

INSIDE...

President's Office.....	1
Office of Instruction	3
Student Services.....	6
Finance and Administration ...	8
Human Resource Services ...	10
Institutional Research and Planning (IR&P)	11
Public Affairs Office	11
Foundation.....	13

July 31, 2023

PRESIDENT'S OFFICE

Congratulations Cohort 60!

The Emergency Medical Education (EME) program held the Cohort 60 paramedic graduation ceremony at Brubeck Theater on July 21. These students make us proud for a number of reasons, but especially because all of them have been placed in jobs upon completion of the program. This is an outstanding result for this high quality program.

Rising Scholars Summer Cohort

The Rising Scholars program completed its sixth annual summer program with its largest and most successful cohort yet.

All twenty-six students who started the program on May 26 completed the program on July 21. The cohort participated in weekly activities while taking two courses. The students received a certificate of recognition from Assemblymember Marie Waldron, in addition to along with

their program completion certificate. During the ceremony Dr. Hossna Sadat Ahadi was recognized with the second Paulo Freire Liberation through Education Award for her profound commitment to her students and to the Palomar College Rising Scholars program. Dr. Sadat Ahadi truly elevates the voice of students through her active leadership in promoting equitable access to education for all.

Faculty Hiring Update

The faculty hiring process continued during the past month. I am grateful for the Palomar College employees who have contributed to the many successful search committees. Our



Cohort 60 of the Paramedic Program Graduation Ceremony



Dr. Nora Kenney, Dr. Hossna Sadat Ahadi, Stacy Rungaitis, Rising Scholar student, Martin Leyva, Dr. Star-Rivera-Lacey and Corey Uhden of Assemblymember Waldron's office.

students are surely to benefit from the many talented faculty members who will join us in the fall.

2035 Educational and Facilities Vision Plan Update

The Educational and Facilities Plan Task Force met in late June and early July. These meetings further defined the facilities portion of our plan. The process has been informative and rewarding and will continue throughout the summer. We are looking forward to presenting the plan to the Governing Board by early October.

Hi-Noon Rotary Club Visit

I had the opportunity to share my educational journey and an update on the programs and initiatives of Palomar College at the Hi-Noon Rotary Club in Carlsbad on July 24. During my time with these community leaders, I reiterated the collaborative projects that we work on with MiraCosta College and CSU San Marcos.

Gathering of Wheelhouse Fellows

As one of 13 Superintendent/Presidents in the California Community College system chosen as a Wheelhouse Fellow, I attended several workshops held at UC Los Angeles. In addition to spending time with mentors, trainers, and fellow community college CEOs, I was able to connect with our new California Community College Chancellor, Dr. Sonya Christian. Dr. Christian mentioned that she had heard about all of the incredible work we are doing at Palomar College.



The 2023 Wheelhouse Fellows and Dr. Sonya Christian

Annual Meet Your Electeds

The San Marcos Chamber of Commerce hosted their annual "Meet Your Electeds" event on July 27.

It was a great opportunity to connect with elected officials within our District, business owners, and community leaders. County Supervisor Jim Desmond and City of San Marcos Mayor Rebecca Jones expressed their gratitude and support to the business community. Palomar College is fortunate to have leaders that genuinely care about the success of our students in the workforce.

Influencing the Pathways of Foster Youth

As a member of the Council of Colleges Coalition of Promises2Kids, I attended a meeting with several community college CEOs and leaders from other institutions in the region to discuss innovative programming to ensure our foster youth are engaging in life-changing educational pathways. Promises2Kids annually provides over 3,000 current and former foster youth in San Diego County with the tools, opportunities, and guidance they need to address the circumstances that brought them into foster care, overcome the difficulties of their past, and grow into healthy, happy, and successful adults.



Kaiser Permanente Set to Open

The new Kaiser Permanente hospital will open for business in the coming days. I had the pleasure of attending the pre-opening VIP celebration and tour of the 206-bed facility. It is currently one of the tallest buildings in San Marcos and will employ thousands of people in our region. Our administrators are working with Kaiser leaders to solidify the best way to engage our students in internships and jobs.



