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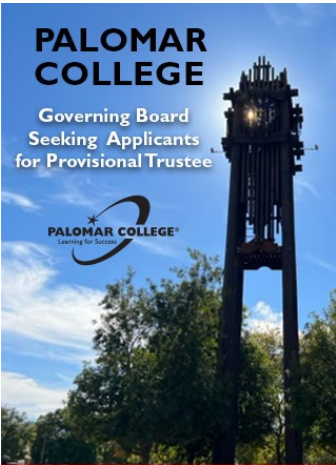
Foundation 15

March 10, 2023

PRESIDENT’S OFFICE

Provisional Trustee for Area 2

On February 14, the Governing Board approved a resolution to appoint a Provisional Trustee for Area 2 to serve the remainder of the term due to the resignation of Christian Garcia. At the same meeting the Governing Board approved an ad-hoc committee to conduct the work required to initiate the process and timeline for the appointment of the Provisional Trustee. The ad-hoc committee presented the application materials and timeline to the Governing Board on March 2 and the media relations and advertising campaign designed to increase awareness of the opportunity to serve Palomar College was launched on March 3 with a [press release](#). The advertising campaign is inclusive of regional print and digital media placements.



Black History Month

The Palomar College celebration of Black History Month was outstanding. The month of February was filled with incredible workshops and opportunities to recognize the impact of achievements by Black African Americans and a time for recognizing their central role in U.S. history. I am grateful to the Palomar Black Faculty and Staff Association and UMOJA for their work in presenting students and employees with the opportunity to attend workshops like “Disrupting Racism Through the Lens of the Arts (Part II): From Emancipation to Jim Crow”, presented by University of Southern California Music Professor Dr. Ronald McCurdy; “Money Management & Financial Challenges Affecting the Black Community” presented by Felipe Arevalo and Rae Russell from the San Diego Financial Literacy Center; and “De la Misma Raíz: From the Same Root,” presented by our new faculty member Sherehe Hollins. The celebratory month culminated at a fundraising event at Mesa Rim North City Climbing Center.

Educational and Facilities Vision Plan 2035 Update

In February, the Educational and Facilities Vision Plan 2035 Task Force held various meetings and a tour of our Fallbrook Education Center to finalize the goals and objectives of our Plan. This work will be utilized to inform the facilities portion of our long-range vision plan. You can learn more on the [Educational and Facilities Vision Plan 2035 webpage](#).

Campus Engagement

The Service Learning Fair held at the San Marcos campus was a great success. The event featured more than 15 non-profit organizations providing insights on their

amazing volunteer and service job opportunities for our students and employees to support the region.

The Rancho Penasquitos Adobe Bicentennial Celebration featured the award-winning research and excavation work being conducted in the field by our archaeology students and faculty. Our students are fortunate to learn from Professors Elizabeth (Betsy) Pain and James Eighmey.

The Disability Resource Center (DRC) had the brilliant idea of bringing us all together on Valentine's Day for Donuts & Disability Celebration event. It is always nice to spend time with employees and our amazing DRC students to increase disability awareness! This event was followed later in the month by an informative Access and Equity Hour which featured the importance of accessible educational material.

We had a true Comet Family welcome on March 1 for our new administrators, Assistant Superintendent/Vice President of Fiscal and Administrative Services, Dr. Todd McDonald and Assistant Superintendent/Vice President of Instruction, Dr. Tina Recalde. The event was a nice break in the week to gather and connect with one another.

One of the best parts of my job is to actively engage with our students. I had the opportunity to speak at the Associated Student Government's (ASG) Spring Retreat. These student leaders keep us moving forward as an institution. We are fortunate to have these committed students and our Student Life & Leadership team who support them in their growth.

Community Engagement

Palomar College was well represented at the San Diego and Imperial Counties Community College Association's (SDICCCA) Annual Trustee Dinner and Fundraiser on February 9. Trustee Roberto Rodriguez, Trustee Judy Patacsil, Trustee Michelle Rains, VPI Tina Recalde, PIO Julie Lanthier Bandy, and Executive Assistant Kelly Miller joined me at the event.

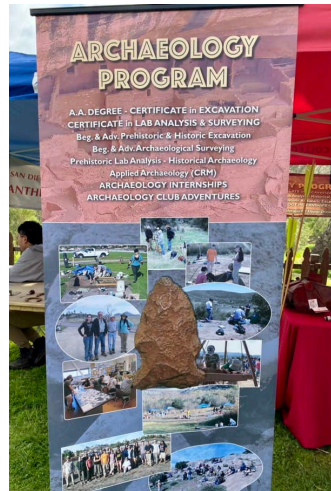


Image of Archaeology Program Banner



Image of Dr. Rivera-Lacey, Dr. Recalde and Dr. McDonald



Image of Palomar College attendees at the Annual SDICCCA dinner



With several other Community College Presidents and leaders in the region, I attended the San Diego Chinese Women's Association (SDCWA) Scholarship Fundraising dinner. It is opportunities like these that validate the importance of the diversity, equity, inclusion, antiracism, and accessibility work that we do at Palomar College.

I am honored to be one of thirteen CEOs to be selected for the Wheelhouse Institute Fellowship. Late in the month, I attended the orientation for this exciting opportunity, The 2023 UC Davis Wheelhouse Center for Community College Leadership and Research is dedicated to developing leadership skills specific to the role of the Community College CEO. My next opportunity to gather with my fellow CEOs will be during spring break.

Along with Trustee Roberto Rodriguez and Trustee Jacqueline Kaiser, I attended the Community College League of California's 2023 Government Relations webinar with This meeting addressed important information regarding legislation and proposals discussed in Sacramento and Washington, D.C. that will impact Palomar College.

We had the pleasure of hosting representatives of the Marine Corps University at the San Marcos campus. Our discussion centered on an update regarding our growing Military Leadership program, and outreach/retention efforts, a review of enrollment and completion data, and a discussion of action plans for the future program expansion.

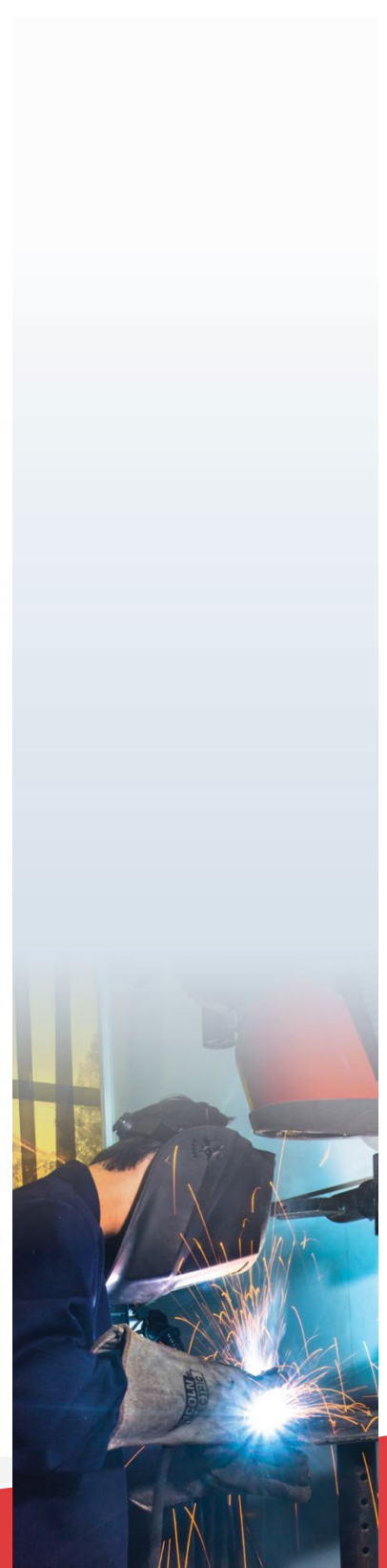
It is always rewarding to meet potential future Palomar College students. I was provided the opportunity to present to students participating in the C2C Pathways program at the Boys and Girls Club of San Marcos and students attending Classical Academy High School. The C2C Pathways (Clubhouse-to-College/Career) program is a workforce readiness program that equips teens with soft and hard skills related to S.T.E.A.M. professions. At the Classical Academy High School, the students and I connected through a Q & A session on traits of effective leadership and the importance of a college education.

