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October 5, 2023

## PRESIDENT'S OFFICE

### Milestones Achieved in September

Two milestones were achieved this past month. We hosted the official grand opening of the Cariño Dream Village and celebrated the "topping off" of the football stadium press box with the signing and placement of the final beam. Both events brought students and employees together in true Palomar style, with food and camaraderie. The Cariño Dream Village brings together the Umoja, Puente and Dreamer Success programs into an inclusive space where students can learn about diverse cultures and build community. Both events were made possible through the time and dedication of employees in student services, athletics, facilities, the foundation, campus police and public affairs.



Palomar College leadership, Trustees Schaeg and Kaiser, Comet Award Winner Klaus Kirchhoff, and Dr. George Boggs at the beam signing

### Palomar Receives Recognition

On September 26, Palomar College was recognized by CSU San Marcos as an Outstanding Community Partner alongside MiraCosta College and Mount San Jacinto College. It was an honor to receive this award from CSU San Marcos President, Dr. Ellen Neufeldt. You can read more about this highlight in [Palomar News](#).



Dr. Patricia L. Prado-Olmos, Dr. Sunita Cooke, Dr. Roger Schultz, Dr. Star Rivera-Lacey, and Dr. Ellen Neufeldt

## Welcome Dr. Nicole Belisle

Dr. Nicole Belisle, our Chief Diversity Officer, started with us on September 11. She is joining Palomar with more than 15 years of experience in the field of education, eight of which she spent in higher education. Dr. Belisle most recently served as the Associate Chief Diversity Officer for Strategic Initiatives at San Diego State University. She is looking forward to sharing her expertise and collaborating on the invaluable DEIAA work being done throughout the District.

## Education and Facilities 2035 Vision Plan

After meeting for more than one year the Educational and Facilities Vision Plan Taskforce is headed toward gaining final approvals and adoption of the Education and Facilities 2035 Vision Plan. The extensive integrated approach established goals and objectives, enrollment targets, and themes for the Education Centers, as well as facility needs for all locations. We are looking forward to presenting the draft document for the first reading by our Governing Board at the October 10 meeting.

## Campus Engagement

The celebration of California Native American Day was held in partnership with MiraCosta College and CSU San Marcos on September 21. The onsite and live streamed event included presentations and demonstrations. Our American Indian Studies faculty truly set the bar high for future celebrations. Our District wide closure in recognition of California Native American Day and the event were covered by the [San Diego Union Tribune](#).

Along with Trustees Roberto Rodriguez and Cassandra Schaeg, I volunteered as a model patient as part of the training and education received by our first-year nursing students. Spending time with our students and faculty is the best part of my job.

Later in the same week, I participated in our nursing accreditation process with the Accreditation Commission for Education in Nursing (ACEN) and the California Board of Registered Nursing (BRN). I am always so impressed by the work performed by our dedicated faculty and staff in preparation for these visits. We will hear the results of this visit in the coming months.

Our colleagues in the Ethnic Studies department, Office of Student Equity, and the Association of Latinos and Allies for Student Success (ALASS) have done a tremendous job in planning, organizing, and executing events for Hispanic Heritage Month. There are many activities on the schedule through October 15. I am appreciative of our colleagues for their time and dedication in providing opportunities for us to better understand the contributions and influence of Hispanic Americans on our history and culture.

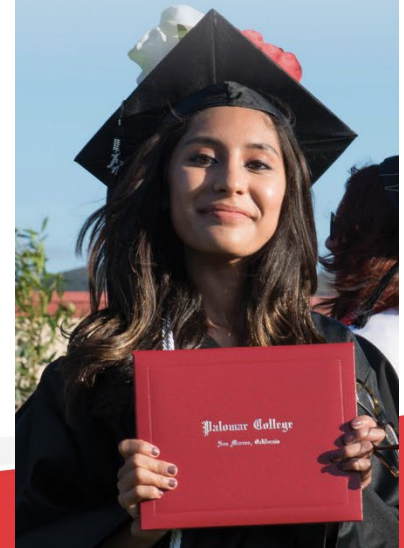
Throughout the month I gained insight and feedback during our shared governance meetings and standing appointments with faculty and staff leaders. In addition to



*Dr. Nicole Belisle, Palomar College  
Chief Diversity Officer*



*Trustee Schaeg participating as a  
model patient for nursing students.*





meeting with members of the Asian Pacific Alliance in Higher Education (APAHE), and our Black/African American Community Advisory Council, I participated in the *Transforming Hispanic Serving Institutions for Equity and Justice* book club. Utilizing this thoughtful and inspirational book by Dr. Gina Ann Garcia, the club further examines Hispanic Serving Institution identity of Palomar College through guided discussions. It has been a rewarding experience to connect the material to structures within our institution.

### Community Engagement

For this academic year, I am serving as the chair of the San Diego and Imperial Counties Community Colleges Association (SDICCCA). SDICCCA is an organization that provides engagement on a variety of topics that are of mutual interest to the leadership of all 10 community colleges in the region. Governing Board President Roberto Rodriguez is the chair of the SDICCCA Alliance. The Alliance is designed for respective trustees of each district to address subjects impacting their colleges.

Along with my SDICCCA colleagues, I attended the Promises2Kids Dream On Concert Gala, a fundraising event for foster youth. This incredible organization provides current and former foster youth in San Diego County with the tools, opportunities, and guidance necessary to address the circumstances that brought them into the foster care system.

It was a true pleasure to host the Association of California Community College Administrators (ACCCA) Mentor Program Fall Retreat at Palomar College. I was able to take some time to share my path to executive leadership during one of the sessions. I always enjoy meeting with and engaging our future community college leaders.



