



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees

FROM: Chancellor Francisco C. Rodriguez

DATE: August 8, 2018

SUBJECT: August 2018 - Chancellor's Monthly Report

The LACCD August report includes brief updates on the following:

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

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I. District Updates

LA Pierce College Interim President Larry Buckley began his assignment on Monday, August 6.

LA Southwest College President Seher Awan began her assignment on Monday, July 16.

Foundation for the Los Angeles Community Colleges

LA County Supervisor Hilda Solis awarded the Foundation a \$15,000 grant to support LACCD's Dream Resource Centers. Four items were auctioned online bringing in an additional \$1,048. Proceeds from the Dreamers Welcome BBQ now exceed \$211,000.

With the announcement of \$1 million "Chancellor Francisco C. Rodriguez and Vicky Chang Transfer Scholarship," a new milestone was achieved for the Foundation. The initial draft application and awarding process for the new scholarship have been set up using Next Gen software. Awards of \$500 will be given to 250 LACCD students per year with high financial needs and a 3.5 GPA or higher. DACA and undocumented students, foster youth, formerly incarcerated and students who qualify for Extended Opportunity Programs and Services (EOPS) are also eligible.

The Foundation received \$244,945 from the Mayor's Fund for Los Angeles to support the second semester for our Los Angeles College Promise students. A check with additional funds from the Foundation will be provided to LACCD to pay for enrollment fees for Spring-2018 semester for LA College Promise students.

To date, the Foundation has awarded 204 LACCD students the Vicky Chang Nursing Grant Award.

II. Update on the LACCD Enrollment and Social Media Campaign

2017-18 FTES

The District has completed the submission of its 2017-2018 FTES report. The total for the fiscal year is 99,994. This result is below the 2016-2017 actual and the projected P2 FTES submitted earlier in spring. The base generated for 2017-2018 was 107,991; however, this total included a significant shift in summer enrollment resulting in higher FTES. This higher FTES resulted in a higher apportionment that will be used as the base total computational revenue for at least the next three years. The change in FTES should be analyzed in light of this summer FTES shift, which resulted in a decrease of 5.76% year over year (following table).

FTES Comparison	FTES
2016-2017 Actual	107,991
Reduction from Summer Shift	1,887
2016-2017 Adjusted	106,104
2017-2018 Actual	99,994
% Change	-5.76%

The reduction in FTES differed with each semester (see following table). Summer 2017 saw the most significant reduction as a result of the summer shift. Fall 2017 showed the lowest reduction of -5.21% with the remainder of the semesters demonstrating approximately 7% decreases. Growth was demonstrated in non-credit with an additional 340 FTES (5.1% increase).

Semester	FTES
Summer 2017/2	4,025
<i>% of prev yr</i>	-28.6%
Fall 2017	43,959
<i>% of prev yr</i>	-5.2%
Winter 2018	5,246
<i>% of prev yr</i>	-7.5%
Spring 2018	40,673
<i>% of prev yr</i>	-7.0%
Summer 2018/1	6,090
<i>% of prev yr</i>	-7%
Total 2017-18	99,994

Fall 2018 Enrollment

As of Day -21 of the Fall semester, comparing Fall 2018 (8/6/18) to Fall 2017 (8/7/17):

- **Headcount** is 7% higher,
- **Duplicated Enrollment** is 3% higher,
- **Credit Section Count** is 2% lower, and
- **Enrollment per Section** is 5% higher.

Based on daily tracking of enrollment additions, which are not influenced by the earlier start date of Fall 2018 enrollment compared to Fall 2017, Fall 2018 headcount and duplicated enrollment as of the start of the semester are expected to be +3% and -1%, respectively, compared to Fall 2017.

Social Media Campaign

The District-wide Fall Enrollment campaign being produced by Interact Communications has reached the halfway mark and will conclude at the end of August. The campaign targets students who have applied but not enrolled with a series of emails and social media messages.