Dr. Rivera-Lacey and Kaiser Permanente Chief Operating Officer, Max Villalobos

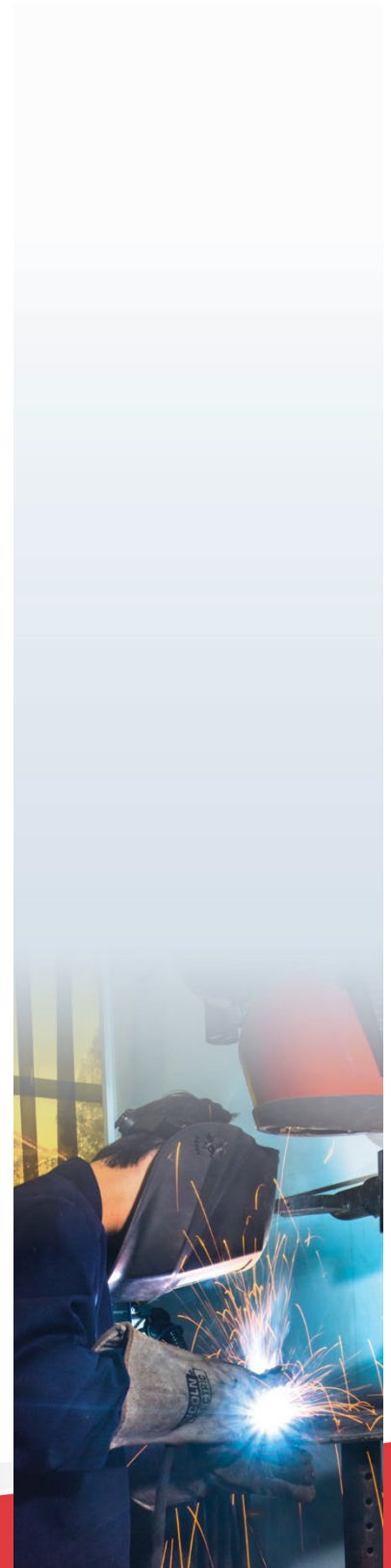
OFFICE OF INSTRUCTION

The summer continues to be a busy time for the Office of Instruction as it provides the opportunity to engage in additional completion ceremonies, professional development activities, and strategic planning sessions. During the month of July, an instructional team attended the Academic Senate for California Community Colleges (ASCCC) Curriculum Institute in Riverside and attended a number of sessions related to AB 928, AB 1111, AB 1705, attendance accounting methods, community college baccalaureate programs, California Community College Chancellor's Office curriculum updates, planning to support student success, and noncredit education.

We also had a multidisciplinary team attend the Enrollment Management Academy (EMA) at UCSD. EMA is an intensive 4-day training that includes presentations on topics such as enrollment management, apportionment methods, the Student-Centered Funding Formula, state financial reports, planning models, effective scheduling practices, effective student services practices, strategic enrollment management based on a gap analysis, developing an enrollment management plan, and a budget practicum. The sessions provided a lot of information and opportunities for our colleagues to explore as we work on implementing an enrollment management plan that truly benefits our students. EMA emphasized the importance of everyone on campus working together to support student success, as we all have a role in enrollment management.



Palomar College employees at the Enrollment Management Academy



Career Technical and Extended Education Division

Emergency Medical Education (EME) held the graduation ceremony for Cohort 60 of the paramedic program at Brubeck Theater on July 21. Program Director Sarah DeSimone announced at the ceremony that all twenty-one students had received job offers. This cohort also participated last summer in specialized training at the Strategic Operations compound in Miramar which provides realistic tactical training for military and civilian first responders and provides our graduates with competitive advantages as job candidates.



Palomar College Paramedic Program Cohort 60

The Palomar College architecture program is featured as the member of the month on the national website for Community College Architecture Programs. Samples of our students' portfolio projects are available on [this webpage](#).

In early July, the Rising Scholars program moved into a dedicated space located at the front of the San Marcos campus. Through Student Equity and Achievement grant funding, students in the Cabinetry and Furniture Technology program contributed to the space by designing and building some of the furniture. The building is designed to provide students access to support including peer mentoring, tutoring, and on-campus and community referrals.

During the week of July 23, seven Rising Scholars students traveled to Sacramento with five MiraCosta College Transitions Scholars, and staff from both colleges. The trip was funded by a grant from the North County Higher Education Alliance (NCHEA). During this trip, the students and staff visited UC Davis, the State Capitol and spoke at the California Community Colleges Board of Governors meeting.



Rising Scholars students and staff enjoying the State Capitol

Languages and Literature Division

The English as a Second Language (ESL) Tutoring Center is preparing to re-open in the fall. The ESL tutors will continue to offer book clubs; supplemental instruction; Zoom, peer, and in-person tutoring; and embedded tutoring both on campus, at the Education Centers, and in community-based multi-level ESL classes. The department is exploring opportunities to offer ESL classes at Camp Pendleton and on campus in Career Technical Extended Education (CTEE) classes, as well as responding to inquiries about offering classes in local libraries, elementary and secondary schools. These inquiries are indications of potential growth of the program.



The Librarians collaborated with PD Coordinator, Luis Guerrero, and created a LibGuide for Artificial Intelligence (AI) resources and are currently preparing a presentation for Fall Plenary entitled What's New in the Library?

Math, Science and Engineering Division

Due to the requirements of AB 1705, the Math Science Learning Center is working collaboratively with the Math, English, and ESL Departments, STAR Center, and the Disability Resource Center to promote embedded tutoring. This initiative aims to enhance student success and retention by providing additional support for classes. Training sessions are being developed to support faculty and embedded tutors that will be implementing the embedded tutoring model during the fall semester. The first training session is scheduled during Plenary.

Upward Bound at Palomar College operates as a college preparation and retention program, for college-bound high school students in north county. During this summer, the mathematics department actively participated in a six-week STEM program designed for Upward Bound students. This program offered an engaging workshop series named "Fun with Math," attended by twelve enthusiastic tenth-grade students. The workshops, led by Professor Dr. Cassondra Lochard, focused on empowering the students to create mathematical representations of real-world scenarios, enabling them to make predictions, gain valuable insights, and strengthen their mathematical skills.

This summer, the Physics and Engineering department participated in a six-week robotic and engineering program designed exclusively for Upward Bound students. Over forty students attended the program. Led by Professor Quan Nguyen, the workshops aimed to promote several essential topics. Students built robots and explored coding exercises, elevating their practical skills and knowledge in these dynamic fields. The workshop was designed to set a path for promising students to excel in their academic journey and future STEM careers.



Two high school students enjoying the STEM workshop.

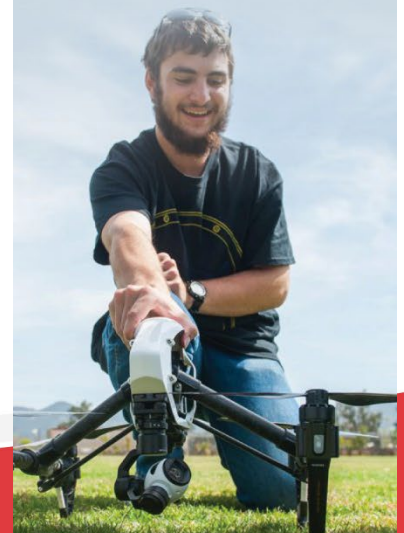


A robot from the summer STEM workshop.

