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July 7, 2023

PRESIDENT'S OFFICE

Pride Flag Ceremony

We started the month of June with the raising of the Progress Pride flag on June 1 at all of our locations. It was great to see so many Palomar employees engaged in this important opportunity to celebrate the diversity of our students and employees.

Classified Appreciation Week

Classified Appreciation Week began with a kick-off breakfast. The morning was a great chance to express our gratitude to our classified employees. Workshops, awards, and lunch with entertainment under the clock tower were held throughout the week. We know that without our talented classified employees we would not be the institution we are today.



Classified Staff Kickoff Breakfast was a great success

North County Transit District and Palomar College Partnership

On June 26, the North County Transit District (NCTD) announced an award of \$29,330,243 from the Federal Transit Administration's (FTA) Low or No Emission Vehicle grant program to purchase 23 zero-emission hydrogen fuel cell electric buses (FCEB). As a sub awardee, Palomar College will provide training for the existing NCTD workforce and develop an apprenticeship and internship program. This \$2.1 million sub grant enables us to extend career preparation and exploration into a field that not only supports the region's workforce needs but



Palomar College representatives with NCTD and FTA leadership and U.S. Representative Levin

contributes to the betterment of our environment by helping our region shift to cleaner forms of transportation. These funds will aid in the development and launch of a new, state approved Zero Emissions Vehicle Technologies training program at our San Marcos campus in 2024.

Social and Behavioral Sciences Division Update

Pending the approval of the Governing Board on July 11, we will welcome Dr. Diane Studinka as the Dean of Social and Behavioral Sciences division. For nearly 25 years, Dr. Studinka has held faculty and leadership positions at Palomar College, including Chair of the Child Development Department, and Interim Dean of the Social and Behavioral Sciences division. Most recently, Dr. Studinka served as the Special Assignment Administrator for Instruction and previously as Acting Assistant Superintendent/Vice President of Instruction. We are thrilled to have Dr. Studinka in this permanent position.



Dr. Diane Studinka, new SBS Dean

Congratulations to our Emmy Award Winners

On June 17, Palomar College took home 5 Emmy Awards at the 2023 Northwest Chapter of the National Academy of Television, Arts, and Sciences Ceremony. Palomar College Television awards included Best Director, Bill Wisneski, and Best Documentary, Bill Wisneski and Cameron Lui for the documentary *Almost Home – Life After Incarceration*.



Emmy award winners Bill Wisneski and Cameron Lui

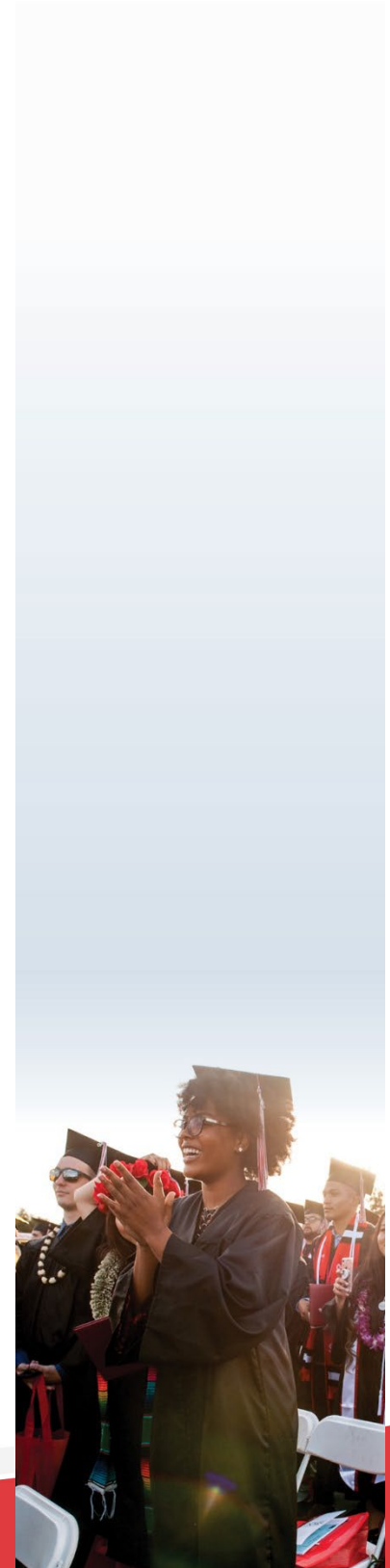
Palomar College Cinema students Sam Pfoser, Mace Tegt, Cheyenne Bickle, and Josh Miranda, won their Emmy for Student Programming, Short form feature [Simulation](#). Digital Broadcast Media students Reina Leftwick, Patrick Shartzter, Joseph Serrata, Kelli Sharton, Kyle Patton, Luis Aguilar, Raelle Vargas, Ryan Roberts worked on Episode 113 of a Palomar Newscast won their Emmy for Student Programming, Newscast.



