



# LOS ANGELES COMMUNITY COLLEGE DISTRICT

CITY / EAST / HARBOR / MISSION / PIERCE / SOUTHWEST / TRADE-TECHNICAL / VALLEY / WEST

## OFFICE OF THE CHANCELLOR

**TO:** LACCD Board of Trustees  
**FROM:** Chancellor Francisco C. Rodriguez  
**DATE:** June 2, 2021  
**SUBJECT:** Chancellor's Monthly Report June 2021

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

- I. **Graduation Celebrations June 8, 2021**
  - II. **District Status on COVID-19 Public Health Emergency & Recovery**
  - III. **Update on the LACCD Enrollment and Marketing**
  - IV. **Foundation for the Los Angeles Community Colleges**
  - V. **Special Notes & Updates**
  - VI. **Communications**
- 
- I. **Graduation Celebrations June 8, 2021**



It's that special time of year for the Los Angeles Community College District as we celebrate all of the hard work and academic achievements of thousands of our students! All nine colleges will broadcast online graduation ceremonies on a staggered schedule for Tuesday, June 8, 2021. Family, friends and the public are encouraged to join in the celebration on either YouTube or Facebook. You will be able to interact live with the students during the ceremony using the chat features to either platform. Although many of the ceremonies start at the same time, all ceremonies will be available for viewing on the colleges' social media pages after the ceremonies conclude. The schedule is noted below.

| College    | Start Time | Links                                                                                                                                                                                                                                                               |
|------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City       | 5 p.m.     | Facebook: <a href="https://www.facebook.com/LosAngelesCityCollege/">https://www.facebook.com/LosAngelesCityCollege/</a><br>YouTube: <a href="https://www.youtube.com/channel/UCEhQNxQLwPs0WPYahmLbREQ">https://www.youtube.com/channel/UCEhQNxQLwPs0WPYahmLbREQ</a> |
| East       | 5 p.m.     | Facebook: <a href="https://www.facebook.com/eastlacollege/">https://www.facebook.com/eastlacollege/</a><br>YouTube: <a href="https://www.youtube.com/channel/UCAfuCXpRQItbYeQt3sUMtpw">https://www.youtube.com/channel/UCAfuCXpRQItbYeQt3sUMtpw</a>                 |
| Harbor     | 5 p.m.     | Facebook: <a href="https://www.facebook.com/lahcedu/">https://www.facebook.com/lahcedu/</a><br>YouTube: <a href="https://www.youtube.com/user/lahcmedia">https://www.youtube.com/user/lahcmedia</a>                                                                 |
| Mission    | 5 p.m.     | Facebook: <a href="https://www.facebook.com/lamissioncollege/">https://www.facebook.com/lamissioncollege/</a><br>YouTube: <a href="https://www.youtube.com/user/LAMissionCollege">https://www.youtube.com/user/LAMissionCollege</a>                                 |
| Pierce     | 6 p.m.     | Facebook: <a href="https://www.facebook.com/PierceCollege/">https://www.facebook.com/PierceCollege/</a><br>YouTube: <a href="https://www.youtube.com/channel/UC_gUWtD40vM6uLjy4M4WetA">https://www.youtube.com/channel/UC_gUWtD40vM6uLjy4M4WetA</a>                 |
| Southwest  | 4 p.m.     | Facebook: <a href="https://www.facebook.com/LASouthwestCollege/">https://www.facebook.com/LASouthwestCollege/</a><br>YouTube: <a href="https://www.youtube.com/user/lasouthwestcollege">https://www.youtube.com/user/lasouthwestcollege</a>                         |
| Trade Tech | 5 p.m.     | Facebook: <a href="https://www.facebook.com/LATTC/">https://www.facebook.com/LATTC/</a><br>YouTube: <a href="https://www.youtube.com/user/TradeTechCollege">https://www.youtube.com/user/TradeTechCollege</a>                                                       |
| Valley     | 9 a.m.     | Facebook: <a href="https://www.facebook.com/lavalleycollege/">https://www.facebook.com/lavalleycollege/</a><br>YouTube: <a href="https://www.youtube.com/channel/UCtFUo1UqbBgRvUVji_GjKWQ">https://www.youtube.com/channel/UCtFUo1UqbBgRvUVji_GjKWQ</a>             |
| West       | 5 p.m.     | Facebook: <a href="https://www.facebook.com/westlosangelescollege/">https://www.facebook.com/westlosangelescollege/</a><br>YouTube: <a href="https://www.youtube.com/user/WLACinfo">https://www.youtube.com/user/WLACinfo</a>                                       |

If you missed either the annual Black Graduation or the Lavender Graduation, you can use these links to watch these truly inspirational events held in May.

