



ENGAGEMENT MATRIX

Subcategory/Area of Work

Contact Department

MARKETING AND COMMUNICATIONS

Efforts and documents focused around district branding, design and marketing campaigns

Marketing	Public Affairs Office
Design, print, creative services	Creative Services

COMMUNITY AWARENESS AND ENGAGEMENT

Events bringing PC awareness in the community or engaging various community audiences and groups

Affinity events, parades and activities (not focused on general public)	Student Success and Equity Supported by: Student Affairs, Palomar College Committee to Combat Hate, ASG, Etc.
Religious affiliations and community	Varied individual instructional departments
Street fairs, festivals, races, Etc. (focused on general public)	Public Affairs Office
Government and media relations	Public Affairs Office
Donor cultivation and community engagement	Foundation

INDUSTRY ENGAGEMENT

Events or meetings to engage businesses, industries, chambers and members of the workplace community

Industry partnerships, on/off campus visits	Varied individual instructional departments
Workforce partnerships	Workforce, Community and Continuing Education

“EXPLORING STAGE” – OUTREACH AND COLLEGE/CAREER EVENTS FOR PROSPECTIVE STUDENTS

Events or activities for prospective students determining their college path and the options available

General presentations and college/career events off campus	Outreach Services
General tour program (individuals and groups)	Outreach Services
International students	International Student Program
Individual services and/or grant funded programs; <i>Select audiences and/or select middle/high schools may apply</i>	GEAR UP, TRiO Educational Talent Search, TRiO Upward Bound, North County Educational Opportunity Center, Educational Opportunities Programs and Services
Industry-specific, major-specific, trade/CTE, Etc. (community or high school activities)	Varied individual instructional departments
Formerly incarcerated programs	Transitions Program
Veterans	Veterans Services
Dual enrollment held at high schools	Dual Enrollment
Concurrent enrollment (high school students)	Concurrent Enrollment
Adult education, non-credit, apprenticeship, community education	Workforce, Community and Continuing Education

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**“ONBOARDING STAGE” - APPLICATION, ORIENTATION, COUNSELING
FOR NEW AND CURRENT STUDENTS**

Events and activities to support the success and journey of new and current students

Application Workshops	Assessment and School Relations
Assessment	Assessment and School Relations
On-boarding, orientation workshops, “High School Spring Visits” to campus (orientation, group “academic counseling”, Etc.)	Orientation and Follow-up Services Supported by: Student Success and Support Programs; Assessment and School Relations; Counseling Services; Career Services
Discover Palomar	Orientation and Follow-up Services Supported by: Student Success and Support Programs; Assessment and School Relations; Counseling Services; Career Services; Enrollment Services

**“SUCCESS STAGE” - RETENTION, COUNSELING, ETC.
FOR CURRENT STUDENTS**

Events and activities to support the success, growth, persistence and retention of current students

Counseling services and academic advising	Counseling Services
Retention/Inreach	Orientation and Follow-up Services
Career assessments and services	Career Center
Transfer services	Transfer Center