



**OFFICE OF THE CHANCELLOR**

**TO:** LACCD Board of Trustees

**FROM:** Chancellor Francisco C. Rodriguez

**DATE:** June 5, 2018

**SUBJECT:** June 2018 - Chancellor’s Monthly Report

The LACCD June report includes brief updates on the following:

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

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**I. District Updates**

Dr. Burke began her assignment as the Interim Deputy Chancellor through June 30, 2018 and Sheri Berger will serve as Acting President of Los Angeles Pierce College for the period May 21, 2018 through June 30, 2018. Dr. Mary Gallagher will assume the position of College President at Los Angeles City College starting on June 7, 2018 through June 30, 2021. Our congratulations go out to all three appointees.

We are very pleased with the headway and impact of the HireLAX program. The HireLAX program is a partnership between Los Angeles World Airports, the LA/OC Building Trades Council, the Los Angeles Community College District, and the Flintridge Center, and is managed by Parsons Corporation. It is an 8-week, no-cost construction apprenticeship readiness program located at LA Southwest College and taught by LA Trade Tech College instructors. More than half of the graduates from the first two cohorts are already working as union apprentices at LAX and other nearby construction projects. The next class is scheduled to begin on September 10. Following is a link to the excellent HireLAX video: <https://www.youtube.com/watch?v=S0pGI9LYq70>

DACA/Immigration Task Force Meeting

On May 10, the DACA/Immigration Task Force met at Los Angeles Southwest College (LASC). The meeting chaired by Trustee Buelna, was well attended by over 30 LACCD faculty and staff, representing all nine campuses. The meeting was broadcast live on the District’s Facebook page, with 415 views and 20 likes or shares during the past 30 days. The meeting included welcome remarks by Chancellor Francisco Rodriguez, an update on the undocumented student social media campaign, and a robust discussion about the

upcoming LACCD BBQ fundraising event slated for July 7 at Los Angeles City College. Some incredible LASC DACA students joined us and shared their stories with the group. We concluded the meeting with a Dream Resource Center staff roundtable discussion. We invite you all to join us at the last DACA Task Force meeting of the school year, which will be held at Mission College on June 14, from 2 p.m. – 4 p.m.

#### Sexual Assault, Sexual Harassment, and Title IX Ad-Hoc Committee

A subcommittee comprised of participating stakeholders has been meeting to discuss revisions to Regulation C-14. The full Committee meets on June 6 to review all proposed revisions to the C-14 administrative regulation based on feedback from the participating stakeholders. The new proposed framework separates the administrative regulation out into two major sections: one focusing on the roles and responsibilities of District students and employees under Board Rule XV related to the prohibition of discrimination and harassment in the educational and working environment, along with associated reporting and training obligations in our community, and the other focusing specifically on the complaint resolution process itself once an incident has been reported to the District for further review and action. In creating these two distinct sections, the Committee membership anticipates a significantly higher degree of readability of the District's complaint resolution procedures, which should make the process more accessible and easily understood to both persons complaining of misconduct and those accused under the relevant policy.

#### Foundation for the Los Angeles Community Colleges

The July 7 BBQ fundraiser for LACCD's Dream Resource Centers will be held at City College from 1 to 4 p.m. Total commitments as of June 1, total \$105,914. The next 4 weeks are crucial to meet our goal of \$250,000. Please call your business colleagues, friends, neighbors and family members and ask them to join us on July 7 and support LACCD's DACA and Undocumented students! Thank you to City College for hosting and underwriting the event, and to the Foundations at Valley, Trade Tech, and East for their support.

We received the third installment of \$250,000 for the Vicky Chang \$2,000,000 pledge to support nursing students. Ms Chang recently attended nursing pinning ceremonies at East, Valley, City, Southwest and Harbor Colleges.