III. **Reports from the College Presidents**

Los Angeles City College

- Angell Foundation call resulted in LACC submitting a Letter of Intent for a \$100,000 planning grant to fully develop pop-up food banks that are replicable and scalable.
- LACC Foundation has solicited contributions to beautify the campus. Several donors came forward to contribute. Irrigation has been repaired; trees trimmed and planting new trees will begin soon. We are working with LADWP and the City of LA to obtain trees.
- The Foundation received a private bequest from a single donor of \$1.4 million from the estate of Donald Lipschutz. The interest earned on this endowment will be used to fund student travel to competitions and scholarships.
- The State Chancellor's Office awarded LACC \$200,000 to expand its Veterans Resource Center. The center will relocate to a larger space; hire a full-time staff member to process paperwork for Veterans; and a psychological counselor for scheduled appointments.
- In consultation last month with SEIU 721 (Supervisors), supervisors have now participated in two professional development training July 19 and July 31.
- A series of mini-retreats with small, classified groups was held July 27 on the challenges students face navigating the onboarding process.
- JRCERT, the accrediting body for our Radiation Technology program, visited July 30-31 to evaluate the program. The preliminary outcome was outstanding, with all objectives met with no findings. Each category received at least one special commendation.

East Los Angeles College

- ELAC Student Services enrolled 1,867 students into the College Promise Program. The summer enrollment process began in spring during our ELAC Acceptance Days program. There are 1,100 students registered in the Counseling 20 summer bridge courses and the remaining College Promise students are participating in our Extended Orientations along with fall Counseling 20 courses to be linked to our First Year learning communities for Fall 2018 full-time enrollment.
- The Asian Pacific Islander Mobilize Youth Leadership program is a five-week program for a group of 30 high school juniors and seniors that took place July 7 to August 4. Participants gained leadership skills and a better understanding of the democratic process. For more information, visit www.apismobilize.org
- The 18th Annual Scholar-Athlete Awards Dinner on July 19 was attended by 130 students and staff. There were 95 students who achieved “scholar athlete” status with GPAs were 3.0 or above in 2017-2018. The male Scholar-Athlete of the Year was Matthew Sosa, transferring to the University of Iowa to major in criminology. The female Scholar-Athlete of the Year was Angelina Gonzales, transferring to Cal State LA to study psychology.
- The AutoCAD Summer Internship 2018 Award Ceremony celebrated students’ accomplishment in completing a Base Map for the City of Cudahy on July 19. The students’ hard work, dedication, and technical skills were recognized by the Cudahy City Manager, the California State Assembly and the 63rd Assembly District.
- The ELAC Alumni Association celebrated its One-Year Anniversary with a reception on July 26. Four LACCD Board of Trustees attended, including President Mike Fong, Dr. Gabriel Buelna, Scott Svonkin and Steve Veres.

Los Angeles Harbor College

- Patricia Armenta, who graduated Spring 2018 with an A.S. in Chemistry, is thriving at University of Michigan as a paid Summer Research Intern. She was a STEM Peer Leader Mentor; the recipient of a renewable American Chemistry Society Scholarship, and will be studying Chemistry at UC Davis in the Fall.
- Harbor’s Adult and Community Education classes are now offered in six off-site locations. The program started with six, non-credit courses and has grown to more than 40. The program now offers 12 new Career Development and College Preparation (CDCP) Certificates focused on short-term CTE job preparation and GED testing, along with GED classes.
- Harbor’s Marketing continues to expand with the following campaigns:
 - 25 Bus Bench Campaign through September 9; 13 with CTE focus, 12 ESL (bilingual art work)
 - Billboard and Bus through September 1, targeting general enrollment
 - Partnership with radio station, KJLH on marketing campaign that includes robust commercial spots and participation in the stations special events.
- Harbor completed 69 on-boarding events for students.

