



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees
FROM: Chancellor Francisco C. Rodriguez
DATE: April 3, 2019
SUBJECT: April 2019 - Chancellor's Monthly Report

The LACCD April report includes brief updates on the following:

- I. District Updates
- II. Update on the LACCD Enrollment
- III. Reports from the College Presidents
- IV. Community Engagement & Partnerships
- V. LACCD Media Outreach and Coverage

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I. District Updates

On March 22, LACCD officials and members of the Board of Trustees and East Los Angeles College faculty, students and staff gathered with federal, state and local elected representatives to celebrate the groundbreaking for the \$65 million South Gate Educational Center. About 200 people joined in the celebration kicking off the construction project that is expected to be completed in 2022.

During the weekend of March 23-24, about 100 people from LACCD participated in the L.A. Marathon for the second year with over 80 runners that participated in the 5K, half and full marathon and dozens of volunteers, including representatives from all nine colleges, employee groups, and the District office. Volunteers staffed “cheer stations” at various locations along the 26.2-mile course. Extensive outreach with emails, social media information and videos helped increase awareness of the event and raise money for LACCD students with homeless and food insecurity issues. The Foundation for the Los Angeles Community Colleges reports that more than \$31,000 has been raised so far in donations and sponsorships of runners.

Communications and Outreach

Districtwide efforts to increase enrollment and awareness about the Los Angeles College Promise Program will occur during the months of April and May with multiple efforts in collaboration with Univision and Interact Communications. A combination of TV, radio, social media, website and streaming will be produced in English and Spanish to reach high school seniors and their parents about the benefits of the program and the free tuition offered. Univision-34 outreach will run for about six weeks, with a variety of spots

beginning April 8 on both morning shows, A Primera Hora, 6-7 a.m., and Despierta Los Angeles, 7-10 a.m. Radio spots will air KLVE-FM (107.5) during same weeks, from about 6 a.m. to 10 p.m.

II. Update on the LACCD Enrollment

2018-19 FTES Projection

Based on the actual and estimated FTES for all semesters, supplemented by college updates provided in the 2nd Quarter Budget and FTES meetings, 2018-19 FTES is currently projected to be 98,000 which is 2% lower than 2017-18 FTES (100,045) and 1% lower than the initial 2018-19 College Projection (99,856; from college SCFF Action Plans).

Positive Gains

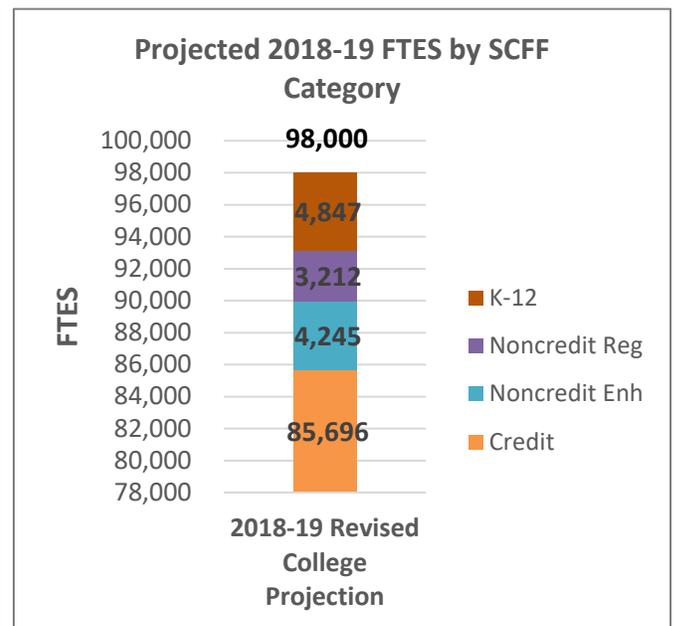
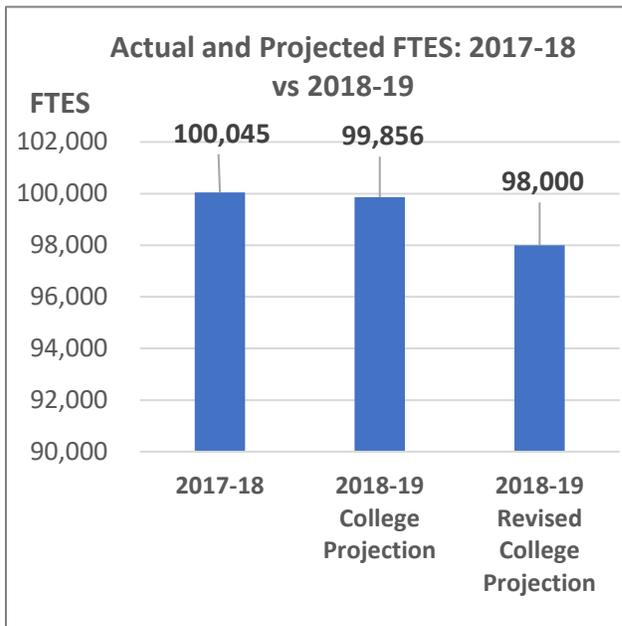
- Adult Education:
 - Projected 284 FTES in noncredit
 - Projected 172 FTES increase in enhanced noncredit
- Increase of 1,032 first-time fulltime students:
 - Increase of 1,348 LA College Promise Students
- Increase of 3% in students under 20 years of age