Speaking of future students, we hosted the San Marcos Chamber of Commerce Rising Stars event on February 28 in the LRC Community Room. Students from San Marcos High School, Twin Oaks High School, and Mission Hills High School were recognized for their outstanding leadership and achievement. The event was attended by City of San Marcos Mayor Rebecca Jones, and City Councilmembers Ed Musgrove and Mike Sannella, and Kristal Jabara from County Supervisor Jim Desmond's Office.

It was a pleasure to attend the Black/African American Community Advisory Council meeting with co-facilitator Cheryl Kearse, Chief Diversity Officer Carmelino Cruz and others to gain insights into how Palomar College can better



Three Rising Star Students from San Marcos Unified School District



serve the needs of potential, and existing, Black/African American students and employees.

On one of the last rainy and cold days of the month, we hosted United States Congressman Scott Peters and his team at the Industrial Technology Center and T building. Thanks to Dean Susan Wyche, faculty member Sergio Hernandez, and teacher's assistant Georg Kast, the Congressman received a detailed tour and inside knowledge about our incredible auto technology and cabinetry furniture and technology programs.

During the first week of March, I had the pleasure of participating in the Puente Conference in Riverside. The conference recognized Puente's 40-years of supporting the mission to increase the number of educationally underrepresented students who enroll in four-year colleges and universities from a community college.



Image of Congressman Peters and faculty member Sergio Hernandez

OFFICE OF INSTRUCTION

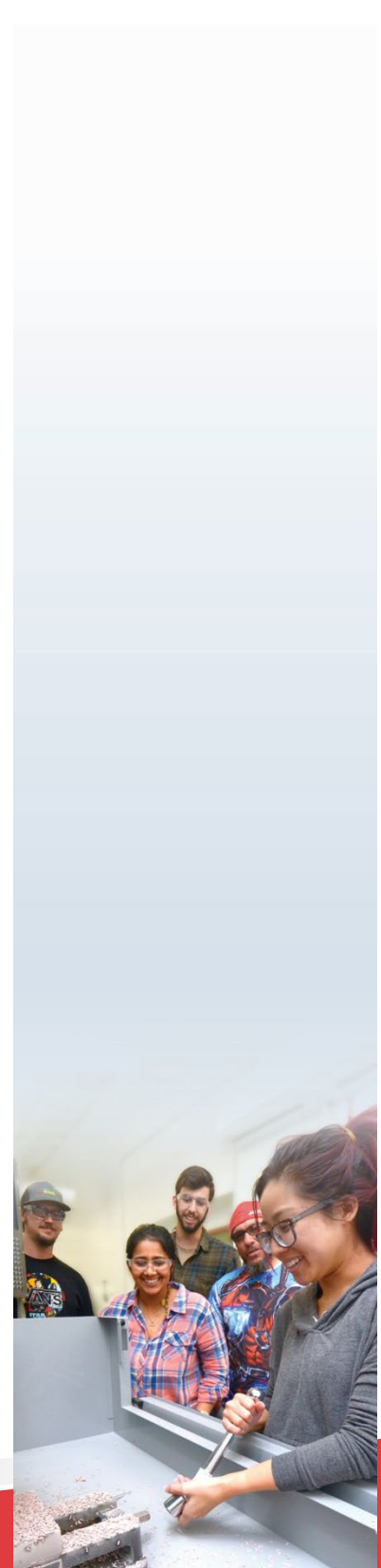
Over the last month Assistant Superintendent/Vice President of Instruction, Dr. Tina Recalde has been touring and participating in listening sessions at all of our sites. The deans, center directors, faculty, and classified staff have been amazing and are providing valuable information about their programs and facilities, as well as insights into the needs and opportunities within their areas. As we move forward with planning, the Office of Instruction has been actively engaged in planning for the short-term and participating in meetings and conversations involving the Educational and Facilities Vision Plan 2035.

Languages and Literature Division

The Languages and Literature Division is continuing to thrive as students are returning to campus. The highlights are provided below.

English

On March 2, the first English Majors Group meeting of the spring semester was held. The meeting included a "book speed dating event" and promoted two department scholarships. The English department is currently in the process of hiring two new full-time English faculty positions, who will start in Fall 2023. The award-winning literary magazine Bravura is currently accepting student submissions and will be published in May. More information can be found at the [Bravura website](#). The new English 100E/Enhanced co-requisite course has been approved by the curriculum committee and is now going through the approval process at the state level. The new course will replace our English 49/100 co-requisite classes (created in response to AB 705/Equitable Placement and Completion) and will make it easier for students to register for the class, help students complete their transfer-level English composition class more easily, and



with additional support, enable our veterans to take the class, and continue to address equity gaps.

English as a Second Language (ESL)

ESL continues to experience increased demand for in-person classes and have added three classes this semester at the Escondido Education Center and San Marcos campus. In addition, non-credit options have been expanded for the academic program by offering mirrored courses, and the changes have proven popular with students. Tutors are currently embedded in 15 accelerated academic classes, computer classes and multi-level community-based classes.

ESL faculty are working on service-learning projects after participating in the faculty cohort. These projects include a beautification project at Dual Language Immersion North County, a PreK-8 public charter school, and an ESL cultural night event that Career Track students will plan and host on campus. We also have a multi-level class held off-site at Fallbrook St. John Episcopal Church, where ESL students are working with their instructor on the Fallbrook Community Garden project.

Arts, Media, and Business Administration Division

Digital Broadcast Arts (DBA) is hosting a weekly speaker series on Zoom during the spring semester. Created by DBA adjunct faculty member Serena Reid, this series gives students real world examples of people who are working (or have worked) in the media world and match the lessons in the classroom with the journeys of their guests. More information can be viewed at the [DBA 100 Speaker Series webpage](#).

The Graphic Communications Department held its annual advisory board meeting on February 22. Sixteen attendees from print, web, and multimedia programs engaged in lively discussions about current business and technology standards and practices in our industry. Some of our advisors have served on the advisory board for 19 years and provide a valuable perspective on the over-arching convergence in the industry, specific trends and new technology currently in use. We gained recommendations on how to best provide our students with "just-in-time" training.

