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April 7, 2023

PRESIDENT'S OFFICE

Welcome to Trustee Cassandra Schaeg

At a special meeting of the Governing Board on March 21, Cassandra Schaeg was appointed to serve as the provisional trustee for Area 2. Trustee Schaeg was sworn into office immediately following her appointment. We are looking forward to working with her as she lends her expertise and knowledge to the District. You can read more about Trustee Schaeg in this [press release](#).



*Image of Area 2 Provisional Trustee
Cassandra Schaeg*

Women's History Month

The Palomar College celebration of Women's History Month was outstanding. The Palomar College Empowered Women Alliance designed and hosted an entire month of workshops, panel discussions, film screenings, and opportunities to recognize the societal impacts on women and their successes. The panel discussions "Elevating the Experiences of Refugee & Immigrant Women in the California Community Colleges" and the "Many Faces of Women in Leadership: Courageous Conversations," were inspiring to all who attended. The student club, That's On Period, hosted a discussion on period poverty. This issue is one that we are actively addressing within our institution. The month concluded with the inaugural Empowered Women Alliance Celebration, which featured the presentation of the Palomar College Woman of the Year award to Dr. Nora Kenney-Whitely. Dr. Nora was recognized for her steadfast dedication to our Rising Scholars/Transitions program and the admirable work she does each and every day to support students and colleagues.

Women's Basketball Season Ends at Final Four

It was an impressive 31-1 season for the Palomar College Women's Basketball team, which ended in a one-point loss in the Final Four to Butte College. Many of our talented players have gone on to win accolades, including Deajanae Harvey, a sophomore guard. She was named All-American by the Women's Basketball Coaching Association. Deajanae and teammates, Savannah Smith, and Faith Schwanter earned All-State Academic Honors. They each completed one full season of intercollegiate sports and have a 3.5 GPA or higher. All of this is in addition to a record-breaking season for Camille Sroufe, who earlier in the season broke the school record for most



*Image of All-State Academic Honors
recipients: Faith Schwanter, Savannah
Smith, and Deajanae Harvey,*

3-point shots made in a game. Camille set the record at ten 3-pointers.

Educational and Facilities Vision Plan 2035 Update

In March, the Educational and Facilities Vision Plan 2035 Task Force concluded its work on the goals and objectives of the Plan and discussed enrollment projections that will be used for planning purposes. A workgroup of the Task Force will develop recommendations for programs and areas of focus for each Education Center and report back to the Task Force. The Task Force will begin working on the Facilities portion of the 2035 Vision Plan. You can learn more on the [Educational and Facilities Vision Plan 2035 webpage](#).

Campus Engagement

As we headed toward spring break, my calendar became filled with important meetings and opportunities to connect with campus leaders. The meetings held with leaders of the Faculty Senate, Palomar Faculty Federation, Executive Cabinet and President's Cabinet produced conversations centered on improving student success, equity, and access. It is through these transparent and sometimes lively conversations that we are able to make improvements that positively impact our students. I also hosted my open office hours. These sessions allow for a myriad of topics, new ideas, discussions and gaining an understanding of the challenges and opportunities facing our colleagues.

Once again, the Palomar Performing Department presented another outstanding performance. The entire cast and crew of *Rent* went beyond anyone's expectation of entertainment. It was a wonderful show!

I attended the quarterly Independent Citizens Oversight Committee (ICOC) meeting. At this meeting, the external Prop M Financial Audit Report and the ICOC 2021-22 Annual Report were reviewed. Dennis Astl presented a status update on our Prop M construction projects and Nancy Lane provided an update on our bond expenditures.



Image of the stage design for the production of Rent.

Community Engagement

The monthly San Diego Imperial Counties Community College Association (SDICCCA) meeting provided an update on the important work being done throughout the region with our Strong Workforce partners. The data shared was enlightening and we are looking forward to future accomplishments that will support the region's workforce needs.



I had the pleasure of speaking at the California Retired Teachers Association (CalRTA) Division 63 Luncheon. It is always nice to see some of our former faculty members and to have the opportunity to share all the amazing happenings at Palomar College.

Palomar College was well represented at the 2023 TrueCare Gala Fundraiser. I attended with Assistant Superintendent/Vice President of Instruction, Tina Recalde and Palomar College Foundation Executive Director, Stacy Rungaitis. It was great to connect with San Marcos City Councilmember Maria Nunez and other community leaders. The event featured the important contributions of TrueCare, one of the largest healthcare providers in the San Diego and Riverside Counties.

The Community College League of California's 2023 CEO Symposium offered an opportunity to learn and connect with CEOs from throughout the state. Our discussions included how we can continue to best serve the 300,000 students in the California Community College System.

It was an honor to join CSU San Marcos President, Dr. Ellen Neufeldt, and MiraCosta College Superintendent/President, Dr. Sunita Cooke, at the 2023 North County Philanthropy Council (NCPC) luncheon for a panel discussion on *Women Leading Equitable Change in North County*. Our conversation centered on how we continually collaborate with one another to meet the needs of our students and to promote social mobility through workforce opportunities in the North County. NCPC's mission is to promote, and strengthen, philanthropic acts in the community by bringing together nonprofit professionals, volunteers, donors, and businesses.

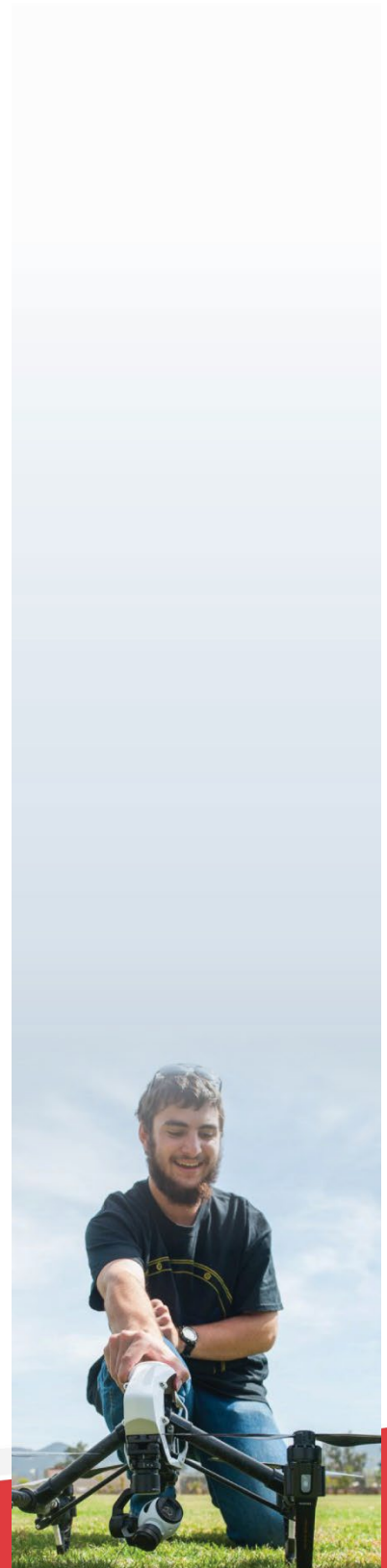
I was able to participate in two interviews this month. One with San Elijo Middle School Counselor, Nicholas (Nick) Vega, for his Career Course video series. We discussed the great academic programs Palomar College offers, and we discussed my career pathway from community college student to college presidency. Mentoring and assisting other education career professionals have always been an important part of giving back to the community. The second interview was with Dr. Louis Freedberg, formerly the



