



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees
FROM: Chancellor Francisco C. Rodriguez
DATE: January 6, 2021
SUBJECT: Chancellor's Monthly Report January 2021

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The LACCD Chancellor's Monthly Report for January 2021 includes brief updates on the following:

- I. District Status on COVID-19 Public Health Emergency & Recovery
II. Update on the LACCD Enrollment & Marketing
III. Foundation for the Los Angeles Community Colleges
IV. Special Notes & Updates
V. Communications

I. District Status on COVID-19 Public Health Emergency & Recovery

The worldwide COVID-19 public health pandemic is now about 10 months old. Los Angeles County, unfortunately, is bearing the brunt of the pandemic in the U.S., with close to 830,000 positive cases and about 11,000 deaths. The local positive testing rate is about 19.5 percent, meaning about one in every five people are testing positive for the virus. Health officials report caseloads and availability of resources at hospitals are at critical levels.

http://publichealth.lacounty.gov/media/Coronavirus/data/index.htm

More stringent Health Orders for Los Angeles County have been updated as of December 30, 2020, including new quarantine requirements for people traveling into the county from outside Southern California. The county remains in the state's most restrictive Tier 1 category regarding allowable activities and it is unlikely that the status will change anytime soon.

Statewide, there have been more than 2.4 million positive cases and about 27,000 deaths recorded in California as of January 5, 2021.

All of the skyrocketing numbers and community transmission comes at the same time as the Los Angeles County Department of Public Health (LACDPH) is working with federal, state and local healthcare providers to roll out vaccinations. An FAQ by LACDPH for the COVID-19 vaccine has been posted online.

The District's Emergency Operations Center (EOC), the nine colleges' Incident Command Centers (ICC) have been active since the pandemic was declared, although operational activity scaled back during the past six weeks. The District's safety officers continue to respond to and vigilantly track COVID-19 cases. Positive case numbers self-reported to the District stand at about 375, and represent many individuals who tested positive for reasons not related to District workplace activities.

It is important to note that the District has continued to remain open and fully functional in remote and online formats during the pandemic, both academically and for business operations. The Winter session began January 4, 2021, utilizing remote learning platforms that were initiated last March. Enrollment numbers are noted below. The Spring 2021 Semester will also be conducted in remote learning formats with only a few exceptions for previously identified essential services workforce education that occurred in the Fall 2020 Semester.

The District continues to plan for more on-campus instruction could occur for the Fall 2021 semester assuming widespread use and effectiveness of the vaccines occur. Similar plans are being explored for the business operations of the District and the colleges, although there have been no approvals yet given by LACDPH for any widespread on-campus return.

The District also continues to provide important representation for higher education with the LACDPH Vaccine Advisory Work Group to help finalize mass vaccination plans for L.A. County's population. The District has consistently volunteered its full cooperation and assistance to LACDPH to use its nine colleges at Points of Distribution (PODs) if needed for mass vaccination sites.

Additional information about the status of vaccines is available at:
<http://publichealth.lacounty.gov/media/Coronavirus/vaccine/>

Currently, the county is working through Phase 1 of vaccinations, specifically, Phase 1A, as outlined on the website link above. It is estimated that the county will move into Phase 1B sometime in February. "Education" is a category eligible under Phase 1B, which includes college and university faculty.

Safety messages including those shown below remain part of active communications to faculty and staff.



II. Updates on LACCD Enrollment / Marketing for Enrollment

Enrollment Update for Chancellor's Monthly Report to the Board: January 6th, 2021

A. Winter 2021 Enrollment

Comparing Winter 2021 (1/3/21) to Winter 2020 (1/5/20) as of Day -1 of the semester, for the District as a whole:

- **Headcount is at 105%,**
- **Duplicated Enrollment is at 106%,**

- **Credit Section Count is at 98%, and**
- **Enrollment per Section is at 108%**

Based on a review of Winter enrollment trends, Headcount and Duplicated enrollment comparisons are initially inflated and are expected to normalize (to 99% -101% and 97%-98%, respectively) after the first week of the semester.

B. Spring 2021 Enrollment

Comparing Spring 2021 (1/3/21) to Spring 2020 (1/5/20) as of Day -36 of the semester, for the District as a whole:

- **Headcount is at 83%,**
- **Duplicated Enrollment is at 77%,**
- **Credit Section Count is at 94%, and**
- **Enrollment per Section is at 82%**

Based on recent trends in daily enrollment counts there has been a 2-3% percentage point increase per week in the relative day comparisons for both headcount and duplicated enrollment.