Losses

- 3% decline in traditional FTES
- Declines related to section reductions

Future Concerns

- Probable losses in credit FTES due to AB 705
- Continued transition to the SCFF



III. Reports from the College Presidents Based on the District Strategic Plan 2018-2023

Goal 1: Access to Educational Opportunities

- **Los Angeles City College** – A retreat was held with the Senior Staff to discuss how best to move forward with Guided Pathways. Curriculum development is key to this work and but is estimated to take another year to see major results. The development of a center for interested students to explore and identify a career is a key initiative going forward.
- **Los Angeles City College** – The Foundation and President Gallagher met with Los Angeles Chamber of Commerce to discuss a Healthcare Workforce Initiative. Healthcare partners from our area are interested in a partnership to train a variety of healthcare workers, including those who work in facilities and information technology.
- **Los Angeles City College** – President Gallagher met with Pacific Asian Consortium in Employment (PACE) to discuss developing a partnership for non-credit classes and Child Development classes. They also expressed an interest in establishing a business incubator. We expressed that we have space and a strong interest in the development of a business incubator.
- **Los Angeles City College** – LACC hosted the LAUSD Counselor to College Summit where our campus made a commitment to visit the local high schools and recruit them to LACC. There were more than 150 LAUSD counselors present.
- **Los Angeles City College** – The college hosted the LA Chamber of Commerce President and CEO Maria S. Salinas with a Fireside Chat to discuss homelessness and the Nursing/Healthcare initiative.
- **East Los Angeles College** – ELAC hosted its annual ELAC Preview Day on March 1. More than 600 local high school seniors learned about the L.A. College Promise Program and explored Career Tech Education and Academic Programs. ELAC faculty and staff helped high school students create an educational plan to achieve their goals.
- **Los Angeles Harbor College** – Harbor hosted “Hunger Free Campus Days,” which was open to all LAHC students from March 25 through March 27. Events consisted of Pancake Breakfast, Food for Thought Workshop with WIC Sign-up, Free Taco Tuesday, Fresh Produce giveaway, ASO Nutrition activities, along with Alpha Gamma Sigma Food Giveaway, and Cal Fresh Free Groceries.
- **Los Angeles Mission College** – Allied Health is pleased to announce that LAMC has received a grant for \$20,000 from the Arthur N. Rupe Foundation. The funds will be used by the Certified Nursing Assistant program for student support on direct program expenses and for the benefit of nursing students pursuing their CNA certificate.
- **Los Angeles Southwest College** – The fourth cohort of HireLAX graduates of 30 students was recognized on March 20 in a graduation ceremony at LASC. This was the largest graduation class so far, and was the first cohort taught and housed exclusively by LASC. HireLAX is also accepting applications for its second class of 2019. A mandatory orientation for interested students will be on April 6 from 7 a.m. to 1 p.m. at LASC's Little Theatre.

