the advancement of education for women over the past 100 years. Speaking of women who have impacted education in our region, I met with CSU San Marcos President Dr. Ellen Neufeldt, and MiraCosta College President Dr. Sunita Cooke to continue our discussion on working together to strengthen our tri-campus alliance. Lastly, I met with the Board of Directors of the National Community College Hispanic Council. The focus of the Council is to prepare Hispanic leaders for community and technical colleges across the U.S.

OFFICE OF INSTRUCTION

The Office of Instruction would like to recognize and thank our deans and chairs for their work on scheduling, as well as deans, faculty, and classified employees for ensuring their areas were ready to welcome students to the Spring 2023 semester. On January 23, Dr. Tina Recalde began her role as the new Assistant Superintendent/Vice President of Instruction. She has been working with the instructional team to make scheduling adjustments that meet the needs of students. Instruction is currently in the process of assessing the need to add more fast track two classes (2nd 8-week sessions) and adding other classes where needed.

Languages and Literature Division

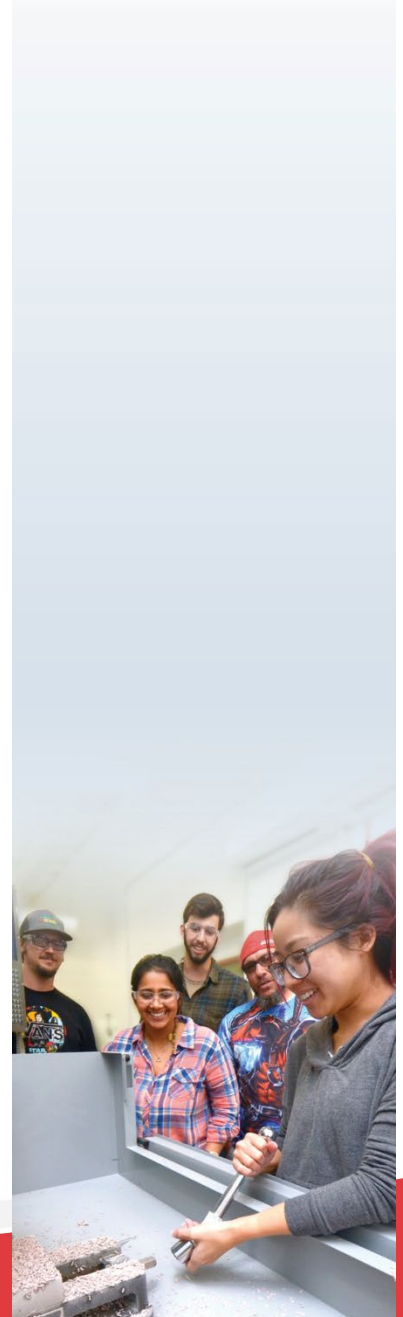
Dean Chauderlot is working with the Chair of World Languages to engage in faculty conversations related to the impact of AB 928 as it will have a strong impact on the Languages and Humanities areas.

English-Humanities – Reading

The English-Reading-Humanities department has started working on the recruitment of two new faculty members to start in Fall 2023. The department has worked on adapting class scheduling to best meet the needs of students.

ESL

As student demand increased, in-person classes have been added at the San Marcos campus and the Escondido Education Center. We are continuing to explore opportunities and possible partnerships. Dean Chauderlot visited One Safe Place at the North County Family Justice Center with ESL faculty member, Gary Sosa, and Dr. Diane Studinka, to explore how the Division can contribute to the Center's educational needs. The department is also seeking to expand partnerships with Bonsall High School, the Disability Resource Center, and Career Technology and Extended Education, and the development of a program for incarcerated students interested in occupational and noncredit programs. The ESL program and specific classes have recently been featured in a CAP webinar "Supporting English Language Learners in Mainstream Transfer-level English Composition;" CAP publication, "Making It Count," and the student newspaper, The Telescope in an article titled "The ESL program empowers students to reach their goals."



ASL and Speech – Communication

The Speech department is actively preparing for the spring tournament season and is ready to take its winning students on the road again! Speech is maintaining a high fill rate. The department is actively working on hiring a new ASL – Deaf Studies instructor and a Speech/Communication instructor-coach.

World Languages

The department is preparing to offer its Spring Café International which was a big success last semester.

Library

The library manager and librarians have been working on filling three vacancies. One Senior Library Technician has been hired from within Palomar, one library technician has been promoted and hired in a Senior position, and we are trying to complete the third hiring this Spring. The library is currently celebrating Black History Month with displays at all four locations.



Image of Fall Semester Cafe International

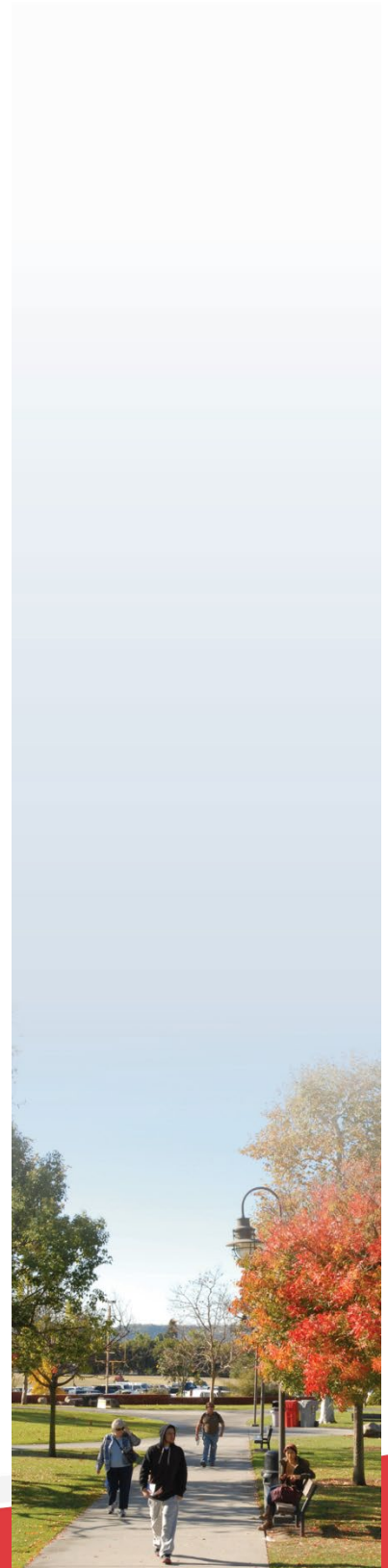
Tutoring

The Tutoring and Learning Centers at the Fallbrook, Rancho Bernardo and Escondido Education Centers are experiencing an increase in in-person sessions. The Students Taking Academic Responsibility (STAR) general tutoring center is also providing online and onsite support to students. The tutoring team is working on a few projects across all four sites, including the development and presentation of workshops geared toward specific classes and needs, increasing the number of available tutors for subjects in all areas, collaborating closely with the Math, Science, and Engineering division to hire more STEM tutors, and developing a biology model available for students.

