



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees

FROM: Chancellor Francisco C. Rodriguez

DATE: August 9, 2017

SUBJECT: August 2017 - Chancellor's Monthly Report

This monthly report is intended to provide highlights regarding some of the key activities at the colleges and the district. It will be distributed at the first board meeting of the month. I welcome any feedback and suggestions that you may have about the usefulness of this document.

This month, the report includes brief updates on the following:

- I. LACCD Student Enrollments
- II. LACCD Budget
- III. LACCD Foundation
- IV. LACCD Human Resources
- V. Reports from College Presidents
- VI. Community Engagements & Partnerships

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I. LACCD Student Enrollments

2016-2017 FTES Summary

At the last Board of Trustees meeting, it was reported that the District was close to making base. As a result of the efforts of the colleges, the District reached base and submitted our FTES of 107,978 for the State MIS 320 submission. The District base for 2016-2017 is 107,489.

The efforts to achieve base included:

- Expansion of noncredit positive attendance sections
- 100% collection of Positive Attendance
- Expanded summer programs related to LA College Promise
- Shifting summer FTES to be included in 2016-2017
- Expanded public service academies
- Reprogramming concurrent enrollment to include nonresident students for apportionment (new legislation)
- Analyzing each section to ensure coding matched the expected hours of instruction

Fall 2017 Enrollment Update

We're down in districtwide enrollments compared to this same time last year.

Based on the August 8 enrollment report (20 days before the start of the semester), compared to Fall 2016, Fall 2017 district-wide credit student headcount was at 81%; duplicated enrollment was at 81%; section count was at 98%; and enrollment per section was at 82%.

Colleges have undertaken activities to recover enrollment including contracting students with registration appointments who have not yet enrolled and analyzing closed classes to assess enrollment demand for high demand classes. In addition, colleges are continuing to carefully monitor low enrollment classes to ensure instructional efficiency.

Enrollment Media Campaign

On August 1, the District launched an advertising media blitz to encourage last minute enrollment, district-wide. The advertising buy runs through September 6 and includes: broadcast radio advertisement in both English and Spanish; website digital advertisement including mobile device banner ads; bilingual display banners; advertisement on social media platforms; bus taillight ads; and rail interior ads. Students are being directed to lacolleges.net to apply. Funding will also be made available through the district in the event that colleges need to hire temporary workers to help with processing applications.

II. LACCD Budget

The Accounting and Budget teams are on schedule to close the 2016-2017 Fiscal Year by August 11, 2017. The Accounting and Budget teams are preparing the 2017-2018 Fiscal Year Final Budget for Board approval at the September 6, 2017 meeting. The deadline to submit the District budget to the State Chancellor's Office is September 15, 2017.

All college and district office Unrestricted General Fund and Restricted Fund 2017-2018 budgets have been loaded into the SAP fiscal system and are in process of finalization. Work is underway to prepare to sell \$300 million in Measure J Bonds and \$100 million in Measure CC Bonds to assure ongoing cash flow of building projects. Bond sales are anticipated to occur in late Fall 2017.

III. LACCD Foundation

Since September 2016, the District Foundation received 116 donations totaling \$745,910. Most recently we received a planned gift bequest. Proceeds from the sale of assets upon the donor's death will be used to establish an endowment for scholarships and emergency funds for students. The Foundation has implemented software and established a fundraising database of more than 6,000 prospects this year. The relationship with the California Community Foundation, once the largest donor to the Foundation, has been re-established. They now have awarded us a \$200,000 grant. In the past year, we have sent 13,000 email appeals. Among the foundations from which we are actively pursuing contributions are Ralph M. Parsons Foundation, California Endowment, Hilton Foundation, Weingart Foundation, Lumina Foundation, Annenberg Foundation and Cotsen Foundation.

IV. LACCD Human Resources

A total of 375 LACCD employees took advantage of the district's Special Retirement Program incentive. Of those, 226 employees resigned by June 30, 2017, and an additional 149 will resign by December 31, 2017.

V. Reports from the College Presidents

LACCD Fall 2017 Kick-Off Activities and Events

With fall semester just days away, Colleges are preparing for the first day of classes on August 28. Below is a list of events and activities that are being planned on for new and returning students. I encourage you to visit the campuses and join in the celebrations.