The earth sciences department organized a series of six engaging summer workshops. The content led by Professor Nina Shmorhun, an expert in Oceanography, was very well-received by all participants.

Social and Behavioral Sciences Division

The Palomar Paraeducator Partnership (EDUC 3P) with Escondido Union School District continued with a second cohort enrolling in child development courses. The program supports employees at the Escondido Union School District with completing



the Child Development School Age Assistant – Certificate of Achievement. Earlier this year, MAAC and Palomar College partnered to offer a two-year Early Care and Education Apprenticeship Program. The program has received an additional grant supporting a partnership with ESL for support services for our students. The first cohort will begin with general education courses including English 100, CS 101, and CS 102 this fall.

The Academic Technology Resource Center (ATRC) lab is now open weekdays from 7:00 a.m. to 7:00 p.m. in H-102 for students to access computers and study space. The ATRC continues to provide quality assistance to students and employees. Ticket satisfaction ratings were at 100% for Fall 2022 and 99.1% for Spring 2023. The accessibility rating for the Palomar.edu website (excluding PDFs) increased from 64.9% to 71.8% over the year. The team is striving to achieve the industry target of 89.5%. The accessibility rating for Canvas courses for Spring 2023 was 73.1% overall. The accessibility rankings of the website and Canvas are negatively impacted by inaccessible PDF files within both platforms. The ATRC will continue to work with faculty and staff to address the high volume of inaccessible PDF content within Canvas and the website.

California Community Colleges TechConnect supported the Online Teaching Conference (OTC'23) which serves the California Community College system (and others) by providing an annual event for faculty, staff, and administrators who are leading the way in developing innovative and effective online education. The conference was held in Long Beach on June 21-23, and had 800 attendees for the full conference, 124 pre-conference workshop attendees, 100 DECO Retreat attendees, offered 74 sessions, and had 33 sponsors and exhibitors. Ninety-four percent of the people that completed evaluations stated that they are likely to attend OTC'24

Escondido Education Center

Meetings with the Escondido Arts Commission are continuing in order to finalize the mural at the Escondido Education Center. In addition, employees are working with consultants to finalize the plans for the security fencing project.

STUDENT SERVICES

Counseling Services

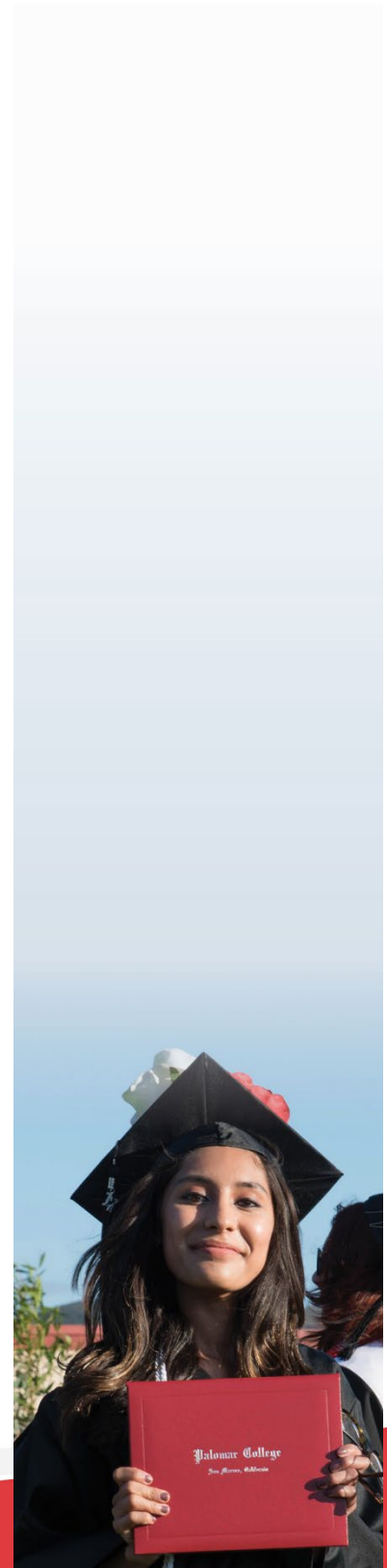
GEAR UP will host Summer Leadership workshops for fifty first-year college students on August 1 and 2. These students will be attending UCLA, Cal State San Marcos, and Palomar College.

Enrollment Services

Enrollment services went live with the Majors project which allows students to select the correct major more easily and accurately in their student portal. It also better informs students if they are in a financial aid eligible program. Admissions and financial aid will have extended hours on Saturday, August 19 and 26 to assist students during the first weeks of classes. Financial aid packaging is under way for 2023-2024 students. This includes a focused effort in July and August on the 2023-2024 award year by providing both in-person and virtual sessions focusing on FAFSA completion and verification completion support. Communication is sent via email and text to students. Financial aid workshops are being provided for Palomar Promise and EOPS students as well.

Student Life & Leadership

Associated Student Government (ASG) President, Christopher Garcia Mendez will participate in the Welcome Day Resource Fair on August 9. He will share information



about ASG with the intention of recruiting new members. Preparations are underway for Comet Welcome Days on August 21 and 22. Twenty-five more students signed up for services provided at the Anita and Stan Maag Food & Nutrition Center.

Progress is being made on the Basic Needs parcel lockers. Information is forthcoming on a soft launch of the locker system at the San Marcos campus this fall. The activation of lockers at the Education Centers will follow.

Student Health Services, Behavioral Health & Wellness

The health promotion team is actively collaborating with community partners as well as our own medical and mental health providers to finalize workshops, and presentations for students for the fall semester.