**Black Graduation:**



<https://www.youtube.com/watch?v=Y352mReAW1o>

**Lavender Graduation:**



[https://laccd.zoom.us/rec/share/ahjjKPF9p-t\\_eT\\_fjCMnAgwbOCAh9w5vEvxHXWbdGqgG0mooG0kxCIFsI3Oh0VT3.at4h86v\\_G7IGVESM](https://laccd.zoom.us/rec/share/ahjjKPF9p-t_eT_fjCMnAgwbOCAh9w5vEvxHXWbdGqgG0mooG0kxCIFsI3Oh0VT3.at4h86v_G7IGVESM)

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



**Vaccination Clinics**

All nine colleges are hosting COVID-19 vaccination clinics during the month of June. This will be the first time that all nine colleges will provide vaccinations in a coordinated effort across the District at the same time. The coordinated effort comes at the request of the Los Angeles County Department of Public Health for the colleges to help get LACCD students and their families vaccinated as well as to help serve the communities immediately surrounding each college. Demand for the clinics will be assessed at the end of June and operations could be extended.

**Los Angeles Pierce** and **Los Angeles Southwest** colleges continue to work in partnership with the Los Angeles City Fire Department for clinics through the end of July. **Los Angeles Harbor College** is teaming up with Providence Health while **East Los Angeles College** is designated to work with Rite-Aid as part of the Biden Administration’s nationwide coalition of large community colleges to offer vaccines.

**Los Angeles City College, Los Angeles Mission College, Los Angeles Trade-Technical College, Los Angeles Valley College and West Los Angeles College** are working with the [Los Angeles County Department of Public Health](#) (LACDPH) to be teamed up with vaccination providers, including Kedren Health and Wesley, among others, to provide clinics ranging from one to several times per week.

Anyone age 12 and older is eligible to be vaccinated. In many cases, appointments are no longer needed and walk-ups are being accepted. People who get vaccinated at the colleges will be eligible for the state's newly announced "[Vax for the Win](#)" incentive program. The colleges are also working on other student-focused incentives such as credits at the colleges' bookstores. More details about the incentives will be announced soon.

### **Demobilization Efforts**

The District's Emergency Operations Center (EOC) and the colleges' Incident Command Centers (ICCs) are moving into the demobilization phase of the response to the COVID-19 pandemic as California Governor Newsom's [statewide reopening plans for June 15](#) nears. As demobilization occurs, functions within the EOC-ICC structure will begin to cease and pre-COVID operations will begin to resume.

The EOC and the ICCs will work on an After Action Report and Improvement Plan that will look at the District's overall response to the pandemic during the past 15 months, including recommendations for improvements to how the District and the colleges respond to similar emergencies in the future. It is expected that the report will be finalized by September.

The District is also awaiting safety changes from the county and the state, including from [CalOSHA](#), which is expected to announce new interior workplace safety measures for facial coverings and social distancing on June 3.

### **Yellow Tier Status Remains**

Until further clarification is made by health officials, Los Angeles County, including the District, remains in the Yellow Tier, per LACDPH [Health Orders dated May 14, 2021](#). Specific reopening [Protocols for Institutes of Higher Education](#), dated May 11, 2021, also remain in effect. Planning guidelines for the District's Fall 2021 Semester also remain aligned with the Yellow Tier criteria although LACDPH expect to provide more changed and updates on or about June 15.