Emmy award winning Palomar News broadcasters



Emmy award winning Cinema program students



Garrett Glasswell, also a Digital Broadcast Media student, won his Emmy for Student Programming Public Service Announcement Garrett's PSA called [We Don't Have To...](#) focused on a nationwide school safety issue.

Faculty Hiring Update

The faculty hiring process will continue in the summer. The work of all who served on search committees is to be commended. We are so grateful for the many dedicated scholars who will officially join the Palomar family in the fall. Our students are surely to benefit from these talented individuals.



Emmy winner Garrett Glasswell and guests

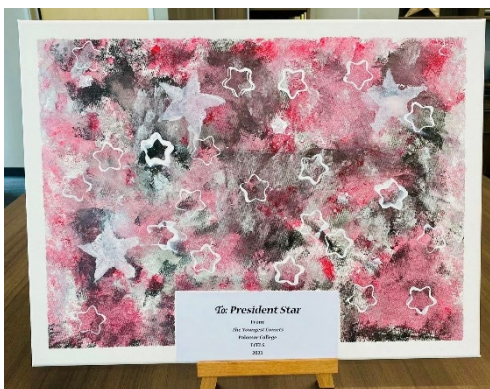
2035 Educational and Facilities Vision Plan Update

The Executive Team and Educational and Facilities Plan Task Force continued to meet this past month to further define the Facilities portion of our plan. The process has been very purposeful and rewarding and will continue throughout the summer. To date, there have been countless hours spent on the plan. We are extremely grateful to all who have participated.

Campus Engagement

The Early Childhood Education Lab School (ECELS) Family Appreciation Day was a great way to end a busy week. I was able to spend time with our incredible faculty and staff and our youngest Comets and their families. I came away with a special gift that will beautify my office for years to come.

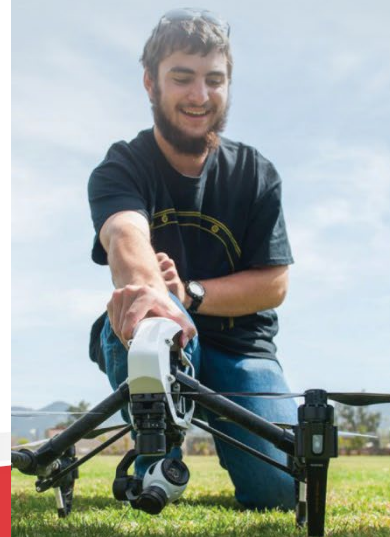
We welcomed the summer 2023 cohort of Rising Scholars. This inspirational group of



Artwork made by ECELS students



Summer 2023 Cohort of Rising Scholars



students will complete their coursework on July 21. We hope everyone will join us in the Howard Brubeck Theater to celebrate their accomplishments.

Community Engagement

As a Board member of A Step Beyond, I enjoyed the graduation ceremonies of the first cohort of students. It is always rewarding to experience student success and see future Palomar College students. I also attended their Annual Dance Performance and Art Show. It is amazing to see the young talented students.



A Step Beyond Student Performance

It was a pleasure to attend the CSU San Marcos Blue & Silver fundraising dinner on June 9 with Cheryl Kears. The event was designed to raise awareness and funding to continue building a pathway for social mobility and student success. It was an opportunity to enjoy a wonderful evening with our elected representatives and community leaders.

I was happy to accept the opportunity as keynote speaker at the annual Bill De La Fuente Scholarship Foundation Award ceremony. The Foundation helps build a stronger and better educated community by providing scholarships to students who have earned through achievements and envision, their participation in higher education.



