



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees

FROM: Chancellor Francisco C. Rodriguez

DATE: August 5, 2020

SUBJECT: Chancellor's Monthly Report August 2020

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The LACCD Chancellor's Monthly Report for August 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**

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

July 19, 2020 marked the four-month milestone of activation by the District for its Emergency Operations Center (EOC) and the nine colleges' Incident Command Centers (ICC) for the COVID-19 pandemic under the National Incident Management System (NIMS) structure by the Federal Emergency Management Agency (FEMA). The District's EOC-ICC system continues to operate on a three-day weekly schedule, but response work occurs 24/7 as needed.

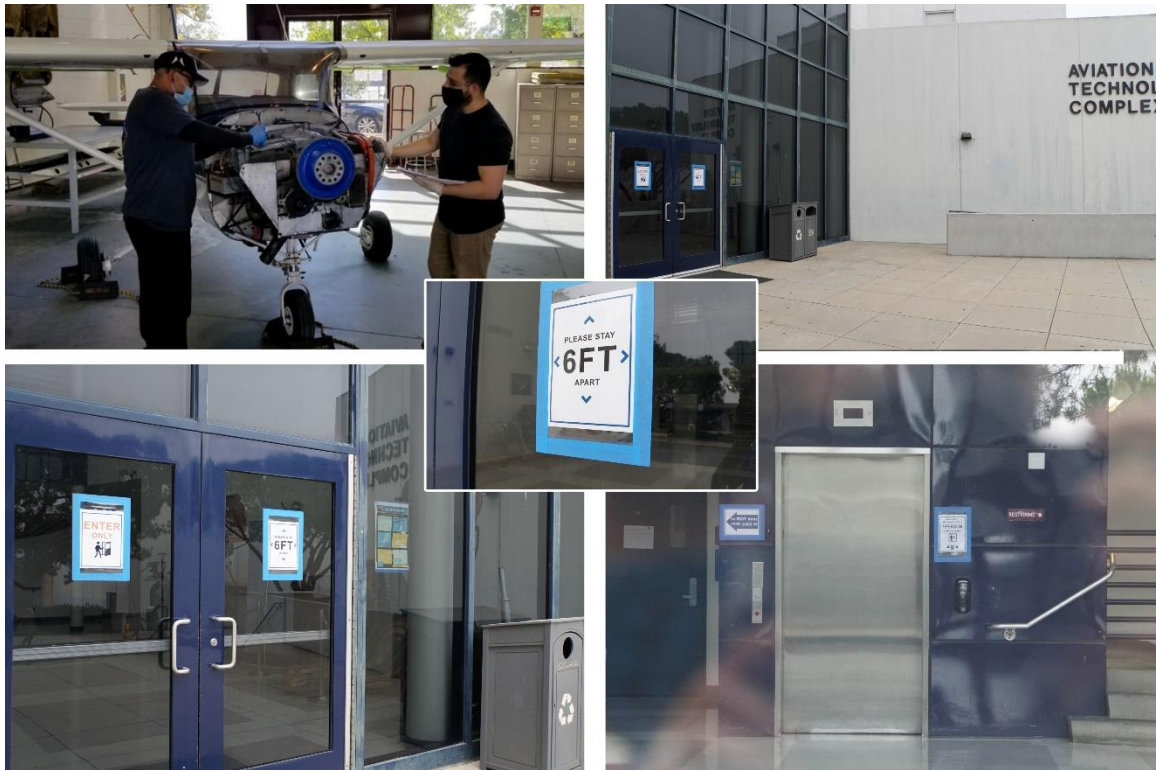
In July, LACCD continued to move forward with its Stage 2 Recovery Plan and a methodical, phased approach to resumption of on-campus operations under guidance from health officials with the Los Angeles County Department of Public Health (LACDPH) and the California Department of Public Health. All other instruction remains in a remote learning environment. Business services also remain online with few exceptions for essential continuity of operations at the colleges or District facilities.