### **Safety Is Our Priority**

As the pandemic subsides and a return to pre-COVID conditions begins to occur, creating safe, in-person places for all District personnel and students to work, teach and study is a key priority for the recovery plans for the District. Much of this effort is led by the District's Facilities, Planning and Development Division, in coordination with the colleges' facilities, custodial and maintenance and operations staff. Examples include:

- Vent cleaning all locations before August
- Deep cleaning & sanitization all locations
- HVAC filter upgrades
- Altering HVAC sequence for outside air where possible
- Custodial dispatch and staffing for daily cleaning of classrooms used
- Ensuring cleaning and PPE supplies available
- Coordinating with colleges for fall schedules and cleaning needs

## Mandatory Training for Return Post-Pandemic



As part of a safe return to pre-pandemic conditions, the District has developed a mandatory training module for all personnel and students per state requirements. The training is about an hour and the goal is to have all training completed prior to the start of the Fall 2021 Semester. Communications and outreach to staff and students is under development to explain the need and purpose for the training.

### III. Updates on LACCD Enrollment & Marketing

#### Enrollment

##### A. Summer Enrollment

Comparing Summer 2021 (5/31/21) to Summer 2019\* (5/27/19) as of **Day -14** of the semester, for the District as a whole:

- Headcount is at 86%
- Duplicated Enrollment is at 84%
- Credit Section Count is at 102%
- Enrollment per Section is at 83%

\*Comparison of Summer 2021 to Summer 2020 is distorted due to the relatively early start of Summer 2021 and compressed time frame of this term compared to Summer 2020. Summer 2019 enrollment data compared to Summer 2021 is provided as more accurate timeline comparison because of these compression issues. Registration is ongoing and the Summer Session begins June 14, 2021.

##### B. Fall Enrollment

Fall Semester 2021 priority and tiered registration began May 24, leading up to open enrollment which starts June 18, 2021 and continues until the Fall Semester begins August 30, 2021.

##### C. District-wide Enrollment Marketing & Advertising Campaign

Timing of the Campaigns

Summer Campaign: May 19 to June 23

Fall Campaign: June 23 to about Sept. 7

Both campaigns extend into at least the first week of each summer or fall semester, options to extend depending on funding. This is a collaborative approach with colleges to blend any specific niche campaigns per college

#### External Marketing & Outreach

The District's marketing and advertising agency is creating targeted messaging with "pointed" persuasive messaging for social media, traditional media and direct messaging for the following audiences:

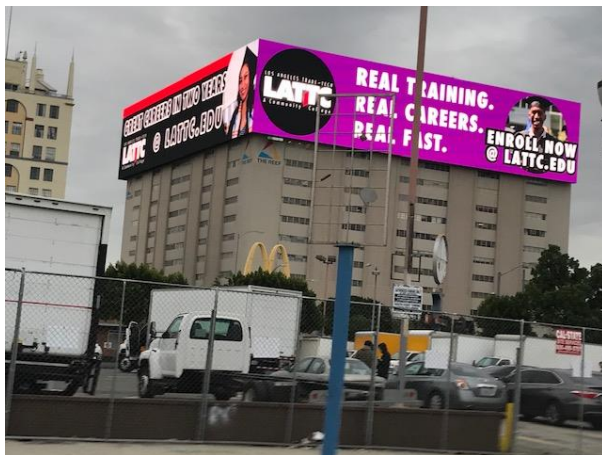
- Latinos (bilingual), African Americans, Asian American and Pacific Islander students ages 18 to 35 and their parents
- L.A. County residents with intent/CC focus
- 4-year college students
- Expanded use of social media platforms, Spanish-language radio, L.A. Sentinel advertising

#### Internal Retention and Recovery

The campaign is creating college-specific messages and calls to action to existing students not yet enrolled to each college's website. Specialized enrollment lists provided by EPIE to target specific student populations (by college and segmented by ethnicity) includes:

- Winter 2021 enrolled students
- Applied not enrolled in Summer / Fall 2021
- Stop-outs
- Dual enrolled students (Concurrent HS students)
- ESL students