Social and Behavioral Sciences (SBS) Division

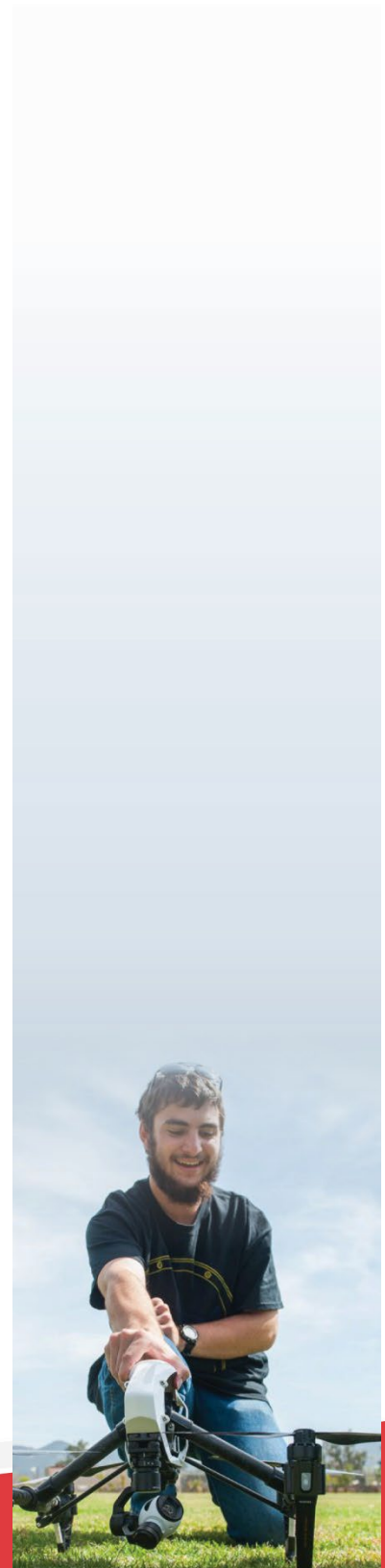
The Social and Behavioral Sciences Division continues to go above and beyond to serve the college community. SBS faculty participated in planning and presenting the festival, lectures, art projects, and more during the amazing Black History Month events in February. In March, there are many scheduled events designed to celebrate Women's History Month. The [schedule of events webpage](#) has all of the details.

Economics, History, and Political Science

The Political Economy Days will take place in April. We are thrilled that both Distinguished Faculty Award winners from last year, Professor Ritt and Professor Zavodny are members of our department.

Anthropology/Archeology

The Archeology program has been very busy in the community digging up the past. The Archaeology program had the opportunity to be part of the organization and planning of the Rancho Peñasquitos Adobe Bicentennial Celebration on February 11. The original adobe was built in 1923 and is one of the oldest adobes in San Diego County. Palomar



worked with other community organizations including San Diego County Parks, City College, and the San Diego Archaeological Center. On the day of the celebration, Betsy Pain, Archaeology Program Coordinator, presented work accomplished by Palomar College archaeology students over the last 13 years. Dr. Rivera-Lacey and Dr. Tina Recalde were both in attendance. Three Archaeology students will be presenting at the Society for California Archaeology in Oakland on March 16-19. This is the second-year students have presented original research using existing collections from the Palomar College Archaeology lab. Last year, one of our student's posters won first place, competing against mostly undergraduate and graduate students from California State Universities and Universities of California.

Alcohol and Other Drug Studies (AODS) and Social Work and Human Services

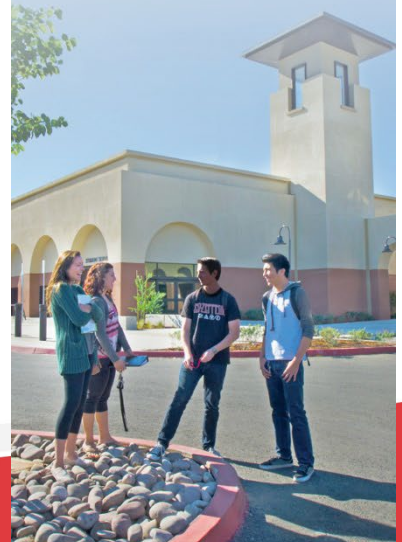
A new scholarship, the Milstein/Davis AODS Scholarship has been created and we are working with the Palomar College Foundation to develop the requirements and application and plan to begin awarding the scholarship this semester. The department is working with the Regional Social Work Certificate of Achievement Collaborative team on efforts to align the social work programs across the region and state. In addition, the department is part of a social work certificate alignment team now working with the California Department of Health Care Access and Information (HCAI) on their Wellness Coach certification. This certificate will be recognized as a state certificate. The certificate is currently in the process to be a reimbursable provider type by 2025 and is a grant funded position in the interim period. AODS met with a new treatment program, Inner Tribal Treatment, to create a working relationship for paid internship opportunities for our students. The mission of Inner Tribal Treatment is "to provide culturally sensitive resources for tribal communities, connecting traditional ways with recovery to support healing and wellness." Over 80% of students enrolled in AODS 299 - Directed Field Experience II class are working in the profession in paid positions. It is great to see our students gaining employment prior to their completion of their coursework.

Philosophy

Professor Bruce Thompson will be presenting a paper in Italy at Sapienza University in June. The Lockett-Seech Scholarship in Philosophy is in its fourth year and is, once again, receiving many great applications from our current students.

Sociology

Sociology continues to work with the Transitions/Rising Scholars program every summer by conducting a cohort-based learning community with the Counseling department. Led by Professor Amber Colbert, the department was the lead on Black History Month events in February. She also continues to work tirelessly to promote the Palomar Black Faculty and Staff Association and Umoja. Devon Smith continues to advise the Gender and Women Studies Club on campus and is the lead organizer of the Women's History Month events in March. Drs. Joe Briceno and Susan Miller have developed new curriculum in Sociology as part of the anti-racist framework on campus. We now have a social justice statistics class (Sociology 180) and a new research methods class.



Psychology

Psychology has two scholarship programs, the Judy Wilson Palomar Multicultural Psychology scholarship and the Milstein/Davis Psychology scholarship. We look forward to honoring the great work of our students. The department is looking forward to the Research Methods in Psychology Poster Fair scheduled for May 18 in the Dome. This is a wonderful opportunity for our students to present their scholarly research to the entire Palomar Community. The Psychology Club continues to be active and is growing in membership.

Workforce, Community and Continuing Education

Palomar College hosted an Apprenticeship Expo in collaboration with the San Diego County Office of Education on February 23. The event was a huge success! Over 30 apprenticeship vendors tabled alongside the Palomar outreach team and work experience faculty. Over 380 high school students, from 25 different high schools, attended the Expo at the San Marcos campus.

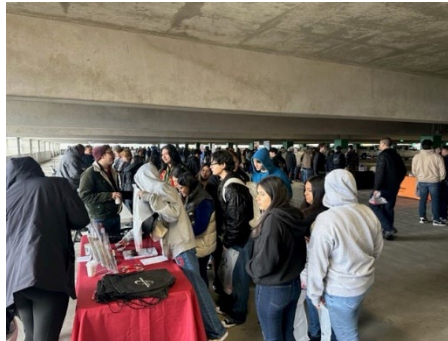


Image of students gathered at the Apprenticeship Expo

Professional Development (PD)

During Black History Month, the department supported numerous sessions and provided safe spaces for dialog during the various workshops. The team is also working on the production of the IDEAAs course, a multi-media training resource on Diversity, Equity, Inclusion, Accessibility, and Antiracism (DEIAA). The launch is pending. The department is collaborating with the Empowered Women group to provide support throughout March for the Women's History Month calendar of events. The team continues to take advantage of opportunities to provide increased access to trainings.

