



**OFFICE OF THE CHANCELLOR**

**TO:** LACCD Board of Trustees  
**FROM:** Chancellor Francisco C. Rodriguez  
**DATE:** January 7, 2019  
**SUBJECT:** January 2019 - Chancellor’s Monthly Report

The LACCD January report includes brief updates on the following:

- I. District Updates
- II. Update on the LACCD Enrollment
- III. Reports from the College Presidents
- IV. Community Engagement & Partnerships
- V. LACCD Media Outreach and Coverage

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**I. District Updates**

BuildLACCD’s internship provides meaningful work experience for LACCD students who are interested in construction, design, engineering, architecture, or business management. Each semester, about 15 interns work side-by-side with industry professionals learning valuable skills to augment their college courses. In December, BuildLACCD announced that three of the Fall 2018 interns were hired to full-time employment. Bertha Mendoza and Celeste Sanchez, students from East Los Angeles College (ELAC), joined the Program Management Office and Miranda Johnson, also from ELAC, was hired by Pacifica Services.

Foundation for the Los Angeles Community Colleges

The Foundation received a \$25,000 gift from Edison International for STEM Scholarships to be distributed at Southwest and West LA Colleges and an unrestricted gift of \$10,000 from East West Bank.

The first round of The Chancellor Francisco C. Rodriguez and Vicky Chang Transfer Scholarships have been awarded to 31 LACCD students (\$500 for each awardee). The next round of awarding 800 applicants has begun; 232 applications have been completed and submitted. The deadline for submitting applications is January 22.

Vicky Chang NCLEX Grants are in progress for Fall 2018 graduates. Currently 109 out of the potential of 210 students have been awarded as of this report.

The implementation of NextGen software across the District continues. For the first time ever, the Foundation for the Los Angeles Community Colleges processed student awards through BankMobile. This is a tremendous efficiency gain versus preparing and mailing paper checks.

## II. Update on the LACCD Enrollment

Comparing Day 1 of the Winter 2019 semester to Winter 2018, the class (section) count was 7% lower, headcount was 3% lower, and duplicated enrollment was 2% lower. Comparing Day -34 of the Spring 2019 semester to Spring 2018, the class (section) count was 1% lower, headcount was unchanged and duplicated enrollment was 2% lower.

The District will conduct a social media campaign in mid-January 2019 through March 2019 focused on increasing the number of students applying for financial aid. Based on recent data, approximately 33,000 potentially financial aid eligible students would be targeted in this campaign, which will also include reminders for the deadline to complete the California Dream Act application as well as enrollment outreach for the Spring 2019 and Fall 2019 terms.

## III. Reports from the College Presidents Based on the District Strategic Plan 2018-2023

### Goal 1: Access to Educational Opportunities

- **Los Angeles City College** – LACC held its annual Principal’s Breakfast for its feeder high schools with more than 30 principals attending. We introduced our new Outreach & Recruitment Staff and Welcome Center staff and had panelists of students and faculty talking about the benefits of students attending LACC. The principals were introduced to our President’s Scholars and heard a presentation about our Ralph Bunche honors program. Satisfaction surveys collected at the end indicated an overwhelming positive response from the principals.
- **Los Angeles Harbor College** – Harbor hosted its first “First-Gen Pride” event on November 8 with 87 students, alumni, teaching staff and administrators who heard personal stories, powerful testimonials and heartwarming moments of growth in the face of adversity.
- **Los Angeles Mission College** – Groups from the Biotechnology Program’s Cohort 3 presented their projects to fellow students, faculty, staff and members of the local biotech community during the third annual Biotech Exhibition in December. Students presented on a variety of topics including Aquaponics, Bioinformatics and CRISPR, Cell Culture and Microbial Fuel Cells. The experience allows students to work together with classmates to conduct research and experimentation.
- **Los Angeles Southwest College** – LASC has entered into an agreement with New Design Charter School to establish a joint educational program in areas of mutual interest. New Design is part of New Designs Charter Management Organization (CMO) and serves campuses in Watts and University Park. A memorandum of understanding was signed on November 30.

