



**OFFICE OF THE CHANCELLOR**

**TO:** LACCD Board of Trustees  
**FROM:** Chancellor Francisco C. Rodriguez  
**DATE:** July 11, 2018  
**SUBJECT:** July 2018 - Chancellor's Monthly Report

The LACCD July 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**

A special thank you to Board members and others who were able to join us at the BBQ Fundraiser at LA City College on Saturday, July 7. More than 300 guests braved the heat to attend. We raised over \$200,000 for our college Dream Resource Centers and announced an amazing, transformational gift of \$1 million to the District by Ms. Vicky Chang for scholarships to high-achieving, high-need students planning to transfer to a four-year college or university. We will have more details to share soon about this wonderful new scholarship opportunity. We also honored mitú founder and president Beatriz Acevedo and Assemblymember Miguel and Celina Santiago for their civic work and community leadership.

Project Match hosted its 2018 Kickoff with the new cohort on Tuesday, June 26 at the Van De Kamp Innovation Center.

Interim Deputy Chancellor Kathleen Burke's last day at the District was Friday, June 29. Dr. Melinda Nish took over the role on Monday, July 2.

Interim President Denise Noldon's last day at LA Southwest College is Sunday, July 15. New president Seher Awan begins on Monday, July 16.

## **II. Update on the LACCD Enrollment and Social Media Campaign**

### Update on the LACCD Enrollment

The District met with each college to review its 2018-2019 enrollment plans and projections. The colleges are in the process of completing a comprehensive enrollment projection that includes specific targeted growth in areas such as adult education, online education, dual enrollment and scheduling efficiency. The projections are based on data from previous years to allow the colleges and the District to track section increases and the impact on FTES projection. The final review of these projections will be completed during the summer and presented to the Board with regular follow-up tracking the achievement of each projection.

### Social Media Campaign

The Fall 2018 social media enrollment campaign being conducted by Interact Communications with the colleges began June 29 and runs through the months of July and August. Multi-level outreach via emails, landing pages and social media platforms on Facebook, Instagram, Snap and YouTube are being used to. Results will be available as soon as possible after the campaign concludes.

## **III. Reports from the College Presidents**

### East Los Angeles College

- Architecture Department Chair D. Michael Hamner held an Open House on June 14 to display student work and share this year's student success stories. This year, 20 architecture students will be transferring to four-year universities or colleges. Since 2007, more than 316 architecture students have successfully transferred and over 96% of all ELAC architecture transfer students subsequently graduated.
- Diversabilities Support Program and Services (DSP&S) celebrated its 67 students who graduated this year with an annual graduation banquet on June 15. Opening remarks were made by Conie Zepeda, Co-coordinator of the DSP&S Office. Many DSP&S students are transferring to institutions such as USC, CSULA, UCR, and CSUN. Several awards were given to students, including the Paul Sandoval Scholarship. One of the scholarship recipients has stage-four cancer who said her life's dream was to graduate this year and show her children that if she can do accomplish this while being ill, they can too.
- The Annual Associated Student Union 2018 Banquet took place on June 15 and recognized the outgoing 2017-18 ASU Executive Board members, Senators and Commissioners. Seven board members are transferring to four-year universities, including:
  - Monique Hernandez, President – UC Santa Barbara
  - Daveed Lopez, Executive Vice President – CSULA
  - Destiny Hernandez, Chief Justice – UCLA
  - Georgex Tafoya, Senator – UCLA
  - Manuel Miller, Senator – Cal Poly San Luis Obispo
  - Priscilla Molina, Commissioner – UCLA
  - Eric Caledron, UC Riverside

- The Undergraduate Research Scholar Academy (URSA) Family Banquet took place on June 16. URSA is a free 10-day residential program at Loyola Marymount University to help create an upward pipeline for high-achieving, first-generation community college students. Students develop research skills alongside ELAC and LMU faculty, receive mentoring and college transfer support. Overall, the ELAC URSA alumni have been admitted to some of the top universities in California with great financial aid packages. There were 27 scholars in this year's cohort. About 80 students, family members and guests attended the banquet.
- The seminar for the 10<sup>th</sup> Anniversary of ELAC "2+2" International Study took place June 26 to July 3. The Chaoyang Foreign Language School (CYFLS) in Beijing, China and ELAC have enjoyed a 10-year sister school relationship involving hundreds of students who have gone from CYFLA to ELAC and then to top, four-year universities across the U.S. While in China for the seminar, President Martinez also visited Beijing City University to discuss ELAC's faculty exchange program; the student exchange program; and ELAC's Vocational Education program development. As a result, ELAC may be able to allow more international students to experience our programs and services that can enhance their education.