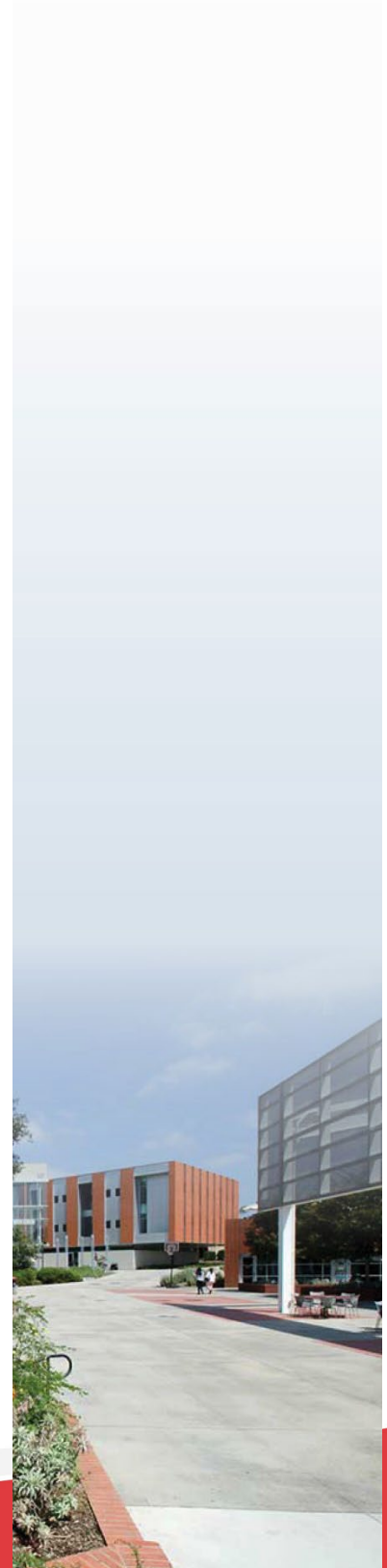
STUDENT SERVICES

Enrollment Services

Outreach Services executed 12 activities off campus and 11 activities on campus in February. To date, for the spring semester, Outreach Services has 106 activities completed, confirmed, or pending. These include off-campus college fairs, presentations, participation on college or admissions panels, and applications workshops, and on-campus group tours, information nights and department related events. These activities serve 15 middle and high school districts, 47 schools and 6 community organizations, within the Palomar district and surrounding communities.

Counseling Services

Counseling Services is collaborating with GEAR UP on the College Transition Program, designed to help high school seniors at Fallbrook High School, Valley Center High School, Vista High School, and Ranch Buena Vista High School to complete the FASFA, college applications, and develop education plans. Additionally, Counseling Services is supporting the retention efforts focused on our first-year college students.



On February 16 and 23, the Disability Resource Center (DRC) delivered welcome presentations to prospective students from Escondido, San Pasqual, and Del Lago High Schools. Outreach Services also provided campus tours. Evening DRC counseling appointments will be available for incoming students and their parents/guardians in March through June. DRC Counselors and Veterans Resource Center Liaisons have office hours on Wednesdays to support students in the Veteran Resource Center.

The TRIO SSS Program integrates out-of-class experiences with formal educational activities to enhance students' holistic development. In this effort, the program has organized the following college and cultural activities for the spring semester:

- CSU Fullerton and UC Irvine visits on February 24
- San Diego State University visit and the San Diego Zoo on March 17
- CSU San Marcos College visit on April 7
- University of Southern California visit, Los Angeles County Museum of Art and Santa Monica Pier on April 28

The Career Center presented a workshop to faculty at Plenary to promote Handshake. Over 20 faculty attended and shared their enthusiasm to share this Job e-Board with students. A presentation is also scheduled for an upcoming Chairs & Directors meeting. Handshake workshops designed for students will be held in March and April.

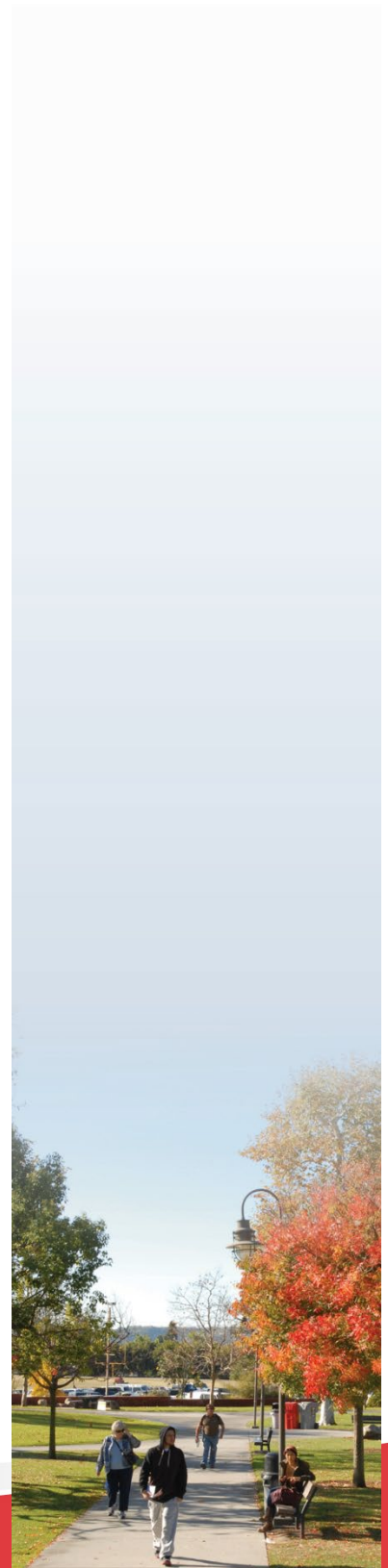
Upward Bound is recruiting students for the summer Engineering 100 and Robotics workshop classes that are offered in partnership with the STEM program on June 13 – July 20.

Extended Opportunities Programs and Services (EOPS) recently completed the spring recruitment period, resulting in an increase of more than 50 students served, compared to the previous year. This is a positive sign that the program is well into recovering from the impacts of the pandemic and will ensure access to additional funding at the state level. Another successful EOPS scholarship application period in partnership with Brother Benno of Oceanside has closed. We were able to award 20 scholarships valued at \$500 dollars each for participants of our program. Brother Benno, with support from a grant through the City of San Marcos, offers this opportunity each semester and we continue to see growth in the number of applications submitted by our students.

Counseling Services is hosting the fourth annual Many Faces of Women in Leadership Panel Discussion scheduled for Friday, March 24. The event will take place from 9:00 a.m. to 11:00 a.m. in the Howard Brubeck Theatre. This event highlights the personal journeys of women who've overcome challenging circumstances to not only succeed, but to thrive in positions of leadership in their respective fields.

Student Life & Leadership (SL&L)

Between January 30 and February 21, the Anita and Stan Maag Food and Nutrition Center managed 160 cases. Of the 160 cases, 80 were new. This is 16 times the number of cases compared to one year ago. Over 3,000 pounds of food were distributed during this same time period. Farmers Markets were held at all district locations during the month of February. CalFresh Outreach Day was held on February 21 and representatives from the San Diego Food Bank CalFresh were in attendance. In the month of February, the SL&L team prescreened 45 CalFresh students.



The Inter-Club Council held their first official meeting of the semester on February 3. Club Rush was on February 14 and 15. Eight new club applications were received.