Image of San Marcos City Councilmember Maria Nunez and Dr. Star Rivera-Lacey



Image of NCPC President Angel Mason Broadus, Dr. Ellen Neufeldt, Dr. Sunita Cooke, Dr. Star Rivera-Lacey, and CSUSM Chief Community Engagement Officer, Dr. Patricia Prado-Olmos.



Executive Director of EdSource and now the Director of Advancing Education Success Initiative. Our conversation centered on the mental health needs of our students. The content will be used for a podcast that is focused on equity in mental health as it affects college students. I was happy to share my perspective on the mental health needs of college students and the great work we are doing at Palomar to address those needs. Prior and after this interview, Dr. Freedberg spent time with our students and colleagues, including Dr. Patrick Saviano, to gain an understanding of the cross-functional teams that work to address the mental health needs of our students.

We hosted the monthly San Marcos Chamber of Commerce Rising Stars event on March 21 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, City Councilmember Ed Musgrove, and Kristal Jabara from County Supervisor Jim Desmond's Office.



Image of Dr. Star Rivera-Lacey, Julie Lanthier Bandy, Dr. Louis Freedberg, and Dr. Patrick Saviano

As a board member of A Step Beyond, a local youth development organization serving youth and their families living at or below the poverty line with free after-school dance classes, academic support, and social services, I had the opportunity to attend the 2nd Annual Community Reception at the Escondido California Center for the Arts. I was joined by Center Director, Tom Medel. We both enjoyed watching the young people thrive by using the performing arts as the catalyst for academic achievement.

Throughout the month, I continued to contribute to the success of other organizations, while learning from the very best. As a member of the Community College Hispanic Council (NCHC) Board of Directors, I had the opportunity to help plan the Annual Leadership Symposium that will take place in September. NCHC is dedicated to advancing the number of Hispanics/Latinos in leadership positions in community colleges. In addition, as the Vice Chair for an Accrediting Commission for Community and Junior Colleges (ACCJC) accreditation visit, I attended a peer review team meeting in Los Angeles. I am excited to be of service to another institution while learning nuanced skills that will greatly benefit Palomar through our own accreditation process.

OFFICE OF INSTRUCTION

Arts, Media, and Business Administration Division

March has been a month of recognizing our award-winning faculty and students. Professor Erin Hiro was presented with the General Excellence award for the Palomar College Impact Magazine at the Journalism Association of Community Colleges at the Associated Collegiate Press Spring National College Media Conference in San Francisco. Music Student, Ariel Sanchez, received an Honorable Mention at the Regional College-level Concerto Competition at CSU Long Beach. The Board of Governors of the National Academy of Television Arts & Sciences (EMMY) Pacific Southwest Chapter will



be honoring Media Studies part-time faculty member, Laura Casteñeda, by inducting her to their Silver Circle on April 30. The distinction honors broadcasters who have served their communities for at least 25 years and have made a significant contribution to their field.

Speaking of the Media Studies Department, a room was recently converted to serve as a student run photography gallery. The student gallery officially opens on April 6 with a ribbon cutting, show of student photography, and reception. Light refreshments will be offered and the KKSM radio station will provide music. The exhibition continues through April 20.

The Boehm Gallery hosted the *Artists in Conversation Artist Talk* on April 6 at the Boehm Gallery. Primarily in Spanish, this conversation between our San Diego Community College District and Southwestern colleague, Professor Marisol Rendon and Marianela de La Hoz centered on Marianela's artwork, career, and the recent acquisition of her artwork into the Boehm Gallery's permanent collection. Marianela is a Mexican-born artist who lives and works in North County San Diego. She is widely respected throughout the region. Her artwork has been exhibited in prestigious galleries as well as in several museums, universities, and cultural institutes in her native Mexico, in the USA, and in Canada, Dubai, Japan, and Germany. This is our first Spanish language Artist Talk in the history of the Gallery.

Finally, the Performing Arts Department is hosting Latin Nights on April 21. It's a long-overdue evening of Cuban Salsa, Merengue, Bachata, and informal performances by Agogo, the Afro-Cuban and Brazilian Drum and Dance Ensemble and World Drum and Dance Students. The evening also includes an open dance floor and live music by local salsa band Kimba Light. This event was founded and is directed by Performing Arts Department Chair, Patriceann Mead.

Social and Behavioral Sciences Division

Professors in the Behavioral Science and Economics, History, and Political Science department were instrumental in creating a fantastic schedule of workshops, panel discussions, and film screenings for Women's History Month. The lectures and activities enriched our students and employees. Political Economy Days will be held on April 11 and 12. This lecture series is hosted by the Economics, History, and Political Science department and will include speakers on many interesting topics.

Math, Sciences and Engineering (MSE) Division

Planetarium

On March 1, NASA confirmed the success of its Double Asteroid Redirection Test (DART), a NASA space mission aimed at testing a method of planetary defense against near-Earth objects. Faculty member Scott Kardel was one of 31 citizen-science observers around the world to provide observational data to NASA on the outcome of the mission. The successful mission slammed a small spacecraft into an asteroid in a successful attempt to change its trajectory.



Math Department

The HWY 78 Math Fields Day, held on March 4 at the San Marcos campus, is a North County math competition for students from CSU San Marcos, Palomar College, MiraCosta College, and regional high schools. Attendees participate in one or both categories of written exams. One test will focus on precalculus and below, and the second one solely on calculus I.