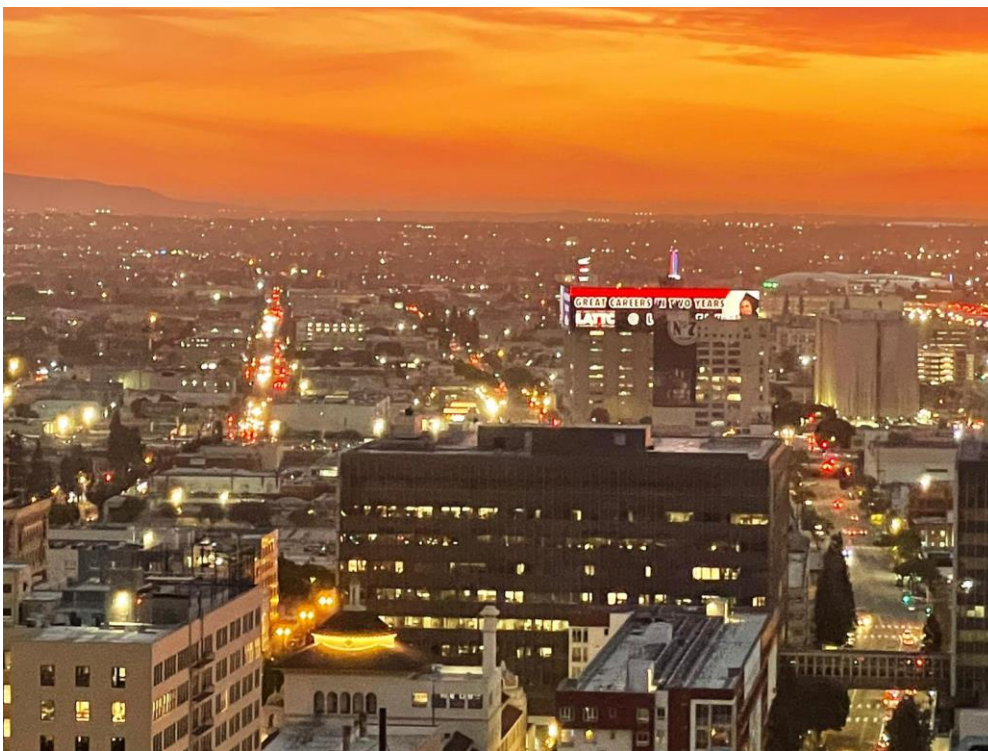
#### LATTC Marketing & Advertising Displayed on Iconic Reef Building in Downtown Los Angeles



One of the most visible digital electronic marketing and advertising billboards in Downtown Los Angeles can be seen for miles just south of the 10 and 110 freeways. These high-definition, digital, state-of-the-art video displays are among the largest in the region and sit atop the 12-story Reef building.

Thanks to a long-standing partnership involving the Reef, LATTC and the L.A. Mart Management, the college has leveraged that partnership into adding several FREE displays of LATTC

enrollment marketing messages. During the COVID-19 pandemic, the college has received approximately eight (8) weeks of FREE sign displays which is visible from Boyle Heights to Midtown. Normal retail value of this prime advertising venue is about \$200,000.



#### **IV. Foundation for the Los Angeles Community Colleges**

The Foundation continues to process scholarships, grant awards and donor reports for the 2020-21 academic year. The Foundation is also soliciting philanthropic contributions and developing initiatives that will support LACCD students in the 2021-22 academic year.

The Foundation is currently fundraising for the:

Undocumented Student Success Fund

<https://www.giveeffect.com/campaigns/16055-undocumented-students-success-fund>

African American Student Success Fund

<https://www.giveeffect.com/campaigns/17101-african-american-student-success-fund>

Food for Families Program

<https://www.giveeffect.com/campaigns/14483-food-for-families>

These funds will provide direct support to students to help cover their basic needs as they pursue their higher education goals with the District.

Anyone wanting to make donations to the Foundation should contact Michael Fuller, Director of Institutional Advancement, (213) 973-9507 or by email to:

[FULLERMP@EMAIL.LACCD.EDU](mailto:FULLERMP@EMAIL.LACCD.EDU)

## V. Special Notes and Updates

### KABC-TV Reporter visits The Farm at Los Angeles Pierce College for Herd Immunity



When KABC-TV Channel 7 News launched a new campaign showing its employees on air in selfies about why they got vaccinated for COVID-19, reporter Adrienne Alpert started looking for cows. “I wanted to say I got vaccinated for herd immunity – and when I think of herd, I think ‘cows,’” she said.

But cows are not readily available in most of Los Angeles. Enter L.A. Pierce College! Thanks to Farm Manager Marcie Sakadjian and some well-timed feed, “the girls” (Pierce maintains an all-female herd) assembled for their close-up in front of the Beef Exhibit Unit sign for a herd selfie photo snapped by Pierce Public Relations Manager Doreen Clay. Look for the photos with KABC’s Adrienne and our Pierce cows appearing on Channel 7 news over the next few months.