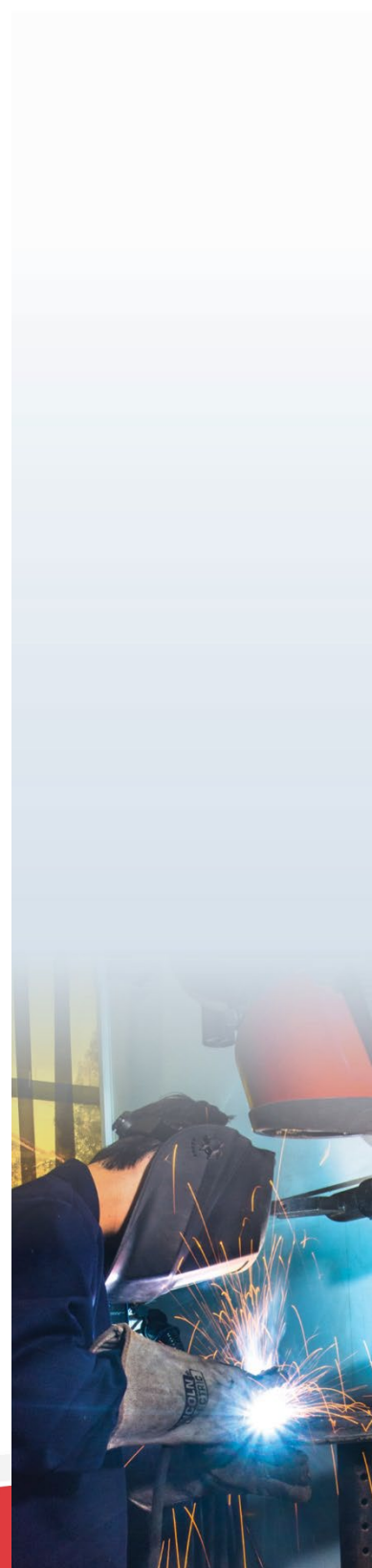
Dr. Ellen Neufeldt, Cheryl Kears, and Dr. Star Rivera-Lacey

OFFICE OF INSTRUCTION

The Instructional Services Division is actively engaged in the 2023-2024 academic year. Summer classes have started, and we have been adding classes to meet student needs. We are also encouraging administrators, faculty, and classified staff to enjoy some vacation time, participate in professional development opportunities, and prepare for the fall semester.

Career Technical and Extended Education Division

The Rising Scholars program is managed through the Career Technical and Extended Education division and as noted earlier in this report, the documentary about the program, *Almost Home: Life After Incarceration*, won two 2022 Pacific Southwest Emmy Awards. One for best documentary and a second for Best Director, presented



to Bill Wisneski, producer for Palomar College Television. A group of Rising Scholars “cast” members attended the awards ceremony in Rancho Mirage and celebrated this prestigious recognition with the filmmakers, who beautifully represented students’ inspirational stories.



Almost Home: Life After Incarceration cast and

Languages and Literature Division

A group of American Sign Language (ASL) students from the Interpreting program interpreted a tour at the Timkin Museum in Balboa Park. They were commended by a linguistics professor from the University of Southern Maine who attended the tour. The English as a Second Language (ESL) department has seen continued demand for in-person classes. They have been adding classes for summer and fall at both the San Marcos campus and Escondido Education Center. As part of the department’s outreach efforts, they participated in the Palomar Is for You event at the Escondido Education Center. At the event, ESL staff registered new ESL students, offered student advising, and helped students with their financial aid applications. The department also sent fliers to 25 local elementary schools advertising our ESL programs through the Peach Jar platform.

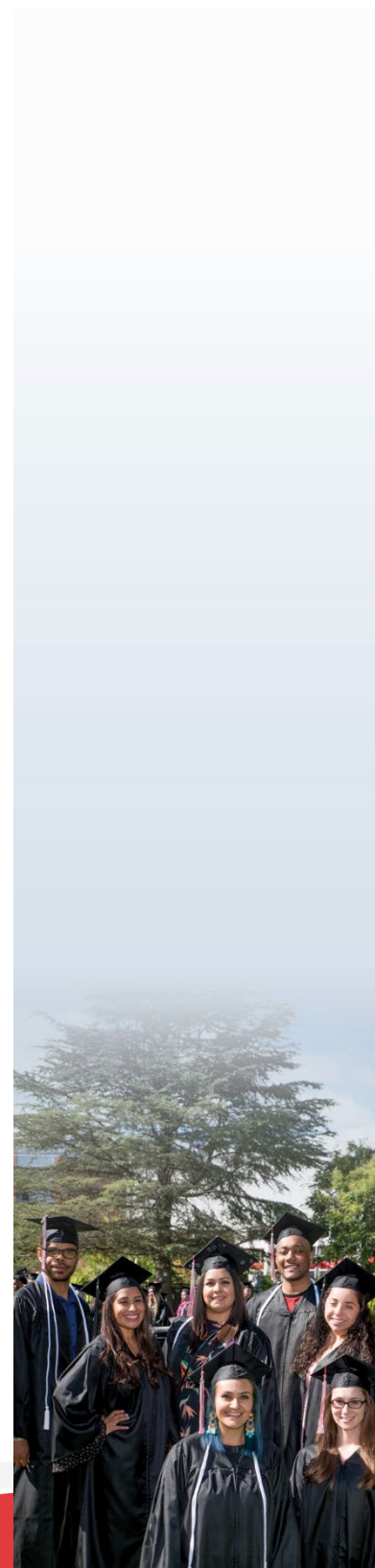
Math, Science and Engineering Division

On June 17, Interim Dean Towfiq had the privilege of attending the North San Diego County NAACP's Annual Juneteenth Multicultural Celebration in downtown Oceanside. Palomar College had a strong presence, filling two tables at the event. The celebration, which brought together a diverse range of communities, featured a vibrant vendor marketplace, delectable food, captivating music performances, informative booths, and various community-based services. Palomar College hosted three display booths staffed by Umoja, the Veterans Resource



Interim Dean Towfiq with students at the annual NAACP's Annual Juneteenth Multicultural Celebration.