Student Health Services

The Naloxone Distribution Project application was approved by the Governing Board in February and will be submitted to the California Department of Health Services. Our subcommittee continues to meet and will provide recommendations for deployment of Naloxone at all district locations.

The Student Health Center is offering a monthly promotion on services, to make students aware of the free and low-cost services available to them. Services include but are not limited to Family PACT, a limited health program that provides family planning services and limited family planning-related services. Students who qualify can receive free family planning and related services through the Student Health Center. This includes access to contraception, and sexually transmitted infection testing and treatment.

In March, Behavioral Health Counseling Services (BHCS) interns began hosting a workshop series to support students with managing stress, anxiety, depression, and learning self-compassion. A “Comets for Recovery” support group began in March. Facilitated by a BHCS therapist, this support group will provide space for students to learn and discuss mental health and wellness topics through the lens of addiction. Gender Exploration and Transitioning support group, a collaboration between BHCS and the Pride Center, began in February. This space is a forum for students who are exploring their gender identity to build community and support one another. Alcoholics Anonymous (AA) meetings are set to begin in March. These meetings will help support the recovery of our students impacted by substance abuse and addiction.

Health Services is hosting monthly flu and COVID-19 vaccination events on the second Thursday of the month in March, April, and May for Palomar College students, employees, and family members with our community partner Champions for Health. Please watch for flyers and more information on flu and COVID-19 vaccines. Event details can be found on the [COVID-19 vaccination information webpage](#).

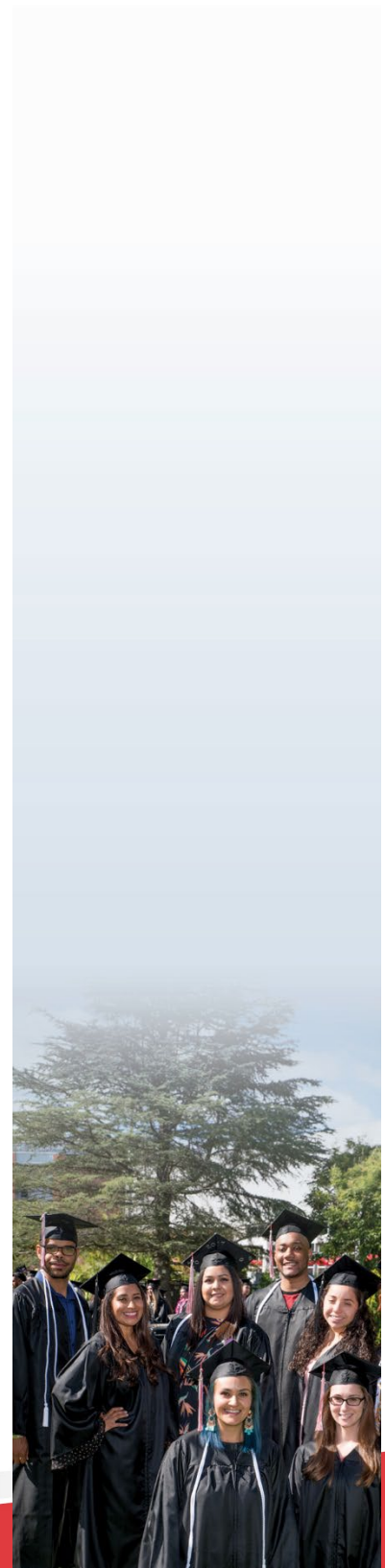
Student Services Communications, Systems, and Technology

We are working to standardize Student Groups and Data and Program Management across student services as well as event calendars and populating the main calendar of events on the Palomar.edu homepage. The Highpoint timeline and customizations are under construction.

FINANCE AND ADMINISTRATION

Fiscal Services

Preparations for the development of the Tentative Budget are in progress. This includes the dissemination of the budget calendar and budget development instructions to all departments. Simultaneously, Fiscal Services and Human Resource Services continue to collaborate on the commitment accounting project. This work includes configuration, and content and process changes needed as part of the transition when the new module goes live later this year.



Several improvements are underway regarding workflow. A new grant navigation software was recently implemented and will help both Fiscal Services and the Grants department to better track and manage grants. The district is also exploring possibilities to establish a federal indirect cost rate through a negotiation process that will help with overhead costs in the future.

HEERF spending is wrapping up with a final closeout date of June 30, 2023, and discussions are underway on a spending plan for the Chancellor's Office COVID-19 Recovery Block Grant.

A fiscal metrics dashboard is now live and available on the Fiscal Services website as part of the district's accreditation commitments. The dashboard reflects a 5-year trend of various metrics related to fiscal health as defined by the Accrediting Commission for Community and Junior Colleges (ACCJC) – Western Association of Schools and Colleges. On a related topic, the budget subcommittee is finalizing discussions related to compensation and benefits as a percentage of total expenditures. Prior to the start of summer, a presentation will be shared with constituency groups on the outcome of the research.

Business Services

Business Services will be implementing a new program called Planet Bids over the next few months that will allow for our district bid and Request for Qualifications (RFQ) and Request for Proposal (RFP) solicitations to be completed electronically. The bid posting, bid questions, responses, bid evaluation, proposal, and award are all handled through the online platform. The Planet Bids platform also allows the district to quickly solicit RFPs to obtain quotes for services and access vendors who are registered on the platform. Training is under development for employees working in the contracts and purchasing departments. Training is scheduled to take place in the summer.

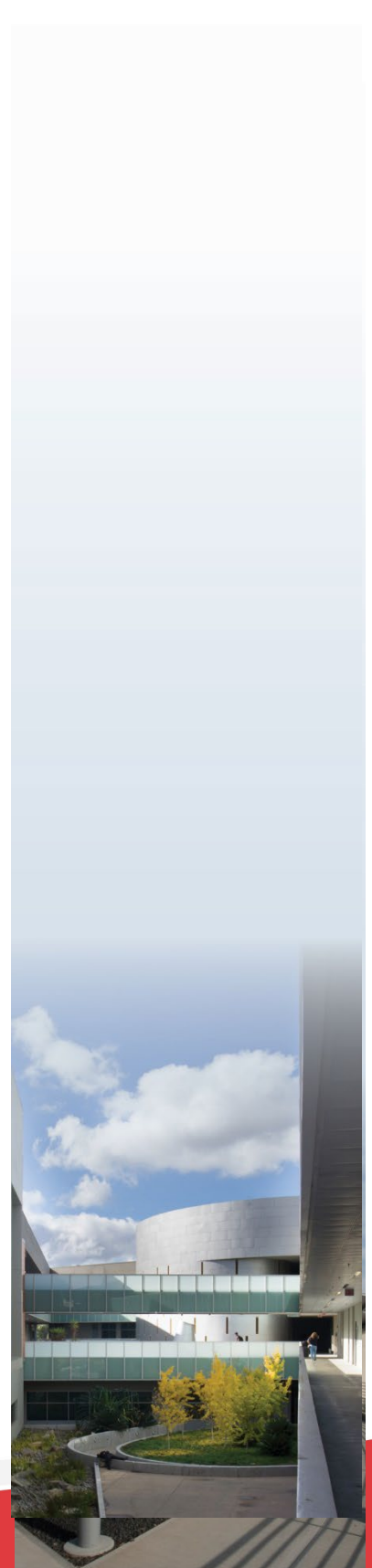
Campus Police

On February 15, our Campus Police Committee met for the first time this semester. It is a shared governance committee where constituency groups can voice concerns to campus police as well as hear updates. Campus Police participated in the campus lockdown drill on February 15. Community service officers and police officers were sent to various locations to educate students and staff.