Arts, Media, and Business Administration Division

The Division was awarded a \$99,000 grant to participate in the Community Colleges Pathway to Law School Initiative. The purpose of the initiative is to establish a pipeline of diverse students from high school, community college, CSU/UC, and law schools into law or law-related careers so that the legal profession reflects the diverse population of California.

Cinema adjunct faculty, Russell Sheaffer, is currently screening his film Playland at the International Film Festival Rotterdam. The film was recently covered in [Variety](#). Professor Wade Rollins, in Graphic Communications, conducted a “TikTok social media marketing” test in two classes last semester. This has resulted in the new 197B experimental course - Multimedia for Social Media. Students will develop and test promotional videos for multiple social media platforms. Students will learn core media technical skills, some of the content may be used for promotional purposes.



Our student Ceili Orr has been named a finalist for "Best Public Service Announcement" at the Intercollegiate Broadcasting System Student Media Awards. KKSM participated in a student media conference hosted by California Community Colleges Interim Chancellor Dr. Daisy Gonzales. One of our current photography students, Alejandra (Alex) Tomeo, has recently been appointed the Parker Photography Apprentice at the San Diego Museum of Natural History and has co-authored a paper on Archival Preservation of Glass Plate Negatives with one of the scientists at the museum. She has also been photographing all the major donors of the museum with a 4x5 camera and making contemporary glass-plate negatives.

Social and Behavioral Sciences (SBS) Division

The division is in full swing for the spring semester! The majority of the few classes that were cancelled, were converted to Fast Track 2 courses (2nd 8-week course). We were able to add classes where there was clear student demand in American Indian Studies and Ethnic Studies. In addition, we are working on several partnerships, some new and some ongoing including those with Escondido Union School District, Metropolitan Area Advisory Committee (MAAC), and the Indian Heath Council, and San Diego Workforce Partnership. We have identified a potential opportunity to collaborate with the San Diego Office of Education. There is a statewide push to get universal Transitional Kindergarten (TK) available for all districts in California. In order to do that, credentialed K-12 teachers would be required to take Child Development classes to earn an additional Child Development permit. The Palomar College Child Development department is positioned to provide these courses helping to fill a pressing need in our region.

Career Technical and Extended Education

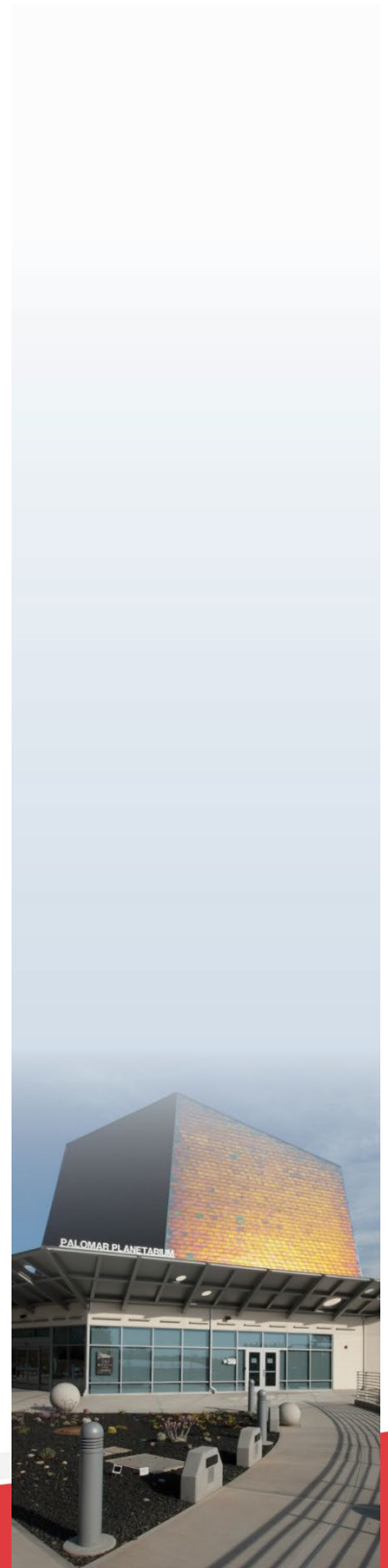
Program Updates

The Emergency Medical Education program just graduated 20 Paramedic students from Cohort 59.



Image of Paramedic Program Graduates

Over the winter break, facilities worked overtime with Baker Electric to install ten Level-2 Charging Stations and a DC Fast Charging Station in the T-Building complex, for our auto, diesel, and autobody programs. Faculty member Sergio Hernandez also received approval for his proposed Heavy/Moderate Zero Emissions Vehicle Technologies curriculum. The new program will launch in the 2023-2024 school year.



Our next step is to identify vehicles and tools to support the curriculum.

Grants and Partnerships

Palomar partnered with UC San Diego on a grant which will purchase EV charging equipment for the UC campus and provide student interns from Palomar for UC San Diego's Zero Emission Vehicle Shuttle Bus program. The \$750,000 grant was awarded in December by the California Energy Commission's EnergIIZE Program.

On January 27, the Palomar College Occupational & Noncredit Programs hosted an equity workshop for its adult school partners from Vista, Escondido, Ramona, Poway, and San Marcos at the Rancho Bernardo Education Center. This event was part of the college's work with the Education to Career Network (ETCN); this adult education consortium is composed of Palomar College and its district adult schools and is funded through California Adult Education Program (CAEP) and the Workforce Innovation and Opportunity Act (the federal WIOA grant). About 50 staff, faculty, and administrators from these schools discussed issues around equity and how to provide truly inclusive spaces. There will be two additional workshops in the series this spring.

Palomar is entering a multi-faceted collaborative partnership agreement with North County Transit District (NCTD) which will include the development of internships and apprenticeships for Zero Emissions vehicle technicians, bus drivers, and other careers at NCTD, job training for NCTD employees, and discounted bus passes for Palomar and other public higher education students in North County. This will be a multi-year endeavor and will use funding from Strong Workforce, the Learning Alignment Education Program, the California Apprenticeship program, and with additional grants obtained by NCTD and Palomar.

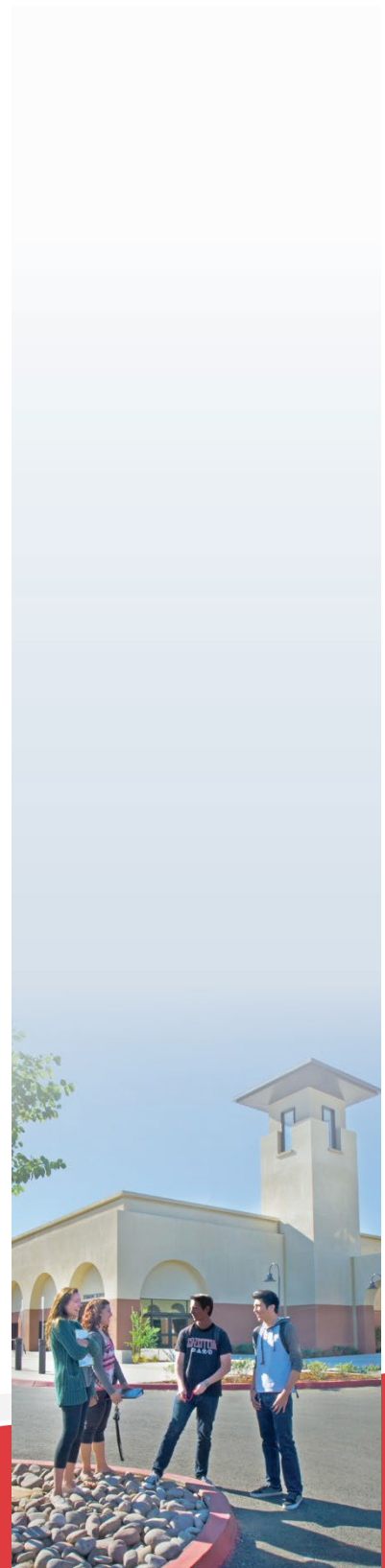
In January, media company Pacific Sky brought a video production team to Palomar to highlight several Career Technical Education (CTE) programs, including Water Technology, Architecture and Interior Design, Air Conditioning and Refrigeration, and the Auto/Diesel/Autobody programs. The one-minute promotional videos will be used in social media campaigns, as part of an outreach and recruitment effort.