- **Los Angeles Southwest College** – LASC in partnership with California Community Connection Corporation hosted more than 2,000 high school students and scores of LASC students at the 11th annual Greater Los Angeles Construction & Associated Careers Awareness Day on March 21. Attendees learned about opportunities in the construction industry from vendors and industry partners.
- **Los Angeles Trade-Technical College** – On March 9, the International Brotherhood of Electrical Workers (IBEW) held a celebration of labor partnerships and the work of LATTTC Foundation honoree, Bryan D’Arcy. Labor leaders and the LATTTC Foundation raised \$100,000 for student scholarships.
- **Los Angeles Trade-Technical College** – Students were given a presentation on March 11 about the opportunities available to transfer to Historically Black Colleges and Universities (HBCU).
- **Los Angeles Trade-Technical College** – LATTTC joined with its Work Source Center in hosting the very first Transgender Job Fair in conjunction with the city of Los Angeles on March 13. For the first time in history, an event designed for the transgender jobseekers took place at a location considered safe and positive. More than 500 people attended and were able to speak with at least 60 employers. Several employees hired individuals on the spot. The event was covered with extensive broadcast by KNBC-4.
- **Los Angeles Trade-Technical College** – Representatives from LATTTC, as well as ELAC and LACC, presented an L.A. College Promise workshop on March 15 for 400 high school students. The focus was on getting them enrolled and into pathway programs.
- **Los Angeles Trade-Technical College** – The massive LAUSD College Palooza was hosted at LATTTC on March 16 and attracted about 1,000 high school and middle school students and parents to learn more about the availability and accessibility to colleges here in Southern California. LATTTC provided workshops on the L.A. College Promise Program.
- **Los Angeles Valley College** – In collaboration with the District, LAVC, Pierce College and Mission College co-hosted the L.A. College Promise Student Conference on March 12. More than 220 students from 10 local high schools participated in interactive workshops about the opportunities provided through Promise Program, acclimating to the academic and social expectations of college life and the importance of the career exploration process. The high school students also heard from current Promise students about their college experience. Many of the student attendees said they plan to enroll at one of LACCD’s colleges under the Promise Program for the fall 2019 semester.
- **West Los Angeles College** – West submitted a letter of intent to develop 12 online CTE pathways as part of the CCCO’s Online Education Initiative to improve online CTE pathways. We also submitted a joint Letter of Intent with Pierce College to develop a Peer Online Course Review Process. Both Letters of Intent were accepted, and the applications being developed.

Goal 2: Premier Learning Environments

- **East Los Angeles College** – On March 22, ELAC hosted LACCD officials, state and local elected leaders, community representatives and others to celebrate the historic groundbreaking for the permanent new home of the ELAC South Gate Educational Center at the former Firestone Tire and Rubber Co. Factory. When completed, the new state-of-the-art 105,000-square-foot building will feature a modern library, classrooms, offices and lab space for use in career technology education, liberal arts and science programs.
- **Los Angeles Harbor College** – LAHC’s Veteran Resource Center (VRC) was selected as the community college from the Los Angeles County to participate in a Peer-to-Peer Mentorship Program with Chapman University. The program is designed for a student-veteran at the four-year university level to be paired up with a student-veteran in the community college level. The program has two aspects: 1) provide incoming veterans with a peer point of contact for information, support, and help transitioning from the military to college and; 2) connect student veterans at LAHC with student veterans at local four-year universities. The program is open to all student veterans.
- **Los Angeles Mission College** –LAMC’s Child Development has received a California Department of Education grant (Child Development Training Consortium) to reimburse students for fees and partial book expenses. The stipend is available to students as long as they are employed working with young children in a classroom or family child care setting. Child Development students, and hundreds of students taking general education courses and pursuing degrees and certificates may also qualify. For more information, contact Janice Silver, Chair of Child and Family Studies, by emailing silverjq@lamission.edu.
- **Los Angeles Pierce College** – Pierce has been designated as a “Voter Friendly Campus” through the Student Affairs in Higher Education and Fair Election Center’s Campus Vote Project. The goal of the designation program is to bolster efforts that help students overcome barriers to participating in the political process and develop a culture of democratic engagement on campus.
- **Los Angeles Trade-Technical College** – LATTC hosted the LACCD Board of Trustees public meeting as well as other district gatherings on March 6. That included the well-attended Chat with the Chancellor with Dr. Francisco Rodriguez speaking to LATTC students about the future of the district and our need to make sure they are successful. At the board meeting, the highlight was honoring retiring coach Richard Wells. LATTC staff, faculty and basketball players were in attendance to celebrate his 43 years with the district.
- **Los Angeles Trade-Technical College** – The District held its Health and Wellness Expo on March 12, bringing representatives to the LATTC campus who provide resources for employee health and happiness. Hundreds of employees visited the expo to pick up information and guidance.