### Jack Kent Cooke Scholarship Winners Announced

Congratulations to three students from East Los Angeles College and one from Los Angeles City College for their remarkable achievement as winners in the prestigious annual Jack Kent Cooke Undergraduate Transfer Scholarship. Each winner will receive up to \$40,000 per year for the next three years as they transfer to a four-year college or university to complete their educational studies for a bachelor’s degree.

The winners include:



- Christine Nguyen, Los Angeles City College

News release at: <https://www.lacitycollege.edu/getattachment/b5cec593-fed8-4c36-9499-bc7766ed4cc2/LACC-College-Student-Awarded-Jack-Kent-Cooke-Found>

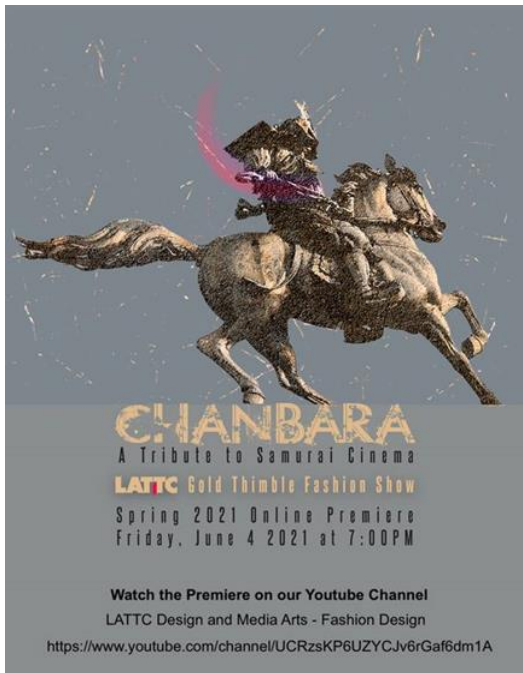
- Ho Yan Yip, Janelle Chan and Yazmin Mata, East Los Angeles College

News release at: <https://www.elac.edu/Explore/News/2021/Spring/Three-ELAC-Students-Selected-as-Recipients-of-Cook>



(Jack Kent Cooke Scholarship Winners, from left: Yazmin Mata, Janelle Chan, ELAC President Alberto Roman, Ho Yan Yip)

### Hot *Haute Couture* Returns to Los Angeles Trade-Technical College June 4



The ever-popular “**Gold Thimble Fashion Show**” at LATTC goes virtual this year. This is one of the longest-running events in LACCD history and is considered the place where future fashion superstars often get their start!

The Gold Thimble Fashion Show will premiere on Friday, June 4, beginning at 7 p.m. on Youtube. See link below.

This year's event is themed "Chanbara: A Tribute to Samurai Cinema." Be prepared to be amazed at the creativity by LATTC's fashion design students

Watch the annual **Gold Thimble Fashion Show** [online](#) at:

<https://www.youtube.com/channel/UCRzsKP6UZYCJv6rGaf6dm1A>

## Meet the *Summa Cum Laude* Brother and Sister Graduates, Ages 12 & 14, from West Los Angeles College



Since 1969, West Los Angeles College has awarded degrees and certificates to students from a wide range of ages. Yet no one on campus can recall a pair quite as unique as siblings Rohit (left) and Pooja Datir (right).

At the respective ages of 12 and 14, these tweens will graduate on June 8 with four Associate degrees each and *Summa Cum Laude*.

**WOW!!!!**

Hear their own amazing and inspiration story in their own words [online](#)

Go West. Go Far!!! The [news release](#) has more details.

## Statewide Classified Employee of the Year Honors go to Los Angeles Valley College's Alicen Vera

Congratulations to LAVC's Alicen Vera for statewide honors by the California Community Colleges Board of Governors as the 2021 Classified Employee of the Year. She is one of five recipients of the statewide honors this year.

As a CalWORKs SFP Technician/Coordinator at LAVC, she helps students achieve their academic, personal and career goals, earn degrees and transfer to four-year colleges and universities. Vera also teamed up with EOPS, CARE, TRIO, DRC, and Umoja programs to develop best practices to help students receive services and the latest resources. Vera has more than 20 years of experience as a classified employee.