### Los Angeles Harbor College

- About 170 students attended Harbor's LACP End-of-the-Year event to be acknowledged for their hard work during their first year. They were also prepped for their second year programming (Harbor Success).
- At Harbor, all incoming first year students are required to take the FYE (First Year Experience) Seminar. Students can now pick a themed cohort (e.g. Men of Color, Vets, etc.) or in the general FYE class as part of a new effort help build community and support for new students.
- As of June 18, 540 intake forms from students have been received who are interested in LAHC through the Harbor Advantage program.
- A Student Ambassador Program is being created through Harbor Advantage to help lead our Summer Bridge Program, which begins at the end of August. The goal is to have 20 to 40 students who can assist in the FYE seminars and offer support during campus tours.
- Food Forward Weekly Distribution through Harbor Advantage now includes up to 15 boxes of fresh produce picked up from the Torrance Farmers Market and distributed to the campus community on Tuesdays.
- Two LA College Promise students from Harbor were selected to travel to Egypt in August for the Mayor's Cultural Immersion Program.
- The Pacific Islander Leaders of Tomorrow (PILOT) Leadership Institute held a three-day intensive workshop June 28-30 on leadership development for Oceanic culture and social justice.

### Los Angeles Mission College

- Los Angeles Mission College will host a series of Summer Session B and Fall 2018 Registration Events to assist students with the Student Information System. The events were scheduled for Friday, July 6 at the Sunland-Tujunga Campus and on Tuesday, July 10 at the Main Campus. The college will also host its Registration Week August 6-10.
- The Career Center's first Job and Career Fair in May helped more than 600 students and community members meet with potential employers. The event was held in partnership with the Los Angeles County Office of Education and Department of Social Services. More than 60 employers who participated were ready to hire from a variety of industries.
- Allied Health is hosting an Information Session on the Biotechnology program on Wednesday, August 1 for students interested in how to become lab assistants and research lab assistants in a variety of biotech fields, pharmaceuticals, research and testing laboratories.

### Los Angeles Pierce College

- Graduation on June 5 was the largest to date with about 725 students and 7,000 guests who participated in the ceremony at Rocky Young Park. Activities also included the Student Awards Brunch with more than 125 awards or scholarships presented and the Registered Veterinary Technician Pinning Ceremony for 19 students attendance.
- The Nursing Pinning Ceremony for the Spring 2018 graduating class was held on Saturday, June 9 for 29 students who participated with about 200 family members in attendance.
- The Valley Economic Alliance held TechX on June 7. There were four presentations on technology solutions for various societal and environmental challenges. Pierce College student Scott Prewitt's presentation, *How Demography and Cartography Can Reshape Democracy*, focused on using Geographic Information Systems (GIS) to predict where homelessness will likely occur and data for public policy decision-making.
- The college held its first Pop-Up Pierce event on June 7. This is a one-stop even where students received help on admission, financial aid and counseling.
- The second annual Pathways Summer Transition Days program was June 12-13. This two-day event was designed for high school students interested in CTE programs.

### Los Angeles Southwest College

- LA Southwest College and LA County celebrated the Grand Opening of the joint WorkSource Center on June 22. LA County Supervisor Mark Ridley-Thomas was present.