Rising Scholars

The California Community College Chancellor's Office (CCCCO) selected our Rising Scholars team to represent the 62 community colleges that have on-campus programs for formerly incarcerated students at the Board of Governors (BOG) meeting on January 23. Our interim director of occupational and noncredit programs, Dr. Nora Kenney, and program alumnae and UCLA transfer student, Luis Jimenez,



Image (left to right) Interim Chancellor Dr. Daisy Gonzalez, Dr. Nora Kenney, Student BOG representative Paul Medina, and Luis Jimenez



presented the program. Once complete, members of the Board of Governors enthusiastically applauded Mr. Jimenez's story.

The documentary about the Rising Scholars program, *Almost Home: Life After Incarceration* has been completed after over two years of filming. A pre-release screening was held on January 25 at the Brubeck Theatre, where about 100 film participants, formerly incarcerated community members, and program affiliates enjoyed a reception, the screening, and a post-film panel. On February 3, the film was shown at a hybrid event, with all members of the campus community and guests invited. A larger screening will take place in June, at which time elected officials and community members will be invited.

The San Diego Sheriff's Department hosted the National Veteran Committee on February 1 at the Vista Detention Facility and invited interim director of Occupational & Noncredit Programs, Dr. Nora Kenney, to speak about the Palomar College Rising Scholars program, which has been offering credit courses in the jail since 2018. During this meeting, committee members spoke with incarcerated students about their experiences in the Veterans Module, a housing unit dedicated to veterans where the Palomar courses take place. Committee members are researching best practices, in hopes of replicating the program's success, including its education model.

In collaboration with the MiraCosta College Transitions Program and the Project Rebound program at CSU San Marcos, Rising Scholars received a \$4,000 North County Higher Education Alliance (NCHEA) grant to take students to Sacramento. The group hopes to attend the California Community College Board of Governor's meeting on July 24, tour the state capitol, meet with legislators, if possible, and visit nearby universities like CSU Sacramento, UC Davis, and UC Berkeley, all of which have programs for formerly incarcerated scholars.

Workforce, Community and Continuing Education

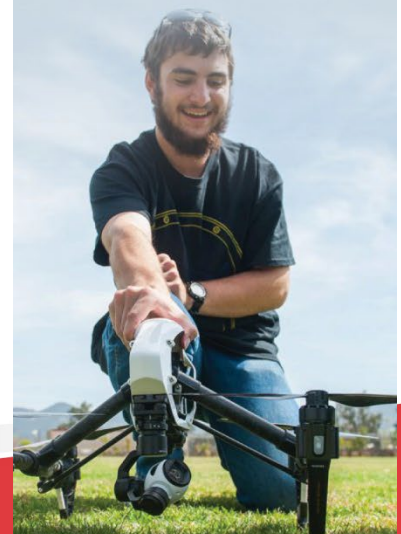
Service Learning

A Service Learning Fair was held on February 8 at the San Marcos campus featuring 17 community partners who shared service learning volunteer opportunities with our students.

In the fall, Faculty Coordinator, Gina Wilson, and Dr. Angela Kong, Service Learning Coordinator, facilitated workshops to support and train our 2nd faculty cohort to incorporate service learning assignments into their spring courses. Twelve professors are now ready to integrate service learning into their current courses from different academic disciplines. This allows more students to have the opportunity to apply what they learn in the classroom with their work in local non-profit organizations. Based on research, service learning is a high-impact practice that increases student success and retention. Students explore careers, gain work experience, and give back to their communities. Faculty stipends were funded by the Strong Workforce Equity Grant. We now have a new self-directed Service Learning Experience Canvas Course available as well.

Workforce Development

We partnered with the North San Diego Business Chamber on "The Future Series." This was a series of three workshops held at the Rancho Bernardo Education Center for chamber members. The workshops focused on:



1. Talent Resources Available to Employers: Jason Jarvinen presented with Alex Ortega and Lance Grob from Miramar on Partnering with Community Colleges (November).
2. Starting with a Foundation – Your Talent
3. Building a Workplace of the Future (upcoming in February): Jason Jarvinen, Alex, Lance, and Ben Gamboa will present on Talent Pipeline Management

Military Leadership (MIL)

We started working on integrating an Apprenticeship Tracking System to assist in student and administrative management of the program. This is through MyOneFlow. The Marine Corps University Symposium will be held at the end of February at Camp Pendleton. We will meet with the Academic Officers of the Staff Noncommission Officer Academies (SNCO) from six locations: Camp Pendleton, Twenty-Nine Palms, Camp Lejeune, Hawaii, Quantico, and Japan. The Dean and Associate Dean from the Enlisted College will be coming to Palomar College to meet with Dr. Rivera-Lacey and Dr. Recalde.

The program continues to grow. In fall 2021, we had five students fully complete the program. In fall 2022, we had 60 students fully complete our MIL program Division of Apprenticeship Standards (DAS), Department of Labor, and Certificate of Achievement from Palomar. In spring 2023, we have 306 students (after census).

Professional Development (PD)