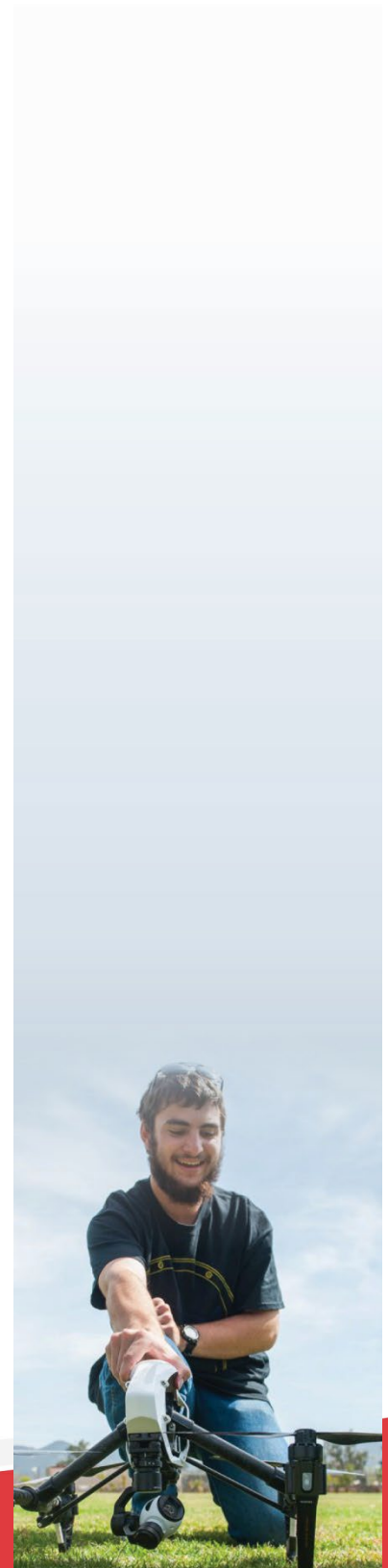
*ACCCA retreat attendees*

My yearlong experience as a Wheelhouse Fellow ended this past month. It was a wonderful experience and opportunity to connect and learn with California Community College CEOs. Our discussions centered on information and research needed to support thriving institutions. I am looking forward to utilizing the research to support our continued enrollment growth and student success outcomes.

I was thrilled to present Palomar College at the National Community College Hispanic Council (NCCHC) Leadership Symposium. Assistant Superintendent/Vice President Nick Mata and Dean Leslie Salas who also attended the conference. While at the conference VP Mata was selected as one of the 24 NCCHC Fellows from around the nation! Congratulations, Nick!



*Dr. Rivera-Lacey and NCCHC Board Members*



The San Marcos Chamber hosts Community Connect events throughout the year. This program brings business and community leaders together to have a conversation on important topics in the city. This past month, I participated as the guest presenter. It was a valuable opportunity to strengthen our connections with business leaders.

## OFFICE OF INSTRUCTION

Instructional Services continues to work on the four enrollment management priorities established for the 2023-24 academic year. Dr. Tina Recalde, Assistant Superintendent/Vice President of Instruction, has been analyzing enrollment trends, working with deans and department chairs to adjust class offerings to meet student demand, and setting goals and targets for the next academic year. As part of the communication plan, an enrollment management planning presentation was provided at the Chairs and Directors meeting on September 8. This was followed by a “Reimagining Instruction” event designed to gather feedback from the entire campus on September 11. Over 50 people attended in person and additional feedback was provided through email. On September 13, Curriculum Committee Co-Chairs Dr. Recalde and Vickie Mellos, ESL Assistant Professor, and Benjamin Mudgett, Articulation Officer, provided a presentation on Community College Baccalaureate opportunities. A number of faculty attended as we discussed a lot of questions, and shared great ideas for potential programs. We look forward to seeing what programs our faculty will develop in the near future.

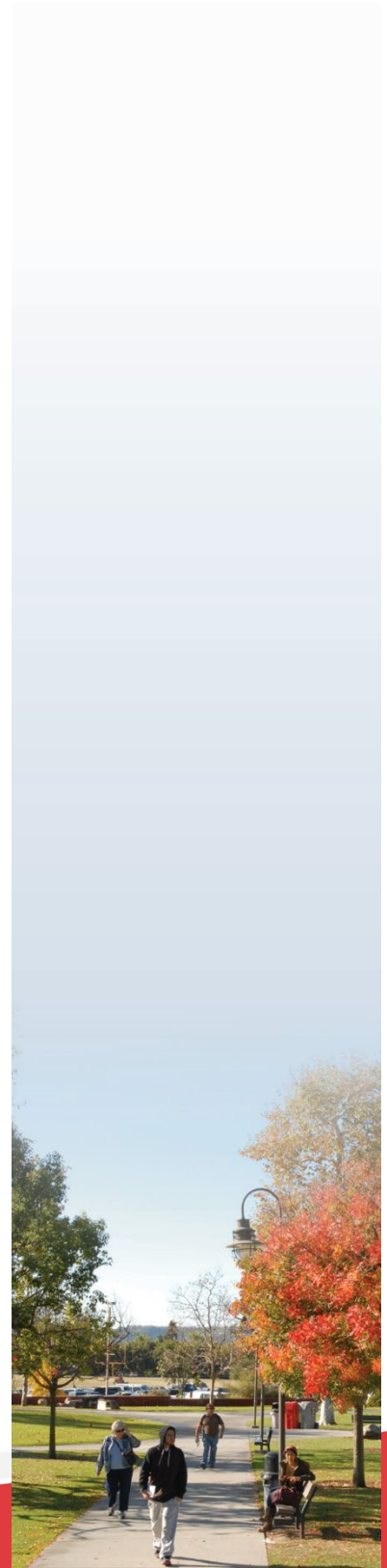
### **Languages and Literature Division**

The foot traffic and usage of study rooms in the library has increased at all locations. Students are enjoying the expanded hours in the evenings and on Saturdays at the San Marcos campus. The free coffee and snacks, provided with funding from the Palomar College Foundation, are popular with students. Hispanic Heritage month is being celebrated at all locations with displays and highlighted library materials. Librarians have added a page about the ethical uses of generative Artificial Intelligence (AI) to our Academic Integrity and Plagiarism module in the Information Literacy Dashboard.

The English as a Second Language (ESL) department is currently serving 590 students in the ESL embedded tutoring program online and during in-person classes at the San Marcos campus, the education centers in Escondido and Fallbrook, and the education site in Ramona. The department continues to see growth in ESL programs and has added classes in response to student demand at the Escondido Education Center and San Marcos campus. ESL is also exploring possible partnerships with the Fallbrook Public Library and the Camp Pendleton Academic Skills Program.