Resumption of very limited on-campus instruction began the week of July 27 for some colleges while others scheduled classes to begin the week of August 3. The activity varies from one to about 10 classes per college to support the completion of Spring 2020 courses in direct support of education for the state's essential services workforce infrastructure such as nursing and other healthcare or critical service. The District received specific confirmation from health officials in July that these types of classes could proceed.



(Inside a laboratory classroom at Los Angeles City College, above)

To date, the colleges have reported the limited, on-campus instruction has proceeded smoothly. Based on these operations, the colleges are moving forward with similar instructional support for essential services workforce classes to be included for the upcoming Fall 2020 Semester that begins August 31.



(West L.A. College returned with essential aviation instruction –and proper safety signage. Below, left, essential construction instruction returned to L.A. Southwest College)

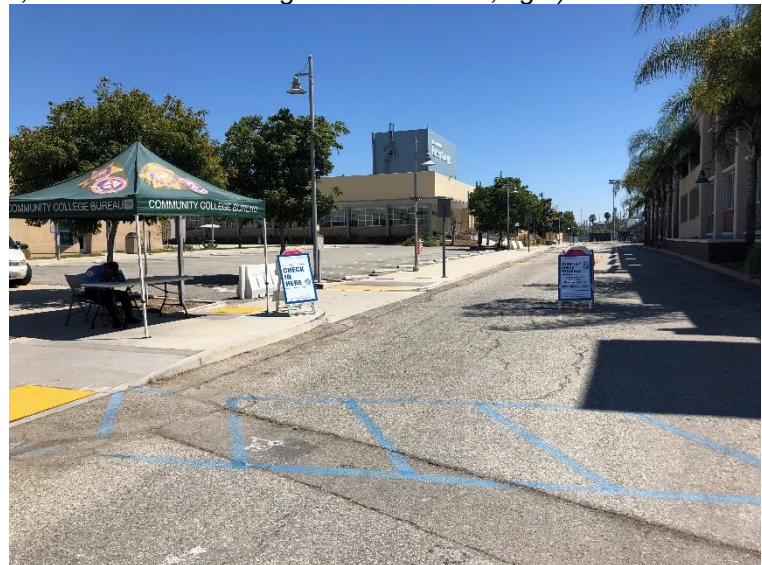


The EOC-ICC are also now finalizing Stage 3 Recovery Plans for when even more instructional activity can return to the colleges and District facilities. On July 29, the District received updated, draft re-opening checklists and guidelines from LACDPH, however, no date for such a re-opening has been set by either the state or the county for the category referred to as the Institutes of Higher Education.

Effective July 27, each college and District facility is now following specific daily check-in procedures developed by the District EOC in consultation with the ICCs for all students, faculty and staff who wish to access a college or District facility. The procedure includes first completing a [COVID-19 symptom self-check questionnaire online](#) before traveling to the location for additional check-in compliance. A full suite of directional signage for on-site check in was developed and deployed to help manage both vehicle and pedestrian arrivals. Additional on-campus safety signs were developed to be placed as reminders about social distancing, facial coverings and hand washing.



(Check-in station & signs at L.A. Valley, left, and restroom door signs at L.A. Pierce, right)



(Door signs at L.A. City College, left, and Check-in Station at L.A. Harbor, right)

Beginning the week of July 20, a large, multi-truck convoy of health emergency supplies coordinated by the California Community College Chancellor's Office and the State's Office of Emergency Services began arriving to the District. The shipment contained approximately:

- 7 Million disposable surgical masks
- 70 thermometers
- 7016 gallons of Hand Sanitizers (arriving later date)
- 3 boxes of N95s
- 2339 disposable face shields

Los Angeles Southwest College served as the delivery hub for the District and distribution of all supplies to the colleges are scheduled to be completed the week of August 3 with the final shipment of the thousands of bottles of hand sanitizer.

The supplies will help support the return to on-campus instruction as well as the on-going essential services work for custodial, maintenance and other business continuity at colleges.