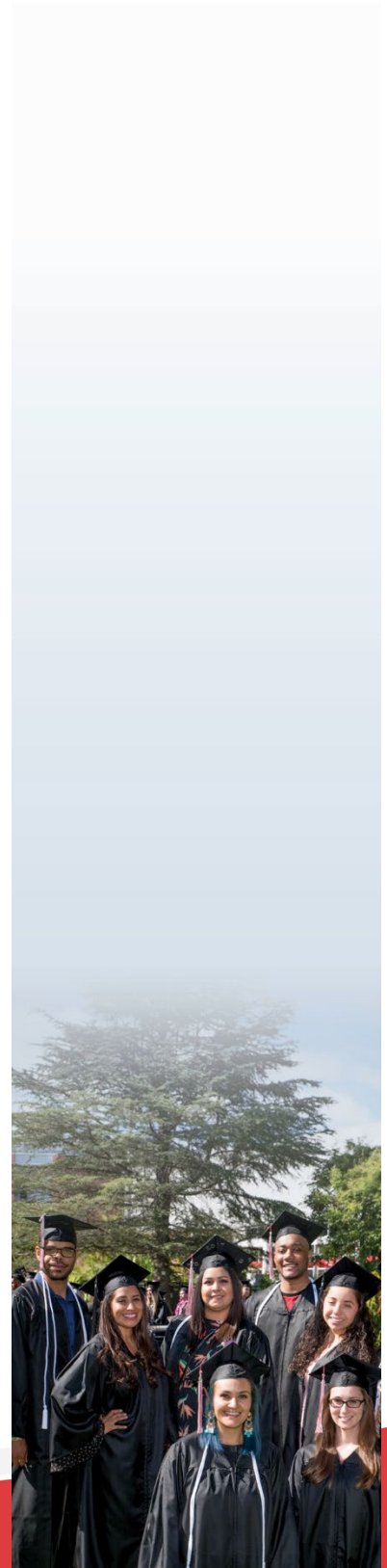
Our bi-annual Flex Week was held in January and featured over 60 sessions and meetings. Sessions included featured speaker, Dr. Gina Garcia on January 25. Over 200 colleagues attended Dr. Garcia's interactive workshop that provided an organizational framework that advances equity, justice, and liberation for racialized organizations. Dr. Garcia laid out the framework, which includes nine organizational dimensions and offered examples from practice. She encouraged participants to think about how committing to equity and justice is grounded in concepts about organizational change and transformation. This session was followed by an All-College Day General Update Session on January 26, with Diversity Equity, Inclusion, Antiracism and Accessibility at the center of the discussion. The entire College came together to hear important updates from leadership. We were joined by students who presented what Palomar has meant to them and their experiences at the College. Finally, the College also engaged in discussion over the Student Equity Plan and our continuing role as a Hispanic Serving Institution.

PD continues to move forward with equitable Professional Development opportunities for all employees and is excited to facilitate the tremendous work of our peers for Black History Month and Women's History Month.

STUDENT SERVICES

Enrollment Services

Student Services had extended hours, inclusive of Saturdays, during the week before and the first week of classes.



Financial Aid

Over \$2.2 Million in financial aid was awarded serving over 2,200 students. In addition, over 2,600 students have received a bookstore grant for Spring 2023.

Outreach

Outreach Services closed out a very busy fall term with 77 activities off campus and 62 activities or tours on campus. They offered 22 virtual activities to continue to meet the needs of students. The fall semester was the first in-person term since application workshops were moved to this department. We plan to continue to advance our resources to support our prospective student audience.

Student Services Communications, Systems, and Technology

On January 27, we provided twenty-five student-facing employees with login access to Highpoint to gain their subject matter expert feedback on the platform's navigation, and testing was conducted. A web banner for the Palomar.edu homepage and a landing page was created to feature extended student service hours during the week leading up to the start of the spring semester and during the first week of classes. Student engagement text campaigns were sent out from January 25 through February 6. The texts went out to over 2,500 students regarding registration and on campus events. In collaboration with the Academic Technology Resource Center (ATRC), we will train student services employees to centralize student services event information on the Palomar.edu event calendar.

Student Life & Leadership (SL&L)

The Anita and Stan Maag Food and Nutrition Center will be resuming farmer's markets at each of the education centers starting February 7. During the month of January, we assisted thirty-four new cases and distributed 1,800 pounds of food.

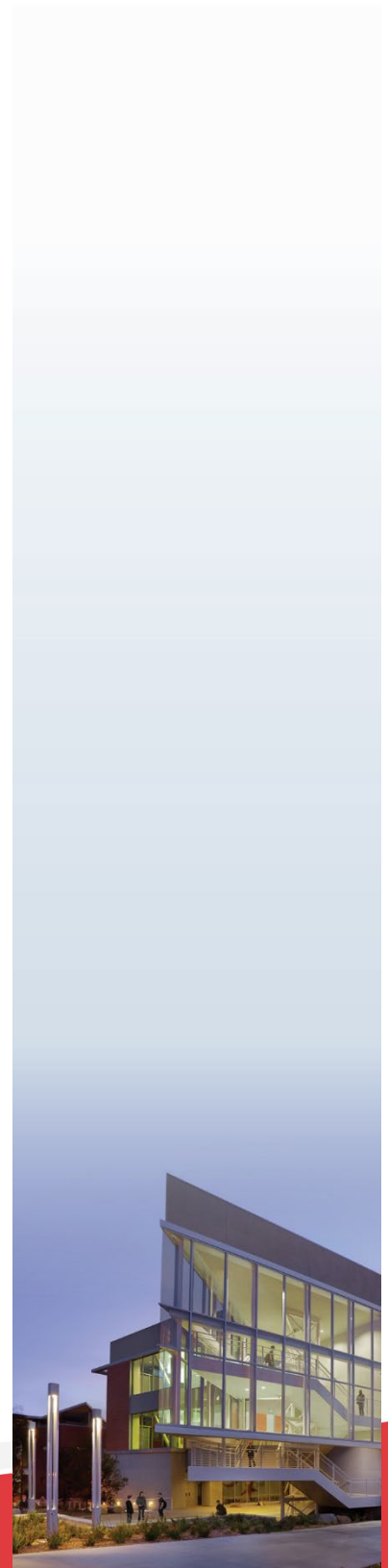
Planning for commencement has started with the planning committee meeting on January 18. A commencement page has been added to Palomar.edu and will be updated regularly.

On January 30 and 31, we hosted the spring semester event #CometTogether. Departments throughout the college shared their important campus resources and services. We offered extended evening hours for students to get their Student Activity Card during the first week of classes. Club Rush is planned for February 14 and 15 in the Student Union Quad.

Student Health Services

The Student Health Services staff is collaborating with Campus Police and a subcommittee of the Safety and Security committee to obtain free Naloxone (Narcan) for each of our campuses through California's Naloxone Distribution Project. Naloxone is a lifesaving, overdose reversal medication that is being widely distributed to help prevent deaths related to opioid or Fentanyl overdose.

Our Behavioral Health Counseling Services (BHCS) team of licensed therapists and interns have already started seeing students. BHCS is excited to offer more group sessions this semester, including support groups and workshops led by our clinicians. The Creando Espacio (Creating Space) group for Latinx students will continue, and new



offerings include a supportive space for students exploring their gender identity as well as those who may be in recovery from addiction.

Health Services is collaborating with our community partner Champions for Health to host monthly vaccination events for Palomar College students, employees, and family members on the second Thursday of January, February, March, and April.

Athletics

Both baseball and softball student athletes started their seasons. Each team will play 40 games throughout the course of the spring and both teams are ranked in the top 10 in the state. Men's Basketball is 17-7 with only four games remaining. They appear to have a solid shot at making the playoffs and will most host a home game during the first week of March. Women's basketball is continuing their winning season. They are ranked #1 in the state and are 24—0 with four games remaining. They will be hosting the first few rounds of playoffs, which start during the first week of March. Women's basketball Sophomore, Camille Sroufe (pronounced sr-oaf) just broke a Palomar Comet record by scoring 10 three-point baskets in a single game. Camille has been shooting great all season and it's wonderful to see her hard work paying off. Our student athletes are doing great work in the classroom too. Forty-two of our athletes have been nominated for the Academic All State Award. These students earned a 3.5+ GPA in 24+ units since their first season of competition in 2021-2022.