The LACCD marketing and advertising campaign led by the District's Communications Office and the PIOs/PR Managers at the nine colleges for the Winter/Spring Enrollment periods began on Dec. 1, 2020 and as the Spring 2021 Semester begins.

The multiplatform campaign—using social media, emails, geofencing, website landing pages, college-branding messaging, traditional advertising (print, TV and radio)—focuses on students who applied and have not yet enrolled in Winter/Spring 2021. Targeted messages developed by the District and the Colleges in collaboration with Interact Communications will target college-specific demographic groups based on student status (new, continuing, and returning) and ethnicity to reach Hispanic, African-American, Asia-Pacific Islander groups.

III. Foundation for the Los Angeles Community Colleges

Michael Fuller, Director for the Foundation for the Los Angeles Community Colleges, has announced that the Foundation, in partnership with the Los Angeles Valley College Family Resource Center (FRC), has been working throughout the holidays to provide food to thousands of LACCD students who face food insecurity due to the pandemic.

The Foundation launched the pilot project Food for Families by mailing 3,000 grocery gift cards to students. The Foundation and FRC then collaborated with the grocery subscription service [Imperfect Foods](#), to deliver 2,000 boxes of groceries directly to the homes of LACCD students throughout Los Angeles County. Thanks to the generous donors and philanthropic partners the Foundation generated \$1.2M in revenue to help provide food to students and families across all nine LACCD colleges.

The Foundation continues to fundraise for the Dreamers Success Fund. This fund will provide direct support to DACA recipients and other undocumented students to cover their

basic needs. The Foundation and LACCD are committed to standing with our students in pursuit of their educational goals. <https://www.giveeffect.com/campaigns/16055-dreamers-success-fund>

With the New Year, comes those New Year resolutions and the Foundation urges all to include a pledge to help LACCD students. No gift or donation is too small—but think big!

Donate tab. <http://laccd.edu/About/foundation/Pages/default.aspx>

IV. Special Notes and Updates

Chancellor Rodriguez recently announced the following appointments:

- Deputy Chancellor – Dr. Melinda Nish
- President, East Los Angeles College – Dr. Albert Roman
- Interim President, Los Angeles Harbor College – Dr. Luis Dorado
- Interim Vice Chancellor, Human Resources – Dr. Mercedes Gutierrez

The Deputy Chancellor and ELAC President positions are considered permanent, fulltime appointments. The District will now begin new searches for Harbor’s and the District’s HR positions.

V. Communications

News Releases:

Haute Couture Event of the Year

More than 600 people joined the fashion fun for the annual, end-of-semester “Gold Thimble Awards” Fashion Show December 18 at Los Angeles Trade-Technical College. In case you missed it, you can watch at: <https://youtu.be/PsIVeNQ8Mzk>

LACCD Board Takes Oath of Office

<http://laccd.edu/Documents/NewsDocuments/LACCD%20Elected%20Trustees%20Take%20Oath%20of%20Office%20Select%20Board%20Officers%20for%202021.pdf>

LACCD Sustainability Newsletter Year in Review

<https://mailchi.mp/54be43066d90/laccd-sustainably-2020-in-review-and-a-lookforward-to-2021?e=65ea3c59ec>

Selected News Media Highlights:

Distance Learning for College Students

<https://www.latimes.com/california/story/2020-12-15/covid-19-impact-college-application-season>

Six-Month Extension for LASD Contract

<https://patriotla.heart.com/content/2020-12-13-las-community-colleges-exploring-unarmed-security-model/>

Enrollment Trends at Colleges

<https://laist.com/latest/post/20201209/california-community-colleges-enrollment-drop-students-stories>

<https://www.latimes.com/california/story/2020-12-10/fewer-high-school-graduates-enrolled-in-college-this-fall-amid-covid-19-pandemic-national-data-show>

<https://www.insidehighered.com/news/2020/12/10/analysis-low-income-community-college-students-most-likely-report-canceling-college>

<https://calmatters.org/education/2020/12/how-career-training-classes-adapt-covid-19/>

<https://www.insidehighered.com/admissions/article/2020/12/07/more-third-prospective-college-students-are-reconsidering-higher>

DACA Updates

<https://www.cbsnews.com/news/judge-orders-daca-restored-immigration-program/?ftag=CNM-00-10aac3a>