## Los Angeles Trade Tech College

- German President Frank-Walter Steinmeier visited LATTC on June 18 to support the growing partnership between German-style apprenticeship efforts and Trade-Tech. A special thanks to Advanced Transportation and Manufacturing (ATM) Pathway Chair Jess Guerra for the work that led to this visit.
- Our partnership with the LA/OC Building Trades led to hosting the Women in the Trades Conference, June 22-23. More than 200 women, apprentices and journey-level workers, joined by students, discussed and learned about building successful careers in the construction industry. Congresswoman Karen Bass attended to encourage attendees to reach for their dreams, including the story of her mother who attended LATTC to become a nurse.
- California Attorney General Xavier Becerra held a news conference at LATTC on June 28 to announce the state's lawsuit against Navient, formerly known as Sallie Mae, alleging the nation's largest student loan servicer of cheating borrowers by forcing them to repay more than they owed.
- LATTC ASO students and AFT Staff Guild members held a town hall on June 28 to discuss the use of student workers.
- The most representative body on campus at LATTC is the College Council. On June 29, members held their annual retreat with the District's Dr. Ryan Corner, who gave an update on the new state funding formula. Members also planned the next steps on the implementation of LATTC's Guided Pathways strategy.
- LATTC culinary students Ana Corona, Aime Charlesbois Papastephanous and Molly Mueller competed in the Skills USA National Championships against college students from across the country on June 29. All three were Gold medalists in the California Skills USA competition, and Ms. Mueller won a national Silver medal! Thanks to the faculty who paid their own way to attend the championships and guide our students along the way.
- The American Culinary Federation honored soon-to-be-retiring Chef Steven Kasmar for his years of service and dedication to culinary students on June 29. Thousands have learned their skills under his teaching and leadership, and the LATTC Culinary Arts Department has enjoyed an impeccable reputation due to his work.

## Los Angeles Valley College

- The LAVC Athletic Hall of Fame Induction Ceremony and Dinner was held on June 30. LA Valley College inducted two coaches, six players, and one team into the 2018 edition of the LAVC Athletic Hall of Fame (HOF).

Monarch Athletics is proud to welcome these outstanding athletes and coaches as the newest class of enshrines:

- 1966 Swim Team, Eddie Baez, John Becker, Angelo Cimity, Jose Cortez, Gary Honjio, Doug Michelson, Sue Patterson-McDonald, and Jack Steptoe.

The LAVC Athletic HOF was established in 2007 to honor athletes, coaches, and staff that excelled in or made a major contribution to the Valley College Athletic Program. It

also recognizes those athletes and coaches who have gone on to have recognizable careers in professional athletics, Olympics, or related fields. For more information, visit:

<http://www.lavc.edu/athletics/Hall-of-Fame/home.aspx>

- The LAVC Art Gallery proudly presents its annual student art exhibition “LAUNCH18” now through September 6. This year’s exhibition also introduces the inaugural Faculty Choice Awards; generously sponsored by Carter Sexton Artist’s Materials.

Launch18 includes 58 works selected from over 240 entries by this year’s juror Devon Oder, owner and director of The Pit and The Pit II in Glendale. The exhibition features a wide range of media and technique, for many students in the exhibition this is their first opportunity to have their work recognized on a professional platform.

- The LAVC One Book, One College (OBOC) program has announced *The Left Hand of Darkness* by Ursula K. Le Guin as the selection of the OBOC program for the 2018-2019 academic year.

*The Left Hand of Darkness* is a groundbreaking work of science fiction, and is the winner of the Hugo and Nebula Awards. The One Book selection creates a shared intellectual experience for students, faculty, administration and staff. This is the third year of LAVC’s One Book, One College Program with activities being scheduled throughout the upcoming academic year.

#### West Los Angeles College

- West Los Angeles College hosted the annual Culver City Fireworks Display on July 4, in partnership with the Exchange Club of Culver City. More than 12,000 people visited the campus for the fireworks, a concert, children’s games and other activities. The “set piece” of the fireworks display was in celebration of the College’s 50<sup>th</sup> anniversary.
- West is providing the space to host a major Food and Wine Festival on July 21-22. It is being billed as “the best food and wine festival this summer in LA.” This is not a WLAC event, just the venue.

#### **Upcoming Campus Events and Activities for July**

<b>DATE</b>	<b>COLLEGE</b>	<b>EVENT</b>
July 2	LA Harbor College	Fall Dual Enrollment Recruitment for Rancho Dominguez Prep takes place every Monday in July.
July 3	LA Harbor College	Fall Dual Enrollment Recruitment for Carson High takes place every Tuesday in July.
July 5, 6	LA Harbor College	Fall Dual Enrollment Recruitment for Banning and Narbonne High takes place every Thursday and Friday in July.
July 9	LA Mission College	Pharmacy Tech Info Session
July 10	LA Mission College	Session B/Fall Registration Event