- **Los Angeles Valley College** – Two LAVC students from the Los Angeles Valley College Workforce Training academies participated in a HIRE LA's Youth Roundtable with Los Angeles Mayor Eric Garcetti on February 20 at Los Angeles City Hall. Siblings Gabriella and Sergio Ruelas both found employment following the job training they received at LAVC, which partners with the City of LA to offer workforce-training academies that prepares job seekers for employment. They had an opportunity to talk with the Mayor and share how the LAVC Biotech Training Program and the LAVC Manufacturing Technology Training Program helped prepare them for employment. Both students are currently attending LAVC and pursuing engineering degrees.
- **Los Angeles Valley College** – Chancellor Rodriguez, LAVC Interim President Noldon, and LACCD Board of Trustees Vice President Andra Hoffman welcomed Dr. Sara Goldrick-Rab to LAVC on March 8. Dr. Goldrick-Rab is Professor of Higher Education Policy & Sociology at Temple University, and Founder of the Hope Center for College, Community, and Justice in Philadelphia, as well as the Wisconsin HOPE Lab. Dr. Goldrick-Rab is best known for her innovative research on food and housing insecurity in higher education and for her work on making public higher education free and recently released a statewide report on students in California Community Colleges related to these issues. The report is online at <https://hope4college.com/california-community-colleges-realcollege-survey/>. After her presentation, Dr. Goldrick-Rab moderated a panel on how the LAVC Family Resource Center and innovative community partnerships are addressing students' needs.
- **Los Angeles Valley College** – LAVC has been named by *The Hispanic Outlook in Higher Education* magazine as one of the top colleges for Hispanics in the United States in its February/March 2019 issue. LAVC was ranked #38 for Community Colleges with the Greatest Total Enrollment of Hispanics and #49 for the Greatest Number of Hispanics Receiving Degrees and Certificates.

Goal 3: Student Success and Equity

- **Los Angeles City College** – A retreat with the Management Team (Deans and Classified Managers with Senior Staff) looked at how we can move the needle on equity. We want to develop a strategy for the coming year that will mark a more effective opportunity for our underserved students to succeed.
- **Los Angeles City College** – Student Services staff and President Gallagher met with St. John's Well Child and Family Center to discuss a proposal to provide health services for LACC students.
- **Los Angeles City College** – LA City Controller Galperin visited the LACC campus to observe the Pop-up Food Bank and to see what LACC is doing to address basic student needs. He toured the shower area, the proposed area for the laundry facility, and the parking lot.
- **Los Angeles City College** – President Gallagher met with Professor Sam Chughtai, from Seattle University, who has done extensive work in Student Basic Needs, to discuss how he can assist LACC's students.