Men's Basketball image

FINANCE AND ADMINISTRATION

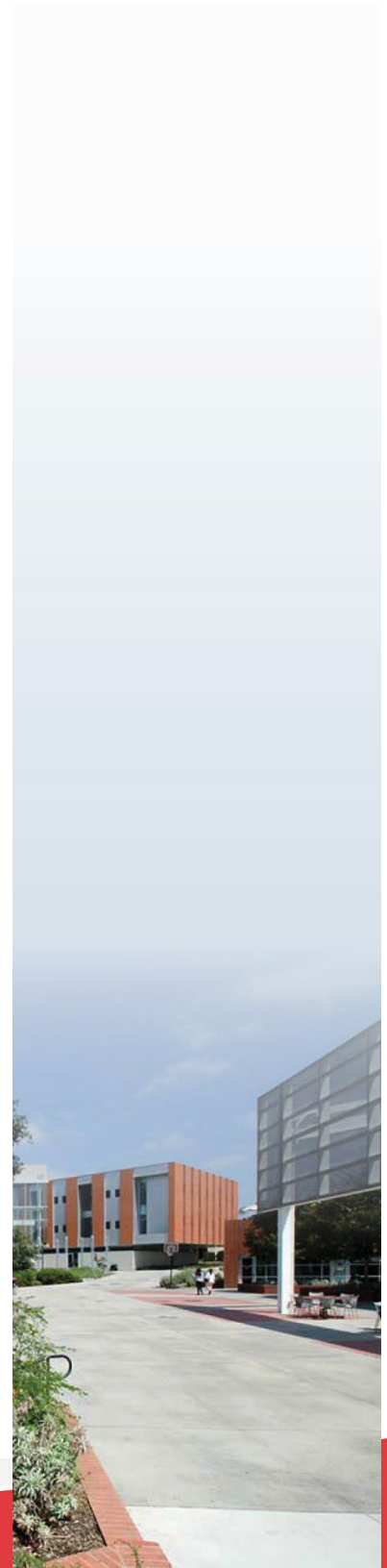
Fiscal Services

The 2021-2022 annual audit has been submitted, as required, to the state and certified through the Federal Clearinghouse and FSA eZ-Audit sites. The audit will be presented by the external audit firm, Eide Bailly, at the Governing board meeting on February 14.

Fiscal Services also completed the 1099 process due at the end of January, including successful electronic submission to the IRS and mailing the forms to recipients.

All employee W-2 forms were completed and uploaded to Social Security and mailed to at the end of January. An electronic process is in development for both W-2s and pay advice forms. The documents will be available online in PeopleSoft for employees to extract in a self-service format later this month.

Planning for the 2023-24 budget is underway with the development of the budget calendar. We are in the process of reviewing the Governor Newsom's January Budget Proposal, inclusive of the 8.13% projected COLA, to inform the District's tentative budget.



Information Services (IS)

In collaboration with Campus Police, Environmental Health Safety, and the Public Information Office, two district wide lockdown drills will be held on February 15 at 9:00 a.m. and 7:00 p.m. District wide announcements will be delivered through our Informacast Emergency Notification System to desk phones, email, registered mobile devices, and internal and external speakers.

The IS help desk and technical services teams have been extremely busy over the past several weeks supporting technical needs of students, faculty, and staff in their return to campus and classes for the spring semester.

Working in collaboration with Human Resource Services and Fiscal Services, the IS systems and programming team conducted technical tasks associated with calendar year-end activity, such as generation and distribution of W-2s, 1098Ts, 1099 tax forms. Additionally, Employee Self-Service (ESS) functionality in our PeopleSoft HR System was rolled out to all active employees the weekend of February 11–12. As a reminder, ESS functionality includes items such as paystubs and W-2s on the web, as well as enabling self-service updates to emergency contact information by employees.

The IS network and data center recently completed the analysis and design of a \$2 million wireless upgrade project planned for the San Marcos and Escondido locations. Due to supply chain issues, we expect to receive this equipment in 6-9 months. Once received the configuration and installation will begin. In addition, this team continues to work closely with facilities, architects, and contractors on the recommended design and configuration of the technical infrastructure for both the new athletics stadiums and Fallbrook 40 projects.

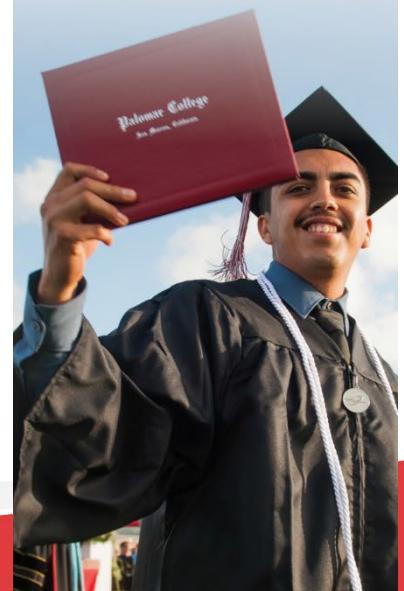
In compliance with the Chancellor's Office increased cybersecurity initiatives, several projects in this area have been completed or are in process. A few noteworthy examples include the completion and submission of two state-mandated technical assessments; initiation of network and system vulnerability scans to proactively identify and remediate technical risks; draft update of AP 3720 (Computer Use Policy) for presentation to shared governance; and targeted rollout of Multi-Factor Authentication (MFA) for employees.

Facilities

Prop M Projects

Despite the increased rain in the last month, the softball and football stadiums project is approximately 13.8 % complete. Work is proceeding with footing excavation and under slab utilities installation for the softball field dugouts and back stop wall with the goal of placing the first concrete foundations during the week of February 6. The work continues in responding to the feedback from the Division of the State Architect (DSA) on the athletic field house. The project plans for Fallbrook 40, a 40,000 square foot building at the Fallbrook Education Center, are in review at the DSA. The DSA has issued the building permit for the irrigation well at the Fallbrook Education Center. Bid documents are currently in the preparation phase.

A Request for Qualifications (RFQ) for a district environmental consultant needed for updating the Environmental Impact Reports (EIR) at all sites is in progress. A recommendation for approval by the Governing Board is scheduled for March. Work is



progressing on a request for proposal for a design architect for the old library building project.

Other Projects

Work is complete on the installation of ten new electrical vehicle charging stations in the ITC building. This project is in support of the Career Tech Education auto technology program.

The pedestrian safety improvements project for parking lots #12, #1 and #2 is pending in the contract phase.

The work on the HVAC piping repairs in the Humanities building was completed prior to the start of the spring semester. The probable cause of the leaks is under investigation.

The development of a design-build contract not to exceed a specific amount is underway to result in an analysis of needs and replacement of old and failing HVAC units and roofing on various buildings throughout the San Marcos campus.

The design for the HEERF funded security fencing project was submitted to DSA in late December. Bid documents are in process and the project will go to bid once a permit is received.