Los Angeles Mission College

- Los Angeles Mission College held a registration event at its Sunland-Tujunga campus, where more than 50 new students attended to apply online, see a counselor, add classes and learn more about class offerings in their community.
- The college is launching a Mental Health Awareness Club on campus. The club is open to all students who want to put an end to the stigma surrounding mental health. Students are invited to learn more by emailing lamcmentalhealthclub@gmail.com.
- The new College Culture Re-Entry Hub is now open in the Collaborative Studies Building. The Hub provides formerly incarcerated students with support services for off-campus housing and transportation and on-campus counseling, financial aid and tutoring. Email reentryhub@lamission.edu for more information.
- The State Chancellor's Office notified the college it will receive a \$100,000 grant for its Veterans Resource Center during the 2018-19 AY. Funding will help increase veteran engagement; assist student veterans with transitioning to higher education; connect veterans with mental health and social service needs; career development and educational planning

Los Angeles Pierce College

- The college received a 15-month, \$314,829 grant from NASA to help develop a new STEM course. The college, with leadership from Professor Travis Orloff, will develop a lab course to accompany the existing Introduction to the Solar System course and aid in creating a direct path for students to transfer. The lab course will provide hands-on learning opportunities and internships for participating minority students through a partnership with NASA's Jet Propulsion Laboratory in Pasadena.
- A new Farmer's Market opened July 5 in Parking Lot 9, next to the Equestrian Center, and will operate from 9 a.m. to 2 p.m. on Thursdays. The market is sponsored by the Foundation for Pierce College.
- An interactive workshop on "Supporting Our Student Veterans" was held July 19. Employees learned about military culture, terminology, common misconceptions, the challenges veterans face and how to best support Student Veterans.
- An interactive workshop on "LGBTQ from A to Z" was held July 31 that allowed employees to discuss LGBTQ terminology, coming out, gender identity, and how to be an ally and resource.

Los Angeles Southwest College

- Los Angeles Southwest College joined the American Association for Women in Community Colleges.
- The concrete pour of the college's School of Science building was completed in late June and the steel structure for the two-story building was erected in July. The School of Science is expected to open in Spring 2019 with a lecture hall, laboratories and an outdoor patio for astronomy.

- LASC's Promise Program, under the direction of Counselor/Coordinator Brandy A. Robinson, welcomed its Class of 2018 cohort on July 14. Students and their families received tours of the college, learned more about the programs and assistance available, heard from past LASC Promise students, and met with administrators, faculty and staff.
- President Dr. Seher Awan met with dozens of members of the LASC community at a "Coffee with the President" event on July 19. Dr. Awan started as LASC's 17th president on Monday, July 16.
- The Umoja program hosted informational orientation sessions throughout July for new and continuing students. The first-year program under the direction of Dr. Erika Miller looks to enhance and nurture the cultural, historical and educational experiences of African Americans and underrepresented students by preparing them for academic, personal and professional success.
- The Athletic Department has been accepting applications for the position of walk-on head coach for the women's basketball team. Candidates need prior athletic coaching experience at the college level. The filing period closes August 6.
- LASC's Noncredit Office is moving to the first floor of the college's Student Services Education Center. The well-designed center also includes a computer laboratory and will be the future home for the college's GED testing center. Move-in is expected to be completed by mid-September.

Los Angeles Trade Tech College

- The National Commission for Voter Justice held its Southern California Regional Hearing at LATTC on July 14 with the distinguished Rev. Jesse Jackson as a panelist. Students provided testimony about the voting process and barriers faced by those in local custody who have the right but no means to vote.
- The college's Career Center coordinated an Amazon New Hire Event on July 23. The employer has opened up new facilities in LA County and is looking to hire students who need part-time flexible schedules. More than 100 students and community members attended.
- LATTC and SLATEZ hosted the latest Metro NextGen group meeting on July 24. LATTC and SLATEZ are part of the committee studying bus service and data about ridership trends, giving input on the needs of students and the South LA community.
- The college's Dream Resource Center hosted a free Legal Immigration Clinic under the guidance of CARECEN on August 3. Lawyers gave students and community members advice on DACA/TPS/Work Permit renewals and citizenship consultations.