The English discipline held its annual English Professional Development Day on September 8. Thirty full- and part-time faculty attended breakout sessions on topics such as teaching the co-requisite English classes (part of AB 1705), managing ChatGPT in the classroom, and teaching literature.

In the World Languages Department, Instructional Support Assistant Judith Marquez and short-term hourly worker Marcela Gamez created a wonderful display about German fairy tales. Judith made each of the figures by hand out of felt.





*Handmade Artwork displayed in World Languages Department*

### **Math, Science and Engineering (MSE) Division**

The biology department and the anatomy faculty have collaborated with Sage Creek High School, High Tech High, and Oceanside High School Health Academy, to arrange visits in early October to the cadaver lab at the San Marcos campus. Palomar College advanced anatomy students will conduct the demonstrations. The Bridges grant has been extended for an additional five years to continue supporting exceptional students interested in the biomedical sciences. During the past summer, six of our Palomar College scholars participated in summer internships at CSU San Marcos and UC San Diego, with one student venturing to Puerto Rico for her internship experience. Furthermore, one of our scholars will be showcasing her research at the Annual Biomedical Research Conference for Minoritized Scientists (ABRCMS) in November.

The Wildlife Club is embarking on their second year of activities, including collaborating with research scientists from UC Riverside to investigate the presence of cotton seed bugs on campus, planning to organize science-related activities, and engage in outreach efforts. Our four Instructional Support Assistants in the biology department have meticulously organized 102 lab sections each week across four separate locations. Their commitment is aimed at guaranteeing students a substantive laboratory experience and enabling them to acquire the essential laboratory skills required for success in future science-related courses and careers.

The computer science and information technology department, in collaboration with the mathematics department, is launching an Associate of Science Data Science degree program. This marks a groundbreaking initiative in San Diego County within this rapidly evolving and high-demand field of study. While several CSUs and UCs offer both bachelor's and master's degrees in this area, the program is uniquely designed as a transfer degree in data science. The department organized a "meet & greet" event to warmly welcome students to the open lab and provide them with an opportunity to meet department professors. It was well attended. The department is submitting the verified program application for the computing and engineering program, specializing in software development, networking, and cybersecurity.

Superintendent/President Dr. Rivera-Lacey, Governing Board President Rodriguez, and Trustee Schaeg participated as "practice patients" for our nursing students.



*Dr. Rivera-Lacey and Governing Board President Rodriguez participated as "practice patients".*





Since the Math Science Learning Center was relocated to the third floor of the LRC, the space has been consistently filled with students. There is now ample space to comfortably accommodate all STEM students. The general tutoring services for STEM subjects, as of the beginning of the fifth week of the semester, has already attracted 376 student registrations. Furthermore, the cumulative number of visits from the start of the semester up to the fifth week of classes has reached 1,283 visits.

The Math Coordinators (Professor Mark Clark and Professor Sheli Hathway) for AB 1705 began their work in August and are currently working on the following: Human Side of Math Initiatives; Completion of a Math Research Survey; Math Placement Updates; Curriculum Updates; a Community of Practice Collaboration with English and ESL to establish Community of Practice meetings addressing DEIA efforts based on Dr. Harris's "Be" statements; Curated Support from the California Community College Chancellor's Office; and National Association of Literacy Education and Technology (NLET) participation for the "Just in Time Math" program. These achievements underscore our commitment to enhancing math education and advancing diversity, equity, inclusion, and accessibility efforts within our college.



*A portion of the Math Science Learning Center.*

### **Social and Behavioral Sciences (SBS) Division**

The Child Development and Education Department is continuing to grow two important community partnerships with MAAC Project Head Start and the Escondido Union School District. The MAAC Apprenticeship Program has 20 students enrolled and participating. The Escondido Union School District (EUSD) P3 Program has 10 students in Cohort 1, with a focus on General Education units, and there are 34 students in Cohort 2 designed for completion of the Child Development School Age Certificate. The education discipline is offering its first ever education course and has 32 students enrolled. Many students are interested in completing the Foundations of Elementary Education Certificate.

The American Indian Studies Department presented a great program on September 21 for the California Native American Day Celebration. There were singers, presentations, and great food. With the support of a NCHEA grant, the event was streamed to CSU San Marcos and MiraCosta College.

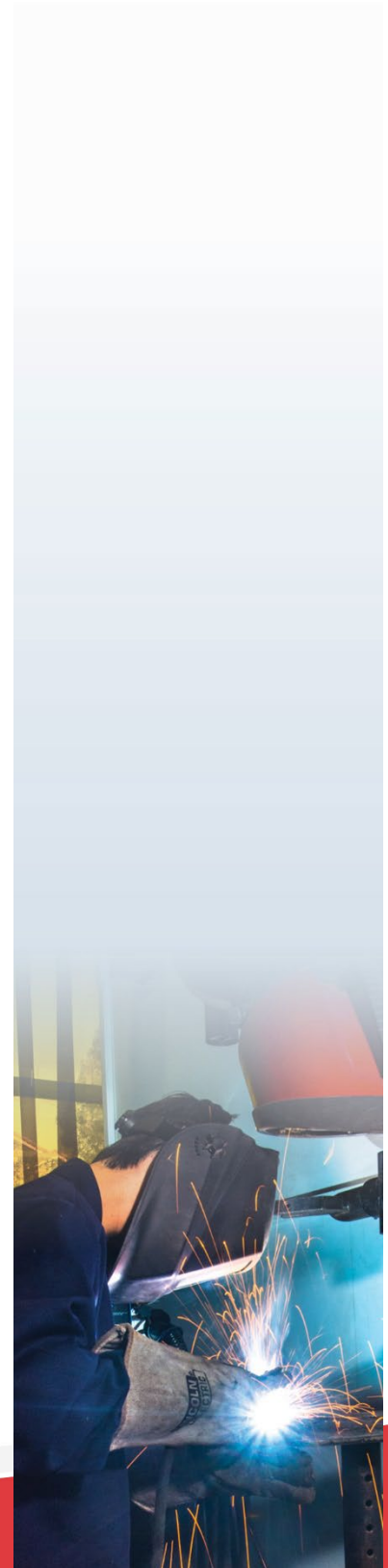
The Ethnic Studies Department is proud to support and participate in the Hispanic Heritage Month Programming. Please check out the programming events via the QR code.