## **II. Update on the LACCD Enrollment and Strategic Marketing Campaign**

### Update on the LACCD Enrollment

The District is in the process of tracking summer and fall enrollment. As of last week, summer headcount was down 4% and enrollment down 6%. This trend has been consistent for many days now. Section count is down 4%, but the offerings differ by college with sections ranging from 25% down to 14% up. In the quarterly meetings, it was indicated that additional sections and enrollments are expected through high school partnerships in the coming week.

Fall enrollment began approximately a month earlier than last year, making comparisons difficult. Year to year comparisons show an increase of greater than 200%, but this is caused by the change in registration dates. Comparisons to a similar point in the registration process show enrollment down. However, there is not enough evidence to determine whether the registration periods or time of year are better indicators of

enrollment. As such, the District continues to monitor enrollment using various comparisons to build a better understanding of the trends.

The District will be meeting over the next two weeks with each college to review the enrollment plans for 2018-2019 that were developed at the beginning of the year. Each college will be asked to review the plans in relationship to the trends experienced in spring and summer and determine whether changes need to be made. The revised plans will be prepared to include detailed information on the changes being made in offerings and other interventions to increase enrollment. Upon completion, these plans will serve as the starting point for projections in 2018-2019 and will be tracked throughout the year to determine whether enrollment goals are being met.

The District continues to monitor the state budget development process and to prepare enrollment and other data scenarios to determine the impact on LACCD.

#### Strategic Marketing Campaign

The college and district PIOs attended an all-day session “Train the Trainer” at the district office on Monday, May 21 with Cheryl Broom of Interact Communications. Cheryl and her team discussed the tools necessary for enrollment campaigns, including targeted messaging, website tracking and social media inbox advertising.

The Fall Enrollment campaign with Interact Communications using targeted emails, social media posts and advertising will begin June 29.

### **III. Reports from the College Presidents**

#### Los Angeles City College

- *City Talk: Men of Color in Community College* was presented by J. Luke Wood on May 1. A discussion was held on trends, issues, and salient influences on experiences and outcomes for men of color attending community college. Factors were identified that warrant an intentional and culturally affirming approach to serving community college men of color. Strategies were also proposed that can be employed by student services staff to build rapport and facilitate student success for community college men of color.
- The President’s Scholar Luncheon was held on May 2 for high school students that were recruited to attend LACC and maintained a 4.0 GPA from Fall 2016 to Fall 2017. There were 15 students who attended.
- The Annual Dean’s Honors Tea was held on May 15 for students who were placed on the Dean’s Honor Roll. Certificates were awarded to 1,996 students for Spring 2017 and 2,195 students for Fall 2017
- The 1<sup>st</sup> Annual Employee Appreciation Breakfast was held on May 16. LACC distributed over 80 service pins to employees who have worked with the LACCD from 10 – 35 years of service.
- The Veterans Graduation was held on May 16 for LACC veterans.

- The LACC Foundation Scholarship Ceremony was held on May 24 and awarded \$200,000 in scholarships to 350 students, bringing the total to \$900,000 in student support for the 2017-2018 school year.
- The Guardian Scholars End of Year Celebration was held on May 31 and honored former Foster Youth who are graduating from LACC, and/or transferring to a 4-year university, and who are receiving certificates of completion.
- The LACC Nursing Pinning Ceremony was held on May 31 and 25 Nursing students were pinned for completing the LACC Nursing Program and who are preparing for the NCLEX.
- The LACC 2018 Commencement will take place on June 5 in the Greek Theatre starting at 5 p.m.