Student Health Services (SHS) has new operation hours at the Escondido Education Center. SHS will be open on Tuesdays and Thursdays from 8:00 a.m. – noon, with a registered nurse on duty each day and a Behavioral Health Counselor on Tuesdays. In addition, a new vending machine was installed outside the bookstore that offers over-the-counter medications for the students. SHS is actively collaborating with Education Center staff to improve awareness of how to refer students to in-person and telehealth services. SHS is also collaborating with Veteran's Services to provide a Behavioral Health Counselor in their office one day a week.

The Student Health Center (SHC) has provided academic physicals for many of the new fire academy recruits. The SHC encourages all academic programs to refer students to complete the requirements of the various programs, such as TB tests, physical exams, immunization reviews, hearing and/or vision screening, titers, tetanus shots, and flu vaccines, beginning in September.

SHS is excited to have two new student workers as Student Wellness Advocacy Group (SWAG) Peer Mentors for the health promotion team. They are currently completing their on-boarding requirements and will begin working in August.

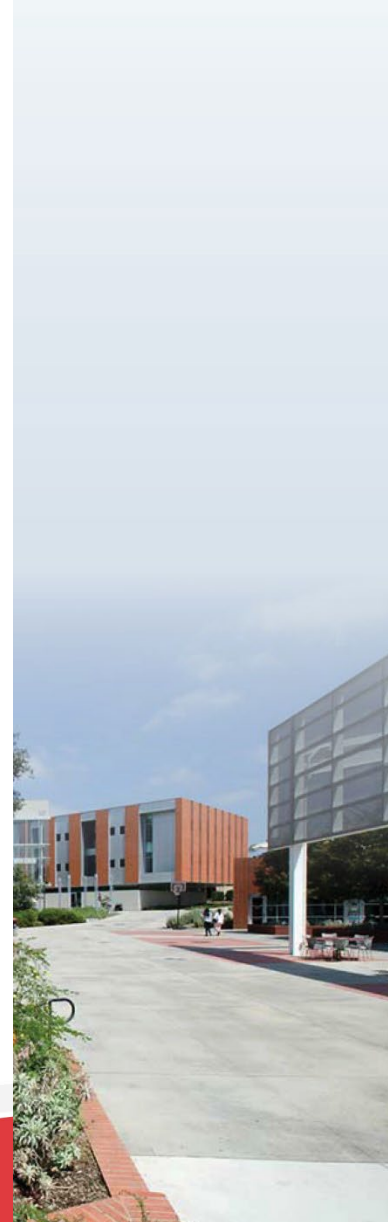
A new Behavioral Health intern from San Diego State University is completing her on-boarding requirements and will be joining the Behavioral Health Counseling Services team in August.

Student Services Communications, Systems, and Technology

Fall 2023 text campaigns to support student enrollment and success, inclusive of information on welcome events and student services activities, have been issued throughout the summer and will continue into the fall semester. In collaboration with the ATRC, an audit of student services webpages is in progress. The audit includes the removal of broken links and making corrections to the student services webpages on Palomar.edu. To gain momentum on this project a "Summer 2023 Clean up our website" training will be held on July 27. We are continuing to work alongside the Information Services department to make progress on the implementation of the Highpoint Student Center and schedule builder tool. Customizations are nearing finalization.

Athletics

Eight Comets were named to the California Community College Baseball Coaches Association Academic All-State Team for the season and the team was one of eight California Junior Colleges to win the 2022-23 American Baseball Coaches Association's Team Academic Excellence Award. Pitchers Ryan Armentrout (3.87), Sebastian Cueva (3.73) and Carson Hamro (3.52) were all honored, as well as catcher Zuhayr Choudry



(3.60) and infielders Tanner Lappin (3.78) and Noah Lazuka (3.69). Rounding out the award winning Comets were outfielders Patrick McLellan (3.76) and Nathan Mills (3.55).

FINANCE AND ADMINISTRATION

Fiscal Services

The Enacted Budget and P2 apportionment reports were released by the California Community College Chancellor's Office (CCCCO), in early July along with the advance apportionment report for FY 2024. This allows Fiscal Services to shift gears on finalizing the Adopted Budget. A deficit factor of 0.96% has been included for FY 2022-23 which will reduce our apportionment revenue by over \$1 million. We are continuing to update our reports and as we get closer to closing the books in August, we will begin to determine the District fund balance.

The commitment accounting project is going live with the first payroll in FY 2024 and will be encumbering salary and benefits budgets for the year. This will involve processing and reporting changes which will be communicated soon so that departments understand the changes and how to read their reports going forward. This initiative is still a work in progress and will involve additional changes as we become more familiar with the product and the opportunities for more improvements.

Lastly, we bid farewell to Senior Director of Fiscal Services, Nancy Lane, who will take on a new opportunity as Associate Vice Chancellor at the San Diego Community College District. The search will start immediately for a replacement with hopes of having a new senior director in place later this fall.

Business Services

The new Supervisor of Purchasing will start in mid-August. This addition to our team will be a welcome change.