Read more [online](#).

## West Los Angeles College and Los Angeles Southwest College featured on KVIE's "Inside Higher Education" TV series

The award-winning Social Justice Theater Arts program at Los Angeles Southwest College and the new Climate Change degree program at West Los Angeles College were recently featured on the new PBS series "Inside Higher Education" produced by KVIE in Sacramento.

Check the local PBS affiliated in Southern California for air dates, or watch online:



<https://insidecaled.org/videogallery/video/icae-cc-virtual-performance/>



<https://insidecaled.org/videogallery/video/icae-cc-climate-change/>

## LACCD Board Trustee Andra Hoffman elected to statewide California Community College Trustees Board

On Monday, May 10, community college trustees from across the state convened for the California Community College Trustees (CCCT) Annual Business Meeting hosted by the Community College League of California.

The annual meeting included the election of the 2021-22 CCCT Board Officers:

- President: Kenneth A. Brown, El Camino CCD
- President-Elect: Marisa Perez, Cerritos CCD
- First Vice President: Andra Hoffman, Los Angeles CCD
- Second Vice President: Sally Biggin, Redwoods CCD



<http://laccd.edu/Documents/NewsDocuments/2021/20210513%20CCCT%20Elect%202021-22%20Board%20Officers%20Hoffman%20v1a%20-%20screen.pdf>

## Los Angeles Mission College Receives \$509,000 Grant from National Science Foundation



The National Science Foundation has awarded Los Angeles Mission College with a \$509,000 Advanced Technological Education grant to help increase the number of qualified biotechnology workers and establish educational pathways for adult learners returning to school, college officials [announced](#).

The project, titled “Expanding the Biotechnology Pipeline to Adults Seeking Reemployment,” seeks to increase the number and quality of skilled biotechnology workers to fill the regional workforce demand, and establish classroom to career pathways for adults who lost their jobs during the COVID-19 pandemic, said Chander Arora, Ph.D., the program’s director and a Life Sciences faculty.

## Tenure Celebration

About 80 faculty members received tenure recognition on June 2 in a virtual celebration with the Board of Trustees, Chancellor Rodriguez and other District leaders. Congrats to all!

A blue banner with white text and graphics. At the top right is the Los Angeles Community College District logo. The main text reads "Los Angeles Community College District" in a large, bold font. Below that, it says "2021 Faculty Tenure Recognition" and "Wednesday, June 2, 2021". On the right side of the banner is a certificate titled "OUR LACCD FACULTY AT THE COLLEGES OF LOS ANGELES FOR DEDICATED SERVICE AND LEARNING FACULTY TENURE" with a gold seal and signatures at the bottom. A small number "1" is in the bottom right corner of the banner.

**Los Angeles Community College District**

2021 Faculty Tenure Recognition  
Wednesday, June 2, 2021

OUR LACCD FACULTY  
AT THE COLLEGES OF LOS ANGELES  
FOR DEDICATED SERVICE AND LEARNING  
FACULTY TENURE

1

### Graduation Drive-By Events

Many of the colleges are planning “graduation drive-by” events before or after the online celebrations. Recently, both ELAC and Harbor hosted their events, as shown in the following photos.





**Next Round of Special Committee Meetings  
DACA/Immigration –June 17**



**DACA/Immigration  
Task Force Meeting**

**2021 Meeting Dates:**  
February 18, March 18, April 15, May 20, and June 17  
Meetings start at 2:00 p.m.

Zoom: <https://laccd.zoom.us/j/93810124001>  
Phone: (669) 900-6833 ID: 938 1012 4001

**Black/African American Student Affairs—June 24**



**Chancellor's Advisory Committee  
on Black/African American  
Student Affairs**

**April 29, 2021**  
2:00 p.m. – 4:00 p.m.

**May 27, 2021**  
10:00 a.m. – 12:00 p.m.

**June 24, 2021**  
2:00 p.m. – 4:00 p.m.

**Virtual Meeting:**  
<https://laccd.zoom.us/j/93336966377>

**Dial-in:**  
Phone: (669) 900-6833, ID: 93336966377

**MACALA—July 6**



PLEASE JOIN US

**Chancellor's Advisory Committee  
for Mexican American,  
Central American and Latino Affairs**

**Tuesday, July 6, 2021 • 11:00 a.m. – 1:00 p.m.**

**Virtual Meeting**  
<https://laccd.zoom.us/j/98345180240>

**Dial-In**  
(669) 900-6833, ID: 98345180240

Judith F. Baca, Gentle del Maiz. © 2012 Judith F. Baca/Image courtesy of the SPARC Archives (SPARCinLA.org).