Image of HWY 78 Math Fields Day Participants



Image of HWY 78 Math Fields Day: Faculty and Staff

Workforce, Community and Continuing Education

Rising Scholars

To align with the statewide Rising Scholars network of community college programs for currently and formerly incarcerated students, the Transitions Program has changed its name to Rising Scholars. The program worked with the Marketing, Communications, and Public Affairs Creative Services team to develop a new logo, which students chose from an array of options. Students voted overwhelmingly for the logo that included a book.



The Rising Scholars received over \$55,000 in Student Equity and Achievement funding to support the June 8 screening of the documentary film *Almost Home*, the summer program and the refurbishment of the dedicated building on the San Marcos campus. Students from Professor Jordan Clarke's Cabinetry and Furniture Technology class recently completed building interior features for the Rising Scholars Center. As part of their fall and spring coursework, the class built a kitchenette that includes a wall for a monitor that will anchor a gathering area for program students. CFT will also build smaller furniture pieces to accommodate program student needs. Facilities has also been providing critical services to complete this project in time to open the center before its summer program begins on May 30, 2023.

Education to Career Network Adult Education Consortium

Palomar College Occupational and Noncredit Programs hosted two equity workshops for its adult education partners this semester. Vista Adult School, San Marcos Adult School, Poway Adult School, Ramona Adult School, and Escondido Adult School were involved. During these workshops, about 50 adult education teachers, faculty, staff, and administrators created strategies for supporting students from diverse backgrounds.



Escondido Education Center

The Escondido Center hosted A Step Beyond, a nonprofit organization at the Escondido Education Center. During the visit we discussed the opportunity to develop a partnership with our ESL program. In addition, the newly appointed Escondido Chief of Police, Ed Varso, toured the Center with Dr. Rivera-Lacey, Dr. McDonald, Chief Moore and Julie Lanthier Bandy.

Fallbrook Education Center and Camp Pendleton Site

Bonsall Unified School District recognized Palomar College as an outstanding community partner at their Governing Board meeting on March 15. The Early College

Program between Bonsall High School and Palomar College began in Fall 2022.

This innovative program allows Bonsall High School students to enroll in Palomar College classes at the Fallbrook Education Center and be transported by bus to the Center during their high school bell schedule. One Palomar faculty member's feedback of their experience having the students in their class reads, "I have found my high school students, in general, to be very attentive and actively involved in the class. When homework is given, the homework gets done. All the activities/concept checks that we've worked on as an in-class, group assignments have been done as intended. Well done High-Schoolers!"



Image of First Bonsall Early College Cohort of Students

STUDENT SERVICES

Enrollment Services

Enrollment Services implemented several student engagement strategies to support spring 2023 enrollment goals. This work in collaboration with Instruction, Public Affairs, and Student Services, included extended service hours, registration events, skills workshops, Financial Aid workshops, and Counseling group workshops. In addition, the team instituted an out-bound call strategy to connect with California College Promise Grant students who were enrolled in and passed at least one class in the fall but had not yet enrolled in a course for the spring semester. This strategy combined with text messaging to students who previously enrolled in spring 2022, summer 2022, or fall 2022, but had not yet enrolled in Spring classes, has positively impacted spring 2023 enrollment.

Outreach Services

With almost two hundred colleges and universities in attendance, the Outreach Services team was proud to be the only community college in attendance at the regional



WACAC College Fair in San Diego County. In addition, the following services were provided in March to engage prospective students:

- 12 group tours visited campus, bringing 337 people to campus
- 7 guests visited campus in individual/family tours
- 492 students and family members were connected to Palomar College through college fairs and application workshops off campus in San Marcos, Poway, Vista, Valley Center, Fallbrook, and Escondido.

To date this academic year, 1,618 guests have visited our campuses/centers for one of our tours or information sessions. 5,907 prospective students and family members have met our team across 102 college-bound events off campus. There are 24 confirmed future off campus events and 26 future onsite activities are confirmed.

Outreach Services is continuing to revise our operations as we advance into our first full in-person spring cycle since incorporating application workshops, online orientation, and steps to enroll support into our outreach and tour efforts.

All services, opportunities, and social media outlets for prospective students can be found through the Palomar Outreach Linktree at <https://linktr.ee/palomaroutreach>.

Student Health Services

The Chancellor's Office recently announced that the Student Health Fee will be increasing during the 2023-24 academic year to \$26 per semester (up from \$23) and \$22 for summer session (up from \$20).

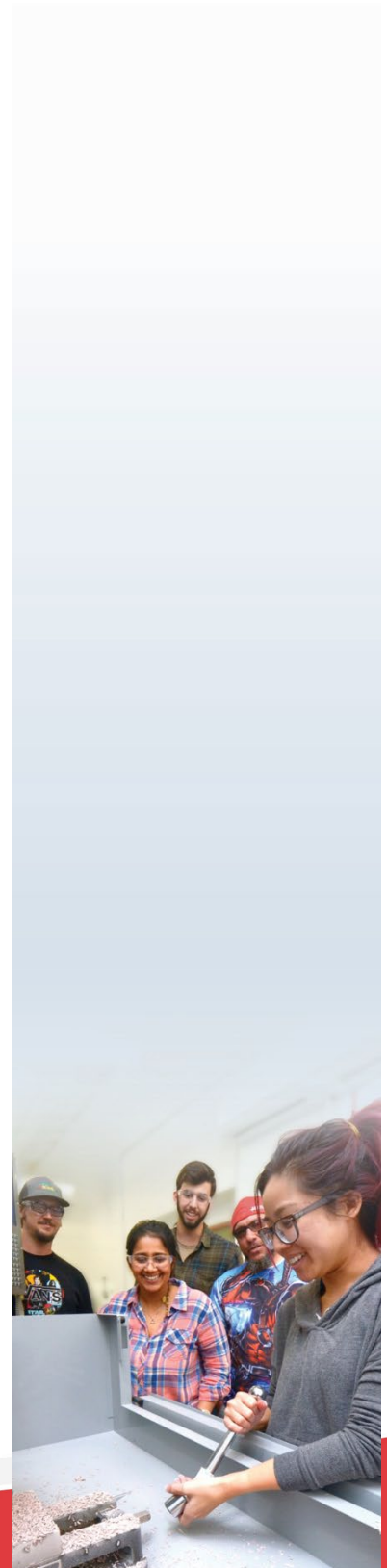
Health Services is hosting monthly "Vaccination Events" for Palomar College students, employees, and family members with our community partner Champions for Health. The vaccine events are scheduled for the second Thursday of March, April, and May from 10:00 a.m. to 2:00 p.m.

The Student Health Center (SHC) is offering a monthly promotion on services this spring to make students aware of the free and low-cost services available. March was Nutrition Month, so the SHC offered Finger Glucose Tests at a discounted rate of \$5.00 to enrolled students.