Campus Police (PCPD)

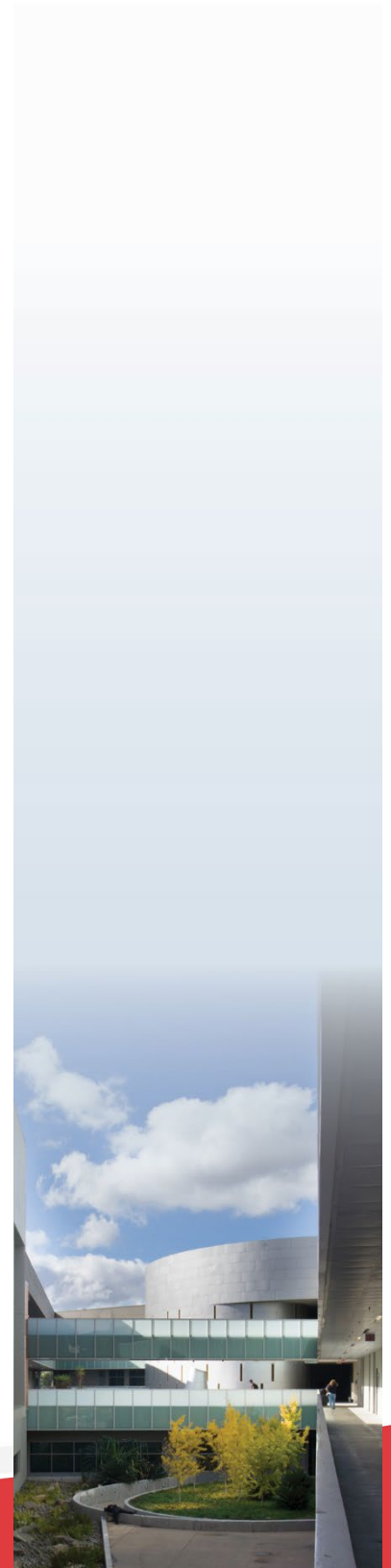
Two full-time dispatchers were approved by the Governing Board on July 12. This approval will decrease the department's reliance on short-term hourly positions. Both employees are former part-time Campus Police employees. With the eventual conversion to remote monitoring of the fire alarm system, we will not require overnight shift dispatch coverage.

In late June we completed the interview process for two full time sergeant positions. We are pleased to report that two internal candidates have been selected to fill these roles.

Information Services (IS)

The systems and programming team continues to work on technical tasks in support of two large projects, phase II of commitment accounting and the implementation of HighPoint, with planned go-live dates of early August and early October, respectively. Additionally, this team is in the planning phase of application patching, database and application tools upgrades of our PeopleSoft systems.

The technical services and audio-visual teams continue to support technology components of numerous department remodels, moves, and additions. The technical infrastructure and equipment installations on the Rising Scholars space has been completed and we are happy to report the program staff has officially moved into their new location. The technical components and support of the tutoring and ATRC



relocations are almost complete as well, with most of the office, staff and service moves complete and operational. This team has also been very active in supporting numerous computer and other technical equipment additions, software updates, and refreshes of computers for new employees, classrooms, and student labs. Included is the addition of several new applications, computer and locations in support of improved accessibility in technology.

The network and data center team has made great progress on the upgrade and enhancement to our wireless networks at San Marcos and the Escondido Education Center. Over 250 new access points have been added or upgraded at the San Marcos campus. This equates to an estimated completion of two-thirds of those planned. Work has started on the installation of 123 new access points at the Escondido Education Center. In total, 530 new access points will be installed across these two locations. We are still on track for this work to be completed by the end of summer.

Work continues in enhancing cybersecurity. Recent progress in this area includes institutionalizing cybersecurity training for all employees, with plans to offer several training sessions on this topic at the Plenary. Additionally, as recommended by the CCCCCO, we have engaged a third party to perform a technology health (security) assessment of our technical environment, which is scheduled to start in August. And finally, we are in the planning phase of the CCCCCO's recommended network penetration (PEN) testing to be conducted by the CCCCCO Information Security Center in early fall.

Construction & Facilities Planning Update

Prop M Projects

Athletics Stadiums Project: Work is complete on the softball bleacher concrete, fence posts for the softball batting cages, and outfield retaining wall next to the home batting cage. Modifications to the ADA pedestrian route of travel to the stadiums project is also complete. Roofing has been completed on the football storage building and the roof slab of the tunnel to the football field has been placed. Masonry continues on the softball fieldhouse building and football press box. Work on the right field retaining wall of the softball stadium will start in late July. The project is now approximately 55% complete.

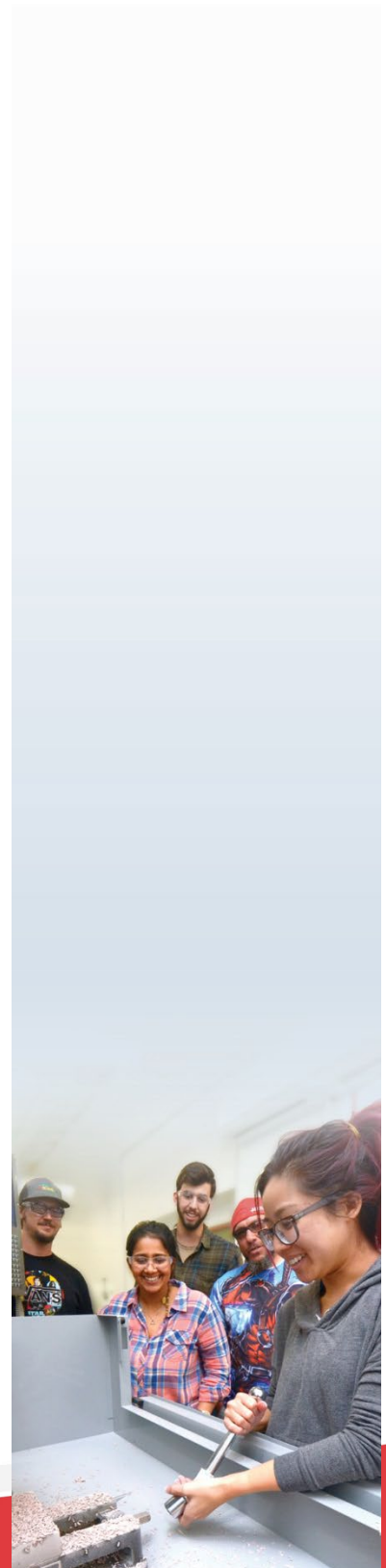
Athletics Fieldhouse Project: We have received our second round of comments from the Division of the State Architect (DSA) and are hoping to have a permit in hand at the end of September.