Recent improvements to the District's COVID-19 webpages in July include a reorganization of the information issued districtwide to all LACCD personnel. The information was curated on separate pages to make it easier to find, reference and update, including:

Safety Advisories

<http://laccd.edu/About/News/Pages/Safety-Advisories.aspx>

Recovery Information

<http://laccd.edu/About/News/Pages/Recovery-Information.aspx>

EOC Weekly Report

<http://laccd.edu/About/News/Pages/Emergency-Operations-Center-Weekly-Reports.aspx>

Reporting of COVID-19 cases for the District remains active and in July the District surpassed 100 positive cases. As of August 4, there were:

- 116 reported positive cases
- 1 fatality
- 34 suspected cases
- 66 possible exposure cases

On the evening of July 23, the District EOC, working with the college presidents, developed notices that were sent to the L.A. Pierce and L.A. Mission college communities about several positive cases of COVID-19 involving personnel with the Los Angeles County Sheriff's Department Community College Bureau offices at those colleges.

The Bureau's offices were closed for cleaning and re-opened July 28. All contact tracing protocols were utilized and notifications made to LACDPH. The numbers above reflect these cases. The cases appear to be linked to one LASD employee who provided public safety services at both colleges.

In all, there were six positive cases at L.A. Pierce College (including the LASD employee who was at both colleges). There were 20 people at Pierce and five at Mission, a combination of LACCD and LASD personnel, who were tested. No LACCD personnel tested positive. The LASD personnel who tested positive are finishing their quarantine effective the writing of this report and all are reported to be recovering with no additional symptoms.

As of August 3, the most current numbers for [Los Angeles County](#) show there are nearly 194,000 positive cases and about 4,700 deaths. Approximately a month ago, the totals were about 120,000 cases and 3,500 deaths. Statewide, [California](#) has surpassed the half-million mark, with about 515,000 cases and about 9,400 deaths, up from approximately 278,000 cases and more than 6,440 deaths one month ago.

Current Health Orders from LACDPH effective July 18 and are online at:

http://publichealth.lacounty.gov/media/Coronavirus/docs/HOO/2020_07_18_HOO_SaferAtHome_Schools.pdf

Mental health and self-care continue to be emphasized for all LACCD personnel. The sustained longevity of the public health emergency and the projected forecasts that an effective vaccine remains many months, or longer, away, means remote learning environments and online operations could continue into 2021 as Los Angeles County remains among one of the most active geographic areas for the disease.



II. Updates on LACCD Enrollment / Marketing for Enrollment

1. Enrollment Update

A. 2019-20 CCFS 320 Report:

- The CCFS 320 was submitted on 7/15/20
- Total District FTES reported was 98,792, an increase of 0.7% from 2018-19 FTES of 98,139
- Total Credit FTES, Enhanced Non-credit, and Special Admit/Incarcerated all increased from previous year while Regular non-credit decreased.
 - Total Credit FTES increased by 0.3% at 86,691 compared to 86,389 last year
 - Enhanced non-credit FTES increased by 5.1% at 4,806 compared to 4,572 last year.
 - Special Admit (K-12)/Incarcerated increased by 5.4% at 4,817 compared to 4,570 last year
 - Regular non-credit FTES decreased by 4% at 2,477 compared to 2,580 last year

B. Summer 2020 Districtwide Credit Enrollment Comparison

Comparing Summer 2020 (7/30/20) to Summer 2019 (7/25/19) as of Day 45 of the semester:

- Headcount is at 108%,
- Duplicated Enrollment is at 109%,
- Credit Section Count is at 100%, and
- Enrollment per Section is at 109%

Nearly all colleges have enrollment exceeding 100% of the previous summer and several colleges are experiencing double-digit increases.

C. Fall 2020 Enrollment

Comparing Fall 2020 (8/2/20) to Fall 2019 (7/28/19) as of Day -29 (29 days before the start of the semester):

- Headcount is at 83%,
- Duplicated Enrollment is at 78%,
- Credit Section Count is at 96%, and
- Enrollment per Section is at 82%

The Fall 2020 registration period was delayed by approximately five (5) weeks due to COVID-19 and, because of the reduced length of the registration period, there are currently fewer enrollments in Fall 2020 compared to Fall 2019.