### **Arts, Media, and Business Administration**

The launch of the Soft Skills Intensive pilot course was a great success. Full-time faculty member Reza Wrathall established the vision for the program and implemented the launch. The course was created based on feedback from employers, our advisory meetings, and the Program Review and Planning (PRP) process.



*QR code for Hispanic Heritage Month programming*



Our Pathway to Law School Program is gaining momentum under the leadership of full-time faculty member Lakshmi Paranthaman. A Legal Careers Diversity Panel was hosted on September 25 and featured Judge Marie Wood, a former Palomar College student. You can learn more about the program in this recent [Palomar News article](#).

The Performing Arts department is celebrating the 10<sup>th</sup> anniversary of the Howard Brubeck Theatre rebuild at a gala reception following the Palomar Symphony Orchestra Performance on October 22. Professor emeritus Dr. Peter Gach will be the soloist as the orchestra performs Rhapsody in Blue, and other music from New York composers.

Art professor Briana Stanley gave a wonderful talk discussing the evolution of her work to a packed house in the Boehm Gallery on September 13. She was interviewed by Dr. Elaine Wilson and took questions from the audience, which was largely made up of students. Director Ryan Bulis organized this event and the exhibition that accompanied it: "Ripe," our annual faculty show. The department is currently getting organized for the December Art Sale, which is scheduled for the first time in 3 years!

Art faculty Sasha Jonestein has a solo exhibition, "The End is Near the Beginning," currently on view at the Institute for Contemporary Art North. It was featured on [KPBS](#) and is one of the San Diego Union Tribune's top exhibitions to see this fall. Sasha also has work in [Craft Contemporary's upcoming auction](#).

## STUDENT SERVICES

### Counseling Services

GEAR UP has officially registered and enrolled 426 students for fall classes. This represents the culmination of four years of service to Fallbrook High School, Valley Center High School, Vista High School, and Rancho Buena Vista High School. This achievement was made possible through dedicated GEAR UP Palomar registration days held at each of these high schools during the spring semester. We are currently engaged in retention efforts to ensure that students complete their first year of college and enroll in their second year.

### Student Life & Leadership

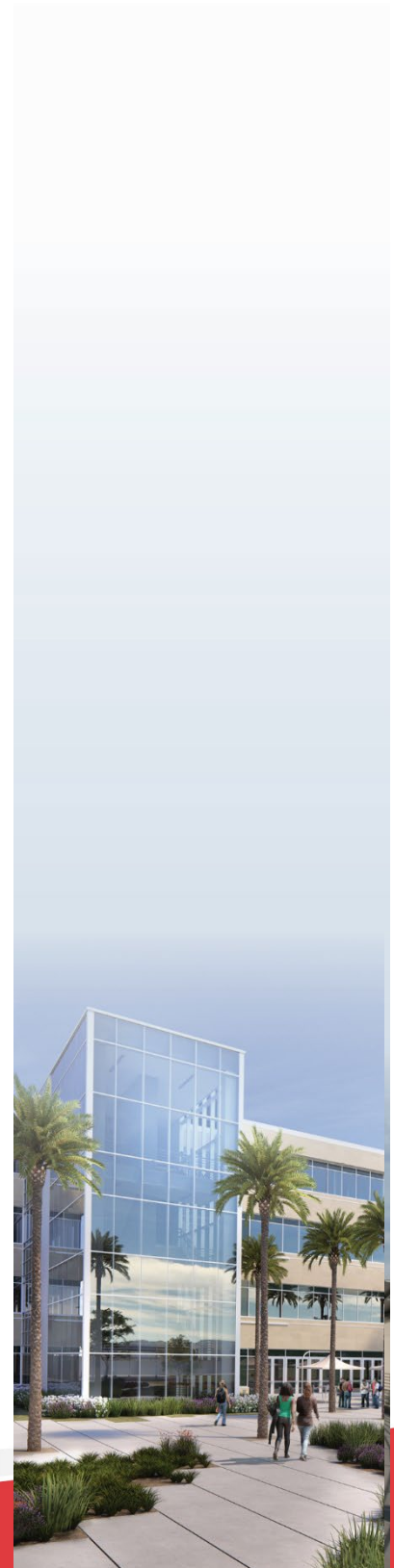
The Associated Student Government held their retreat on September 15 and 16. The agenda included Title IX training and guest speakers, Assistant Superintendent/Vice President of Student Services Nick Mata, and Leo Vanegas, Regional Affairs Director for Region X of the Student Senate for California Community Colleges (SSCCC).

Farmer's Markets were held at all education centers during the month of September with CalFresh Ambassadors in attendance.

### Student Health Services and Behavioral Health Counseling Services (BHCS)

Health Services has collaborated with Champions for Health to provide COVID vaccines and flu shots at the center for both students and staff. Dates and times will be announced.

The hours of operation will be extended at the Escondido Education Center, inclusive of the presence of a registered nurse on Tuesday and Thursday mornings and a behavioral health counselor on Tuesday mornings.



## **Athletics**

All fall sports are underway, and the league schedules have started. Student athletes will compete vigorously for several more weeks with the intention of reaching the state-wide playoffs. We are looking forward to great achievements from our soccer, water polo, volleyball, wrestling, and football teams.

Palomar Football strong safety Joe Matthews was selected as the Southern California Defensive Player of the Week. Matthews, an Oceanside High School graduate, led the Comets with eight tackles and a 73-yard interception return. Only one from several hundred defensive players from around the state is selected for this prestigious weekly honor.

Former Comet Tim Hill was nominated by the San Diego Padres for Major League Baseball's (MLB) highest honor, the Roberto Clemente Award. The Roberto Clemente Award is bestowed annually to the player who best represents the game of baseball through extraordinary character, community involvement, philanthropy, and positive contributions, both on and off the field. Every year, each MLB team nominates a player to be considered for the award in tribute to Clemente's achievements and character. Congratulations to Tim and the Palomar College baseball program.