### East Los Angeles College

- The County of Los Angeles Sheriff Civilian Oversight Commission (COC) held a Town Hall meeting at ELAC on May 7 in order to boost transparency and increase trust between communities and the Los Angeles County Sheriff's Department (LASD). The meeting provided opportunities for community engagement, ongoing analysis and oversight of the LASD's policies and practices.
- Adelante First Year Experience (FYE) held a Hip Hop Summit on May 12 in the G3 Auditorium. The goal of the Hip Hop Summit was to deconstruct the negative misconceptions that society often portrays of Hip Hop. The host of the event was Tyson Amir, author of *Black Boy Poems*. Guest keynote speaker Dr. David Stovall from the University of Illinois spoke about using Hip Hop music as a tool of empowerment that can promote change and unity within our communities and in education. A panel of artists, creators, and a live concert was also held. This summit was the 3<sup>rd</sup> and final part of a series of events that FYE hosted to raise funds for FYE scholarships by asking attendees to donate online through the ELAC Foundation's website.
- This year's Spring Scholarship banquet was held at the Luminarias Restaurant in Monterey Park on May 17. A total of 90 students attended, which was the largest student attendance on record. There were also 220 donors, family members, faculty, staff and administrators present to recognize students for receiving academic scholarships for the upcoming academic year. A total of \$195,000 and 351 scholarship awards were awarded to students at this annual event hosted by the ELAC Foundation. Over the last decade, the ELAC Foundation has awarded \$2 million in scholarships to ELAC students.
- The Extended Opportunity Programs and Services (EOPS) Graduate Student Luncheon was held at Steven's Steakhouse in Commerce on May 18. Over 50 EOPS students were recognized for graduating from ELAC in Spring 2018 and for being accepted to transfer into 4-year Colleges and Universities at this annual end-of-year celebration.

- The annual Math, Engineering, and Science Achievement (MESA) Banquet was held at the Luminarias Restaurant in Monterey Park on May 22 to recognize the success and accomplishments of those exceptional STEM scholars. This year, there are 33 students transferring to the university system, 29 upcoming summer student research interns, and 20 student scholarship awardees. This year, two special recognitions were also presented to outstanding colleagues that have committed tremendous effort, skills, and contributions towards advancing STEM opportunities for our students: Mr. Edward Alvarado, our engineering laboratory technician, and Mr. John Grimmer, geology faculty and department chair, received the award. The MESA program at ELAC enables educationally disadvantaged students to successfully transition to a four-year college or university with a math-based degree in areas such as engineering, the sciences, computer science, and mathematics.
- East Los Angeles Community College student Matthew Meehan applied to the Ministry of Education of Taiwan and received a full scholarship to the “Chinese Republic of Ministry of Education Chinese Language Scholarship Program” to study Chinese abroad for nine months at National Taiwan University. The College’s Modern Language Department held a celebration ceremony for Matthew Mehan on May 23 for being the first student of the East Los Angeles Community College to receive this honor.
- The Nursing Pinning Ceremony was held on May 25 and 41 Nursing students were pinned in this year’s annual end-of-year celebration. Ms. Vicky Chang was recognized at the event and gave a few words of encouragement to the students, advising them to complete all of their NCLEX testing requirements as soon as possible in order to find careers. Ms. Chang’s transformational donation of \$2 million has changed the lives of students in the Nursing programs within LACCD. Because of her generous donation, graduating students receive \$500 for NCLEX board examination test preparation and test fees allowing students to focus more on studying without feeling the burden of costs.
- The first annual Artist’s Reception for Theater Designers and Technician students was held on May 30. The exhibit includes student work from scenery, lighting, sound, costume and props from class projects and department productions. The showcase is also an opportunity for student work to be seen by potential employers.
- The Adult Education Graduation Ceremony was held on May 31 in the F5-201 Multipurpose Room in recognition of the first graduating class from the Adult Education program at ELAC. There were 23 students recognized and two courses of study represented. The first group were students who have completed the English as a Second Language program. The second group were students who have completed the Citizenship course and have now become U.S. Citizens.
- The 2018 Commencement will be held on June 5 in the Weingart Stadium from 6:30 – 8:30 p.m. There are 1,753 ELAC students that have applied for graduation petitions in Spring 2018. Dr. Rin Kahla, Professor of Sociology, will be the Mistress of Ceremonies; Ms. Reanna Gleason, Assistant Professor of English and Director of the Delloro Transfer Program in Social Justice, will be the keynote speaker; and Ms. Maria Luisa Veloz, LACCD Administrative Officer to the Chancellor, will be the Chancellor’s Representative at the ceremony.