However, Fall 2020 daily enrollments are catching up on a daily basis and alternative estimation procedures developed by EPIE, which account for the compressed registration period in Fall 2020, show that Fall 2020 headcount and enrollment are, respectively 99% and 94% of Fall 2019. Sections in Fall 2020 were reduced mainly due to “hard to convert” courses not being scheduled and only those “hard to convert” courses related to essential services worker infrastructure have been approved to be offered in Fall 2020. EPIE will continue to monitor enrollments and work in conjunction with the Communications Office for the Districtwide marketing of Fall Enrollment.

2. Fall Enrollment Marketing and Outreach

The District's Communications Office has been working with the Public Information Officers Team at the colleges, the Office of Educational Programs and Institutional Effectiveness and Interact, the District's marketing agency, for the Fall 2020 Enrollment campaign. The campaign began the week of July 27 with a series of bilingual radio and television advertising on Univision (TV and radio); Entravision (radio) and Power 106 (radio). All outlets are providing additional value-added spots as part of the media package.

Each outlet is also providing social media support. For example, Power 106 produced "making of" videos of the radio audio messaging for cross-promotional social media postings. See an example on the District's Facebook account:

<https://www.facebook.com/LACCD/videos/3771295392887376/>

The District is also excited about working with the Los Angeles Sentinel and the Los Angeles Watts Times, the region's African American newspapers of record for a combination of print, online and social media marketing. Examples of the material that will appear in print include:



FIND YOUR FUTURE FASTER.

Fall 2020 is **ONLINE** at Los Angeles Community Colleges.

Now, with higher education more essential than ever, it's time to focus on the Fall.

Los Angeles community colleges are your *fastest* path to a higher-paying career in the essential workforce.

Join Us at **LAcollleges.net**

City • East • Harbor • Mission • Pierce • Southwest • Trade • Valley • West

And online with:



Screenshot of the Los Angeles Sentinel website. The page features a navigation bar with links for Home, News, Opinion, Entertainment, Sports, Crenshaw & Around, Religion, Family, Business, and ePaper. A prominent banner reads "TASTE OF SOUL CANCELED DUE TO COVID-19". Below the banner, there are social media icons and a "Buy Cookbook | Taste of Soul" link. A news ticker at the bottom displays headlines such as "IMENT: Tracy Morgan, wife to divorce after 5 years of marriage" and "BASKETBALL: Candace Parker Scores A Double-Double in Loss to Seattle Storm". A footer banner promotes "SAVE LIVES & PROTECT LA" with a text-to-survey campaign: "TEXT @PROTECT TO 35134 TO SIGN UP FOR LA'S COVID-19 SURVEY NOW".

During the month of August, four different email blasts coordinated with EPIE to current students not yet enrolled for Fall 2020 will happen on Tuesdays (August 4, 11, 18 and 25) with registration reminders that direct them to special landing pages. Once at the landing pages, additional social media posts via Facebook, Instagram and YouTube will appear in their social media feed.

Example include:



In addition, the District campaign will include geofencing marketing targeting mobile devices that enter specified zones around each college; keyword search engine optimization (SEO) with Google and Yahoo and pay-per-click ad pop-ups.

The District is also looking into a value-added effort with Spectrum Reach for special bi-lingual enrollment outreach on its SportsNet L.A. Channel during exclusive broadcasts of Dodger baseball throughout the Los Angeles media market. This possibility only became available last week after the formal campaign via Interact already began due to the return of Major League Baseball. The goal will be to have English and Spanish language enrollment advertising August 14-28.

3. L.A. College Promise Welcome Kit Update

The first-ever “Digital Welcome Kit” for the L.A. College Promise Program produced by the District’s Communications Office continues to be distributed online. The Facebook post on the District’s account now has an audience reach of more than 134,000 as of August 4.