Our Student Wellness Advocacy Group is hosting virtual Health & Wellness Skillshops on various topics this spring. On March 8, the team presented on Mindfulness, Meditation & Relaxation.

12-step support meetings for Palomar students launched in March. This important space helps support the recovery of our students impacted by substance abuse and addiction. Our support group for Latinx/Hispanic identified students, Creando Espacio ("Creating Space"), was launched again in March. This is an opportunity for Latinx students to gather, learn, and share common experiences.

Our Behavioral Health Counseling Services (BHCS) interns hosted an in-person workshop on March 21 on Coping with Depression to provide students with an increased understanding of depression as well as lifelong skills for managing depression symptoms. "Comets for Recovery" support group began in March. Facilitated by a BHCS therapist, this support group provides space for students to learn and discuss



mental health and wellness topics through the lens of addiction. The Gender Exploration and Transitioning support group began in February and will continue through the remainder of spring semester. A collaboration between BHCS and the Pride Center, this provides a forum for students who are exploring their gender identity to build community and support one another.

Counseling Services

Disability Resource Center (DRC)

On March 17, a DRC Counselor and Learning Disability Specialist/Instructor were guest speakers at the tutor training on tutoring disabled students. The DRC Coffee Hour will be held on April 18, May 2, and May 16 from 1:00 p.m. to 2:00 p.m. at the Student Union. From March through June, evening DRC counseling appointments will be available for incoming students and their parents/guardians. On Tuesdays and Wednesdays, the DRC Counselor/Athletics Liaison has office hours by appointment in the Athletics Building to support student athletes with disabilities. The new DRC Counselor/Veterans Resource Center Liaison has office hours to support student veterans with disabilities in the Veteran Resource Center on Wednesdays.

On April 17, Attorney Paul Grossman and Jamie Axelrod will come to Palomar for two powerful workshops: "Disability Rights are Civil Rights" from 8:30 a.m. to 10:00 a.m. and "What Instructors Need to Know Regarding Disability & Accommodations in 90 Minutes!" from 10:30 a.m. to 12:30 p.m.

GEAR UP

During the month of March, GearUp arranged for Palomar College tours for 56 seniors from Vista High School and 93 seniors from Valley Center High School completed Palomar College education plans. Currently, 74% of seniors at Rancho Buena Vista High School have completed financial aid applications through the GEAR UP activities. Fallbrook High School in collaboration with the Migrant Education program have plans to tour Palomar College.

Student Life & Leadership (SL&L)

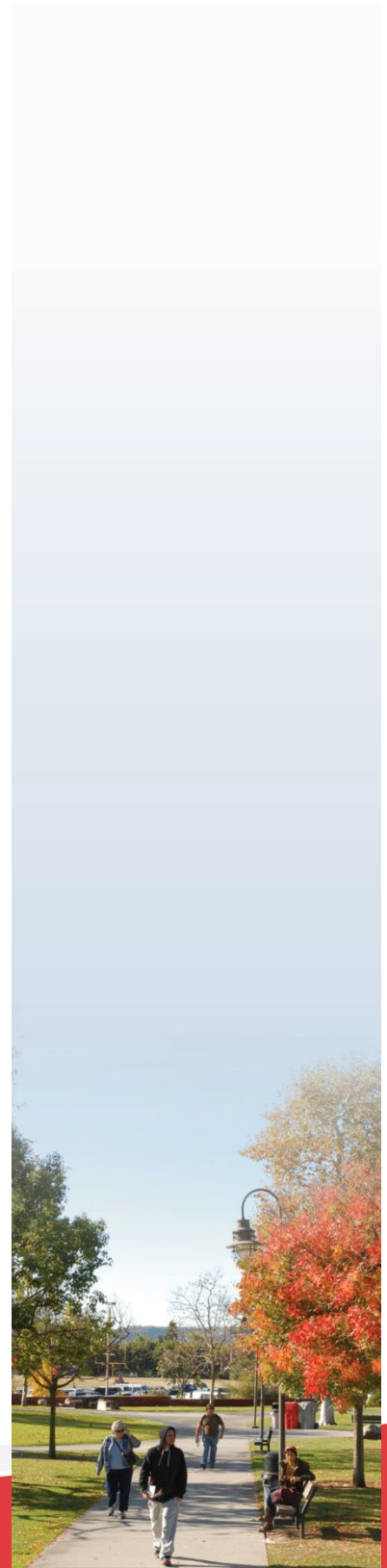
Farmers Markets were held at the Rancho Bernardo Education Center on March 7 and at the Escondido Education Center on March 14. In the month of February, 46 students were prescreened for CalFresh. The Food and Nutrition Center has had 137 new cases since the start of the spring semester.

Five clubs have been reinstated, these include the Psychology Club, Palomar Transfer Student Association, Latter Day Saints Student Association (LDSSA), KPOP Dance Club, and the Palomar College Chemistry Club.

FINANCE AND ADMINISTRATION

Fiscal Services

The commitment accounting project is well underway to align position management with budget development and allow the budget to be encumbered and pre-encumbered for filled and vacant positions, respectively. The discovery phase of the project ended before spring break. The design phase is now in progress including system configuration which will take place throughout April, with testing scheduled to during the last week of



the month. The project is still on track for completion by June 30 for implementation with the first payroll posting in July FY 2023-24. Once commitment accounting is complete, other payroll-related projects such as the automation of payroll vendor payments from the human resources pillar of PeopleSoft into accounts payable (financials) may begin.

Tentative Budget development is underway with FY2023-24 position update calculations are in process, these include step increases and potential COLA and benefits changes, while grants and awards are being reviewed along with discretionary budgets to keep us on track for the June board meeting.

April is a big month for quarterly reports, with ACCJC, IPEDS, HEERF Annual and Quarterly Reports all due around this time and on track for timely submission.

As for the hiring update, Fiscal Services is pleased to announce that a new Accounting Manager has been hired to start on May 1. This addition will assist with the workload in this area.

Campus Police

Chief Moore hosted a table for the San Diego Police Department Foundation's Women in Blue event held on March 8. The event showcases the positive role of women in law enforcement. Current female community service officers, college staff and dispatchers were invited.