## **Student Services Communications, Systems, and Technology**

On October 2, the MyPalomar Campus Experience (HighPoint) went live. Live help sessions and FAQs are available to assist students and staff with navigating the new platform.

## **FINANCE AND ADMINISTRATION**

### **Business Services**

The team is working with the CCC Tech Connect director on a request for proposal (RFP) to select qualified vendors to work on the Distance Education Captioning and Transcription (DECT) Grant project. The project is open to all participating California Community Colleges. We anticipate vendor(s) to be selected and the agreement(s) awarded at the December 2023 Governing Board meeting.

The Business Services Director has been working closely over the past few weeks with California Dining Services (CDS) to secure local area food trucks to serve students and employees during the interim period before CDS begins regular food court services. The schedule for the weeks of September 25 and October 2 are as follows: Beachin' Boba (drinks/desserts), My Pozole, Up in Smoke BBQ, La Burre, Mr. Greek, Want That Freaky Waffle, El Taco Spot, Baby Got Biscuits, Average Joe's Burger, God Save the Ethiopian Kitchen, and Zs Buddies Sushi. Based on conversations with students they seem pleased with the variety of food and accessibility, as well as the drink/dessert options. Several students stated their satisfaction with having an increase in food options.

### **Campus Police**

On September 12, Sergeants Montes and Lopez were sworn in by Governing Board President, Roberto Rodriguez. With two full time sergeants in place, it provides for stability in staffing and enhanced operations. As a result of these promotions, two police officer vacancies are now in recruitment.



Chief Moore attended the North San Diego Business Chamber event “Honoring our Region’s Heroes” with the Palomar College Foundation. The event showcased north county acts of heroism in public safety.

Campus Police participated in the safety and security measures associated with the controlled detonation of rock within the softball stadium project. Officer Guerra and Lead CSO Reza attended the grand opening of Cariño Dream Village. Later in the month, support staff including parking and dispatch employees attended a tour of One Safe Place. The tour provided the team with the awareness of the resources of this valuable community support agency.

Dispatch Coordinator Nieves Suarez completed the Annual Security Report on behalf of the District for on time distribution to all employees and students, and the Department of Education.

## **Construction & Facilities Planning**

### **Prop M Projects**

#### **Athletics Stadiums Project:**

Construction continues with the “topping out” of the football press box signifying a milestone moment in the construction of the project. Masonry is now complete on the softball fieldhouse and football press box buildings. Steel is wrapping up on both those structures as well. Backfill of retaining walls is ongoing and work on the softball batting cage slabs is progressing. Rock below the softball scoreboard was removed through a controlled detonation process. This process allows for the start of the right field retaining wall to proceed during the week of October 2. Work on the visitor’s side bleacher foundations is progressing with concrete scheduled to be in place before the end of September. As of September 1, the project is approximately 58% complete.



*Placement of the beam at the top of the football stadium press box*

**Athletics Fieldhouse Project:** We have received our second round of comments from the Division of the State Architect (DSA) and expect that a building permit will be issued soon.

**Fallbrook 40 building and Irrigation Well:** The Fallbrook 40 project plans are in DSA plan review with initial comments pending. The bidding for this project 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 has processed a contract with Cumming Management Group, Inc. to prepare the project to go out to bid and function as the Owner Agent on the project during construction.

### **Student Housing Grant**

The District approved a contract to Brailsford & Dunlavy at the September 12 Governing Board meeting. Assistant Superintendent/Vice President of Student Services Nick Mata has formed a user group to begin the feasibility study stage of work.



### **Sustainability Efforts**

The District has become a member of the Association for the Advancement of Sustainability in Higher Education (AASHE) and registered in the AASHE star rating system; a requirement established by the California Community College Chancellor's Office. This enables the District to receive a score and compare our sustainability efforts with other higher education institutions across the globe. Working group meetings have been underway to keep the progress moving forward.

### **Additional Projects**

**Escondido Fencing Project:** Construction is continuing on the Escondido Education Center safety and security fencing project.

**San Marcos campus HVAC and Roof Replacement SSM Project:** Design is in progress with bi-weekly progress meetings scheduled to monitor THE VENDOR'S progress on the project.

**Baseball Field Netting Replacement Project:** The contractor has an estimated completion date of September 30.

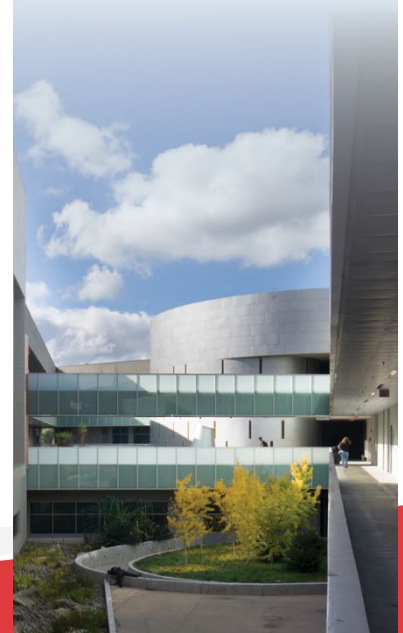
### **Information Services**

The systems and programming team has been working on final technical tasks and support for the new student portal, MyPalomar. Additionally, this team is in the planning phase of much needed application patching, database, and application tools upgrades for all three of our PeopleSoft systems. The work will commence later this calendar year.

The technical services and audio-visual visual teams continue to support technology components of numerous department remodels, moves, and additions. The technical infrastructure and equipment installations on the Raising Scholars space have been completed. The technical components and support of the Tutoring and Academic Technology relocations are almost complete as well, with all office, staff and service moves complete and operational. A few lower priority audio-visual and printing tasks are all that remain. 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 technology and accessibility software applications on numerous student and public-use computers.

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. Over 325 new access points have been added or upgraded at the San Marcos campus, representing the completion of two-thirds of the planned work. Additionally, we have completed the installation of all 123 new access points planned for the Escondido Education Center. In total, 530 new access points are to be installed across these two locations. We expect all of this work to be completed by the end of October.