The kit is available online on the District’s homepage at:

<http://laccd.edu/Documents/LosAngelesCollegePromise/Students/2020/LACCD%20L.A.%20College%20Promise%20Welcome%20Kit%20-%20Screen.pdf>

The interactive kit includes an acceptance letter, registration materials, brochures and a video link to a joint message by the Chancellor and L.A. Mayor Garcetti:

<https://www.facebook.com/LACCD/videos/669019770605792/>



III. Foundation for the Los Angeles Community Colleges

The Foundation continues to work with the region's philanthropic community for donations to assist students. Donations can be made using the following link:

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

The Foundation has also recently announced it will be partnering with tech-giant Apple on the "Los Angeles Community Education Initiative - Everybody Can Code/ Community Connected" program. In addition, a donation of more than \$300,000 of in-kind equipment, Apple is providing the Foundation with \$68,000 to implement the program. Dr. Ryan Corner, Vice Chancellor, EPIE, is Program Lead for the year-long project which runs through June of 2021. The collaboration is a result of Dr. Corner's outreach and coordination with Apple. The scope of work for this grant includes:

- Community coordination and coalition building
- Educator development program
- Los Angeles Southwest College Coding program that begins in noncredit and leads to a credit pathway while helping the community of south Los Angeles to begin to close the digital divide.

The Foundation is also preparing for the Fall 2020 Semester with another round of food gift cards. Additional details and availability will be announced during the start of the Fall semester.

IV. LACCD Communications

News Releases

Board Passes Climate Change Resolution

<http://laccd.edu/Documents/NewsDocuments/Board%20Approves%20Clean%20Energy%20Reso%20July%208%20To%20Eliminate%20District%20Carbon%20Footprint.pdf>

West L.A. College Wins Community College Online Award Recognition

<http://www.wlac.edu/WLAC/media/documents/press-releases/2020OnlineAwards.pdf>

West was recently named to two best lists: #15 in the United States on the 2020 Top Online Community Colleges list published by CollegeConsensus.com

<https://www.collegeconsensus.com/> and

#13 on the 2020 Best Online Community Colleges in California list published by Optimal.com Guide to Online Schools.

<https://www.optimal.com/>



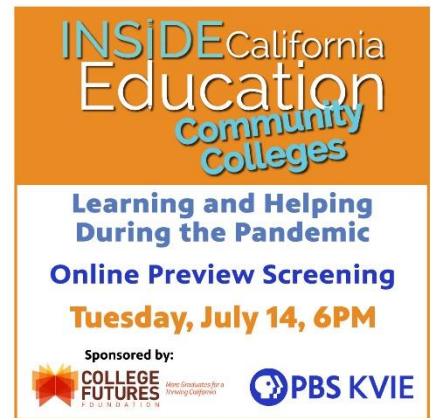
KVIE Production

A special edition of the KVIE TV series “Inside California Education: Community Colleges” premiered in July that featured the Culinary Arts program from Los Angeles Harbor College.

<https://vids.kvie.org/video/community-colleges-learning-and-helping-during-the-pandemic-y9thij/>

A companion video with a panel discussion featuring LACCD Chancellor Rodriguez and others also produced by KVIE is available online at:

<https://vids.kvie.org/video/california-community-colleges-nr3oku/>



MEDIA COVERAGE

University Business Magazine Online

<https://universitybusiness.com/college-transfer-student-interstate-passportwestern-interstate-commission-for-higher-education/>

Community College Daily

<https://www.ccdaily.com/2020/07/hard-to-convert-courses-remain-a-challenge-for-the-fall/>

Park La Brea / Beverly Press (Climate Change)

<https://beverlypress.com/2020/07/l-a-community-college-district-continues-fight-against-climate-change/>

Solar Power World (Climate Change)

<https://www.solarpowerworldonline.com/2020/07/los-angeles-community-college-district-100-percent-renewable/>

Black News Portal (Climate Change)

<http://www.blacknewsportal.com/los-angeles-community-college-district-commits-to-100-percent-clean-renewable-energy>

L.A. Sentinel (Climate Change)

<https://lasentinel.net/los-angeles-community-college-district-commits-to-100-percent-clean-renewable-energy.html>

California Lines (Guardado Death)

<https://californialines.com/they-demand-an-independent-investigation-into-the-murder-of-andres-guardado/>