July 11	LA Harbor College	Fall Dual Enrollment Recruitment for Gardena and San Pedro High takes place every Wednesday in July.
July 12	LA Mission College	L.A. College Promise Culmination Celebration
July 12	LA Trade Tech	Assemblyman Reggie Jones-Sawyer to hold a news conference on his leadership in acquiring state funding to set up a career pathway for incarcerated youth. Mayor Garcetti, gubernatorial candidate Gavin Newson and others are invited to attend.
July 14	LA Trade Tech	Public Counsel hearing on community justice. The Rev. Jesse Jackson and LA County Supervisor Mark Ridley-Thomas are invited. Speakers expected to discuss housing and policing.
July 24	LA Trade Tech	Both the LACCD and LATTC have been represented at the Metro Next-Gen meetings discussing public ridership as part of the development of Metro's next generation of public transit. After two meetings at Metro headquarters, the third meeting will be held at Trade Tech.
July 24	LA Harbor College	Early Decision Make-Up Registration
July 27	LA Trade Tech	One of our partners, CD Tech, will be coordinating a Public Allies Matching Fair with students matched with non-profits and advocacy groups to use their skills to help communities in South Los Angeles, who are under-served through traditional resources.

#### IV. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for June and July:

DATE	EVENT
June 4	Chancellor Rodriguez visited with the enrollment management team at West LA College.
June 4	Chancellor Rodriguez attended the Break It to Make event It at L.A. City College, a graduation ceremony for formerly incarcerated students
June 5	Chancellor Rodriguez attended the LAHC Graduation WLAC Graduation and Graduation of BS Dental Hygiene Degree and the after graduation party at ELAC
June 7	Chancellor Rodriguez visited with the enrollment management team at LA Southwest College.
June 7	Chancellor Rodriguez visited with the Board of the Campaign for College Opportunity.

- June 8 Chancellor Rodriguez attended the TELACU Education Foundation Annual Gala.
- June 11 Chancellor Rodriguez visited with Moctesuma Esparza to discuss potential partnerships with LACCD and Mr. Esparza's Charter school. Dual enrollment possibilities are being explored.
- June 11 Monthly consultation with Chancellor Rodriguez and the Faculty Guild.
- June 12 Monthly consultation with Chancellor Rodriguez and the Staff Guild.
- June 12 Monthly consultation with Chancellor Rodriguez and the District Academic Senate.
- June 13 Chancellor Rodriguez met with the District Budget Council (DBC).
- June 14 The DACA/Immigration Task Force met at LA Mission College.
- June 15 The Office of General Counsel hosted the GC10, the statewide community college General Counsel's group at West LA College.
- June 18 Chancellor Rodriguez joined State Chancellor Eloy Oakley to address community college attendees at a student equity conference at UCLA.
- June 19 Consultation with Chancellor Rodriguez and the Teamster's Union (Local 911 – Deans)
- June 21 Chancellor Rodriguez visited with the enrollment management team at LA Harbor College.
- June 22 Chancellor Rodriguez attended the Worksource Center Grand Opening at LA Southwest College.
- June 27 Chancellor Rodriguez attended UC Irvine as part of a panel focused on sexual harassment on women in academia, sponsored by the Committee on Women in Science, Engineering, and Medicine (CWSEM) of the National Academy of Sciences.
- June 27 Chancellor Rodriguez attended the Project Match 2018 Kick-Off and Orientation Event at Van De Kamp Innovation Center.
- June 28 The Chancellor's Advisory Committee on Asian Pacific Islander Affairs met at LA Harbor College
- July 6 Chancellor Rodriguez visited with new Student Trustee Kellie Williams.
- July 7 The fundraiser for college Dream Resource Centers took place at LA City College from 1 – 4 p.m. Honorees included mitu founder and president Beatriz Acevedo and Assemblymember Miguel and Celina Santiago.



- July 10 Chancellor Rodriguez visited with President Noldon and incoming President Seher Awan at LA Southwest College.
- July 11 The Title IX, Sexual Harassment Task Force will meet from 9:30 – 11 a.m. in the 6<sup>th</sup> Floor Conference Room at the ESC.
- July 11 The July Board and Annual Organizational meeting will be held in the ESC Board Room starting at 2 p.m.
- July 12 The District is sponsoring a table at the Los Angeles Latino Chamber of Commerce event. Trustees and district staff will attend.
- July 13 Chancellor Rodriguez will be at UC Davis to address college presidents at the Wheelhouse Fellows Institute.