- **Los Angeles Southwest College** – For the fourth time, LASC will host the Los Angeles World Airports’ HireLAX Apprenticeship Readiness Program, which provides an introduction to construction careers. The next orientation takes place on January 5.
- **Los Angeles Trade-Technical College** – LATTTC’s so-called “Nike Nine” are preparing for their departure to Oregon as part of Nike’s “Diversity by Design” Apprenticeship program to help diversify Nike’s apparel designs. Nine LATTTC students are part of the 12 students selected from more than 500 college students who competed for the all-expenses-paid, six-month apprenticeship at Nike’s headquarters. In addition, four additional LATTTC students were given scholarships by Nike to Penske Footwear Design Academy in Portland for the month of January, another remarkable opportunity.
- **West Los Angeles College** – For Fall 2017, we had 56 sections of dual credit with approximately 1,400 enrollments. As of Fall 2018, we had 85 sessions with a total enrollment of approximately 2,500 enrollments: a 66% increase in sections and a 56% increase in enrollments in one year.
- **West Los Angeles College** – Our integrated noncredit/credit approach resulted in higher student success rates for those students enrolled in noncredit along with credit classes. Over 300 noncredit certificate petitions were submitted for students who earned them from January through August 2018.

#### Goal 2: Premier Learning Environments

- **East Los Angeles College** – The instructional faculty from Communication Studies and the staff and leaders in Student Services hosted “The ELAC FAFSA Challenge: Improving Student Success through Access to Financial Aid” on December 5. In an effort to increase the proportion of ELAC students who complete the Free Application for Federal Student Aid (FAFSA), academic departments were invited to increase the proportion of their student majors who complete the FAFSA and increase the number of departmental/class activities that promote the completion of the FAFSA. The departments who see the most increases will be celebrated at a luncheon to be held in Spring 2019. The Challenge timeline runs from December 8, 2018 until March 29, 2019. This approach emphasizes the link between obtaining financial aid and achieving student success and addresses the new funding formula that focuses more on colleges to ensure that all eligible students apply for financial aid.
- **East Los Angeles College** – A “Cash for College” workshop was held for students and members of the public on December 8. Financial Aid staff were available to assist students with their 2019-20 FAFSA and California Dream Act Applications.
- **Los Angeles Harbor College** – Three LAHC students were selected to be a part of Mayor Garcetti’s “Mayor’s Young Ambassador’s Program (MaYA),” for a week-long trip to Japan. LA College Promise students from all nine colleges within the District applied, and only a few were chosen to join Mayor Garcetti. Congratulations to Crystal Haik, Isaac Perez, and Janeth Murrieta who will represent LAHC.

- **Los Angeles Mission College** – LA Mission College dual enrollment student Kylie Munson will be a delegate to the Congress of Future Medical Leaders in Lowell, Massachusetts next summer. The honors-only program convenes the top high school students from across the United States who want to become doctors and medical researchers. For three days, she will hear from Nobel Laureates, National Medal of Science winners, and deans from the top medical schools in the country. At just 13 years old, Kylie plans to graduate from LA Mission College with an associate degree in Spring 2019 while also graduating at the same time from Sage Oak High School at the top of her class with a 4.89 grade point average. Read the full story on [www.lamission.edu](http://www.lamission.edu).
- **Los Angeles Pierce College** – Dozens of employees and students attended the Planetarium show in the Center for Sciences on December 7, where they enjoyed an adventure through time and space and visited various places across the solar system and universe.
- **Los Angeles Trade-Technical College** – This year’s Gold Thimble Fashion Show was held on December 7 and took on the theme of “Sister Cities: Los Angeles and Mexico City.” Our graduating fashion students competed in eight categories during a newly designed runway show. Among our 700 guests were Mexico’s Consul General in L.A., Carlos Eugenio Garcia de Alba Zepeda; LACCD Chancellor Dr. Francisco Rodriguez, and Board of Trustees President Mike Fong. The students focused on the 50<sup>th</sup> anniversary of the Sister City relationship with Mexico City by tying their designs to an indigenous design collective working on culture and clothing from Mexico’s various states. The winners of the theme category will be sent to Mexico City to work with the collective.
- **West Los Angeles College** – A college-wide integrated noncredit and credit onboarding of new and returning students to support the increased success of our students and implementation of AB 705 will be piloted this Winter 2019.
- **West Los Angeles College** – Program viability studies have been completed in both Art and Music. As a result, all Music degrees have been archived, and Art has shifted directions toward digital media and away from studio-based studies.