Work also continues to enhance our cybersecurity system. Recent progress in this area includes finalizing the content for employee cybersecurity training, with plans to complete the roll out of the training during the fall semester. Additionally, as recommended by the California Community College Chancellor's Office (CCCCO), we have engaged and started working with a third party to perform a Technology Health (Security) Assessment of our technical environment, which will be completed by mid-October. And finally, we are in the planning phase of CCCCCO's mandated



network penetration (PEN) testing, which will be conducted by the CCCCCO Information Security Center within the next month.

## HUMAN RESOURCE SERVICES (HRS)

Human Resources has continued to make staffing a priority, to include hiring vacancies in all areas of the District. We have made considerable progress over the past year and will continue to strategically align staffing needs with the operational needs of the District.

The District and the Palomar Faculty Federation (PFF) have been working collaboratively to disseminate and implement the updates of the 2022-2025 contract. Additionally, both parties will engage in the annual reopener for the 2023-2024 contract year. The sunshine proposal is set to appear on the October 10 Governing Board agenda.

The District and the Council of Classified Employees (CCE) continue to work on the successor agreement. Additionally, both parties continue to work collaboratively on classifications and updating position descriptions in accordance with the procedures updated in Article 10 – Classification and Reclassification.

### Benefits

The part-time faculty open enrollment for fall 2023 began on September 6 and ended on September 30. To aid in enrollment, the benefits office held face-to-face open office hours in the LRC on two different days and attended a PFF virtual part-time faculty benefit information session. This has resulted in 36 new medical enrollments and 39 renewals. The full-time employee open enrollment has closed, and our employees made very few changes to their plans.

The Human Resource Services office continues to request updated Tuberculosis (TB) records. If employees receive a notification from Human Resource Services, a copy of the TB test or Risk Assessment should be submitted to HR [hrhelp@palomar.edu](mailto:hrhelp@palomar.edu).

### Recruitment

Recruitment figures as of September 25, 2023:

- 68 permanent recruitments in progress
  - 13 – Admin/CAST
  - 44 – Classified
  - 11 – Faculty
- 68 part-time faculty recruitments are in progress.
  - 13 additional part-time faculty postings have closed, and departments are still hiring from those application pools.

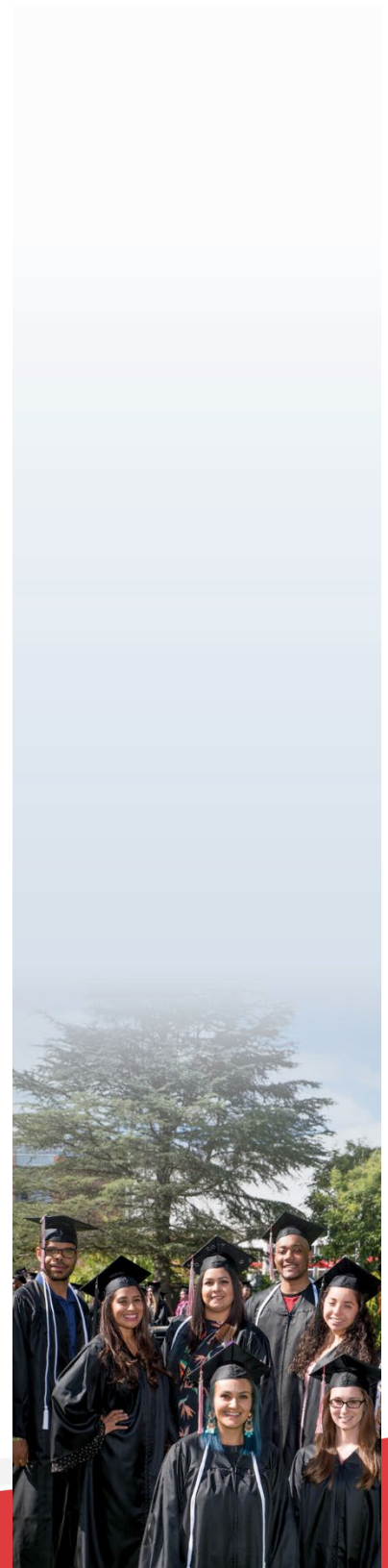
## INSTITUTIONAL RESEARCH AND PLANNING (IR&P)

### Accreditation

The Draft Follow-up Report is currently being revised to align with the release of the Palomar College 2023-24 adopted budget. The report will be presented to the College Council and the Governing Board in October.

### Integrated Planning

The Governing Board held a workshop to review and discuss highlights from the Vision Plan 2035. The plan will go to the College Council for a recommendation on September





29. It will then proceed through the governance process and the Governing Board during the month of October.

### **Institutional Research**

The research team is working on its annual Assembly Bill 705 report which focuses on completion of math and English. Additionally, the team is fielding a registration survey to collect feedback related to student placement recommendations. The team is also participating in the Student Success Team implementation workgroup and providing data support. Finally, the team continues to provide standard enrollment data and specialized reports as requested.

### **Grants**

The TRIO North County Educational Opportunity Center (NCEOC) grant received an increase in award for FY 2023-24 and the Gear Up Rural/Reservation Collaborative in Pauma, Vista, and Fallbrook received a no-cost extension for its final year. The grants office submitted a Department of Education Postsecondary Success Grant with CSU San Marcos (lead institution) to assist disqualified students re-entering the university environment. In addition, the office submitted an Apprenticeship Pathways Demonstration Project to the state Chancellor's office to develop a Heavy/Moderate Zero Emission Technician (Zev Tech) apprenticeship program. This program will include the identification of Credit for Prior Learning (CPL) opportunities with regional partners and employers.