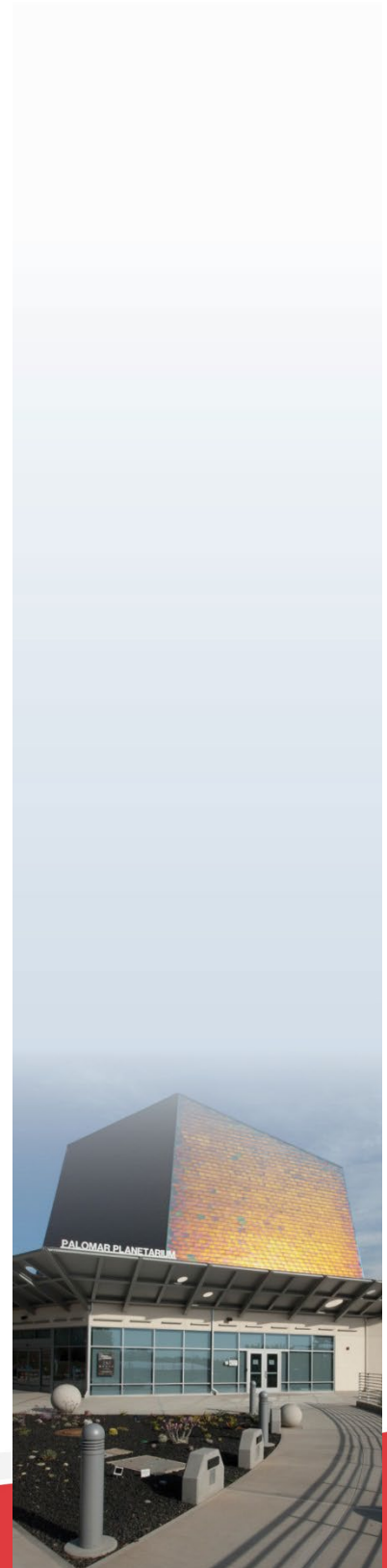
On March 10, Officer Montes and Chief Moore attended the San Diego County School Threat Assessment Conference. Partners throughout the county attended, including the FBI, US Secret Service and the San Diego County Department of Education. The topics at the conference support the role of Campus Police on the Student of Concern team, and assessing threats to faculty, students, and staff.

Chief Moore participated with Julie Lanthier Bandy on a consortium call with representatives from CSU San Marcos and MiraCosta College regarding resources to help students in crisis and threats to the institution, and methods and best practices on information distribution to students and employees.

Chief Moore met with San Diego Police Department Captain Mike Holden, who commands the division responsible for the Rancho Bernardo Education Center. We talked about his officers using our campus to take a break and advised the hours of operation. On March 22, Chief Moore, Dr. Rivera-Lacey, Dr. McDonald, and Julie Lanthier Bandy met with Escondido Police Department Chief Ed Varso on maintaining a positive relationship and the needs of the Escondido Education Center. We have Memorandums of Understanding with both agencies as it relates to investigation of serious crime.

Information Services (IS)

A good portion of work in IS this past month has focused on implementing tools and processes to improve our cybersecurity posture. Related completed projects and tasks include the expansion of network and system vulnerability scans and remediation, the implementation of additional network logging, and the build out of our Employee Cybersecurity Training in the 3PD Portal, which we couldn't do without the support



from the Palomar Professional Development team. During spring break several new security patches and recommended updates were applied to our network and systems designed to reduce vulnerability as much as possible.

The Information Services Team is making great progress in upgrading or replacing all workstations and servers running on old, unsupported operating systems, or applications, as well as ensuring all workstations and servers are running on the latest versions of end-point protection. These tasks should be completed within the next 60 days.

In collaboration with Human Resources and Fiscal Services, the IS Systems and Programming team is working diligently to improve and add features to our Employee Self Service (ESS) portal. In the near future, additional functionality including self-service updates will include employee demographics and preferred names.

The equipment is starting to arrive for the planned upgrade and enhancement to our wireless networks at the San Marcos campus and Escondido Education Center. Our Network and Technical Services teams have been working closely with Facilities and district architects on the final selection of technical infrastructure and equipment needed to support all systems and technology in the new football and softball stadiums and planned fieldhouse.

Facilities

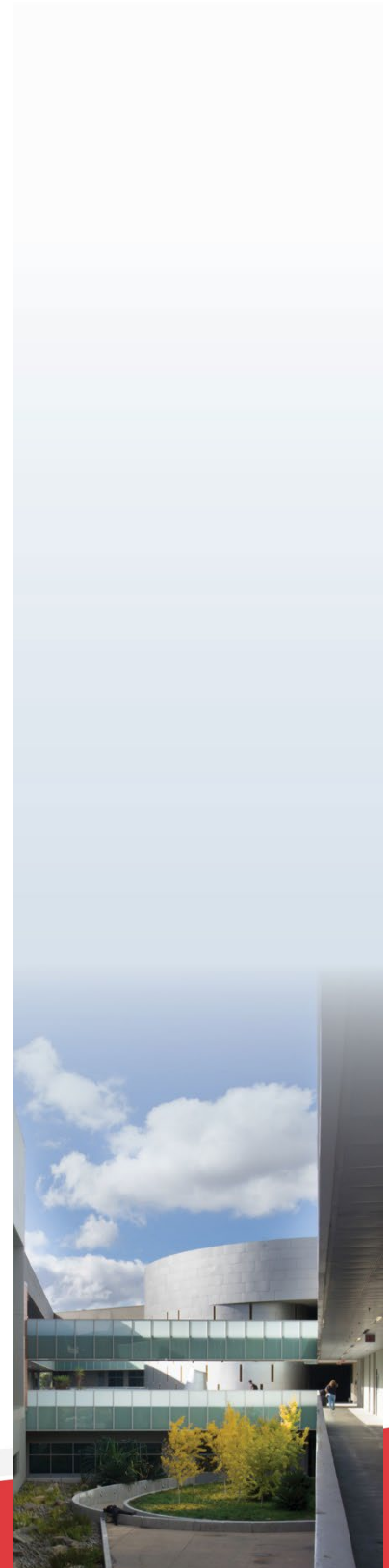
Prop M Projects

Work stoppages due to the increased rain have impacted the progress of the softball and football stadiums project. The project remains approximately 20% complete. The architects responded on April 4 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.

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 May.

Other Projects

The Escondido Education Center Safety/Security Fencing project is progressing. The District has received a permit for project. Bidding is set to take place in April. The work to create 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. The development of the Sustainability Master Plan is in progress, including the assembly of a Sustainability Master Plan Task Force.