### Goal 3: Student Success and Equity

- **East Los Angeles College** – ELAC held its Nursing Pinning Ceremony on December 14, with 42 Nursing graduates who were officially initiated into the Nursing profession.
- **East Los Angeles College** – From January 2-4, ELAC students Justin Padilla, Natalia Monsivais, Rose Bermudez and Victoria Vargas will participate in behind-the-scenes tours of museums around Los Angeles County, including the Getty and the Huntington, plus engage in workshops and networking events with industry professionals during the Smithsonian Undergraduate Internship Program organized by the Vincent Price Art Museum. The program helps to prepare future generations of museum professionals and to develop innovative strategies for engaging students early in their museum studies. Organizers believe this early engagement will help ensure a diverse and continuous pipeline of students into a multitude of museum studies professions while also connecting communities across the country.

- **Los Angeles Harbor College** – This fall semester, more than 1,500 LAHC students participated in 80 additional workshop opportunities to complete program requirements and gain extra knowledge.
- **Los Angeles Mission College** – The Career Center hosted more than a dozen “Discover My Major” workshops throughout the fall semester to let students take free career assessments; explore careers options and majors. The Career Center also hosted a number of Resume, Interview Skills, and LinkedIn workshops.
- **Los Angeles Pierce College** – The Pierce Business and Economics Student Association (BESA) recently participated in a “*Shark Tank*” fast pitch-style competition at CSUN for their student-run business, “The Pierce Supply Drop” to sell boxes of school supplies directly to Pierce College students and faculty members. Audience and panel members responded well to the pitch, with one panelist encouraging the BESA Club to start the business independently! It was a great opportunity for the students to gain vital, hands-on entrepreneurial experience pitching to investors.
- **Los Angeles Southwest College** – LASC officials with the Noncredit Adult & Continuing Education Services program and LACCD supporters recognized LASC’s adult education population at the annual Culmination Ceremony on December 14. LASC adult students received one of two different certificates: Certificate of Competency or Certificate of Achievement. A Certificate of Competency was given to those who have completed an ESL level class, a Computer Literacy class and Academic Preparation class (a bridge class to transition to credit classes). A Certificate of Achievement was given to those who passed their GED or received U.S. Citizenship through the help of high school equivalency or Citizenship preparatory classes.
- **Los Angeles Southwest College** – LASC football star Deion Malone has been recognized with several postseason awards. The freshman was named First Team All-Conference for wide receiver and all-purpose player, as well as Second Team honors for kick returner and punt returner in Metro League’s American Division.
- **Los Angeles Southwest College** – LASC’s Registered Nursing Program recognized its graduates at a Pinning Ceremony on December 14. The pinning ceremony celebrates completion of the rigorous program leading to an associate’s degree in nursing. The ceremony has been held at LASC since 1970.