### Los Angeles Harbor College

- Joaquin Arias, Harbor's current Honors Transfer Director and Chemistry Instructor, was appointed President of the Honors Transfer Council of California.
- Harbor Tides, LAHC's newspaper, was awarded 2<sup>nd</sup> Place in the 2017-2018 Scholastic Newspaper Awards. Harbor Tides Adviser: Paul McLeod
- June 2018, Harbor Teacher Prep Academy, located on the Harbor College campus, will graduate 87 students who earned high school diplomas – 100% of the senior class. Of these graduates, 54 (62%) will also receive multiple associate of arts degrees and certificates totaling 114 awards. These students have each received acceptance letters to multiple universities, including 16 of the California State Universities (21 accepted at CSU Long Beach and 37 at CSU Dominguez Hills); 9 UCs (9 accepted at UC Berkeley, 19 at UC Irvine, 9 at UC Santa Barbara, and 9 at UCLA); numerous privates including Chapman University, Stanford University, USC, Purdue, and Yale; and the U.S. Air Force Academy.
- Harbor hosted its first Food Insecurity Event on May 8. 200 bags of groceries were distributed; 110 pancake breakfasts, 50 students assessed for CalFRESH eligibility, fresh produce, and personal hygiene items were provided. A big thank you to EOPS/CARE/CAFYES, Faculty and Staff who organized the event on behalf of Student Services.
- The Outreach and Harbor Advantage Staff hosted the first week of "Early Decision Priority Registration" for graduating seniors from Alliance Baxter, Gardena, San Pedro, and POLA High Schools. Students received a full agenda of orientation, counseling, registration, campus tours, and even received their Harbor College Student ID card. The students left excited and happy to join the Harbor College Family. A San Pedro High School student said, "It was one of the best field trips I have been on".

### Los Angeles Mission College

- The Veteran's Resource Center, along with students, faculty, staff and administrators, paid tribute to America's fallen service members on May 24 during a special Memorial Day Ceremony. The college community gathered on the Campus Quad and listened to remarks from student veterans and family members of service members. Professor Josh Wentz led the college choir in patriotic tunes, and the Culinary Arts Institute provided a catered lunch.
- The Chicano Studies Department and the Movimiento Estudiantil Chicano de Aztlan (M.E.Ch.A) recognized graduates for their achievement in successfully completing their Associate's Degree in Chicano Studies May 18. Each year, the Aztlan Graduation presents students with a sash, which they will wear proudly at the college's commencement. They also had a special recognition for students who completed an AA. Attendees enjoyed dinner, dancing and raffles.
- Theatre presented the annual Stage and Screen Festival from May 24-26 in the new Arts, Media and Performance building. This year's festival of original one-act plays and dance was the most ambitious so far. "With our beautiful new theater and brand new equipment, we've really been able to expand what is possible in terms of theatrical

production,” said Theatre Professor Robert Cucuzza. For the first time, the festival included scenic design, full lighting design, and state-of-the-art projection design. This collaboration with the Multimedia program and, for the first time, our dance students, gave a glimpse into what is the future of performance at L.A. Mission College.

- The Financial Aid and Scholarships Office and the Foundation presented more than 70 scholarships to L.A. Mission College students during the annual Scholarship Ceremony. Each year, the college awards scholarships for a variety of students, including part-time, full-time, transfer, art, science, veteran, child development and more.
- College faculty, staff, administrators, and student representatives attended the Guided Pathways retreat recently. The retreat was hosted by the Senate Guided Pathways Steering committee and Student Equity Access and Success committee. There were several presentations on student success data, revisiting the Guided Pathways model, hands-on activities, and a productive planning session. The input and feedback from attendees of this retreat will further develop the LAMC Guided Pathways framework.

#### Los Angeles Pierce College

- The celebration of our inaugural Promise Class was held on May 24 with over 100 students in attendance and over 500 invited.
- Over 1,800 students were invited to participate in the graduation ceremony on June 5.