Los Angeles Valley College

- Marni Roosevelt and Amber Angel, from the LAVC Family Resource Center, were invited by the Aspen Institute to participate in the *Aspen Postsecondary Achievement for Parents Initiative Roundtable* July 17-18, in Washington, D.C. Both will be involved in writing a report for legislative leaders that will create policy recommendations for student parents in higher education.
- Guiding Your Path to Success (GPS) is a three-day orientation for new students with various workshops and activities and meetings with faculty, staff and other students. GPS 1 was held July 10-12 with 121 students. GPS 2 and 3 are scheduled for August with more than 500 students expected.

West Los Angeles College

- WLAC, in partnership with Loyola Marymount University, has begun planning the LMU-WEST LA Scholars Program to offer our transfer students guaranteed admission into the undergraduate Business program at LMU. Agreement has been reached with LMU to accept fully our ADT in Business, and the college is working to develop comprehensive programming that begins at the high school level to help parents and students understand how to prepare financially for LMU.
- The Fineshriber Family Foundation, a local philanthropic organization in Culver City, has awarded the WLAC Dream Resource Center two grants totaling more than \$40,000 to support AB 540 students. One grant will fund university application fees and books for Dreamers. The second grant will establish a Technology lending program that will provide Dreamers with a laptop to use during their time at WLAC.
- This Summer West's Westside Extension provided summer camp/activities for more than 1,200 children ages K-12. Activities included Engineering Camp, Creative Writing, Public Speaking, Arts & Music, Sports and Recreation.
- About 70 incoming College Promise students are earning College Development & Career Preparation (CDCP) certificates in July by completing an inaugural three-week First Year Pathways Summer Program built around enrollments in the non-credit course BSK (Basic Skills) 75.
- On August 7, WLAC held a special meeting with the Culver City Homeowners' Associations regarding construction projects including removal of the sound wall. WLAC has previously earned support from the Culver City/WLAC Liaison Committee and from FMPOC.

Upcoming Campus Events and Activities for August

DATE	COLLEGE	EVENT
August 1	LA Harbor College	Harbor Advantage Tour takes place every Wednesday in August.
August 6	LA City College	Lara Yeretsian - meeting to discuss more involvement with the Armenian community.
August 6 - 9	LA Mission College	Registration Week
August 7	LA Harbor College	Harbor Advantage Orientation and Counseling takes place every Tuesday in August.
August 9	West LA College	Celebration Picnic for West Staff will take place at the "The Slope" near Fine Arts from Noon to 2 p.m. to highlight enrollment, the 50 th anniversary and the ongoing commitment to excellence of our staff.
August 10	LA City College	Classified Fall Symposium – visioning exercise for the next decade in preparation for updated strategic plan.
August 11	LA Trade Tech College	The inaugural Academy Gold-Production Track cohort of 15, supported by the studios and IATSE, is a diversity initiative at the Academy (AMPAS). Four LATTTC students are graduating at 11 a.m. at the Linwood Dunn Theater at AMPAS.
August 13	LA Southwest College	School of Science "Topping Out" Ceremony from 12:30 - 1:30 p.m. celebrating last piece of steel being put in place for new building.
August 13 - 17	LA Harbor College	Summer Bridge Program for all incoming first-year students.
August 14	LA City College	Management Team Retreat (vice presidents, deans and managers)
August 20 - 24	LA Harbor College	Harbor Experience!
August 21	LA Mission College	Fall Kickoff
August 21	LA City College	Department Chairs Retreat
August 21 - 22	LA Pierce College	GO Days: An event for new students to Get Oriented, Get Organized, and Get Onboard with faculty, staff and administrators.
August 23	All Colleges	Opening Day 2018
August 24	East LA College	The Biotech Leaders Academy - Summer Celebration will celebrate the achievements of the 3rd Biotech Leaders Academy cohort, bringing together industry leaders, academics, friends and supporters of the Los Angeles Bioscience Hub.