Work on creating a progressive “defensible space” concept to protect the Early Childhood Education and Lab School and arboretum is expected to start before the end of February. This project is funded through a grant from the County Board of Supervisors.

HUMAN RESOURCE SERVICES

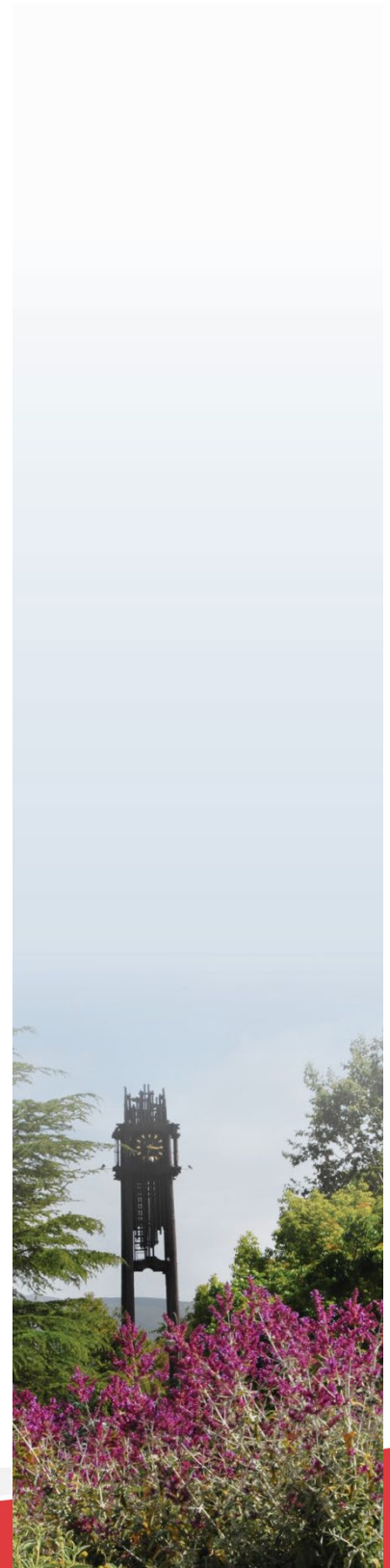
General Update

The Human Resource Specialist team is now using digital new hire paperwork for short-term and part-time faculty new hires. This effort is intended to decrease processing time and increase the ability to digitally track the paperwork status. The full-time employees' new hire paperwork will also be transitioned to a digital format soon.

In January, the human resources team attended the California Community College Registry Job Fair and the San Diego and Imperial Counties Community College Association Job Fair. The goal in attending job fair events is to promote opportunities at Palomar College, engage with applicants on the benefits and features of working at our college, and increase the diversity of qualified candidates.

Title IX, EEO, Unlawful Discrimination

Human Resource Services, in collaboration with the Equal Employment Opportunity (EEO) Advisory Committee, is developing the District's Equal Employment Opportunity Plan for 2022 – 2025. The Plan, which is based on revised Title 5 regulations, will focus on specific strategies for enhancing EEO practices to strengthen diversity in our workforce before, during, and after hiring processes. The first draft of the Plan will be



presented to the Governing Board for approval on April 11, 2023. It is due to the Chancellor's Office for first review and guidance on May 1, 2023. Expected implementation of the Plan is set for July 1, 2023.

Benefits

The District and the Palomar Faculty Federation (PFF) have negotiated new part-time faculty medical benefits effective April 1, 2023. Part-time faculty open enrollment will run from February 14 – March 3, 2023. The benefits office will be sending email communication, holding workshops, and open drop-in hours during the open enrollment period.

Recruitments

The Recruitment team continues to work at filling critical vacancies across the campus. Here are the recruitment figures as of February 6:

- Sixty-four permanent recruitments in progress
 - 8 – Admin/CAST
 - 30 – Classified
 - 22 – Faculty
 - 4 – Certificated/ECE Lab School
- Sixty 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

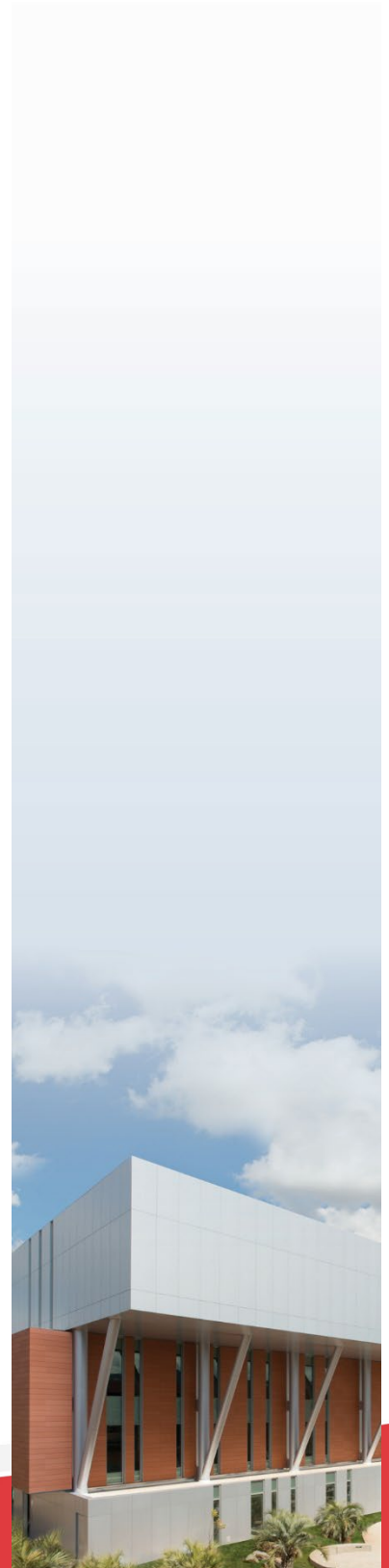
The work to develop our follow-up report to the Accrediting Commission for Community and Junior Colleges (ACCJC) due November 2023, has started. Writing leads for specific activities are preparing brief narratives describing the work they have completed and aligning it to the standard under review. The Accreditation Writing Leadership Team will use the submitted narratives to form the basis of the report.

Integrated Planning

The Education and Facilities Planning Task Force met on January 18 and 19 to draft the goals and objectives for the education portion of the 2035 Education and Facilities Vision Plan (the Plan). The task force will review the proposed goals and objectives at their first meeting in February. It will then focus on the facilities portion of the Plan for the remainder of the spring term. To begin preparing for this work, task force members toured the Rancho Bernardo and Escondido Education Centers on January 19. The task force will tour the Fallbrook Education Center in February.

Institutional Research

The research team continues to work on projects identified on our research agenda. A sample of completed projects include a high-level evaluation of the technology support provided to students during the COVID-19 pandemic, validating the Student-Centered Funding Formula (SCFF) data metrics for the supplemental and outcomes allocations, and providing data and support for the nursing program's self-evaluation for accreditation.



Grants

Palomar College received a grant award from the California Community College Chancellor's Office Division of Workforce and Economic Development for the Community Colleges Pathway to Law School Initiative (Cal LAW). This award targets high school students at Mission Hills, San Marcos, and Vista High schools in establishing pathway to law school courses by expanding articulation and transfer. The performance period for this grant is January 1, 2023, through June 30, 2024.