#### Los Angeles Southwest College

- With a theme of “Celebrating New Pathways to Success,” Los Angeles Southwest College will celebrate its 2018 Commencement at 4 p.m. at the Cougar Stadium (the college’s football field). Gardena Mayor and LASC alumna Tasha Cerda will serve as Commencement speaker. Prior to her election, Cerda served more than seven years as a City Council member. She also was the Gardena City Clerk. Cerda Graduated I 1996 from LASC with a degree in Liberal Studies.

LASC’s Valedictorian is Genesis Cristales of Los Angeles, who earned a 3.98 grade point average (Summa Cum Laude). The Salutatorian is Alganesh G. Mael of Hawthorne, who has a 3.95 GPA (Summa Cum Laude).

LASC’s Campus is also home to Middle College High School, part of the Los Angeles Unified School District. Many Middle College High students will take college courses at LASC to obtain their Associate’s Degree while meeting the requirements for a high school diploma. At LASC’s Commencement, 13 of these students will obtain their Associate’s Degree from LASC prior to receiving their high school diploma. These Middle College High School students will include LASC’s Class of 2018’s two youngest graduates, Britney Portillo and Omar Rodriguez, who are both 17.

LASC’s oldest candidate for graduation is Samuel Littlejohn. He is 75 years old.

The breakdown for degree conferred are:

- Summer 2017 – 86 Degrees awarded
- Fall 2017 – 105 Degrees awarded
- Spring 2018 – 419 Candidates for degrees

## Los Angeles Trade Tech College

- LATTC launched its new Food Pantry partnership program with Saint Francis Center and the City of Los Angeles on May 21. KTLA and KABC attended the event and listened as students talked about the need for services like this. The LACCD survey about food insecurity among students frames the response on our campus. More than 200 students rolled through the pantry line on the first day. The food giveaway on campus will open each Tuesday. Students simply need to show ID.
- LATTC's new Rail Maintenance student cohort is about to graduate, making them the first inaugural class to go through this training.
- We are starting the 5<sup>th</sup> Anti-Recidivism Coalition cohort and the first SLATEZ cohort and they will be gathering for a morning and afternoon apprenticeship prep effort in partnership with the Lucas Museum of Narrative Art. The museum will be going up in Expo Park.
- Another semester of our barbering students reaching out to the clients in LA County's juvenile justice system. At least 16 students gathered to offer free haircuts to those in Los Padrinos juvenile center. In each case, more than 50 young people were given cuts. Then the barbering students offered low-cost haircuts to our veteran students in honor of Memorial Day. The barbering students will resume their visits in August.
- Our Tools for the Trades program continues to provide support to students by offering thousands of dollars in scholarships in the form of tools for their careers. First we hold one of the most exciting events on campus, which is the Tools for the Trades rally, where the scholarship winners are announced, to the cheers of hundreds of fellow classmates. Then we hold the Tools for the Trades dinner where the 50 or more scholarship winners are presented with their tools and equipment. A huge thank-you to the LATTC Foundation for providing more than \$115,000 dollars in tools for our students.
- The Project Impact grant has pulled together the city of LA and our partners at the Work Source Center including Friends Outside and the CRCD, to provide attorney, behavior counseling and job developers for system-involved youth and adults on our campus.
- Our Trade Tech Public Relations/Communications department led by David Ysais recently captured three statewide awards at the Community College Public Relations Organization (CCPRO) conference in Sacramento. The marketing judges selected our direct mail postcard for a 3<sup>rd</sup> place award, our brochure received a 2<sup>nd</sup> place award and our multi-tier marketing efforts in response to the district's food insecurity survey was selected as the best in the state with a 1<sup>st</sup> place award. This entry included our news conference, our media presence and our social media efforts to engage students with our food pantry services. President Mary Gallagher helped create the social media team which was a big part of this effort. David was also elected to the board of CCPRO, the first LA college representative to be selected by his colleagues, in more than ten years.