Center (VRC), and Outreach Services. The Umoja team was led by Professor Richard Carr, Professor Nina Shmorhun, and Sterling Briggs, along with recent Umoja graduate Chanti Turner. The Veteran's Services Specialists Fabi Alejandre and Stephanie Linnander provided their expertise at the VRC booth. Additionally, Outreach Services was present with two ambassadors promoting services, support, and fostering engagement with attendees. The collective efforts of these Palomar College representatives contributed significantly to the event, making it a memorable and impactful occasion for all involved.



Fallbrook Education Center and Camp Pendleton Education Site

On June 27, Ryan Williams, the Education Center Director for Fallbrook and Camp Pendleton, attended a one-day workshop at West Los Angeles College entitled “California Community Colleges and Climate: Defining the Possible.” This event, hosted by the California Community Colleges Chancellor’s Office, Foundation for California Community Colleges, and California Center for Climate Change Education, was the first in a series of events to be held across the state on the roles of California community colleges in building resilience to climate change. During the session state leaders and colleagues from throughout the state explored priorities in four fields of climate practice for the California community colleges: facilities and operations, workforce development, community engagement, and resource development. Once elaborated and refined through dialogue across all campuses, these preliminary areas of focus will guide statewide efforts in climate in the coming years.

STUDENT SERVICES

Financial Aid

The team continued to focus on the need to engage students for the summer and fall terms. This included encouraging students to complete a 2022-2023 FAFSA/CADAA application, with flyer, email, and text messages. These efforts were augmented by the hosting of walk-in sessions for students that needed assistance with their applications. In July and August both in-person and virtual sessions will be held to focus on FAFSA completion and verification completion support. There is consideration for the launch of a live chat option through Ocelot that will connect students to an available Financial Aid Advisor. Finally, students will be provided with a new and improved financial aid award letter that should be more robust, transparent, and easy to understand.

Student Life & Leadership

Pippa Pierce and Kimberly Rocca attended the California Community College Student Affairs Association (CCCSAA) Professional Development conference. Workshops were centered around equity, conduct, advising and growth. The Anita & Stan Maag Food & Nutrition Center is open and food distributions will continue at the Education Centers on a limited basis during the summer. The Associated Student Government (ASG) and Inter-Club Council (ICC) will begin meeting again at the start of the fall semester.

Disability Resource Center (DRC)

The DRC said goodbye to retirees Lori Meyers, DRC Counselor; Kelly Petersen, Assistant American Sign Language Interpreter Coordinator; and Brad Tenney, American Sign Language Interpreter. These three phenomenal professionals have left a lasting mark on the college and the DRC.

The DRC served 949 students during the spring 2023 semester. This is 66 more students than during Spring 2022. The number of students served by the DRC is now closer to pre-pandemic totals. DRC counselors provided tutoring and support to the Supervised Tutoring class for College Math (NBASC 904).

Aira was recently launched for our blind and low-vision students/community members. Aira is an app that helps individuals navigate in real-time our main campus in San Marcos and education centers in Escondido, Rancho Bernardo, and Fallbrook. Utilizing the user’s cellphone camera allows an Aira agent to visually



interpret what the camera sees. Aira can also be used by students who may experience anxiety in asking questions of strangers, etc. Palomar College is the first community college in San Diego County to launch the service! You can read more about the service on [Palomar News](#).

Student Services Communications, Systems, and Technology

The open-door office hours for summer have been updated on the Student Services webpages. An “Aid-In-Kind” data collection process is in progress so that student financial aid records can be efficiently and effectively updated.

Student Health Centers

In-person and telehealth visits will remain available for students for both medical and counseling services throughout the summer. The health promotion team is actively collaborating with community partners as well as our own medical and mental health providers to bring more resources, workshops, and presentations to students in the summer and into the fall semester.

Veterans Resource Center (VRC)

Veteran Certifying Officials have certified 240 VA students for Summer 2023. On June 14, the VRC hosted the Veterans of Foreign Wars (VFW) Post 1513 for “Operation Home Cooking”.