**V. LACCD Media Outreach and Coverage**

**News Releases**

Four news releases were issued and posted to District’s website homepage, [www.laccd.edu](http://www.laccd.edu)

**Social Media**

Facebook ended June with 2,975 followers (up from 2,732 in May) and post engagements were 6,295, up from 3,650 from the prior month. Approximately 70,000 people were reached with posts.

Twitter was at 1,565 followers, up another 25 people; daily impressions averaged 500 per day, up from the 400 daily count in May. Total impressions for the June reporting period was about 14,600, up from 11,000 in the prior month..

**Legal Advertising**

Successfully completed comprehensive, bi-lingual display notices in variety of local newspapers with Office of General Counsel for the appointment process for the board vacancy.

**DACA Videos**

The District’s three “En Confianza” Public Service Announcement (PSA) videos about DACA and Dreamers were released on social media on June 11, 18 and 25. All three of the 30-second videos continue to perform very well reaching more than 5,000 people with about 400 minutes of total viewing time on Facebook and more than 6,200 impressions on Twitter.

The District worked with Power 106 FM, pairing the videos with special introductions by celebrity radio personality J. Cruz for additional social media placement and targeted outreach with Power 106 and its sister station KDAY throughout the greater Los Angeles media market. Based on the stations’ social media and listening audiences, estimated up to 300,000 were reached.

## **Media Coverage**

### ***Community College Daily***

<http://www.ccdaily.com/2018/05/newsmakers-42/>

<http://www.ccdaily.com/2018/05/making-promises-count/>

### **CCCAA**

[http://www.cccaasports.org/conference/south-coast/Al\\_Cone\\_steps\\_down](http://www.cccaasports.org/conference/south-coast/Al_Cone_steps_down)

### ***Daily News***

<https://www.dailynews.com/2018/06/05/san-fernando-valley-community-college-grads-walk-with-pride-as-graduations-sweep-across-region/>

<https://www.dailynews.com/2018/06/05/photos-los-angeles-pierce-college-class-of-2018-commencement/>

<https://www.dailynews.com/2018/06/05/2018-los-angeles-valley-college-commencement-ceremony/>

<https://www.dailynews.com/2018/06/06/los-angeles-mission-college-held-its-43rd-annual-commencement-in-sylmar/>

### ***LA Sentinel***

<https://lasentinel.net/location-change-for-special-board-meeting-june-8-2018-announced.html>

<https://lasentinel.net/where-are-we-in-the-laccd.html>

<https://lasentinel.net/naacp-addresses-controversial-laccd-appointment.html>

<https://lasentinel.net/black-candidates-eliminated-from-l-a-community-college-district-board-appointment.html>

### **Vela Appointment**

<https://lasentinel.net/naacp-addresses-controversial-laccd-appointment.html>

<http://www.blacknewsportal.com/black-women-critical-of-college-board-appointment>

<http://www.lacdp.org/david-vela-becomes-newest-laccd-board-member/>

<https://news4usonline.com/2018/06/l-a-community-college-district-boards-appointment-a-blackout/>

<http://www.laweekly.com/news/no-african-americans-on-laccd-board-of-trustees-after-vote-9556014>

[http://www.lawattstimes.com/index.php?option=com\\_content&view=article&id=4945&catid=21&Itemid=114](http://www.lawattstimes.com/index.php?option=com_content&view=article&id=4945&catid=21&Itemid=114)

<https://lasentinel.net/black-candidates-eliminated-from-l-a-community-college-district-board-appointment.html>

<https://twitter.com/eqca/status/1007009185425309696>

<https://lasentinel.net/where-are-we-in-the-laccd.html>

[http://www.aft1521.org/index.cfm?zone=/unionactive/view\\_article.cfm&HomeID=708802](http://www.aft1521.org/index.cfm?zone=/unionactive/view_article.cfm&HomeID=708802)

**TV**

<http://losangeles.cbslocal.com/2018/05/22/air-conditioning-repair-fix-simple-problem/>

**SCPR**

[https://media.scpr.org/audio/upload/2018/06/04/SHOW\\_060418-d1077e6a.mp3?context=take-two&via=website](https://media.scpr.org/audio/upload/2018/06/04/SHOW_060418-d1077e6a.mp3?context=take-two&via=website) (minutes 38:45 to 43:00)

**EdSource**

<https://edsources.org/2018/getting-free-college-tuition-in-california-a-quick-guide/599039>