## Los Angeles Valley College

- Los Angeles Valley College announced the recipients of the 2018 Above and Beyond Awards and the 2018 Apple Awards, and recognized employee's years of service, new employees, and newly tenured faculty at the well-attended annual Employee Appreciation Extravaganza on May 8 in Monarch Hall.

The Above and Beyond Awards are peer-nominated employee awards for outstanding work in one of five categories. View a list of the [2018 Above and Beyond Award Nominees](#). The 2018 Above and Beyond Awards were awarded to:

- Creativity & Innovation – John Kawai
- Community Involvement & Monarch Pride – Doug Marriott
- Fulfilling the College's Mission towards Student Success – Scott Weigand
- Just Do It – Chad Baugher
- Outstanding Service & Mentoring to Students – Cynthia Cohen

The Tau Alpha Epsilon (TAE) honors club at LAVC presented its 2018 Apple Awards at the event. The Apple Awards are a student-run awards process coordinated by TAE to allow students to show their appreciation of LAVC faculty that gives awards in five categories.

The TAE Apple Awards were given to the following faculty members:

- Best All-Around – Christina Peters
- Best Communicator – Steve Barakat
- Best Online Instructor – Duane Smith
- Most Inspiring Instructor – Jack Dondon
- Most Supportive Educator – Joyce Romero

- Chancellor Francisco Rodriguez participated in the Los Angeles Valley College's 6<sup>th</sup> Annual Mi Comunidad Dia De Reconocimiento: Celebration of Latinx Students' Achievements on May 16. In his motivational keynote address, Dr. Rodriguez shared his journey as a first-generation college student and reminded students to continue their education, be fearless, be an inspiration for and serve others, and to dream big! Dr. Rodriguez also participated in the awarding of medals to the graduates.

Mi Comunidad is an organization to recognizing, supporting, and encouraging Latinx students to continue to persist at Los Angeles Valley College. Each year, a Dia De Reconocimiento event is held for all graduating/transferring students and their families. This year, the students and their families enjoyed a terrific meal, music by Mariachi Jalisco, and a performance by CSUN's Ballet Folklorico de Aztlan. The students were awarded medals of achievement to wear at Commencement. As each student received their medal, they were encouraged to share with the audience where they were transferring to and to thank those who helped them.

82 students attended the event with a total count of students and families at 350. The event is planned, coordinated, and served by Mi Comunidad's large volunteer group of faculty, staff, and administrators.

- The LAVC Music Department proudly presented the "LAVC Guitar Orchestra, Guitar Ensembles and Soloists" concert on May 18 in the Music Recital Hall. This annual spring concert of the Guitar program, under the direction of Dr. Gregory Newton, featured the LAVC Guitar Orchestra, several ensembles and soloist performing a variety of repertoire including classical, Latin, and popular music.

The concert also included special guests: Dr. Jordan Charnofsky (guitar), Trio Camino (guitars), Jim Jeffrey (guitar/viol), Christian Nevarez (electronic), Dr. Matthew Cory (double bass), Professor Tina Curtis (percussion), and Dr. Michael Arshagouni (guest conductor).

- The LAVC Extension Program and the LAVC Family Resource Center offers a free jewelry making class at its monthly Cancer Support Group for cancer patients and survivors, individuals with family members with cancer, and anyone who wants to support cancer patients, survivors, and their families. Free materials will be provided or participants can bring old jewelry to recycle. The Cancer Support Group's jewelry making classes, which are an open-entry and open-exit activity, meets on the second Saturday of the month from 2 – 4 p.m. in the LAVC Family Resource Center.

The following is a schedule of its upcoming dates:

- Saturday, June 9
- Saturday, July 14
- Saturday, August 11
- Saturday, September 8

#### West Los Angeles College

- Dental Hygiene Licensure Exams: All 29 dental hygiene students enrolled in the bachelor's program passed the National Board Examination, giving West another 100% pass rate.

