



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees
FROM: Chancellor Francisco C. Rodriguez
DATE: October 7, 2020
SUBJECT: Chancellor's Monthly Report October 2020

The LACCD Chancellor's Monthly Report for October 2020 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. LACCD Communications
V. BuildLACCD Info Sheet on Upgrade to Nursing Labs at L.A. Southwest College

In addition to the data presented below, more information will be presented by the Chancellor at the Board of Trustees meeting on the District's Framework for Racial Equity and Social Justice Initiative, Enrollment Management and Student Housing

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

September 19, 2020 marked the six-month milestone for the District, its Emergency Operations Center (EOC), the nine colleges and the colleges' Incident Command Centers (ICCs) for emergency response operations due to the COVID-19 public health pandemic. Just a few days later, on September 22, 2020, the United States reached the grim milestone of more than 200,000 deaths due to COVID-19, according to Johns Hopkins University. Currently, the totals stand at about 211,000 deaths and 7.5 million positive cases in the U.S., while, globally, the university's website shows more than 1.05 million people have died and more than 35.8 million positive cases recorded.

Los Angeles County's updated numbers as of October 6 show a positive downward trend, but not yet sufficient, or sustained, to move the county out of the state's most restrictive Tier One (widespread) status for the disease. Currently, the County shows nearly 276,000 positive cases and almost 6,700 deaths.

While data tracking rates for testing and hospitalization are both down, the challenge remains that the County's adjusted case rate is at 7.4 per 100,000, which is preventing the County from moving out of the State's Tier One most restrictive status. By itself, the County's positivity rate of about 2.8 percent would place the County in Tier 3, Moderate, per the chart below, but the County must meet the criteria for both measures for the prior two consecutive weeks in order to progress to the next tier.

County risk level	Adjusted cases	Positivity rate
<p>WIDESPREAD</p> <p>Many non-essential indoor business operations are closed</p>	<p>More than 7</p> <p>Daily new cases (per 100k)</p>	<p>More than 8%</p> <p>Positive tests</p>
<p>SUBSTANTIAL</p> <p>Some non-essential indoor business operations are closed</p>	<p>4-7</p> <p>Daily new cases (per 100k)</p>	<p>5 – 8%</p> <p>Positive tests</p>
<p>MODERATE</p> <p>Some indoor business operations are open with modifications</p>	<p>1 – 3.9</p> <p>Daily new cases (per 100k)</p>	<p>2 – 4.9%</p> <p>Positive tests</p>
<p>MINIMAL</p> <p>Most indoor business operations are open with modifications</p>	<p>Less than 1</p> <p>Daily new cases (per 100k)</p>	<p>Less than 2%</p> <p>Positive tests</p>

Under the [protocols for Institutes of Higher Education](#) from the Los Angeles County Department of Public Health, (LACDPH), the District has been able to conduct limited in-person education for essential workforce education at the nine colleges for the Fall 2020 Semester. To date, the colleges have reported no problems associated with the on-campus instructions while operating under the health and safety guidelines.

However, no waivers or exemptions are being granted by LACDPH for expansion of on-campus instruction and health officials remain adamant that instruction and business operations remain in remote learning and online platforms to the greatest extent possible under the current circumstances.

In response, Chancellor Rodriguez notified all faculty, staff and students that instruction and support operations were remain online for the Winter session and the Spring 2021 Semester.

<http://laccd.edu/Documents/NewsDocuments/20200914%20Chancellors%20Communication%20Spring%202021%20v1.pdf>

The latest health orders from LACDPH are at:

http://publichealth.lacounty.gov/media/Coronavirus/docs/HOO/2020_10_06_HOO_Safer_at_Home.pdf

In addition to limited on-campus classroom instruction, the District and the colleges continue to do limited distributions drive-through distributions of computers, bookstore supplies and food for students and allowing escorted media access at the colleges.

Other activities include the continued COVID-19 drive-through testing site at East Los Angeles College, now scheduled to continue through the December 2020, and a special, two-day drive-through flu shot clinic hosted by Ralphs at Los Angeles Southwest College, September 12 and 19.

<http://laccd.edu/Documents/NewsDocuments/Drive-Thru%20Flu%20Shot%20Clinic%20FINAL%20-%20Screen.pdf>

The District is also seeing a return to requests from outside companies seeking access to use the colleges for commercial filming. Such activities are allowed under the [County guidelines](#) and are helping to generate revenue for the colleges from location rental and production fees.