Chief Moore and members of the Student of Concern team briefed the Executive Cabinet on the process involving threats made to students, faculty, or staff. All police officers recently received training on threat assessment sponsored by the Department of Homeland Security.

We are currently in the recruitment process for two police dispatchers and two police sergeant positions. We hope to have the process completed by the end of fiscal year, however there is an additional three month timeline for the comprehensive background process. California Peace Officer Commission on Standards (POST) outlines the requirements to include in a background investigation, to include social media, psychological screening, medical exam, and polygraph.

Information Services (IS)



Information Services, Campus Police, and Environmental Health Safety successfully conducted two mock lockdown drills on February 15. These were initiated with global announcements broadcasted through our Informacast emergency system. Creation of an after-action report is in progress and will be presented to college leadership. The report will address feedback received and improvements requested by our college community.

The IS technical services team remains busy supporting technical needs of students, faculty, and staff on campus and onsite. Noteworthy is our goal of upgrading or replacing our workstations and servers running on unsupported operating systems or applications within the next 90 days. Additionally, this team plans to ensure all workstations and servers are running on the latest and greatest versions of end-point protection.

As mentioned last month, in collaboration with the Human Resource Services and Fiscal Services, the IS systems and programming team successfully rolled out the Palomar College Employee Self Service (ESS) portal during the weekend of February 11, allowing employees to view and print electronic versions of paystubs and W-2 forms, update contact information for emergency notifications, and view personal data and benefit details. The team is now looking to add additional functionality to update additional employee information.

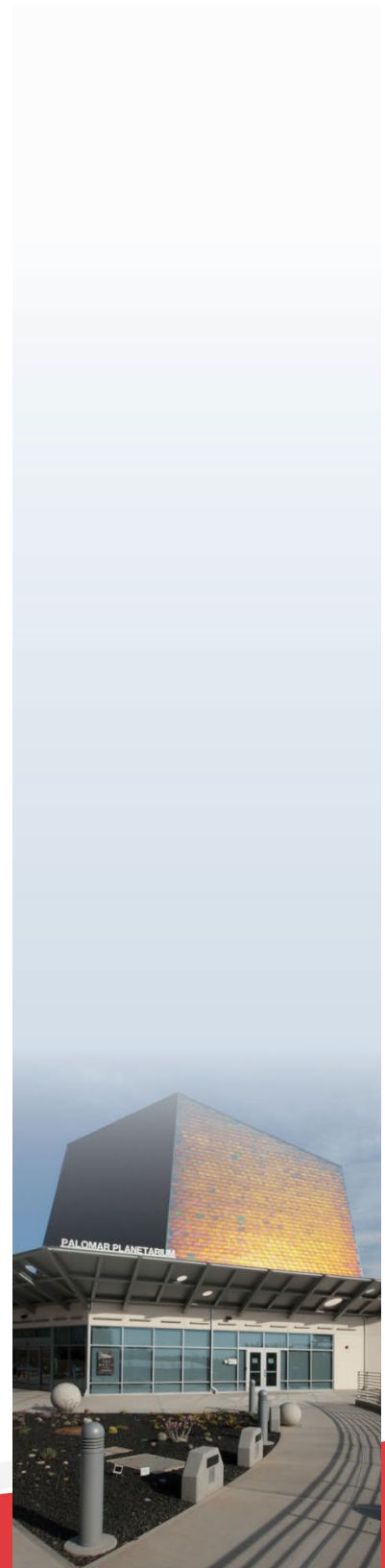
While planning \$2 million in upgrades and enhancements to our wireless network at the San Marcos campus and Escondido Education Center, the IS network and data center is simultaneously consolidating, streamlining, and improving security of our existing networks. In the coming months, we plan to provide more information and a matrix of what wireless networks should be used by which user populations and in specific scenarios. Additionally, this team continues to work closely with Facilities, architects, and contractors on the design, configuration and installation of the technical infrastructure for both of the new athletics stadiums and Fallbrook 40 projects.

In support and compliance with both the College's and Chancellor's Office increased Cybersecurity efforts and mandates, several efforts and projects in this area have been completed or are in process. Most recently we have successfully completed and submitted another state-mandated technical assessment, in addition to continuous network and system vulnerability scans, and the completion proposed edits to AP 3720 (Computer Use Policy). The proposed edits to AP 3270 will be presented to shared governance groups for review and approval.

Facilities

Prop M Projects

Despite work stoppages due to the increased rain, the softball and football stadiums project is approximately 20% complete. Foundations are now complete for the softball dugouts, bleachers and press box as well as the football storage building, the "tunnel" and the edge walls between the bleachers and football playing field. Additionally, the walls of the tunnel have been placed. Masonry has started for the softball field dugouts and football storage buildings. 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, with an expected response by June 2023. 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 April.

Other Projects

The Escondido Education Center Safety/Security Fencing project design was submitted to DSA in late December. The project will go out for 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 by mid-March. This project is funded through a grant from the County Board of Supervisors.

The work to mitigate erosion at Minkoff Field has started. In addition, the contract to replace the turf is in progress. The work is tentatively scheduled to start on May 15.

HUMAN RESOURCE SERVICES

General Update

Human Resource Services has been assisting management and employees with questions regarding requests for hybrid work during the pilot period. Human Resource Services will be collecting feedback and data during the pilot period to inform decisions moving forward on hybrid work.

Article 10 reclassifications under the Council of Classified Employees (CCE) agreement are underway, the district is making it a top priority to ensure timely completion of the reclassification process. Additionally, the district continues to look at staffing and classifications to ensure that we are meeting institutional priorities.

AP 7127 - Restrictions Governing the Employment of Applicants with Criminal Records is going through shared governance and is tentatively scheduled to be presented to the Governing Board for ratification in March. These updates follow the California Community College Chancellor’s Office guidance and allows more flexibility dependent on the duties of the position, evidence of rehabilitation, and length of time since a conviction has occurred.

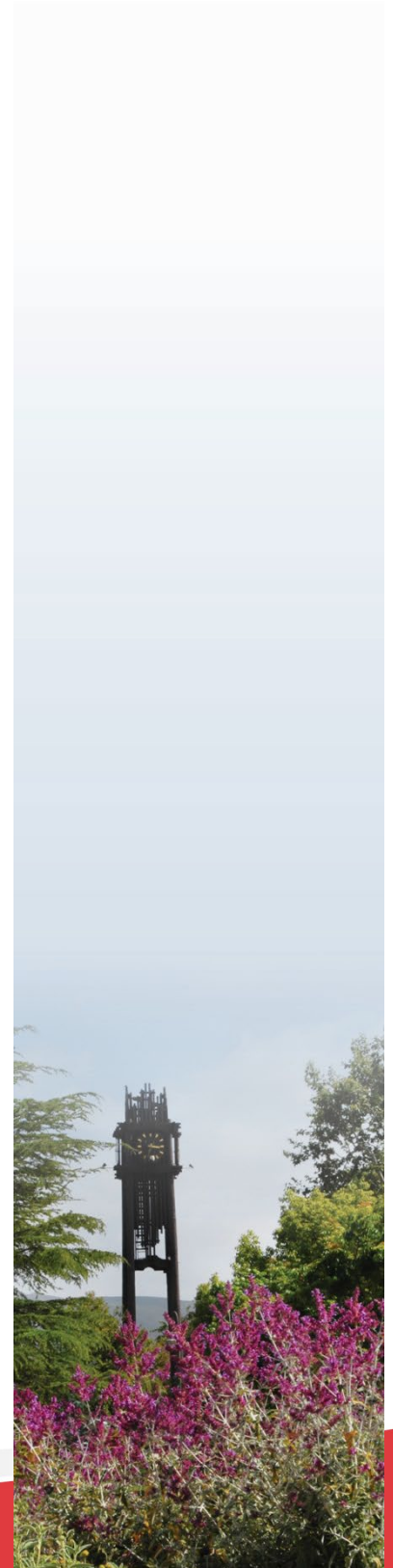
Benefits

Part-Time open enrollment was a success. The enrollment nearly doubled from previous years. The district and the Palomar Faculty Federation (PFF) continue to ensure that information is being communicated to all who are eligible to let them know of this incredible benefit.