Fallbrook 40 building and Irrigation Well: The Fallbrook 40 project plans are in DSA plan review with expected initial comments by the end of July. With this in mind, bidding is projected to occur in the beginning of 2024. DSA has issued the building permit for the irrigation well at the Fallbrook Education Center. The District is processing a contract to Cumming Management Group, Inc. to prepare the project to go out to bid and act as the Owner Agent on the project during construction.

Replacement of the Dome Roof: A contractor is working on replacing the plexiglass panels with metal panels. The contract is complete for the additional required roof work, and it is scheduled to begin on August 1.

HEERF Projects

The Escondido Education Center safety and security fencing project kick off meeting was held at the end of June. GEM Industrial has started working on submittals and shop drawings and the start of construction is projected to begin by early September.



Student Housing Grant

The District has issued an RFP to select an advisor to assist with the feasibility review and planning process for potential student housing. Proposals are due to the District on July 27 and a recommendation is planned for the Governing Board meeting in September. Proposals will be reviewed by an evaluation committee consisting of Director of Facilities Chris Miller, Manager of Construction and Facilities Planning Dennis Astl, Student Life and Leadership Supervisor Pippa Pierce, Director of Financial Aid Adrienne Lee and Assistant Superintendent/Vice President of Student Services, Nick Mata.

Additional Projects

The replacement of the Minkoff Field synthetic turf project is complete. Work is in progress to create a wildfire defensible space to protect the Early Childhood Education Lab School and arboretum areas of the San Marcos campus.

HUMAN RESOURCE SERVICES (HRS)

Human Resource Services has been busy over the summer, finalizing hires for the fall and continuing to improve onboarding practices inclusive of generating digital versions of hiring paperwork for easier completion. In anticipation of changes to Title IX and to stay current on other regulations, the HRS team recently attended training workshops.

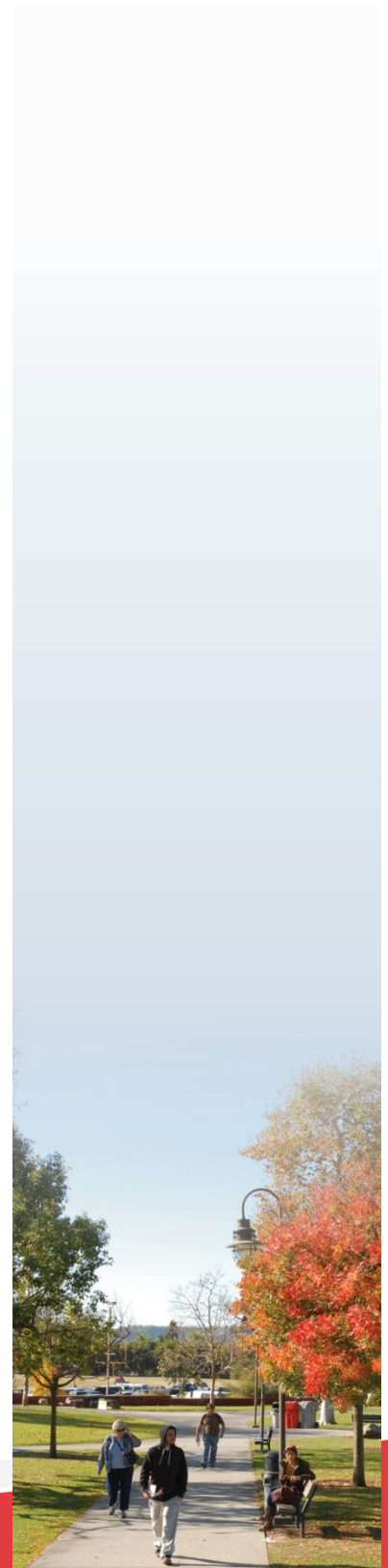
The District initiated the three-year contract negotiations with the Council for Classified Employees (CCE). We have had three productive and collaborative meetings. We are working quickly to reach agreement on articles in the successor agreement. The District and CCE agreed on the Custodian I and Custodian II salary grade increases to ensure that those classifications are competitive within our region and to provide a pathway for promotion within the classification series.

The District and the Palomar Faculty Federation (PFF) tentatively agreed to all the articles for the three-year successor contract. Both parties engaged in productive dialogue which led to an agreement that emphasized part-time faculty parity and increased collaboration of faculty and administration in the evaluation process. The PFF will be asking their membership to vote to ratify the contract, and should it be successful, the ratification will be on the Governing Board agenda in September.

The District continues to meet and make progress with the Administrative Association and the Confidential and Supervisory Team employees to update their agreements.

Benefits

The benefit program open enrollment period will run from August 1 - August 31 for all permanent employees and retirees. Employees and retirees will only need to take action if they are interested in changing their current benefit elections; any changes made during this period will take effect October 1, 2023. Employees who participate in the American Fidelity Flexible Spending Accounts will need to re-enroll for the new plan year.



Recruitment Figures as of July 27, 2023

69 permanent recruitments are in progress including,

13 – Admin/CAST

41 – Classified

15 – Faculty

63 part-time faculty recruitments in progress. 11 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 is working with the writing teams from fiscal and human resources to collect evidence and finalize the draft follow-up report that is due in November to the Accrediting Commission for Community and Junior Colleges (ACCJC). Beginning in August, the follow-up report will be shared with the Accreditation Steering Committee and College Council and finalized. The report will go to the Governing board for review in September or early October.