#### **Upcoming Campus Events and Activities for June**

<b>DATE</b>	<b>COLLEGE</b>	<b>EVENT</b>
June 1	LA City College	LACC Lavender Graduation for LGBTQ graduating students at 3 p.m. in the Student Union Building.
June 2	East LA College	The Chemical Dependence Counselor Certificate Program Graduation Ceremony will take place from 6 – 8 p.m. in the G3 Auditorium. 21 students will be graduating this year. Many of the graduates have already secured employment in the field of substance abuse treatment.
June 3	LA Harbor College	Theater Department Annual Year-End Concert – 3:30 p.m. and 7:30 p.m., Admission \$15, MRH
June 3	LA Harbor College	Collegiate Choir Concert – 7:30 p.m.
June 4	LA Harbor College	Voice Class Recital – 6:15 p.m., MRH
June 4	LA Mission College	Biotech Exhibition
June 4	LA Southwest College	Annual CTE Certificate Ceremony – 6 p.m. in the Little Theater.
June 5	All Colleges	2018 Commencement

June 7	West LA College	“Artists Painting Artists” Special Gallery Opening at 5 p.m. in the Fine Arts Building. Featuring over 14 local artists, including Guy Dill, Kent Twitchell, Mike Korney, and others.
June 9	LA Harbor College	Registration Party! Noon – 2 p.m.
June 9	LA Trade Tech College	People’s Power Convention will take place in the South Tent. Sponsored by the Community Coalition, the gathering will be launching its people power platform which seeks to improve the representation of underserved communities in South LA. More than 600 expected.
June 9	LA Valley College	The LAVC Extension Program and the LAVC Family Resource Center offers a free jewelry making class at its monthly Cancer Support Group from 2 – 4 p.m. in the LAVC Family Resource Center.
June 11	LA Trade Tech College	This summer, LATTC is a destination for hundreds of feeder middle school students interested in STEAM careers. Our STEAM programs not only give them some practical training in various programs, it also encourages them to make LATTC a place for concurrent enrollment as well as their college choice. We also try to make the learning fun and interesting so the young people remember the training. For most, it is the first time they have set foot on a college campus.
June 12	LA Harbor College	Harbor Advantage - Orientation/Counseling 9 a.m. and 4:30 p.m.
June 13	LA Harbor College	Campus Tour at Noon
June 16	LA Trade Tech College	Los Angeles County Stand by Children Day takes place in the South Tent. Conference will focus on policy related to children’s issues including mental health and school safety. More than 500 expected.
June 18	LA Harbor College	Harbor Advantage - Orientation/Counseling 9 a.m. and 4:30 p.m.
June 20	LA Harbor College	Early Decision Day for High School Students from 9 a.m. – 1 p.m.
June 22-23	LA Trade Tech College	The LA/OC Building Trades holds its Women in Trades two-day conference in the South Tent and Aspen Hall. The union leadership wants to engage women candidates to consider a career in the construction trades. The LA/OC Building Trades leadership is particularly interested in attracting LACCD college students for careers in construction.
June 26	LA Harbor College	Harbor Advantage - Orientation/Counseling 9 a.m. and 4:30 p.m.

#### IV. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for May and June:

DATE	EVENT
May 9	The May Board Meeting took place at LA City College.
May 10	The DACA/Immigration Task Force meeting took place at LA Southwest College.
May 11	Chancellor Rodriguez participated in the Professional Development College at LA City College, sponsored by the District Academic Senate, and presented a workshop for faculty who may be considering administration in the future.
May 14	Monthly consultation with Chancellor Rodriguez and the AFT Faculty Guild.
May 15	Monthly consultation with Chancellor Rodriguez and the District Academic Senate.
May 16	Chancellor Rodriguez was a speaker at the 6 <sup>th</sup> Annual Noche de Mi Comunidad program for transfer and graduating students at LAVC.
May 17	Chancellor Rodriguez addressed district counselors at the annual Counselors' Conference at LA Pierce College.
May 19	Chancellor Rodriguez was a speaker at the 1 <sup>st</sup> Annual UndocuDay conference held at LA Pierce College from 9:30 a.m. – 4 p.m. This was another example of our district's collective efforts to provide timely information to students about registration, financial aid and community resources. The conference workshops featured college admissions information, DACA Tips, legal assistance, and Know Your Rights panels.
May 21	Consultation with Chancellor Rodriguez and Bruce Hicks, chapter president of Local SEIU 721.
May 21	An ice cream social was held at the ESC in celebration of Classified Staff Appreciation Week.
May 22	As part of the LACCD African American Outreach Initiative, we hosted the annual Black Graduation Celebration (BGC) at First AME Church in Los Angeles. It was the first time the BGC was hosted at First AME and we thank Pastor Boyd for his support and generosity.
May 23	The May Board Committee Meetings and a Board Special Meeting on Information Technology External Assessment were held at the ESC.
May 24	Chancellor Rodriguez attended the Univision Los Angeles Advisory Committee.