Community Outreach

Palomar College was represented at the Latino Book and Family Festival held at MiraCosta College on June 10 and at the Juneteenth Education Fair at Camp Pendleton on June 15. This event was in addition to our participation at the Juneteenth Celebration in downtown Oceanside on June 17 and the Lake Dixon Cleanup on June 24.

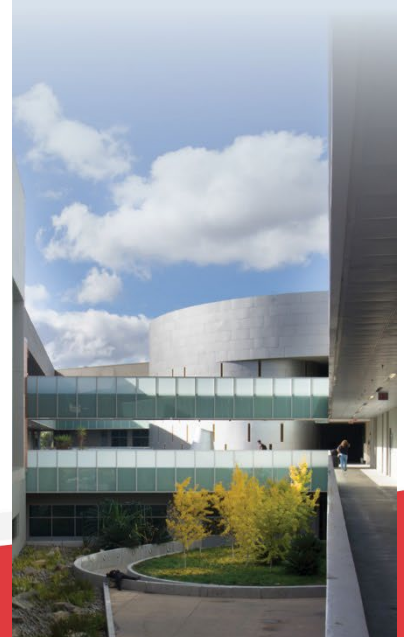
FINANCE AND ADMINISTRATION

Fiscal Services

With the tentative budget now complete, Fiscal Services is actively working on tasks associated with fiscal year-end, audit and the preparation of the FY 2023-24 adopted budget. The Governor and legislature have come to an agreement on the FY 2023-24 state spending plan and the budget was signed into law at the end of June. The budget includes the confirmation of the 8.22% COLA effective July 1, 2023, and other items discussed in the May Revise. The FY 2023-24 state spending plan and the budget includes some changes which will be presented in the adopted budget in September.

Fiscal Services has been working closely with the external audit firm, Eide Bailly, to provide reports, backup data, and documentation for the interim audit. Our focus on the fiscal year-end begins after June 30 with the closing out of accounts and purchase orders to determine which will roll forward to the new year and finalize the ending fund balances, as these are the starting point for the adopted budget. In the month of July, final FY 2022-23 payments are routed, and year-end entries are formalized. This work ends in August and the budget is then finalized after review.

Work is also concluding on the commitment accounting project with continued testing in July. We expect to have our first encumbrance run with the July 2023 payroll postings in early August.



Information Services (IS)

The systems and programming team remains busy working on technical tasks in support of our commitment accounting phase II project and our HighPoint implementation, with planned go-live dates of late July and early October, respectively. Additionally, we successfully completed the technical work required for installation, integration, and programming of our student basic need lockers. Rollout and usage of these lockers is being coordinated by Student Life & Leadership and is planned for the fall semester.

The technical services and audio-visual teams remained busy supporting technology components of numerous department remodels, moves, additions, including the large tutoring and academic technology resource center consolidations and relocations, as well as finalization of the Rising Scholars space that will be opening very soon. Additionally, this team has been very active in supporting numerous computer and other technical equipment updates and refreshes of computers for employees, classrooms, and computer labs.

The network and data center team has made great progress on the upgrade and enhancement to our wireless networks at the San Marcos campus and Escondido Education Center. The following buildings have been upgraded so far: H Building with 98 new access points, the NS Building with 78 new access points, and the HS Building with 30 new access points. We are still on schedule for project completion by the end of the summer term, with over 530 new access points to be installed across these two sites.

Our high priority work on our cybersecurity posture is continuing. Progress in this area includes institutionalizing regular, recurring network, system, and workstation vulnerability scans and remediation. Additionally, we successfully completed and submitted our third Cybersecurity Self-Assessment required by the California Community College Chancellor's Office (CCCCO). Our next planned activities in this area include the the CCCCCO's recommended network penetration (PEN) testing conducted by a third-party. We will be engaging the CCCCCO Information Security Center for this work.