Recruitments

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

- Sixty-one permanent recruitments in progress



- 10 – Admin/CAST
- 25 – Classified
- 22 – Faculty
- 4 – Certificated/ECE Lab School
- Sixty-one 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 Steering Committee met on February 24. The Committee reviewed progress on the Follow-up Report due to ACCJC, and discussed the timeline for completion. The Committee will not meet in March due to spring break. In April, the Committee will review the draft Follow-Up Report and discuss progress on the College's Quality Focus Essay's projects.

Integrated Planning

The Education and Facilities Planning Task Force met on February 16 at the Fallbrook Education Center. The Committee toured the Center and received a presentation of the new "Fallbrook 40" building. The Committee reviewed the goals developed at the goal setting session in January. A working group of the Task Force agreed to meet to further refine the goals and objectives.

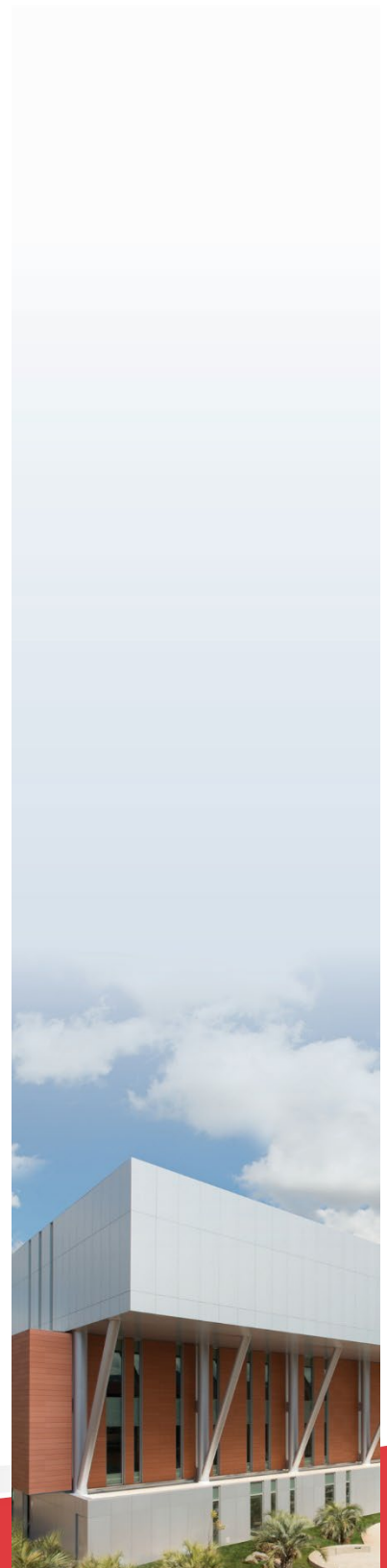
Institutional Research

The research team continues to work on projects identified in our research agenda. The team was asked to construct and administer a survey of part-time faculty to provide information regarding health care benefits to the California Community College Chancellor's office. The team has also made progress on the development of several student dashboards and has responded to requests for additional reports to support the schedule development. Finally, the team is preparing to launch the annual governance self-evaluation survey.

Grants

Palomar College submitted our annual request for Designation as an Eligible Institution for Developing Hispanic Service Institutions to the U.S. Department of Education. The College was selected as one of 17 colleges 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.

The College also applied to the California Community Colleges Chancellor's Office's (CCCCO), Institutional Effectiveness Division, for the Culturally Responsive Pedagogy and Practices (CRPP) Innovative Best Practices Grants. The proposal aims to develop a Faculty Cultural Curriculum Teaching Institute focusing on professional development opportunities to upskill faculty and successfully expand their capacities to serve



students, improving students' experiences and outcomes. The total requested amount is \$299,900 over two years.

Finally, the College was awarded \$65,661 from the CCCC Workforce and Economic Development Division, as part of the Regional Equity and Recovery Partnerships (RERP) grant. Pending formal agreement, and in collaboration with our local workforce development board and our regional consortium, the award will be used to develop and support an aligned 1-year, stackable social work/human services certificate.

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. Within the strategy is a pilot campaign to target students who were previously enrolled at Palomar. This campaign is delivering active leads to the Student Success team in Student Services for follow up and conversion to an enrollment. The comprehensive strategy generates qualified traffic to the associated landing pages and palomar.edu website. In the month of February, the campaign generated over 936,000 impressions, while remaining cost efficient.

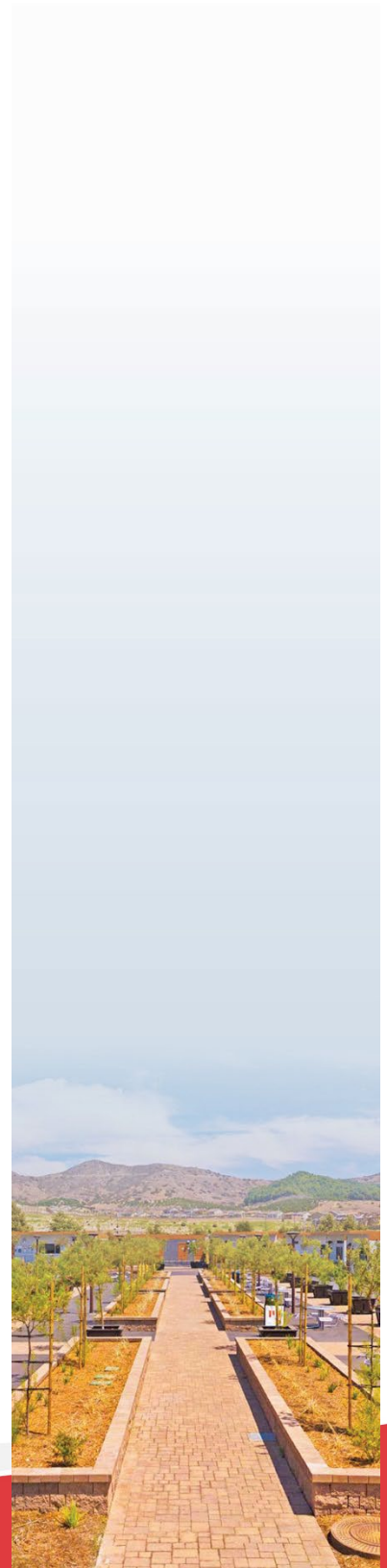
The web streaming campaign designed to support Spring 2023 enrollment goals ended during the week of February 6. The campaign resulted in over 2.1 million impressions and a click-thru rate of .21%, which is well above industry standard. The campaign included endorsement ads featuring alumnus and radio personality Jesse Lozano and Over-the-Top (OTT) video advertising. The OTT ads are targeted to platforms and programming that is aligned with our student demographics.