Integrated Planning

The Educational and Facilities Vision Plan Task Force met on June 30 and July 10 to continue discussing the facilities plan, including site development concepts. The Vice President of Instruction, along with the instructional deans, and members of research and facilities, met to review and discuss the results of the facilitation studies conducted by Alma Strategies as part of the Vision 2035 Plan development.

Institutional Research

The research team completed and posted two new data dashboards, one presents student demographics, and the other provides student outcomes. Additionally, the Senior Director of IR&P attended the Enrollment Management Academy at UCSD from July 17 - July 20 as part of a 12-person team representing instruction, student services, fiscal, and research. The Academy provided education on enrollment management and college funding. To prepare for the Academy, the research team developed several data spreadsheets documenting enrollments and the efficiency of the class schedule of offerings.

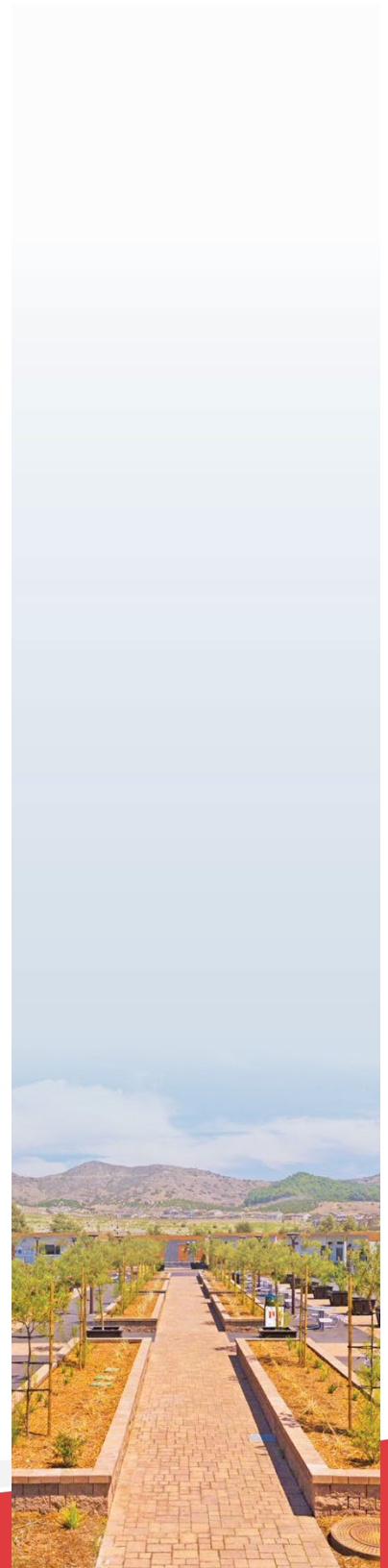
Grants

The College received notification of two new TRIO Upward Bound grants from the U.S. Department of Education. The grants provide \$1.5 million each over five years. These grants provide support and services to low-income and/or first-generation high school students in their preparation for college entrance.

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. Additional assets and refreshed content were added to the strategy. Our Student Success colleagues continued to interact with prospective students who engaged in our digital Stop Out campaign, which is designed to connect with students who were previously enrolled. This integrated digital advertising strategy generates qualified traffic to the associated



landing pages and palomar.edu website. In the month of June, the campaign generated over 706,000 impressions, while remaining cost efficient.

The web streaming campaign that was designed to engage our target audiences for summer and fall classes, resulted in nearly 1.3 million impressions and an above industry standard click-thru-rate. The video portion of the campaign generated a video completion rate of 97.5%, also above industry standard.

An updated web streaming campaign launched on July 17 to support fall enrollment goals and it will continue through the first week of September. The campaign includes endorsement ads featuring alum 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 Palomar.edu website continues to perform well. Compared to the previous July we experienced a 19% increase in new users on the palomar.edu website and a 12.5% increase in sessions. These statistics are indicative of the effectiveness of paid and earned media campaigns.

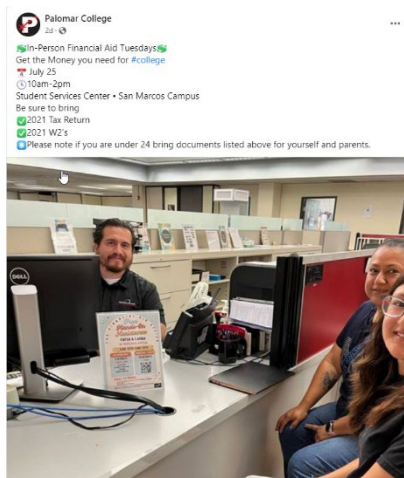
Social media remains the 5th ranked source of all traffic generated to the Palomar.edu website. Facebook, LinkedIn, Instagram, and Yelp generated the majority of the social media traffic to Palomar.edu. The other overall top channels of traffic to the website are direct traffic, organic search, referral traffic, and display.

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 July 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 2% in July compared to the previous month and 115% compared to July 2022.