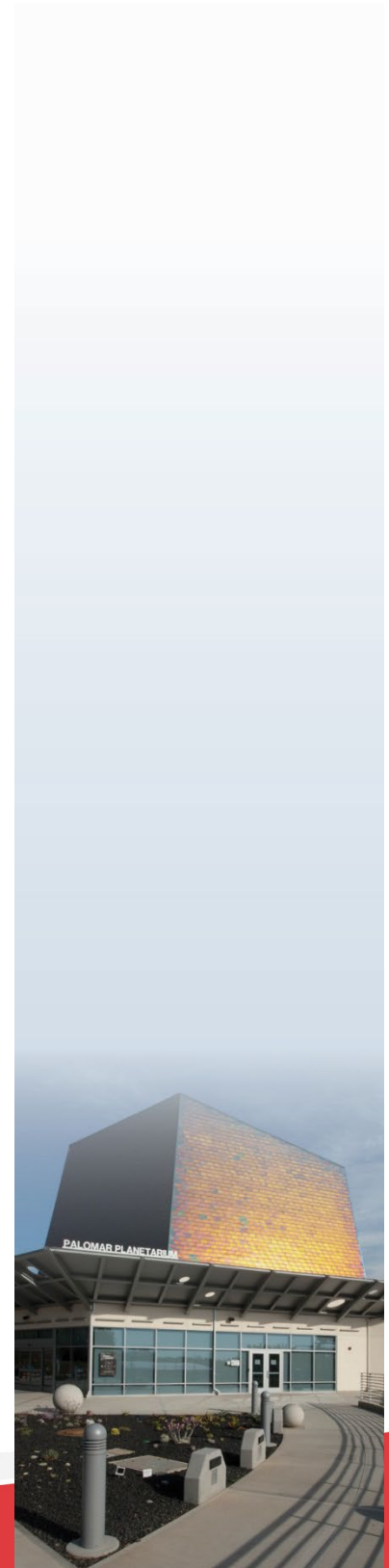
HUMAN RESOURCE SERVICES

Human Resources continues to make recruitment and hiring a top priority. As the new fiscal year approaches, the team is working with departments on hiring needs. In addition, we are looking to promote student employment opportunities at all District sites next year.

Human Resources continues to streamline business processes, including the rehiring of short-term and student hourly employees and onboarding paperwork. In the new fiscal year, step progressions and salary schedule increases are top priorities.

The District began the three-year contract negotiations with the Council for Classified Employees (CCE). We are looking forward to productive and collaborative meetings in the upcoming months. Additionally, the initial recommendations and reclassifications under Article 10 of the CCE/District contract were distributed to employees. Lastly, the District and CCE are engaged in a salary analysis of our custodial classifications.

The District continues to negotiate with the Palomar Faculty Federation (PFF) with the intention to finalize the contract prior to the fall semester. Both parties have already



reached tentative agreements on many of the articles, and we feel positive that we will reach a full contract agreement shortly.

Benefits

The benefits office is preparing for the 2023 Open Enrollment period, which begins in August. All benefit changes made during August will take effect October 1, 2023. The District continues to offer a robust benefit plan for medical, dental and vision. Employees can choose to change plans or remain on their current plan during the open enrollment period. Additionally, we continue to enroll our part-time faculty in the benefit program. The enrollment participation doubled since offering the same level of medical benefits as our permanent employees. The benefits office is also working with fiscal services on streamlining the process for part-time faculty to receive reimbursement for eligible medical costs.

Recruitment

The Recruitment team continues to work very hard at filling critical vacancies across the campus. Below are the recruitment figures as of 6/29/2023.

66 permanent recruitments are in progress including,

13 – Admin/CAST

35 – Classified

18 – Faculty

61 part-time faculty recruitments in progress. 10 additional part-time faculty postings have closed, and departments are still hiring from those application pools.

INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

Integrated Planning

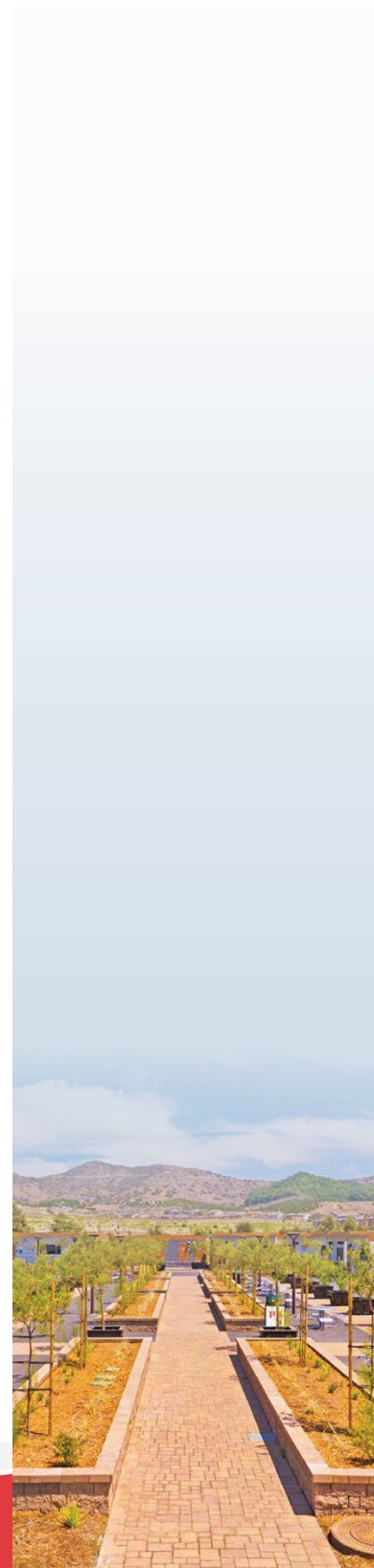
The Executive Team met three times during June to discuss the facilities 2035 Vision Plan with the District's architects. During these meetings, the Team reviewed facilities needs and educational site development concepts. The Task Force met on June 15 and on June 30 to review the facilities list and site development concepts.