#### Goal 4: Organizational Effectiveness

- **Los Angeles City College** – LACC held a series of four mini retreats for 125 classified staff December 10-13 to gather information for the upcoming problem-solving retreats. The topics covered all services engaged by students. Evaluations of these mini retreats were positive and will be used for the problem solving retreat in January 2019.
- **Los Angeles Harbor College** – LAHC hosted more than 120 high school counselors, representing schools in the Local Region South of Los Angeles Unified School District. The event continues to foster the relationships between the local high schools and LAHC and helps ensure that students are receiving the strongest and most comprehensive transitions from high school to college life.

- **Los Angeles Southwest College** – LASC’s new Recreational Use Program continues the college’s commitment to its surrounding community and to developing programs and services that contribute to the well-being and creativity of community members. To learn more, please visit the following link:  
[http://www.lasc.edu/administration/public\\_information/LASC-Community-Walkers.pdf](http://www.lasc.edu/administration/public_information/LASC-Community-Walkers.pdf)
- **Los Angeles Southwest College** – LASC’s President Dr. Seher Awan has been named a Wheelhouse Fellow in the Institute on Leadership. Wheelhouse: The Center for Community College Leadership and Research is based at the University of California, Davis, School of Education. Its goals is to strengthen leadership and practice in the California Community College System through enhanced leadership and timely research. Each year, Wheelhouse identifies a select cohort of California community college CEOs to participate as Wheelhouse Fellows. Dr. Awan was nominated by an Advisory Board and other leaders in the higher education field.
- **Los Angeles Valley College** – LAVC held its annual Winter Wonderland Holiday Party for employees on December 4. The theme this year was a “Grinch-Mas” celebration. Faculty and staff brought in new, unwrapped toys or donated a minimum of \$5 for “Operation Santa” (the Operation Santa Committee was led by Academic Senate President Josh Miller) to benefit local children/families in need for the holidays. A bounty of gifts and more than \$500 was donated to support Operation Santa.

Goal 5: Fiscal Integrity

- **Los Angeles City College** – The LACC Foundation ended the year with several contributions during December, including a new endowment of \$180,000 as well as a new donor who gave an initial gift of \$90,000. Three regular donors gave their year-end gifts including \$15,000 for the Music department; \$10,000 to add to an existing scholarship fund, and \$15,000 for the Dream Resource Center.
- **East Los Angeles College** – ELAC’s Outreach and Recruitment Department in partnership with Univision television network hosted a Diabetes Health Fair for the East Los Angeles Community on December 8. Approximately 1,500 people participated and 40 health vendors promoted support services and referrals to external health resources and provided free health screenings. Presentations were made on diabetes, bone health, osteoporosis, nutrition, food and recipes. The keynote speaker was Dr. César Lozano, a surgeon and obstetrician who graduated from the Universidad Autonoma de Nuevo Leon in Mexico. The ELAC community connected with new health partners at this event and gained a strong commitment from Univision to help promote ELAC through its network programming.

**Upcoming Campus Events and Activities for January**

<b>DATE</b>	<b>COLLEGE</b>	<b>EVENT</b>
January 5	LA City College	Neighborhood Councils EmpowerLA Elections
January 5	LA Southwest College	Los Angeles World Airport’s HireLAX Apprenticeship Readiness Program orientation in the Little Theatre

January 9	LA Harbor College	OCR – Orientation, Counseling, and Registration services for students every Wednesday starting January 9
January 11	LA City College	All Day Classified Retreat focusing on guided pathways and problem solving the current onboarding process
January 12	LA City College	Neighborhood Councils EmpowerLA Elections
January 15	East LA College	A Chinese delegation of 20 professors and administrators and one interpreter from Hunan Mechanical & Electrical Polytechnic will visit ELAC, hosted by the International Students Office and Outreach & Recruitment Department staff. The purpose of their visit is to gain a greater understanding about the current trend of industrial internet development in the United States, and to research education methodologies, including online teaching to create an information-based teaching environment.
January 17	LA City College	Meeting with Bill Covino, President of Cal State LA, on Enrollment Challenges
January 17	LA Mission College	Spring Registration Day
January 18	LA City College	Half Day Classified Retreat to begin reviewing the student experience after their first semester
January 23 - 24	LA Pierce College	Pierce employees are invited to attend a free two-day, in-depth, interactive workshop based on the best-selling book, 7 Habits of Highly Effective People
January 24	LA Harbor College	Harbor Success Registration Rally from 9 a.m. to 9 p.m.
January 24	LA Mission College	Science Night for Veterans
January 25	LA Trade Tech College	Early Admission Day, an open house engagement for students, parents and community members to encourage enrollment at LATTTC. It will be a full day and evening where anyone who has an interest in LATTTC can visit the campus.
January 29	LA City College	Visit with LGBT Center for services for homeless populations
January 30	LA Harbor College	Winter Bridge 2019 – Free College Prep Program to help incoming students transition to college from 8 a.m. to 2:30 p.m.