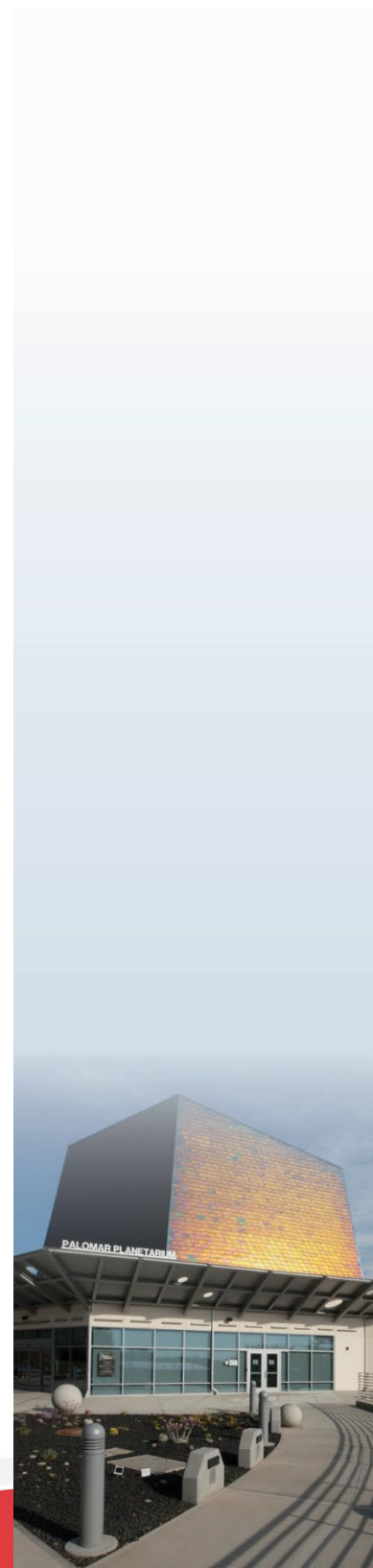
Throughout the month of July, our social media posts included support for summer and fall enrollment, financial aid, performing arts, basic needs, student services programs, and a specific campaign to support enrollment at the Education Centers.



Sample Social Media Post



Sample Social Media Post



Community and Media Relations

On July 12, we issued a [press release](#) on the hire of Dr. Diane Studinka as Dean of Social and Behavioral Studies. Later in the month we issued a press release on the need for one member of the community at-large to serve on the [Palomar College Independent Citizens' Oversight Committee \(ICOC\)](#). These media relations efforts garnered placement in regional and community news sites and publications.

Internal/External Communications and Public Affairs

In addition to the media relations efforts, we developed and posted a [promotional article](#) on the availability of summer 4-week classes and fall enrollment opportunities. We also issued a story on the success of [three Palomar baseball players](#) who were selected in the recent Major League Baseball draft. These stories and our press releases can be found on the [Palomar News website](#).

During the past month, our creative services team supported the development of updated health and safety signage and performing arts collateral. The team also worked on new logo designs for several programs.

FOUNDATION

Fundraising Activities

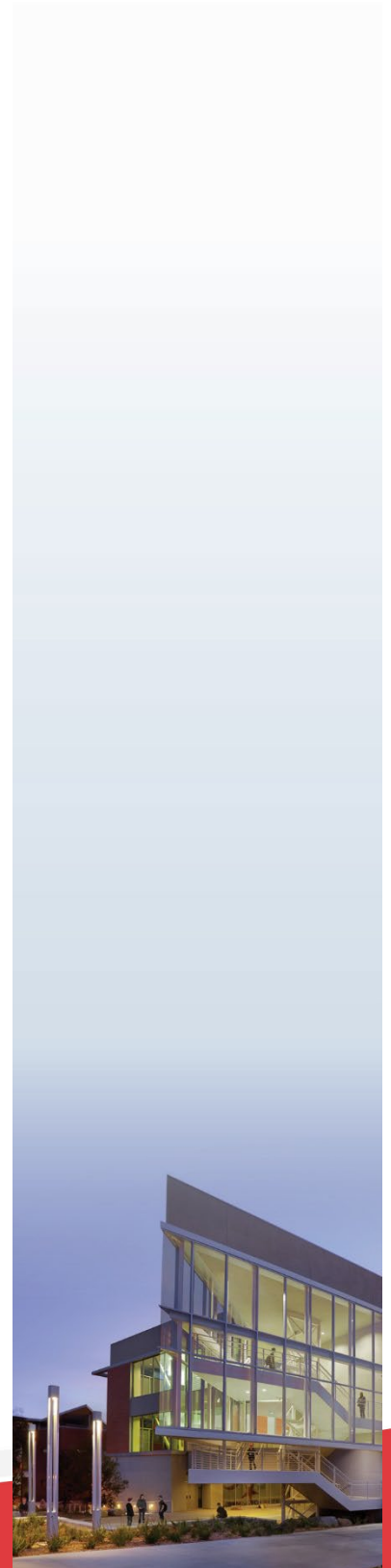
The Foundation's plans are underway for the upcoming President's Invitational Golf Classic on Oct. 9. Our amazing volunteer golf committee along with our staff, has been hard at work and already raised \$71,500 in sponsorships and secured many auction items.

President's Associates and Friends of the Foundation Event

On July 13, the Palomar College Foundation hosted its summer event for the President's Associates at the Brubeck Theatre. The event featured an exclusive screening of the Palomar College Television documentary, *Almost Home: Life After Incarceration*. Over seventy-five guests enjoyed a pre-screening reception with Dr. Star Rivera-Lacey before viewing the film and a panel discussion that highlighted the Rising Scholars program ended the evening. The event was sponsored by AllianceBernstein. As a result of the event, several donations have been received for the Rising Scholars program.



Executive Director Stacy Rungaitis, Dr. Nora Kenney, Richard Boucon, Bill Wisneski, Dr. Star Rivera-Lacey Foundation Board Chair Will Rivera and members of the Assistance League of Inland North County



Community Engagement Events

The San Marcos Chamber of Commerce held the annual Meet Your Elected Officials event on July 27. Dr. Star Rivera-Lacey, Julie Lanthier Bandy and Stacy Rungaitis attended.

Kaiser Permanente hosted a VIP Grand Opening celebration on July 28 at the new hospital in San Marcos. Dr. Rivera-Lacey and Stacy Rungaitis attended this important event. Kaiser is a proud sponsor of the Foundation and Palomar College.



PIO Julie Lanthier Bandy, San Marcos Mayor Rebecca Jones, and Boys and Girls Club CEO & President Cathy Baur



Kaiser Permanente VIP Grant Opening Reception