The palomar.edu website continues to perform well. Compared to the previous February, we experienced a 58% increase in users, on the palomar.edu website, with 56% of this traffic coming from new visitors. 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 5% compared to February 2022. Instagram is continuing to show the largest year-over-year increase at 16%. LinkedIn followers increased 6%. Followers on our TikTok channel grew over 6% in February compared to the previous month.

Throughout the month of February, our social media posts included support for Spring 2023 enrollment goals, inclusive of fast track 2 classes, student service programs, basic needs support, performing arts, the graduation application deadline, and campus events.





Sample Social Media Post



Sample Social Media Post

Community and Media Relations

We issued press releases on the [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. On February 7, we distributed a release on the College's [Black History Month celebration](#). This story garnered attention from community publications. To increase the awareness of the Governing Board's resolution to approve a Provisional Trustee, we issued a [press release](#) that gained the attention of community and regional publications.

Internal/External Communications and Public Affairs

On February 3, we issued the [Palomar News](#) to all subscribers and College employees. In February, we posted stories on a [Palomar Poway Middle College student](#), and a women's [basketball player who broke the school record](#) for the most 3-pointers made in a game. Later in the month, we posted a story on the [new Rising Scholars building](#) at the San Marcos campus. All of these stories and our press releases can be found on the [Palomar News website](#).

In February, our creative services team supported the performing arts department, special events on campus, directional signage needs throughout all locations and started work on the design of the 2021-22 Independent Citizens' Oversight Committee (ICOC) Annual Report. The report will be presented to the ICOC on March 17.

FOUNDATION

Fundraising Activities

Scholarships

The Foundation team was pleased to host Frank and Joy Belock on the San Marcos campus on March 2. The Belocks funded a scholarship for the first-time last year and



were very pleased with the results. They will continue to fund the Champion for Trades Program scholarship for \$10,000 in 2023.

Grants

The Palomar College Foundation and Kaiser Permanente will continue a valuable partnership in 2023. Kaiser approved the Foundation's grant request for \$10,000. This support will fund sponsorships of the Community Showcase, President's Invitational Golf Classic, membership in the President's Associates, and for the title sponsor of the Annual President's Associates/Foundation meeting event. In addition, the San Pasqual Band of Indians responded to our request for funding for the first time. The donation of \$875 to sponsor the Community Showcase is a significant step in building a strong mutually beneficial partnership.

The Foundation submitted two important grant proposals in February. The San Diego Foundation offered an opportunity for an innovative initiative with the Early Childhood Education Lab School for \$70,000. In addition, we applied to the Nordson Corporation for \$15,000 in support of the Rising Scholars/Transitions summer program.

The Foundation also submitted two final grant reports. These reports reflect on the impact of funds received in 2022. This includes a report to the Rancho Santa Fe Foundation for COVID-19 relief funds given to students residing in San Marcos as well as the Escondido Community Foundation for funds to purchase iPad computers for the Emergency Medical Education (EME) program at the Escondido Education Center.

Sponsorship

The Foundation team has met with several organizations and partners for sponsorship commitments for 2023 totaling \$45,000 in commitments. Five companies have agreed to a yearly sponsorship package incorporating our two major fundraising events, the Community Showcase and President's Invitational Golf Classic, and a President's Associate membership and additional benefits.

President's Associates

We are excited to welcome one new President's Associates member this month – Erickson Hall. In addition, four President's Associates renewed their memberships this month including Judy Cater, Kaiser Permanente, Luene Corwin, and Keenen & Associates.

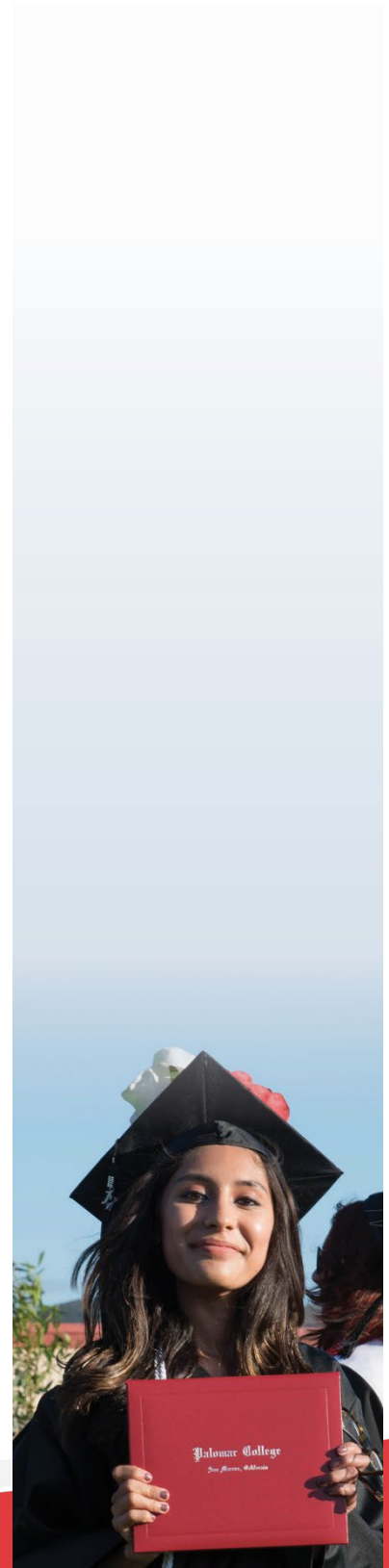
REMINDER - SAVE THE DATE

The Palomar Community Showcase is scheduled for Wednesday, May 3, 2023. This annual event will take place at the California Center for the Arts, 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 as well as the Comet Award and the Rising Scholars/Transitions program will be featured.

Marketing, Community & Infrastructure Activities

Foundation Board of Directors

The Foundation Board of Directors Grant Review Committee met on February 13 and the Finance & Investment Committee met on February 22. The Board of Directors met on Monday, February 27. Due to health issues, long-time and devoted Board member Pete Rogers resigned from the Board.



Community Engagement

The Foundation was pleased to host and provide a campus tour to Classical Academies CEO Cameron Curry and COO Mark X on February 7. In addition, Executive Director Stacy Rungaitis toured the Escondido nonprofit, A Step Beyond where Dr. Star Rivera-Lacey serves on the Board of Directors. Several partnership opportunities emerged between the organization and Palomar College. The CEO will tour the Escondido Education Center and will work with Palomar to identify ESL opportunities for A Step Beyond family members. Stacy also attended the North San Diego Business Chamber Regional Connect on February 8. This event was held at Synergy Cowork in Escondido.

Dr. Luene Corwin, the longest serving Foundation Board of Director, has been championing various tours of Palomar College for the residents of the LaCosta Glen retirement community. As part of their monthly excursions, the group has toured the award-winning Maintenance & Operations building, the Planetarium, and this month visited the Library/Learning Resource Center (LRC). Dr. Star Rivera-Lacey welcomed the group and shared the amazing view from the top floor of the LRC. Additional tours are planned in the coming months.



Photo of La Costa Glen residents touring the LRC



Photo of La Costa Glen residents enjoying the view from the 4th floor of the LRC