#### IV. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for December 2018 and January 2019:

DATE	EVENT
December 11	Chancellor Rodriguez met with Mr. Richard Launey, Executive Producer with Inside California Education, a PBS series, to discuss possible topics for their upcoming community college series. The Chancellor has been asked to serve on the Production Expert Advisory Committee.
December 13	Chancellor Rodriguez attended the LA Chamber of Commerce Strategic Planning session.
December 13	Vice Chancellor Cornner and Chief Financial Officer Jeanette Gordon attended the SCFF Regional Workshop for Region 7, presented by the State Chancellor's Office, to discuss and review calculations and simulations on the new Student Centered Funding Formula.
December 13	Chancellor Rodriguez attended the ELAC President's Holiday Social. In the evening, the Chancellor also attended the Nursing Pinning Ceremony at LA City College.
December 14	Chancellor Rodriguez was a speaker at the Non-Credit Student graduation at LA Southwest College.
December 14	Chancellor Rodriguez and Board of Trustees President Fong participated at the Project MATCH Culmination Event at LATTC.
December 17	Chancellor Rodriguez met with CSULA President Bill Covino to discuss transfer matters and strengthening collaboration with LACCD.
December 17	Chancellor Rodriguez met with Executive Director, Ms. Nina Revoyr, and Portfolio Manager, Ms. Nadia Funn, of the Ballmer Group Foundation to discuss a possible partnership with LACCD.
December 18	Chancellor Rodriguez attended a meet and greet with Walter Ulloa, CEO of Entravision.
January 7	Chancellor Rodriguez met with Dr. Linda Lopez, Chief of Immigrant Affairs, to strengthen LACCD's partnership with the Mayor's Office.
January 9	The January Board of Trustees and the Board's Legislative Committee meetings will be held at ELAC. The monthly "Chat with the Chancellor" will be held at ELAC in the morning before the Board's meetings.
January 10 - 11	Chancellor Rodriguez will hold the bi-annual Cabinet Retreat at the UCLA Luskin Center.

#### V. LACCD Media Outreach and Coverage

##### District Quarterly Newsletter

In December, the District's Communications Office published the second issue of the new *District Quarterly* newsletter. Distribution is accomplished in hardcopy format and online at:

<http://laccd.edu/Documents/NewsDocuments/Winter-2018-District-Quarterly-FINAL.pdf>

Vol. 1, Issue 3 will be available in March 2019 while Vol. 1, issue 4 is scheduled to be published in June to complete the first year's publishing cycle.

### News Releases

The Communications Office produced and/or assisted with the distribution of four news releases in December. The news releases are posted on the District's website at <http://laccd.edu/Pages/News.aspx>

### Social Media

In December, the District's Facebook page, <https://www.facebook.com/LACCD>, (@LACCD) ended the month with 4,025, building upon the milestone total of 4,000 followers achieved at end of November. For the year, the District's main FB page began with about 1,400 followers and ended the year at 4,025, about a 185 percent increase for the year.