Los Angeles City College

- City's "Beat the Rush Week" will take place from Monday, August 21 to Saturday, August 26. The purpose of Beat the Rush Week is to encourage students to enroll in classes and obtain student services assistance prior to the Fall 2017 semester start. Available services included: course registration assistance, cub ID card, financial aid, parking permit, and textbook purchase.
- In addition, Los Angeles City College is hosting two events titled "Ticket to Success" during Beat the Rush Week. The events are scheduled on Tuesday, August 22 from 11 a.m. – 3 p.m. and Wednesday, August 23 from 3 p.m. – 7 p.m. in the Campus Quad and other campus locations. Event highlights include: Academic Programs Open House where students will learn about academic programs and courses, Student Services Open House where students will learn about campus student services, and other fun activities.

East Los Angeles College

- East Los Angeles College is sponsoring the third annual "ELAC Live!" The campus community (faculty, staff and students) will come together to welcome and support new and continuing students to the campus. There will be a Welcome Fair and Student Support Services departments will be open late. The event will be held on the front Quad off Avenida Cesar Chavez on Thursday, August 17 from 5 – 8 p.m. Academic and student support programs and services will be on hand offering assistance with: on-site enrollment, registration, access to the new Student Information System, drop-in counseling, transfer assistance and mentoring, career services, student ID and parking permit, assessment, students clubs and athletics, and entertainment – live DJ and raffle prizes.

Los Angeles Harbor College

- From August 14 – 18, Pacific Islander Leaders of Tomorrow (PILOT), which is directed by Empowering Pacific Islander Communities (EPIC) and Asian Pacific American Student Success (APASS) Faculty, will launch a Summer Leadership Institute for 20 – 25 students. The goal of Pilot is to transform young Native Hawaiians Pacific Islanders (NHPI) leaders to build and strengthen this community through educational workshops and the formation of strong mentorships. This program is supported and sponsored by the Chancellor's Advisory Committee for Asian Pacific Islander Affairs as a major initiative of the year.

- LA Harbor will host its “Zero Week” from August 21 – 25, which includes: assessment, orientation and counseling for students, campus tours for new students, and parent information workshops. Zero Week will also include ASO activities and a student services resource fair. In addition “Immersion Week”, which is a Summer Bridge program for latecomers to help them prepare for the first year of college life, will be held from August 14 – 18. A final enrollment push will be made on August 26 from 8 a.m. – 1 p.m. Student services offices will be open to assist students.
- Welcome Week at Harbor College is from August 28 – September 1 with “Opening Day – Transforming for Success” occurring on August 24.
- This summer, Harbor College opened a new Welcome Center, located in the Student Services and Administration Building, the Center assists students with all aspects of registration, enrollment, and PeopleSoft and serves as the hub of outreach/in-reach activities. Workshops and activities for faculty and staff will be held this fall. Workshops include PeopleSoft, AFT contract review, SLO and program review update, and curriculum updates.

Los Angeles Mission College

- Los Angeles Mission College will sponsor “Registration Week” for new and continuing students. From August 7 – 10 and Saturday, August 12, faculty and student services staff will be on campus to answer students’ questions and enroll them if they have not already enrolled. Eighteen thousand emails, Facebook notifications, and twitter messages/invitations were sent. There will be free parking, IT support, Admission and Records staff assistance, faculty tables on CTE and GE transfer programs, counseling, financial aid assistance, and free giveaways that week.
- August 21 will be LAMC’s “Fall Kick Off” day. Students will receive orientations, support service workshops, completion of class schedules, tours, and lunch and ASO fun activities. Free giveaways will be handed out and music, theater, and sport schedules distributed for the fall semester.

Los Angeles Pierce College

- August 24 kicks off Los Angeles Pierce College’s “Opening Day” activities at 8 a.m. with a check-in and continental breakfast on the patio in front of the Performing Arts Building. The General Session starts at 9 a.m. and features introductions of the new full-time faculty, the President’s “State of the College” address, and brief reports on the College Promise and UMOJA programs. A keynote address on “Universal Design: Inclusion and Access” presented by Gaier Dietrich of the High Tech Center Training Unit of the State Chancellor’s Office completed the morning’s activities. During lunch, faculty will engage in department meetings. The day concludes with breakout sessions on a variety of relevant topics and issues in higher education.