Palomar was one of seventeen colleges selected to participate in ACE-UP, a national community of practice for colleges to address postsecondary and labor market disparities by designing tangible strategies to advance equitable employment outcomes. A cross disciplinary team of five will participate in this 18-month program covering five themes: advancing institutionalized equity, aligning policy and practices, cultivating employer partnerships, enhancing student services, and making data-driven decisions.

PUBLIC AFFAIRS OFFICE

Marketing/Advertising/Promotion

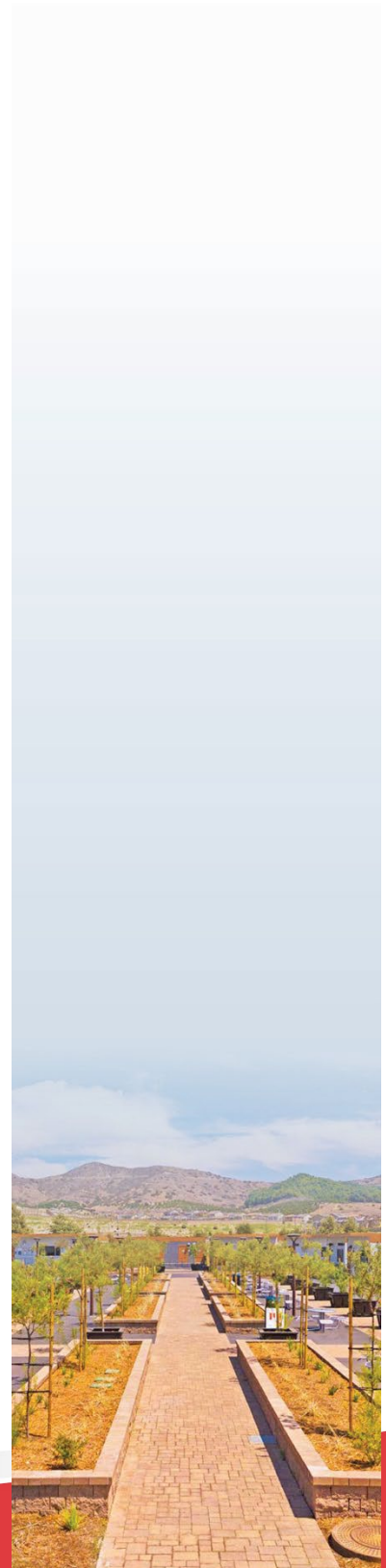
The Palomar Makes It Possible digital advertising strategy inclusive of programmatic advertising as well as brand related enrollment-focused ads continued. The strategy generates qualified traffic to the associated landing pages and palomar.edu website. In the month of December, the campaign generated nearly 824,000 impressions, while remaining cost efficient.

The web streaming campaign designed to support Spring 2023 enrollment goals continued. The campaign includes endorsement ads featuring alumnus 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 Facebook ad campaign designed to increase awareness of the three education centers ran in January.

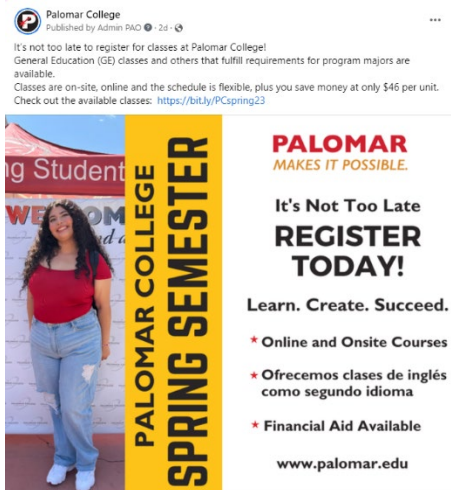
The new palomar.edu website continues to perform well. Compared to the previous December, we experienced an 75% increase in users, on the palomar.edu website, with 64% of this traffic coming from new users. The increase in overall users is a significant result, well above industry standard, and is evident that the marketing campaigns are delivering quality traffic to the website.

Social media remains the 4th ranked source of all traffic generated to the Palomar.edu website. Facebook, LinkedIn, and Instagram generated the majority of the social media traffic to Palomar.edu. The other overall top channels of traffic to the website are 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 4%, and followers on Twitter grew 4% compared to January 2022. Instagram is continuing to show the largest year-over-year increase at 16%. LinkedIn followers increased 6%. Followers on our TikTok channel grew nearly 11% in January compared to the previous month.



Throughout the month of January, our social media posts included support for Spring 2023 enrollment goals, inclusive of open classes, student service programs, basic needs support, performing arts, and campus events.



Sample Social Media Post



Sample Social Media Post

Community and Media Relations

The [press release](#) issued on February 2 regarding the start of the spring semester garnered the attention of regional and community media outlets during the first and second week of February. We issued press releases on the hire of [vacancy on the Governing Board](#) on February 3. This story was published in both the San Diego Union Tribune, the Coast News and community based publications.

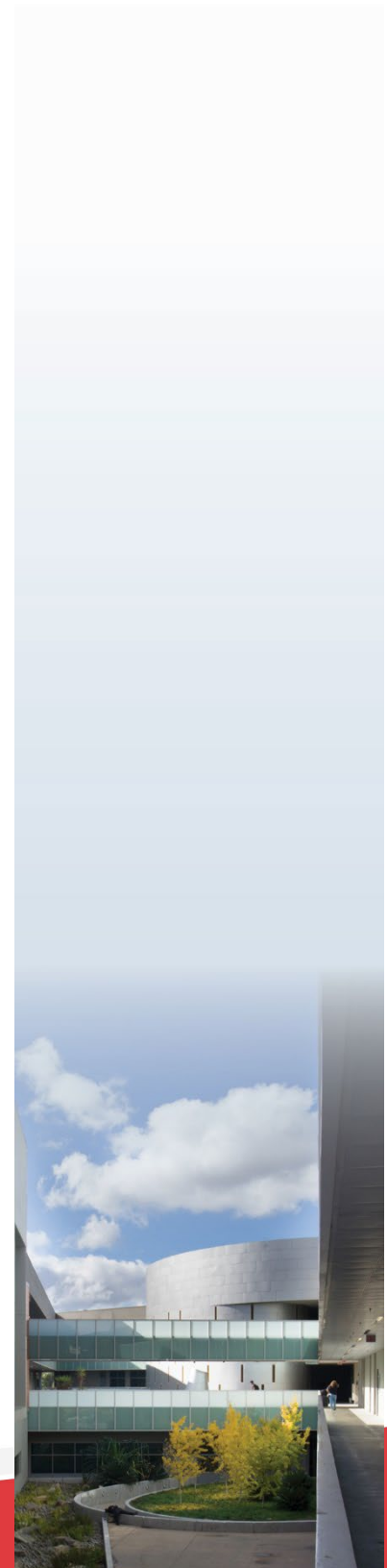
Public Information Officer Julie Lanthier Bandy accepted another term on the San Marcos Chamber of Commerce Board of Directors and Executive Committee. The city of San Marcos Mayor Rebecca Jones conducted the Board installation ceremony.