HUMAN RESOURCE SERVICES

General Update

Human Resources, Professional Development, and the Acting Chief Diversity Officer attended the Equal Employment Opportunity (EEO) Initiative Southern California Promising Practices Showcase hosted by the Chancellors Office. We presented our Palomar Promising Practices Poster titled “Using the Student Voice and Engaging in Equity.” The poster focused on engaging the student voice, accessibility, and curriculum and instruction improvements in Diversity, Equity, Inclusion, Accessibility and Antiracism (DEIAA) in our post-hiring practices. We engaged with other districts, discussed best practices for pre-hiring, hiring, and post hiring strategies relating to (EEO). We are looking forward to engaging with the campus community in implementing new strategies and continuing to engage in current strategies.

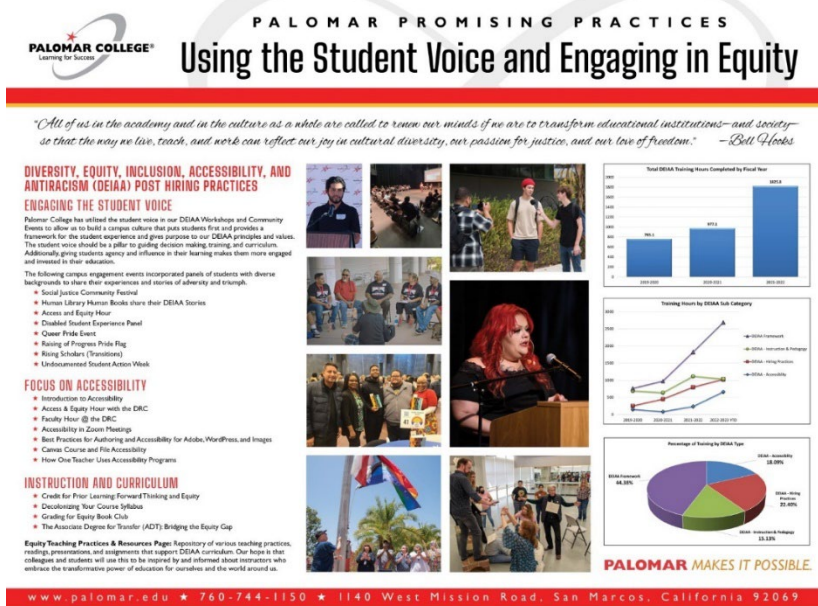
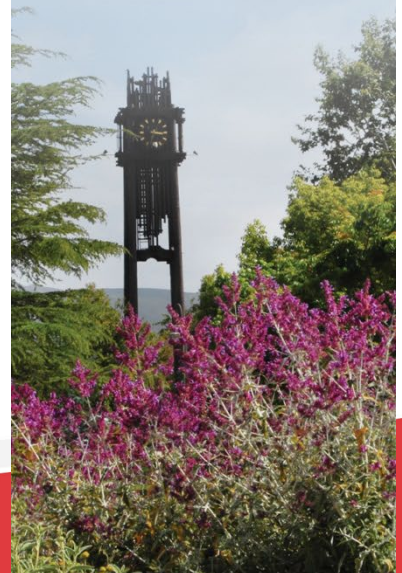


Image of Using the Student Voice and Engaging in Equity poster

Equal Employment Opportunity (EEO) Plan

The newly adopted EEO regulations have made several substantive changes to EEO program requirements, and because the Chancellor's Office has created a new model EEO plan to incorporate those changes into district EEO plans the EEO plan submission timelines, funding, and other issues related to compliance with EEO program requirements were updated. The process for drafting and adopting EEO plans substantially changed (5 C.C.R. § 53003) and now Districts are asked to submit a draft of the EEO plan to the Chancellors office and after receiving feedback from the Chancellors office, the District will present the final recommendation to the Governing Board. Human Resources is currently updating the EEO plan for submission of the Draft to the Chancellors office by May 1, 2023.



Recruitment

Human Resources is actively recruiting for many positions, including the Assistant Superintendent/Vice President Human Resources, Assistant Superintendent/Vice President Student Services, and Chief Diversity Officer positions with an anticipated start date of Fall 2023.

Here are the recruitment figures as of 4/3/23:

There are 66 permanent recruitments in progress.

13 – Admin/CAST

4 – Certificated/ECE Lab School

20 – Classified

29 – Faculty

62 part-time faculty recruitments are 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 Liaison Officer reviewed and revised the draft narratives prepared by the assigned writing teams and incorporated them into the draft follow-up report for the Accrediting Commission for Community and Junior Colleges (ACCJC). This month, the draft report will be finalized and reviewed by the Accreditation Steering Committee. As work progresses on the initiatives underway to address the college's accreditation finding, the Accreditation Writing Leadership Team will continue to update the report. In addition, the college will submit its annual report and annual fiscal report to the ACCJC in April.

Integrated Planning

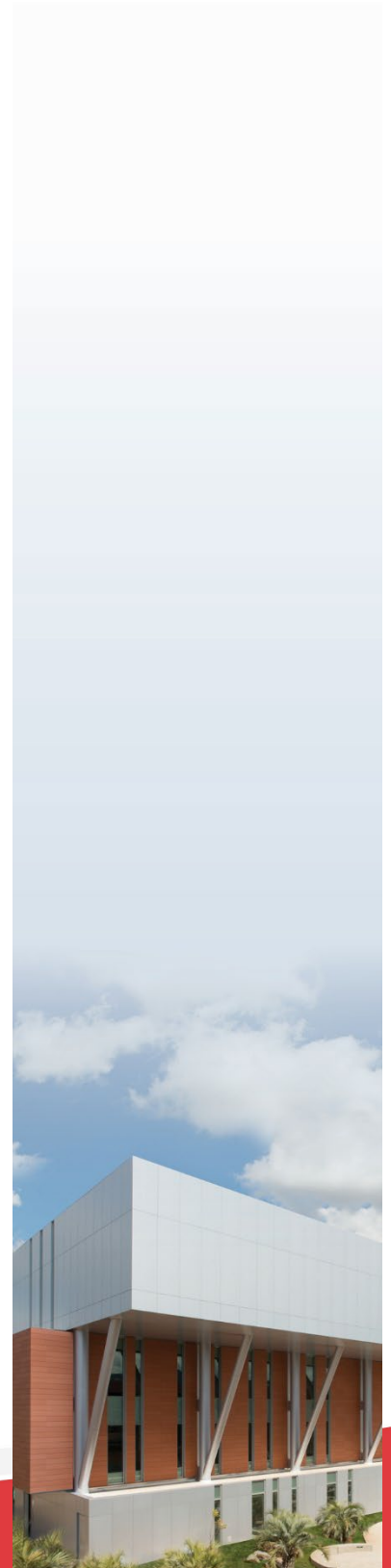
The Education and Facilities Planning Task Force met on March 16. The Task Force reviewed and discussed the updated 2035 Educational Vision Plan goals and objectives and enrollment projections for planning purposes. The Task Force also discussed areas of focus for each Education Center. A small group will work to identify possible programs and areas of focus for each Education Center and report back to the Task Force. In April, the Task Force will transition and begin to work on the Facilities portion of the 2035 Vision Plan.