In support of the November Presidential and General Election on Nov. 3, 2020, all nine colleges will have Vote Centers operated by the County Registrar of Voters for early voting, Oct. 24 to Nov. 2 and Election Day, Nov. 3. LACDPH has determined that Vote Centers are an exempt essential service. Vote Centers will be open every day from 10 a.m. to 7 p.m., Oct. 24 to Nov. 2, and from 7 a.m. to 8 p.m. on Nov. 3. In addition, the colleges will also have the county's metal, secure drop-off ballot boxes where voters can return their vote-by-mail ballots.

Additional voting information is online at: <https://lavote.net/>

Adjustments continue to be made to the operational work cycles for the District's EOC and the colleges' ICCs, with working days now set on Tuesdays and Thursdays. Moving forward, the EOC is tasking its Planning and Intelligence Section to begin long-range outlook and planning for how the District operates and responds assuming the crisis continues into the Summer session and the 2021-2022 Academic Year.

II. Updates on LACCD Enrollment / Marketing for Enrollment

A. Fall 2020 / Fall 2019 Enrollment Comparison

Comparing Fall 2020 (10/4/20) to Fall 2019 (9/29/19) as of Day 34 of the semester:

- Headcount is at 91%,
- Duplicated Enrollment is at 87%,
- Credit Section Count is at 91%,

B. Fall 2020 Enrollment Campaign

The Fall 2020 Enrollment Campaign by the Districtwide PIO Team, the District's agency of record, Interact Communications, and the District's Office of Educational Programs and Institutional Effectiveness is in its last stages with the remaining emphasis for enrollment in late-start classes for October. More than 100,000 students have been notified about late-start fall opportunities at their colleges.

The team is now shifting to districtwide efforts for the Winter 2020 and the Spring 2021 Semester enrollments.

A more detailed report will be provided by Interact on actions and responses once the Fall campaign is concluded. In addition to the activity reported in the [September Chancellor's Monthly](#), during just the month of August:

- All of the colleges had an above-average Pay Per Click (Google/Yahoo, etc. ads) click-through rates between 6-10%. The industry average is 3.5%.
- All of the colleges had an above-average video viewing rate on YouTube, ranging from 37-40%. The industry average is 20-25%
- Nearly 4 million FB/IG, Snapchat, PPC and YouTube ad impressions were recorded.

III. Foundation for the Los Angeles Community Colleges

The Foundation has announced that the Southern California Gas Co. (SoCalGas) is providing \$12,500 to the Foundation for scholarships to LACCD undocumented students who are preparing for careers in Science, Technology, Engineering and Math (STEM).

The Foundation is providing funding to L.A. Room and Board to support six LACCD formerly homeless students now residing at the Opportunity House in West Los Angeles. See prior announcement about the housing program at:

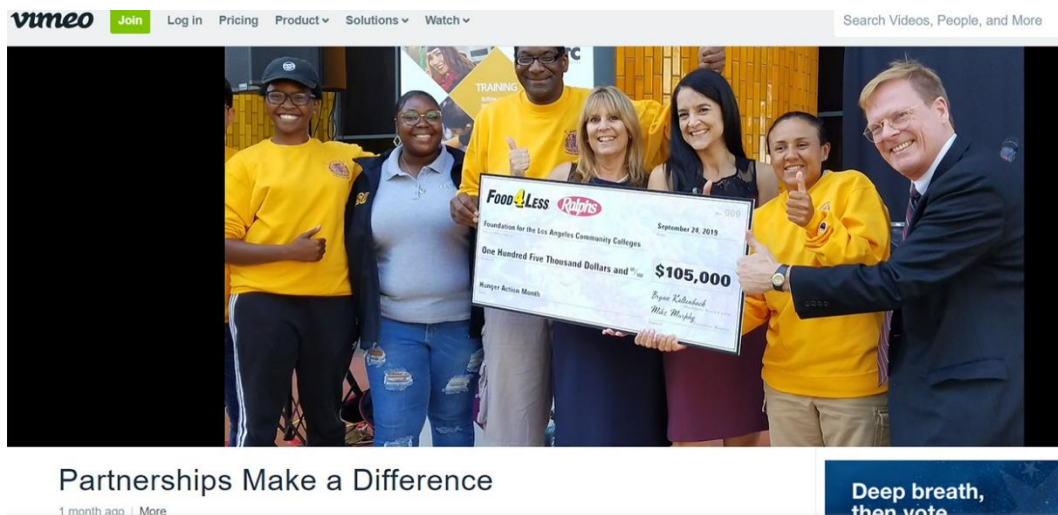
<http://laccd.edu/Documents/NewsDocuments/LACCD%20Board%20Approves%20Student%20Housing%20Pilot%20Programs%20-%20Screen.pdf>

Working with California Consulting Group, the Foundation is preparing a grant proposal to request support to enroll and provide holistic support to LACCD students in economically underserved areas.