August 24 - 26	LA Trade Tech College	Trade Tech hosts the Left Coast Forum with keynote at 3:45 p.m. Saturday featuring Democratic Congressional Representative Alexandria Ocasio-Cortez.
August 25	LA Southwest College	HireLAX Apprenticeship Readiness Program Orientation

IV. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for August:

DATE	EVENT
August 2 - 3	Chancellor Rodriguez attended the statewide Puente Advisory Board retreat in Riverside, California.
August 8	The August Board Meeting will take place at the ESC starting at 2 p.m.
August 9	Chancellor Rodriguez and district staff will be meeting with the leadership of the AFT Faculty Guild to discuss post-Janis decision matters.
August 10	Chancellor Rodriguez will provide remarks at the AB 705 Implementation Retreat, hosted by the District Academic Senate, at LA Mission College from 9 – 3 p.m.
August 22	The August Board Committee meetings will be held at the ESC beginning at Noon. A Special Meeting on Personnel Commission is scheduled at 6 p.m.

V. LACCD Media Outreach and Coverage

News Releases

Three news releases were issued to the media and posted to the District’s website homepage, www.laccd.edu in July. An additional Media Advisory for press assignment regarding the Dream Resource Center Fundraiser also was distributed to the press.

Since joining the organization in March 2018, the District’s new Communications Director has now doubled the total amount of news releases issued and/or posted to the District’s main homepage versus what was produced for all of 2017.

Social Media

In July, the District’s Facebook page continue gaining new ground by breaking through the 3,000-follower milestone, ending the month with about 3,750 followers, up by 775 from June and up more than 1,000 followers since May’s total of 2,732.

Post engagements reached 20,000 people, more than triple the amount in June at 6,295. More than 136,000 people were reached with posts in July, nearly double the 70,000 people reached with posts in June. The significant jumps in numbers are primarily due to the social media enrollment campaign with Interact Communications, however, many organic posts on the DRC Fundraiser event generated thousands of hits.

The main Twitter also continues to gain momentum, ending the month at 1,585 followers, up another 20 people from the prior month. Daily impressions averaged 410 per day. Total impressions for the July averaged about 13,000, less than June's count at 14,600, but more than the 11,000 in May. The Twitter account is not directly used for the Interact campaign and all activity here is organic. The highest-ranking Tweet with almost 2,000 impressions was from the DRC Fundraiser.

Media Coverage

Selected highlights include:

DRC Fundraiser

Telemundo

<https://mms.tveyes.com/Transcript.asp?StationID=2905&DateTime=7%2F7%2F2018+6%3A15%3A21+PM&Term=Los+Angeles+City+College&PlayClip=TRUE>

Univision

<https://www.univision.com/los-angeles/kmex/noticias/educacion/organizaciones-de-los-angeles-brindan-apoyo-y-ayudar-a-jovenes-amparados-por-daca-video>

Patch/LA

<https://patch.com/california/los-angeles/calendar/event/20180707/374404/daca-dream-centers-bbq-fundraiser-city-college-los-angeles>

Voter Registration event

http://www.sanfernandosun.com/news/article_a67b0f08-9074-11e8-941b-33cab038cd4a.html

<https://mms.tveyes.com/Transcript.asp?StationID=6450&DateTime=7%2F20%2F2018+5%3A02%3A52+AM&Term=Los+Angeles+Community+College&PlayClip=TRUE>

Recent LA Times coverage

<http://www.latimes.com/local/education/la-me-edu-la-community-college-black-protest-20180711-story.html>

<http://www.latimes.com/local/education/lausd/la-me-la-trade-tech-pay-investigation-20180708-story.html>