Institutional Research

The research team completed several required reporting projects this past month. This included providing data for the Higher Education Emergency Relief Fund annual report, validating Perkins data for Career Education, preparing the accreditation annual report, and completing Integrated Postsecondary Education Data System surveys. The team will welcome a new Research Analyst in April. The Research Analyst will focus on Career Education projects and is funded through the Strong Workforce budget.

Grants

The college received notification of our designation as an eligible institution under Title III and/or Title V of the Higher Education Act of 1965. The Workforce and Economic Development Division of California Community Colleges Chancellor's Office awarded



Palomar College \$65,661 over 33 months as part of the Regional Equity and Recovery Partnerships (RERP) grant. The agreement for this grant will be on the April Board agenda for approval. The funds will support current efforts to upgrade the social work program curriculum and strengthen pathways to human services jobs.

The Chancellor's office has notified the College of its intent to award \$862,502 as part of the California Apprenticeship Initiative (CAI) New and Innovative grant funds to create and implement an Early Childhood Education Associate Teacher Apprenticeship (Teacher Aide) program.

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 nearly 1.2 million impressions, while remaining cost efficient.

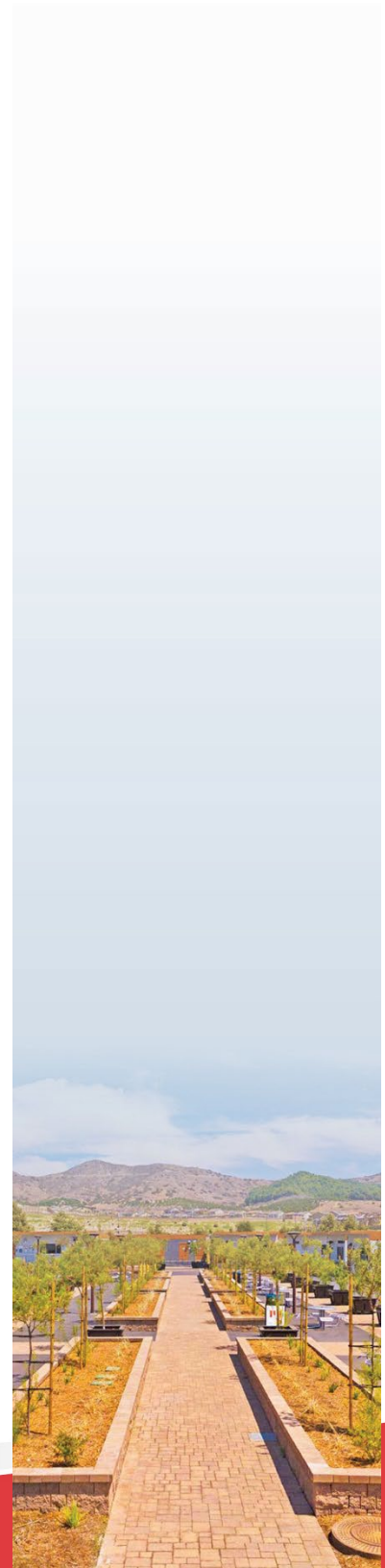
We are currently designing the web streaming campaign support summer and fall enrollment goals. The campaign is scheduled to launch when open enrollment begins on May 16. The campaign will include endorsement ads featuring alumnus and radio personality Jesse Lozano and Over-the-Top (OTT) video advertising. 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 March, we experienced a 27% increase in users on the palomar.edu website and a 31% increase in 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.

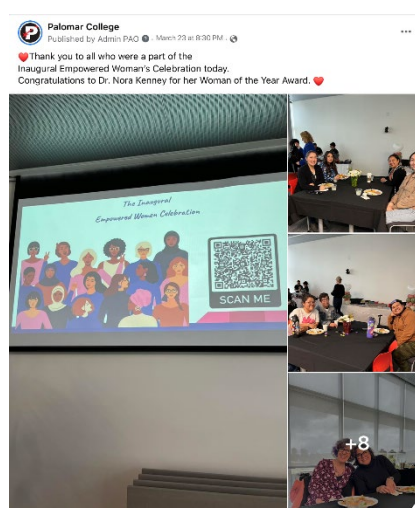
A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook "Likes" increased 4%, and followers on Twitter grew 4% compared to March 2022. Instagram is continuing to show the largest year-over-year increase at 16%. LinkedIn followers increased 6%. Followers on our TikTok channel grew over 3% in March compared to the previous month and 216% compared to March 2022.

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





Sample Social Media Post



Sample Social Media Post

In addition to our multiple posts each day to all social media channels, we designed and managed a paid advertising campaign on Facebook to support the Governing Board's efforts to receive applicants for the Area 2 Provisional Trustee. The ad garnered a reach of 13,758 and 435 clicks to the related webpage on Palomar.edu.