## **PUBLIC AFFAIRS OFFICE**

### **Marketing/Advertising/Promotion**

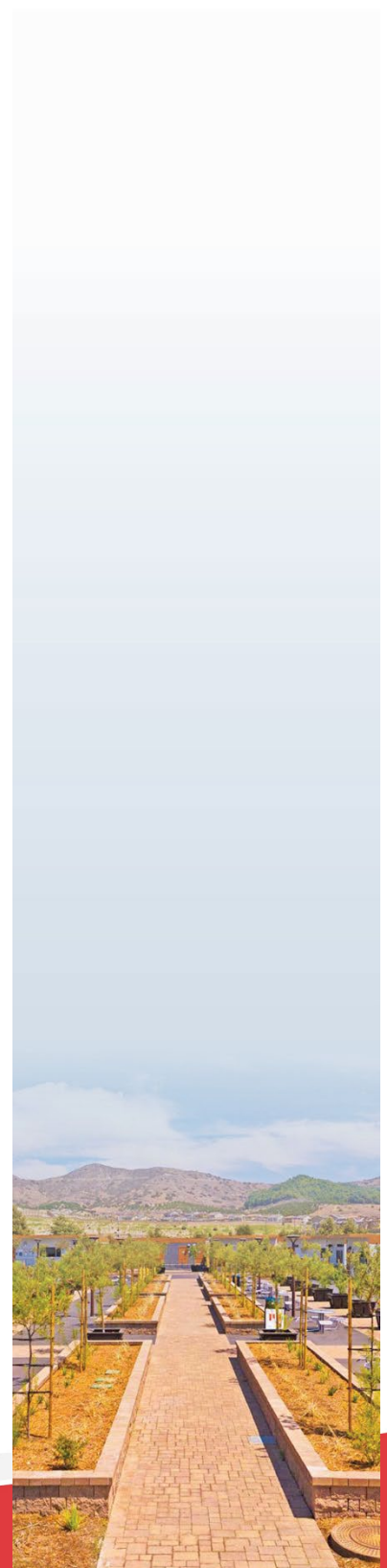
The Palomar Makes It Possible digital advertising strategy inclusive of programmatic advertising as well as brand related enrollment-focused ads continued. This integrated digital advertising strategy generates qualified traffic to the associated landing pages and palomar.edu website. In the month of August, the campaign generated 1,065,356 impressions, while remaining cost efficient. Our display campaign has been refreshed to support 4-week and 8-week classes. In early November, the campaign will again be updated to support open enrollment for the spring semester.

The Palomar.edu website continues to perform well. Compared to the previous September we experienced a 22% increase in users and a 23% increase in new users on the palomar.edu website. These statistics are indicative of the effectiveness of paid and earned media campaigns.

Social media remains the 5<sup>th</sup> 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, 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 3%, and followers on Twitter grew 4% compared to September 2022. Instagram is continuing to show a significant increase at 18%. LinkedIn followers increased 6%. Followers on our TikTok channel grew over 3% in September compared to the previous month and 87% compared to September 2022.

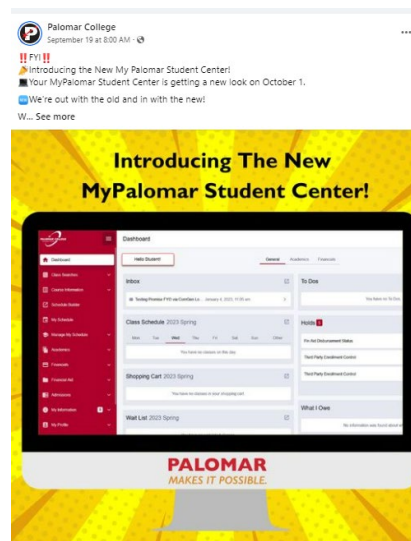
Throughout the month of September, our social media posts included support for enrollment in 4-week and 8-week classes, events, financial aid, performing arts, and



student services programs. Our paid ad campaign on Facebook to support 4-week and 8-week classes launched in early October.



Sample Social Media Post



Sample Social Media Post

The integrated marketing and communications campaign designed to support spring enrollment is in the media buying and implementation stages. The majority of the campaign will start on November 6 and include a direct mail postcard, with distribution to over 155,000 households within the District, and a web streaming campaign with 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. A pilot of an advertising campaign specific to each education center is also pending. The out-of-home advertising campaign that will begin in early January includes a billboard on Highway 78.

### Community and Media Relations

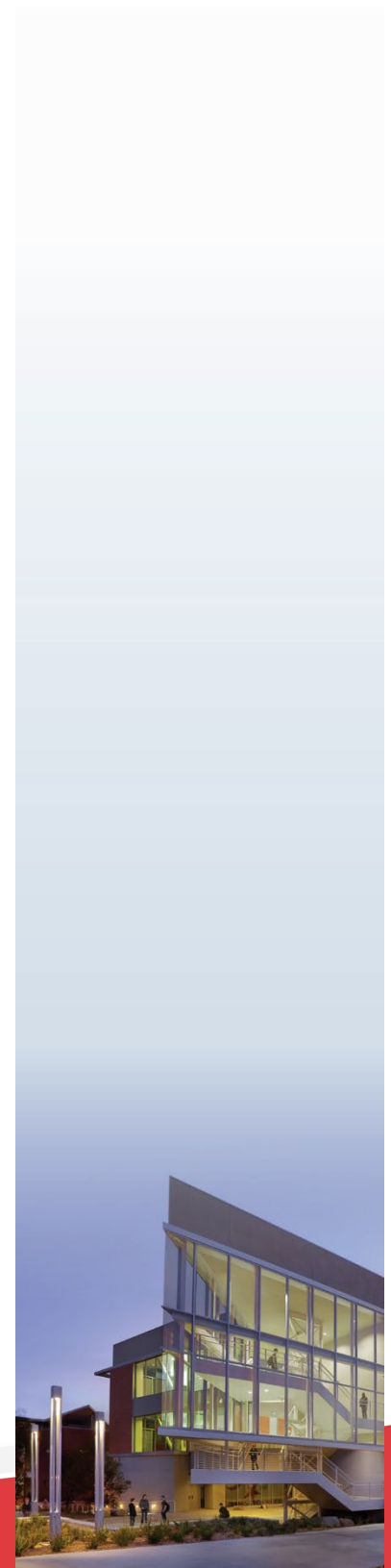
On September 14, we issued a joint [press release](#) with our stadium project contractor, Erickson-Hall regarding the topping off and beam signing event. The release received regional attention. Later in the month we distributed a press release on the [Outstanding Community Partner Award](#) presented to Palomar College by CSU San Marcos. The releases were also shared on our social media platforms. These stories and our press releases can be found on the [Palomar News website](#).