## VI. Communications

### News Releases & Statements

#### West's Summa Cum Laude Grads

<http://www.wlac.edu/WLAC/media/documents/press-releases/2021-Graduation-SummaCumLaudeatAge12and14.pdf>

#### Jack Kent Cooke Scholarship Announcements

<https://www.lacitycollege.edu/getattachment/b5cec593-fed8-4c36-9499-bc7766ed4cc2/LACC-College-Student-Awarded-Jack-Kent-Cooke-Found>

<https://www.elac.edu/Explore/News/2021/Spring/Three-ELAC-Students-Selected-as-Recipients-of-Cook>

#### Classified Employee of the Year

<https://www.lavc.edu/campusnews/index/News-Blog/May-2021/Alicen-Vera-Named-2021-Classified-Employee-of-the.aspx>

#### Fareless Transit Plans for Community College Students Advances

<http://laccd.edu/Documents/NewsDocuments/2021/20210525%20Metro%20Press%20Release%20Spanish%20v1.pdf>

(Spanish)

<http://laccd.edu/Documents/NewsDocuments/2021/20210525%20Metro%20Press%20Release%20Spanish%20v1.pdf>

#### AAOI Spring Newsletter Available

<http://laccd.edu/Documents/NewsDocuments/2021/AAOI%20Newsletter%20Version%207%20-%20ADA%20Edit.pdf>

#### Chancellor's Statement on State Budget May Revise

<http://laccd.edu/Documents/NewsDocuments/2021/20210514%20Chancellors%20Communication%20-%20Governors%20May%20Revision%20Proposal%20v1.pdf>

#### Trustee Hoffman Elected to State Board

<http://laccd.edu/Documents/NewsDocuments/2021/20210513%20CCCT%20Elect%202021-22%20Board%20Officers%20Hoffman%20v1a%20-%20screen.pdf>

#### L.A. Mission College Receives \$509,000 Grant from National Science Foundation

<https://www.lamission.edu/news/newsitem.aspx?id=542>

#### L.A. City College Students win at the Pacific Southwest Collegiate Forensics Association (PSCFA) Cool-Off Tournament virtually held on May 1-2

<https://www.lacitycollege.edu/getattachment/dd6dbb45-a10f-44b2-8298-32dc2b0f441a/LACC-Students-Place-at-PSCFA-Tournament>

### Selected Media Coverage Highlights

#### LA Metro Fareless Initiative



LACCD was covered in an Los Angeles Times and NBC/Telemundo for reaction to L.A. Metro's decision to pursue the fareless transit initiative for community college students. <https://www.latimes.com/california/story/2021-05-27/l-a-metro-votes-to-create-financial-plan-to-launch-program-offering-free-rides-to-students-low-income-riders>



<https://drive.google.com/file/d/1pVtIBEU0Wsa5QQhGi-5mCRGeMKVyUpNt/view?usp=sharing>

### **Chief Facilities Executive Dr. Rueben Smith Interviewed on Spectrum News 1**



The District's Chief Facilities Executive Dr. Rueben Smith is seen here being interviewed last month by a reporter from (cable) Spectrum News1 for a story about the [award received by the District from the Los Angeles Better Buildings Challenge](#) for work on environmental sustainability, including the new Culinary Arts building at LATTC. The interview took place atop the new building where the solar panel array is deployed to help provide electricity to the LEED-certified building. Air dates for the story are pending.

### **EdSource article on Ethnic Studies legislation for Community Colleges**

<https://edsource.org/2021/californias-community-colleges-move-to-require-ethnic-studies/655192>

### **The RoundUp News on Interim President at Pierce**

<https://theroundupnews.com/2021/05/24/brief-interim-president-named/>

### **LAist coverage of re-opening plans for community colleges**

<https://laist.com/news/education/community-college-reopening-plans-vary-widely-raising-equity-concerns>