Institutional Research

The research team led efforts to submit a survey on the impact of Higher Education Emergency Relief Funds on the California Community College system. Members of the instruction management team are attending an enrollment management academy in July. IR&P is preparing data for the team to use during the academy. Researchers also completed the Dental Assisting program's exit survey and provided additional data to inform the Title V grant proposal submission.

Grants

The North County Transit District (NCTD) has been awarded \$29,330,243 under the Federal Transit Administration's Low or No Emission Grant Program to buy hydrogen fuel-cell electric buses. Palomar College, as a sub awardee, will provide workforce development to retrain the existing workforce and develop the workforce of the future by shifting its automotive and commercial service technician programs from conventional fuel-powered vehicles to hybrid, electric, and hydrogen-based systems. Specifically, Palomar will use the funds to hire faculty, an instructional support assistant, and necessary laboratory equipment and tools such as commercial/auto vehicle components. The performance period is October 1, 2023 – September 30, 2026.



Marketing/Advertising/Promotion

The Palomar Makes It Possible digital advertising strategy inclusive of programmatic advertising as well as brand related enrollment-focused ads continued. Based on the results of the pilot campaign to target students who were previously enrolled at Palomar, this tactic will continue to be utilized in the FY 23-24 digital strategy. This campaign delivers active leads to the Student Success team in Student Services for follow-up and conversion to an enrollment. Our integrated digital advertising strategy generates qualified traffic to the associated landing pages and palomar.edu website. In the month of May, the campaign generated over 814,000 impressions, while remaining cost efficient.

The refreshed web streaming campaign to support summer and fall enrollment goals launched on May 15 and continued through June 25. 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 are aligned with our student demographics. The campaign designed to support fall enrollment goals is scheduled to begin on July 17 and run through the first week of September.

The Palomar.edu website continues to perform well. Compared to the previous June we experienced a 15% increase in users on the palomar.edu website and 62% of this traffic were 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.

Throughout the month of June, our social media posts included support for summer and fall enrollment, financial aid, performing arts, and basic needs.

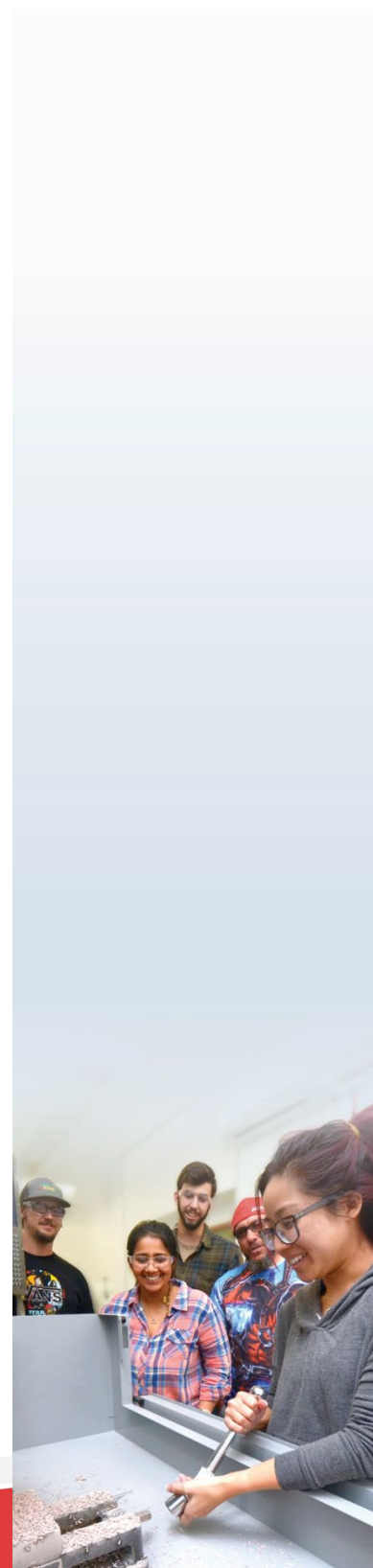


Sample Social Media Post



Sample Social Media Post

A year-over-year performance comparison of our social media platforms shows steady growth for all channels. Our growth in Facebook “Likes” increased 5%, and followers on



Twitter grew 5% compared to June 2022. Instagram is continuing to show the largest year-over-year increase at 14%. LinkedIn followers increased 6%. Followers on our TikTok channel grew over 3% in June compared to the previous month and 132% compared to June 2022.