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.

To donate, please visit <https://www.giveeffect.com/campaigns/16055-dreamers-success-fund>

The Foundation, in collaboration with Kroger and the District's Communications Office unveiled a special video about the importance of partners like Kroger, Ralphs and Food 4 Less at the Foundation's Board of Directors meeting in September. The video—*Partnerships Make A Difference*—is available online at: <https://vimeo.com/453101187>. The District Communications Office will be distributing it via social media platforms this month.



IV. LACCD Communications

News Releases in September

Pilot Student Housing Programs Approved

<http://laccd.edu/Documents/NewsDocuments/LACCD%20Board%20Approves%20Student%20Housing%20Pilot%20Programs%20-%20Screen.pdf>

Mayor Garcetti Announced L.A. College Program Works (Jobs) Program

<http://laccd.edu/Documents/NewsDocuments/20200904%20LA%20Mayor%20LACP%20Works%20Announcement%20v1.pdf>

L.A. Valley College Awarded \$3 Million Grant

[http://laccd.edu/Documents/NewsDocuments/LAVC_Press_Release-\\$3M%20USDOE%20Grant%20to%20Expand%20Dual%20Enrollment%20-%20Screen.pdf](http://laccd.edu/Documents/NewsDocuments/LAVC_Press_Release-$3M%20USDOE%20Grant%20to%20Expand%20Dual%20Enrollment%20-%20Screen.pdf)

L.A. Mission College Award \$2.9 Million Grant

http://laccd.edu/Documents/NewsDocuments/09.17.2020_TitleVGrant_Release_FINAL.pdf

MEDIA COVERAGE

L.A. Times OpEd on LACCD elections

<https://www.latimes.com/opinion/story/2020-10-04/times-endorsement-laccd-trustees>

EdSource COVID-19 Impacts

<https://edsource.org/2020/with-most-california-college-campuses-virtual-this-year-a-select-few-are-in-person/640815> (anchor photo of L.A. Trade-Tech utility linemen)



[With most California college campuses virtual this year, a select few are in-person](https://edsource.org/2020/with-most-california-college-campuses-virtual-this-year-a-select-few-are-in-person/640815)

While nearly all courses are being taught virtually across the California public college and university systems, some courses can only be taught in-person; but there's nothing normal about how those classes are being held.
edsource.org

Telemundo Ch. 52 –Fall Semester Returns to LACCD

<https://www.telemundo52.com/fotosyvideos/colegios-comunitarios-ofreceran-algunas-clases-en-persona/2112417/>

Community College Daily—Faculty Diversity

<https://www.ccdaily.com/2020/09/a-diverse-faculty-benefits-everyone/>

EdSource—Addressing Community College Student/Faculty Diversity

<https://edsource.org/2020/californias-community-colleges-address-student-faculty-diversity-gap/640802>

Student Housing Programs Announced

KNBC-Ch. 4

<https://www.nbclosangeles.com/news/local/los-angeles-community-college-district-announces-programs-for-students-with-housing-insecurities/2425321/>

KFI News Radio 640 AM

<https://kfiam640.iheart.com/content/2020-09-08-laccd-announces-student-housing-programs/>

Snoop Dogg Helps Pierce College Chem Professor with course syllabus message

<https://youtu.be/xj4WxVAnthw>

The RoundUp News (L.A. Pierce College)

<https://theroundupnews.com/2020/09/18/temporary-return-to-in-person-education/>

Daily News--L.A. Valley Grant

<https://www.dailynews.com/2020/09/11/lavc-gets-3-million-to-help-latinx-and-low-income-high-schoolers-succeed-in-college-at-same-time/>

ELAC Student Newspaper latest issue

https://issuu.com/campusnewselac/docs/fall2020_issue3

V. BuildLACCD Info Sheet on Upgrade to Nursing Labs at L.A. Southwest College

(next page)



NURSING CLINICAL LABS @ Southwest College

Six classrooms were transformed to support cutting edge technology to prepare Nursing students for 21st century careers in healthcare. Juno, Ares, Lucina, Luna and Nursing Anne - five life-like mannequins - provide safe, patient care and emergency scenarios to facilitate accelerate learning and skill development. The Virtual Reality HoloLens v2 and Learning Space Software provide end-to-end stimulation management for in-person and remote training programs. This is vital for easy adaption to new scenarios, video capture and debrief to enhance the student experience.

25 access points were installed for full Wi-Fi coverage throughout the building and adjacent areas.