- May 25 Chancellor Rodriguez was the Commencement Speaker for Woodland Community College, where he served as Executive Dean and Associate Dean from 1997-2003.
- June 1 & 2 Chancellor Rodriguez chaired the National Sciences Foundation's Advisory Committee on Education and Human Resources at the NSF headquarters in Alexandria, Virginia.
- June 4 Chancellor Rodriguez visited with the enrollment management team at West LA College.
- June 5 2018 Commencement Day
- June 6 The June Board Meeting will take place at the ESC starting at 2 p.m. A reception will be held at 1:30 p.m. for all LACCD tenured faculty.
- June 7 Chancellor Rodriguez will visit with the enrollment management team at LA Southwest College.
- June 7 Chancellor Rodriguez will visit with the board of the Campaign for College Opportunity in the evening.
- June 8 Chancellor Rodriguez will be attending the TELACU Education Foundation Annual Gala.
- June 21 The board's Veterans' Task Force will meet from 1 – 3 p.m. at the ESC.

## **V. LACCD Media Outreach and Coverage**

Board Vacancy Information was advertised in many print editions and online websites for the Los Angeles Times; the Daily News; Torrance Daily Breeze; the Los Angeles Sentinel; Korea Times and La Opinion (in Spanish).

Facebook posts specific about the vacancy on District's FB page generated about 1,500 impressions with 80 likes, shares or click-throughs; Twitter posts generated an additional 2,350 impressions and another 70 engagements.

Two news releases about the vacancy and appointment process were posted on District homepage and distributed to the Los Angeles news media market (print, online, electronic, broadcast and ethnic press), plus a variety of professional organizations. News release info also post on the colleges' websites. News stories about the vacancy and appointment process were published by the Sentinel; Culver City Observer; CityWatchLA.com.

District's social media presence continues to grow on both Facebook and Twitter primarily due to more frequent original content and shared posts.

The main Facebook site, <https://www.facebook.com/LACCD/> now has 2,732 followers, up by 82 followers from the prior month. Post engagements jumped to 3,650 during the past 30 days, more than triple the amount from prior month (1,140).

On Twitter, <https://twitter.com/>, the District now has 1,540 followers, up by another 40 people. Impressions also have jumped significantly, going from about 250 daily impressions in April to about 400 daily impressions in May. Total impressions for the reporting period was more than 11,000 during past 30 days.

A total of four news releases were produced, distributed, posted on website and social media during May. News release are online at <http://www.laccd.edu/Pages/News.aspx>.

Selected news coverage highlights as follows:

The Sentinel

<https://lasentinel.net/burke-family-continues-the-legacy-of-public-service-passing-the-torch-to-christine-burke-adams.html>

<https://lasentinel.net/application-process-now-open-to-fill-board-of-trustees-vacancy.html>

CityWatchLA.com

<http://www.citywatchla.com/index.php/los-angeles/15512-election-vs-appointment-the-shocking-cost-to-taxpayers-for-an-laccd-election>

<http://www.citywatchla.com/index.php/los-angeles/15524-update-vacant-seat-for-laccd-to-be-appointed-by-its-board-of-trustees-from-qualified-applicants>

Culver City Observer

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