Community and Media Relations

On June 9, we issued a press release on the [student projects nominated for Emmy awards](#). The release was followed by a [media advisory](#) distributed to our local media partners on June 17 after the awards ceremony ended. The media advisory centered on Palomar College taking home five Emmy awards including best documentary and best director for the Almost Home: Life After Incarceration documentary by Palomar College Television, and the three student projects.

During the last week of June, the Public Information Office worked with colleagues at the North County Transit District to develop and issue a joint [press release on the \\$29,330,243 grant award](#) from the Federal Transit Administration's (FTA) Low or No Emission Vehicle grant program to purchase 23 zero-emission hydrogen fuel cell electric buses (FCEB). The award includes funding to train the existing NCTD workforce and develop an innovative apprenticeship program in collaboration with Palomar College. These media relations efforts garnered placement in national, regional, and community news sites and publications.

Internal/External Communications and Public Affairs

In addition to the multiple media relations efforts, we developed and posted a story on [ARIA a new service to students](#) and community members. This service assists blind and low vision individuals in guiding them through our main campus and education centers. These stories and our press releases can be found on the [Palomar News website](#).

Due to technical issues with our previous email platform, we paused the regular issuance of Palomar News in March. On June 12, we issued the updated and rebranded issue of [Palomar News](#) to all Palomar College employees and our subscribers.

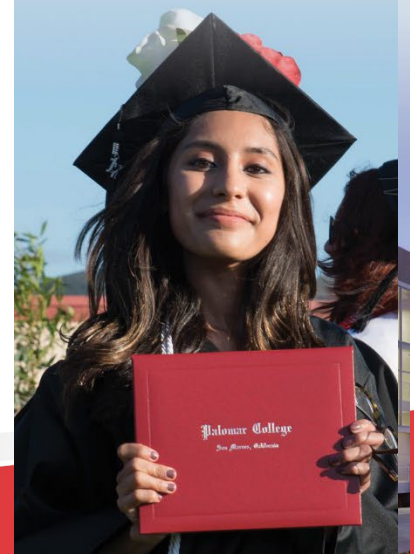
During the past month, our creative services team supported the development of enrollment related collateral materials for all of the education centers and the Camp Pendleton site. These projects were in addition to design and production of performing arts programs and materials. We welcomed our permanent full time Graphics Specialist, Mary Adsit, on June 14.

FOUNDATION

Fundraising Activities

Scholarship Program

The Palomar College Foundation is thrilled to have the continued support of the Tri-City Hospital Auxiliary. This group of volunteers provided \$14,500 in funds to support scholarships for nursing students at Palomar College. In addition, former professor Melba Kooyman provided \$3,000, and James & Kathy Clyne provided \$2,000 to continue their annual scholarships.



As a part of our annual stewardship plan, the Foundation is proud to again produce photo books for our scholarship donors. The book contains inspirational stories and shares the impact the donors have made on students. Each book is specialized for the donor and includes photos and thank you notes from the donor recipients. This year's book shares the theme of "helping our students bloom and grow" as noted on the sample cover photo above.



2023 Foundation donor photo book cover

Grants

The San Diego District Attorney's Office approved a \$50,000 grant to support the Palomar College Rising Scholars program. The Rising Scholars summer program designed for formerly incarcerated students, is a small cohort of two 8-week classes, with crucial wraparound services for social justice impacted students who are transitioning to college and vocational pathways.

President's Invitational Golf Classic

On June 6, the President's Invitational golf committee met to begin the planning of this year's event. Dr. Star Rivera-Lacey, foundation staff, and 16 members of the committee gathered at the corporate office of Balfour Beatty. The group committed to helping find sponsors and auction items along with making this tournament the best experience for our golfers. Currently, we have secured \$64,000 in sponsorships with an end goal of \$150,000.

Stewardship

The Assistance League of Inland North County has been a very generous supporter of Palomar College since 2008, giving over \$540,000 in scholarships. The group hosted an annual luncheon in Escondido on June 28. The Foundation team along with seven scholarship recipients attended to thank these generous donors.



Assistance League members, Palomar College Foundation team and scholarship recipients

Community Activities

Stacy Rungaitis along with Foundation board member

Richard Marks attended the annual Celebration of Business hosted by the North San Diego Business Chamber (NSDBC). This event is designed to recognize outstanding San Diego area businesses.

Foundation Board Activities

The Foundation's finance and investment committee met in June. The Foundation's 2022 audit was complete with an unmodified opinion.