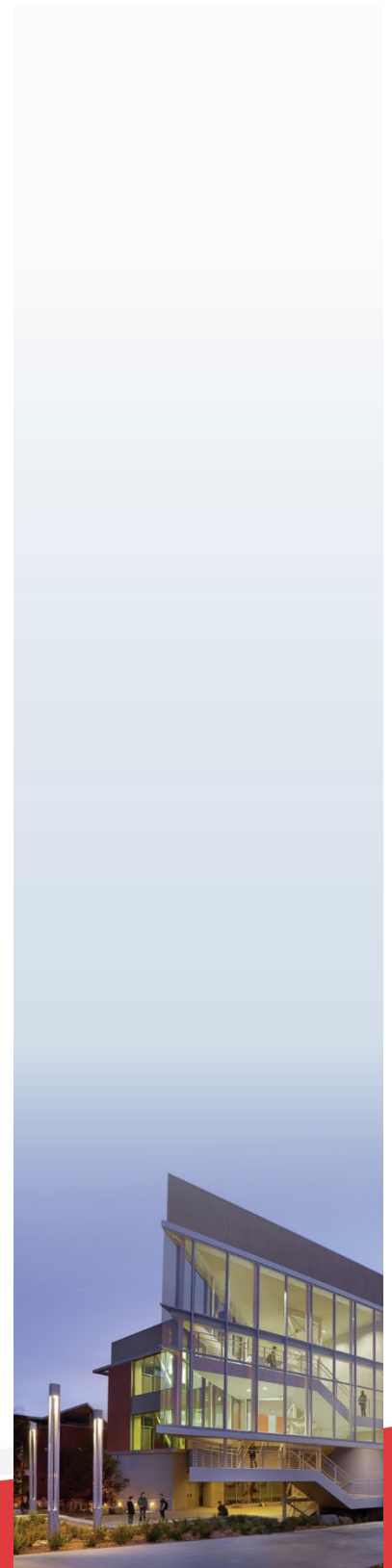
Community and Media Relations

On March 3, we issued a press release on [the Governing Board's decision](#) to seek applicants for the Area 2 Provisional Trustee. Following the Governing Board's appointment of Cassandra Schaege as the Provisional Trustee, we issued a [press release](#) on March 22. Both stories were published in the San Diego Union Tribune, the Coast News and community-based publications. On March 24, we distributed a release on the [California Federation of Teachers award](#) presented to two Palomar College faculty. This story garnered attention from community publications.

Internal/External Communications and Public Affairs

In March, we posted a story on a Palomar College photography student who co-authored a [paper on archival practices](#). All of these stories and our press releases can be found on the [Palomar News website](#). The Public Affairs Office worked with federal legislative offices to set meetings for our student leaders and their chaperone to discuss 2023 Community College Federal legislative priorities during their visit to Washington D.C. to attend a conference on March 18 – 20. In addition, we were able to reserve a tour of the White House and provide guidance on tours of the U.S. Capitol building and the U.S. Supreme Court.

In March, our creative services team supported the performing arts department, special events on campus, and completed the design of the 2021-22 Independent Citizens' Oversight Committee (ICOC) Annual Report. The report will be presented to the Governing Board on April 11.



FOUNDATION

Fundraising Activities

Scholarships: The Palomar College Foundation is pleased to announce a new scholarship created this month. The Patti Remelli Memorial Scholarship was created by Professor Susan Miller to honor Patti and will support students in the Alcohol and Other Drug Studies with their education. In addition, the Dietschman family renewed their annual scholarship of over \$15,000 to support students in our first responder programs.

Grants: The Palomar College Foundation submitted a grant request to the Parker Foundation for funding in the amount of \$25,000. The funds would support Palomar's Rising Scholars/Transitions program to provide the core features of the summer program in 2023.

President's Associates: The President's Associates are a group of committed community members who support the Foundation by donating at least \$1,000 annually. Six members of this distinguished group are Palomar College staff/faculty who generously give back and embodying the Foundation's mission. Two President's Associates renewals were confirmed this month from Kitchell as well as our own Superintendent/President, Dr. Star Rivera-Lacey.

REMINDER - SAVE THE DATE: The Palomar College Community Showcase is scheduled for Wednesday, May 3. This annual event will take place at the California Center for the Arts, Escondido from 7:00 a.m. to 9:00 a.m. Over 200 community members are confirmed to hear a "report to the community" by Dr. Star Rivera-Lacey, as well as the Comet Award and the Rising Scholars/Transitions program being featured. The Foundation has raised over \$25,000 in sponsorships for the event, including our title sponsor Balfour Beatty.

Fore a Good Cause - The President's Invitational Golf Classic: The annual golf tournament will be held on Monday, October 9, at the Maderas Golf Club. The Foundation is excited Brian Cahill will return after a year off as this year's golf committee chair. The entire committee will gather in the next few weeks to kick-off the fundraising effort. To date, over \$25,000 has been secured for the tournament!

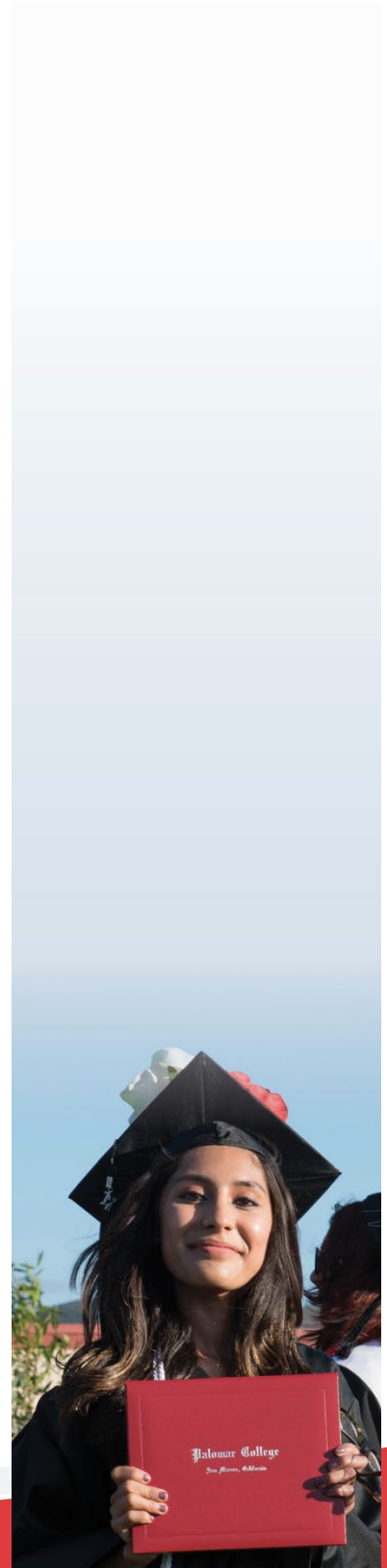
Laptops & Emergency Grants for Students!

The Foundation has been busy serving our mission to remove financial barriers to education through our Emergency Grant and Laptop program. To date during the spring semester, the Foundation awarded over \$5,000 to 30 students in Emergency Grants and provided over thirty-five laptops to students who would not have been able to complete their classes without the necessary technology.

Marketing, Community & Infrastructure Activities

Community Engagement

Dr. Star Rivera-Lacey, Dr. Tina Recalde, and Stacy Rungaitis attended the TrueCare gala on Saturday, March 11. Over 250 community members attended this Havana Nights themed event. Special connections were made with San Marcos School District Superintendent, Dr. Andy Johnson, San Marcos School District Board Members, and San Marcos City Council member Marian Nunez, among others.



REMINDER - SAVE THE DATE – Naming Celebration: The Palomar College Foundation will host a naming celebration in honor of the Assistance League of Inland North County on April 26 at 12:00 p.m. The event will celebrate the facility naming at the Escondido Education Center in honor of the exceptional generosity from the Assistance League in support of Palomar College paramedic and nursing students.