Image: San Marcos Chamber Board of Directors and Mayor Rebecca Jones

Internal/External Communications and Public Affairs

On January 6, we issued the [Palomar News](#) to all subscribers and College employees. In January, we posted stories on the top- ranked [Palomar College Women's Basketball Team](#), the presentation to the California Community College Board of Governors by our [Rising Scholars program](#) and the recent



[Social Justice Festival](#) held at the San Marcos campus. All of these stories and our press releases can be found on the [Palomar News website](#).

FOUNDATION

Fundraising Activities

Save the Date - Palomar Community Showcase, May 3, 2023.

This annual event will take place at the California Center for the Arts in Escondido from 7:00 a.m. - 9:00 a.m. Over 300 community members will gather to hear a “Report to the Community” by Dr. Star Rivera-Lacey. In addition, the Comet Award winner will be recognized, and Rising Scholars, formerly the Transitions program, will be presented to the region.

Grants

The Foundation received approval for an \$11,000 grant from Tri-City Medical Center in January. This will support Palomar’s Behavioral Health program, the EMT program, and emergency grants. Tri-City also continued its membership with the President’s Associates for 2023. Chief Marketing Officer, Aaron Byzak serves on the Foundation Board of Directors.

We also received a \$5,000 grant from the Christenson Foundation to help support the Palomar College Foundations’ mission to assure equal access to success for all Palomar College students by helping to remove financial barriers and provide essential educational resources.

President’s Associates

We are excited to welcome two new President’s Associates this month – Sheila Brown and Dave Watt. Both new members recently toured campus and have joined the Foundation Board of Directors. The Foundation team is creating new giving levels that would allow alumni to join the President’s Association at various introductory levels.

Marketing, Community & Infrastructure Activities

Scholarship Season

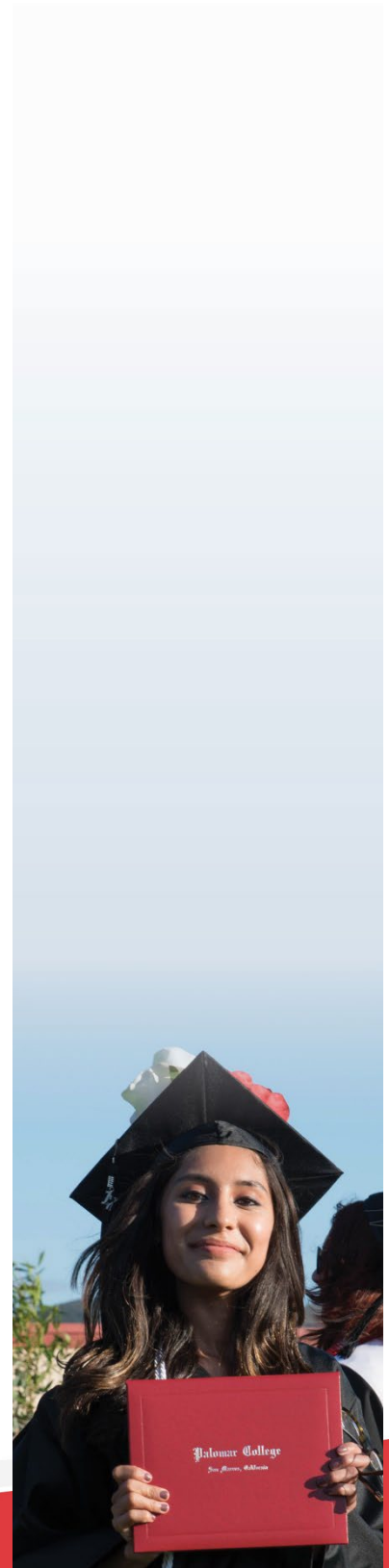
The Palomar scholarship application is open Jan. 17 – March 9. One application qualifies students for hundreds of scholarship opportunities funded by our generous donors. With only a few weeks into the application, 361 students have applied.

Foundation Board of Directors

The Foundation Board of Directors kick-off retreat occurred on January 23. This group of 13 community champions met to review the strategic development and community engagement plan(s) and provide input on the Foundation’s innovation grant process.

Corporate Sponsorships

The Foundation is working with our corporate sponsors on offering a yearly sponsorship packet that incorporates all our events, a President’s Associates membership, and any additional features into one presentation. Many donors prefer this once-a-year approach to asking for sponsorship dollars. This month we met with Cal



Coast Credit Union and HMC Architects to present the packets.



*"Because of you,
I can now dream
bigger."* -Scholarship recipient

PALOMAR.EDU/FOUNDATION

Contact: Linda Moynan, Development Officer
lmoynan@palomar.edu | 760-744-1150, Ext. 2732

Foundation Sponsorship Package Sample side A

2023 SPONSORSHIP PACKAGE

ERICKSON- HALL

Your sponsorship of Palomar College 2023 events is an investment in the future. We are the educator of your future members, employees, and scholarship recipients. We are so pleased to partner with you in building a strong collaboration so both Erickson-Hall and Palomar College can best serve our local communities.



PRESIDENT'S
ASSOCIATES



COMMUNITY
SHOWCASE



GOLF
CLASSIC



CUSTOMIZED
ELEMENTS



2023 Sponsorship Packages

We look forward to our partnership to support student success through the Palomar College Foundation.

PRESIDENT'S ASSOCIATES

Membership 2023
\$1,000

-Who's Who of North County business leaders, brought together by their strong interest in seeing Palomar College prosper.
-They realize that their success is linked to our success.
-Up to 50 CEOs, vice-presidents, and managers of major companies meet quarterly to hear updates from superintendent and president Dr. Star Rivera-Lacey and her senior administrators.

COMMUNITY SHOWCASE

	CHAMPION \$5,000	ADVOCATE \$2,500	LEADER \$1,500	SUPPORTER \$1,000
Tables of eight	2 tables	2 tables	1 table	
Prominent Sponsor recognition	✓			
Sponsor recognition on press release	✓	✓		
Sponsor recognition on Palomar news	✓	✓	✓	
Sponsor recognition on website	✓	✓	✓	✓
Helping students receive financial support	50 students	25 students	15 students	10 students

GOLF CLASSIC

	GOLF CLASSIC \$15,000	SUPPORTING \$10,000	CONTRIBUTING \$5,000	GALLERY \$2,500	PLAYER \$1,000
Foursome invitations	2 foursomes	1 foursome	1 foursome		
Individual player invitations				2 players	1 player
Prominent sponsor recognition on press releases, promotions and websites	✓	✓			
Prominent sponsor recognition on tournament day and post-event communications	✓	✓			
Tournament day sponsor signage	✓	✓	✓	✓	✓
Helping students receive financial support	50 students	25 students	15 students	10 students	

CUSTOMIZED EVENTS

Explore opportunities to present the company at student events on campus and through social media.

Make a difference today!

THANK YOU FOR YOUR CONSIDERATION

Contact Linda Moynan, Development Officer
lmoynan@palomar.edu 760-744-1150 Ext. 2732

Foundation Sponsorship Package Sample side B