The District's Twitter account, <https://twitter.com/laccd>, (@laccd) ended December with about 10,000 impressions, or about 300 per day, down due from November's tally (due to winter hiatus) at 12,600 impressions, or about 420 impressions per day. The Twitter account remains at November's level of about 1,700 followers, up from October's count of 1,670 followers.

The Twitter account began the year with about 1,300 followers and added about 400 Followers, or 30 percent. Average daily impressions jumped about 400 percent, from less than 95 daily impressions to more than 400 average impressions per day. The most popular tweets in December were about the Dec. 4, 2018 press conference announcing introduction of legislation for two years of free tuition at California community colleges.

The District's new Instagram account, [https://www.instagram.com/laccd\\_edu/](https://www.instagram.com/laccd_edu/) audience total for December remained the same for November's total at 944 followers, up from 800 followers in October.

### Media Coverage (Selected Highlights)

LAVC Resource Center Funding

<https://patch.com/california/shermanoaks/800k-secured-lavc-family-resource-center>

ELAC Dedicates New Physics Building

<http://www.sgvjournal.com/local-news/community/3476-ela-college-dedicates-new-physics-building.html>

LATTC Coverage

DACA student Alejandra Hippolito about the uncertain environment for immigrant students

<https://edsource.org/2018/in-limbo-daca-students-look-to-congress-again-for-help/605394>

Gold Thimble Fashion Show on front page of the California Apparel News

<https://www.apparelnews.net/news/2018/dec/13/los-angeles-trade-technical-fashion-students-take-/>

LATTC alumni Kanae Houston Featured on KTLA segment on holiday treats

<https://ktla.com/2018/12/17/sweet-savory-dishes-for-your-holiday-table-with-chef-kanae-houston/>

AB 2 (Second Year Free Tuition)

<https://impactolatino.com/los-angeles-apoya-proyecto-de-ley-de-dos-anos-gratuitos-en-universidades/>

<https://www.hoylosangeles.com/noticias/california/hoyla-universidades-gratuita-en-los-angeles-20181204-story.html>

<https://abc7.com/education/ca-assembly-member-calls-for-2-years-of-free-community-college/4832326/>

[https://www.theepochtimes.com/california-lawmakers-want-to-extend-free-community-college-to-2-years\\_2731278.html](https://www.theepochtimes.com/california-lawmakers-want-to-extend-free-community-college-to-2-years_2731278.html)

<https://laopinion.com/2018/12/05/los-angeles-apoya-proyecto-de-ley-de-dos-anos-gratuitos-en-universidades/>

Free Speech

<https://www.insidehighered.com/quicktakes/2018/12/17/la-community-college-district-settles-free-speech-case>

<https://www.dailynews.com/2018/12/13/pierce-college-free-speech-zone-will-expand-after-la-community-college-district-settles-free-speech-lawsuit-with-student/>

<https://beforeitsnews.com/v3/libertarian/2018/2723626.html>

<https://www.thenewamerican.com/culture/education/item/31053-trustees-of-pierce-college-forced-to-end-its-free-speech-zone-directive>

<https://www.washingtonexaminer.com/red-alert-politics/young-americans-for-liberty-scores-50-pro-free-speech-policy-changes-on-campuses-across-the-country>

<https://www.wnd.com/2018/12/tiny-free-speech-zone-being-relegated-to-dustbin/>

Former LACCD Employee/Environmental Activist

<https://www.pasadenastarnews.com/2019/01/03/sierra-club-members-friends-remember-activist-david-czamanske-dead-at-80/>

Money for Re-Entry Program

[https://laist.com/2019/01/02/california\\_has\\_money\\_for\\_ex-convicts\\_to\\_go\\_to\\_school\\_heres\\_how\\_la\\_community\\_colleges\\_want\\_to\\_spend\\_i.php](https://laist.com/2019/01/02/california_has_money_for_ex-convicts_to_go_to_school_heres_how_la_community_colleges_want_to_spend_i.php)