The San Diego Union Tribune [published a story](#) on our observance of California Native American Day. On September 24, our Rising Scholars students, Palomar College TV producer Bill Wisneski, and Interim Director of Occupational and Non-Credit Programs, Dr. Nora Kenney-Whitely were included in the [San Diego Union Tribune opinion section](#).

Further, Palomar College was included in an article in the [USA Today Hispanic Living magazine](#). The article features an interview with Dr. Rivera-Lacey and Associated Student Government President, Christopher Garcia Mendez.

### Internal/External Communications and Public Affairs

As the PIO for the San Diego and Imperial Counties Community Colleges Association (SDICCCA), Julie Lanthier Bandy worked with PIOs in the region to issue a [press](#)



[release](#) on the combined economic impact of the 10 colleges. The release was distributed on September 26 to all media outlets in both San Diego and Imperial counties.

During the past month, our creative services team supported the development of the event related announcements and signage, the upcoming annual report for the college and refreshed designs for program collateral.

## FOUNDATION

### Fundraising Activities

#### Scholarship Program

The Foundation received a scholarship donation from Haydn Davis and Lou Milstein in the amount of \$1,000 to support students in the Alcohol and Other Drug Studies program. In addition, several annual donors, including Hal & Carol Needham and Fire Chief Drabinski renewed scholarships this month with over \$16,000 in support.

#### Grant Program

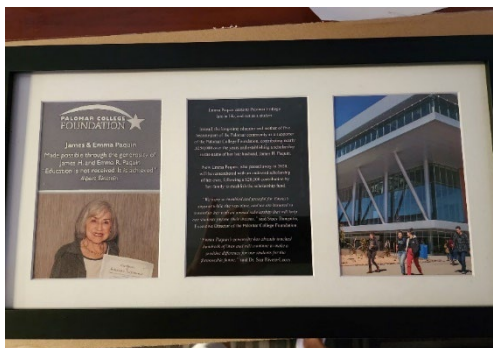
The Foundation has been working hard to submit three grants to the County of San Diego. These grants pertain to the Community Enhancement Program, which will support the Rising Scholars program, the District 2 Neighborhood Reinvestment Program, which will support the Comets Affordable Learning Materials (C.A.L.M.) program, and the District 5 Neighborhood Reinvestment Program. This program will fund the purchase of a cargo van and utility cart for the Anita and Stan Maag Food & Nutrition Center, as well as help purchase laptops for the Foundation's emergency grant program.

#### Golf Classic

The Foundation is preparing for the upcoming President's Invitational Golf Classic, which will be held on October 9 at the Maderas Golf Club in Poway. With two weeks to go, over \$151,000 has been raised through sponsorship dollars.

#### Donor Stewardship

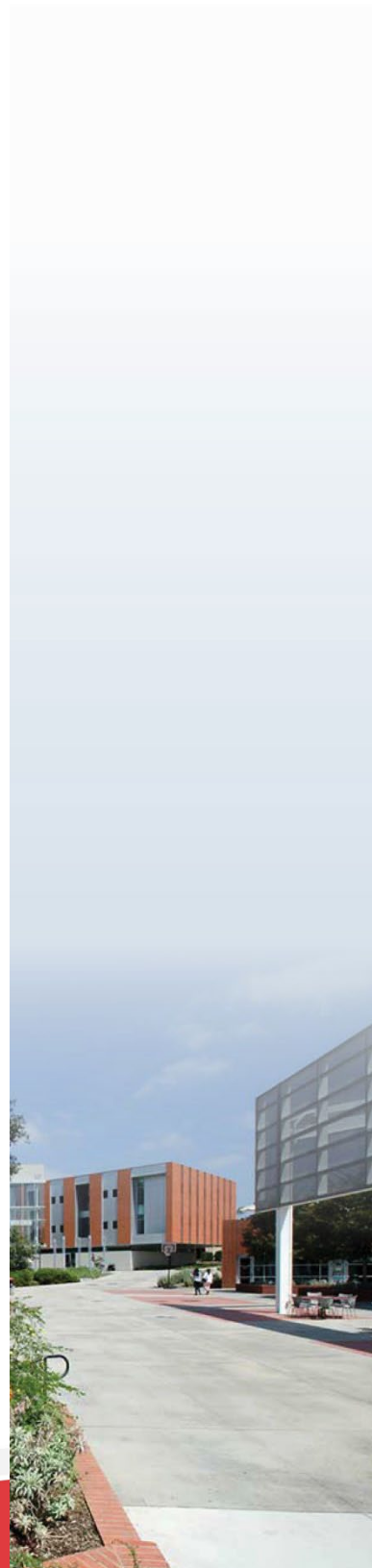
Several donors who were honored through a naming opportunity have been unable to physically come to campus. In response, the Foundation has created and sent donor recognition plaques to show appreciation for their generous contributions. These plaques serve as a lasting reminder of their significant impact and contribution to the institution.



*Donor Recognition Plaque*

#### Laptops & Emergency Grants for Students!

The Foundation has been busy fulfilling our mission to remove financial barriers to education through our emergency grant and laptop program. To date this fall semester, the Foundation has been able to make a significant impact by providing over \$5,000 of emergency grant funds to 36 students and supplying 35 laptops to those who may have struggled to complete their coursework without the proper resources. Due to the generosity of our donors, these students are now able to pursue their academic goals with confidence and determination.





## Community Engagement

There were several community events sponsored by the foundation this month including the San Marcos Chamber Connect event featuring Dr. Rivera-Lacey on September 6, the North San Diego Business Chamber Honoring our Region's Heroes event on September 14 and the CSU San Marcos Report to the Community on September 26.

Executive Director Stacy Rungaitis has conducted donor tours with two new prospective donors including Pete Cohen on September 7 and Tucker Hohenstein on September 21. Both donors are interested in supporting the Rising Scholars program at Palomar College. In addition, Stacy is meeting individually with all members of the Foundation Board of Directors for an annual touch base assessment of their experience along with gaining commitments for 2024.