Los Angeles Southwest College

- Student Services, Academic Affairs, and Administrative Services will host its bi-annual “Southwest Daze 2.0” outreach/in-reach event on August 17 from 2 – 6 p.m. Attendees will have the opportunity to take the assessment tests, receive hands-on assistance in enrolling and registering for classes, participate in financial aid and other services workshops, as well as meet LASC’s faculty, staff and administrators, who will once again be showcasing our services and offerings in an attempt to recruit

and enroll potential new students and to retain, energize, and further educate current students. Music and refreshments will be provided.

Los Angeles Trade-Technical College

- In preparation for the 2017-2018 school year, LA Trade-Tech is in the midst of a full-scale effort to process enrollments on the campus. They are also conducting a number of in-reach and outreach activities. “Ready Week”, a week of preparation activities that includes extra hours focused on assessment, orientation, and counseling (AOC), campus tours, and ASO rallies, runs from August 21 – August 26. “Faculty Convocation” is in the middle of that week on Thursday, August 24 and “Go Week”, which marks the beginning of each semester, runs from August 28 – September 2.

Los Angeles Valley College

- To kick off the fall semester, Los Angeles Valley College will be hosting numerous events, such as the “Student Life Open House”, “Mosaic Center Open House”, Health Services Open House, a student networking social event, as well as a meet and greet with the college president and administrators. Additionally, information tents will be set up around campus and the student services area will be expanded and staffed with training personnel to assist students with any services related to the new SIS PeopleSoft program.

West Los Angeles College

- West is holding its 5th annual “Semester Kickoff” on Friday, August 18, for all new and returning students. The event is designed to give students an opportunity to get a head start on the semester, tour the campus, and attend a program information session. During the first three days of the first week of the semester, ASO has two booths staffed by volunteers from the West Community to provide students campus information and help with classes (location, adding or dropping classes, etc.). Also, West’s Welcome Center/DREAM Center opened August 1, to help high school students transition from high school to college, help continuing students with enrollment and student services, and provide support and counseling for DACA/AB540 students.

VI. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for July and August:

DATE	EVENT
July 6	Welcoming remarks at the 2017 kick-off and orientation for the 2017 Project MATCH class.
July 12	Legislative testimony for the State Senate Education Committee in support of AB19 (Santiago)
July 13	Chancellor Rodriguez was honored for his leadership in higher education at the Chicano Latino Youth Leadership Project.
July 13	Celebration and signing of the Memorandum of Understanding between Los Angeles Southwest College and Charles Drew University, a partnership to increase healthcare professionals over the next 5 years.
July 14	The Campaign for College Opportunity held a roundtable discussion on faculty and leadership diversity in California's public colleges and universities.
July 18	LA Latino Chamber of Commerce outreach to LA's top Latino Business leaders.
July 25	Chancellor Rodriguez was a panelist on Admin 201: Transformational Leadership Program panel – "Leading in Extraordinary Times – Institutional Change Management", a discussion on the current community college change climate held by the Association of California Community College Administrators
July 26	Outreach to business and government officials. LA Chamber in partnership with LA Current Affairs Forum held a co-sponsored luncheon in honor of Assembly Speaker Anthony Rendon.
July 26	UNITE-LA/Los Angeles Chamber of Commerce and Education leaders provided feedback on LACCD's Strategic Plan during the LACCD Strategic Plan Education Roundtable.
July 27	UNITE-LA Board of Director's meeting. UNITE-LA is affiliated with LA Chamber to promote business-education partnerships, and to expand college access and workforce development opportunities for youth.
July 28	UNITE-LA/Los Angeles Chamber of Commerce and Education leaders provided feedback on LACCD's Strategic Plan during the LACCD Strategic Plan Education Roundtable.

- July 31 WIN – LA Metro Workforce Initiative Program Launch. The program intends to develop a future workforce to support newly developing high-tech transportation system in Los Angeles County.
- August 10 UNITE-LA/Los Angeles Chamber of Commerce and civic leaders provided feedback on LACCD’s Strategic Plan during the LACCD Strategic Plan Education Roundtable.
- August 15 LACCD and USC Rossier are holding an event where USC Counseling students will meet LACCD leaders in a recruitment drive for LACCD Career Guidance Counselor Assistants.
- August 17 The Chancellor’s office staff and the Department of Finance higher education analysts will visit East Los Angeles College and Los Angeles Valley College.
- August 30 Chancellor Rodriguez is invited to participate as a panelist on strategies for engaging the business community in the College Promise program.