- **East Los Angeles College** – ELAC’s Veterans Resource Center, TELACU Veterans Upward Bound and the VA of Greater L.A. County hosted Veterans Resource Day on March 29. The day was filled with vendor resources and services for veterans and dependents including housing, education, medical, dental, legal, employment, as well as local and county resources. Approximately 250 veterans attended.
- **East Los Angeles College** – ELAC held its first annual Festival of the Arts from March 21 through March 23. This three-day festival was open to the public and featured artwork done primarily by ELAC students. The highlight of the festival was the original play “Visions of Boyle Heights”. ELAC Theatre students conducted interviews with Boyle Heights community members to help develop the play. There was also a screening of Academy Award-nominated Short Films from Canada, Ireland and the USA.
- **Los Angeles Harbor College** – The Port of Los Angeles and LAHC have a long-standing partnership to enhance global logistics curriculum, transfer opportunities, and provide internships that will better prepare interested students for careers in port operations and logistics. The following is a list of Harbor students that are currently interning with the Port, including Lili Arguello, Engineering Division - recent transfer to CSUDH; Jose Duarte Diaz, Construction Division - recent transfer to CSULB; Taylor Lamb, Cargo & Industrial Real Estate Division - recent transfer to Cal Poly Pomona; Addy Ortiz, Accounting Division - recent transfer to CSU Fullerton; James Sanalak, HR Division - currently at LAHC, plans to transfer to a CSU; Evelyn Sanchez, Construction and Maintenance Division - accepted a full-time position with another City of Los Angeles department and; John Sestich, Cargo and Industrial Real Estate - recent transfer to CSULB. We are very proud of our students. Summer Internship applications are now being accepted.
- **Los Angeles Harbor College** – LAHC will be hosting a STEM Leadership Council (SLC) Planning Luncheon. SLC is a business development mechanism to implement the college’s first STEM Alumni Association. STEM STEP (Success, Transfer & Equity Program) is the academic program to develop LAHC into a premier educational institution for STEM education in the region.
- **Los Angeles Pierce College** – The French section of the Modern Languages Department is pleased to announce that three Pierce students have been selected to travel to Paris this June, all expenses paid. Two were chosen by the City of Los Angeles to participate in the Mayor’s Young Ambassador (MaYA) program, and the third was admitted to the Community College in France Bootcamp sponsored by the French Embassy.
- **Los Angeles Trade-Technical College** – The magical run of the Lady Beavers basketball team came to an end in the state’s “Elite Eight” championship round on March 15. They were unable to get by San Joaquin Delta, but not before capturing back-to-back conference South Coast Conference-North championships for the first time ever. Congrats to the team and their coach!
- **Los Angeles Valley College** – LAVC’s Advanced Manufacturing Academy graduated 21 individuals on March 20. This is a high placement Workforce Academy built on City, County, community, and industry partnerships. According to the South Bay Workforce Investment Board, the Academy places 100% of its graduates. The ceremony took

place in the Advanced Manufacturing Lab at the college. Dr. Douglas Marriott, Dean of Workforce, welcomed attendees and Dr. Denise Noldon, Interim President, was a featured speaker to congratulate the group. Program Specialist Roberto Gutierrez leads this effort that continues to improve and expand to meet industry needs and place graduates. Graduates also earned three units of Numerical Control credits. The next Academy is scheduled to start in April.

- **West Los Angeles College** – WLAC is the only community college in California to have been awarded the Adult Learner360 Academy grant, “a solution for scaling and sustaining adult learner success at Hispanic Serving Institutions.”

Goal 4: Organizational Effectiveness

- **Los Angeles City College** – The bi-annual LACC Foundation Gala was held at the Beverly Wilshire Hotel on March 12. The event brought in gross revenues of \$675,000 to fund various activities, student scholarships, program projects, field trips, and other basic student needs. We expect to net more than the Foundation made at its last Gala in gross revenues.
- **Los Angeles City College** – The Women’s History Month annual breakfast was held at LACC on March 27. Women throughout the District were invited to attend and participate.
- **Los Angeles Harbor College** – Congratulations to Marilyn Moon, Harbor’s Graphic Designer, for being a 2019 Community College Public Relations Organization (CCPRO) Award Winner and being recognized for her outstanding graphic design work at LAHC.
- **Los Angeles Southwest College** – LASC’s CARE program hosted an Eight-Minute Mentor program for students on March 7. The Women’s History Month event allowed CARE students to engage with women in various professional industries and were provided the unique opportunity to ask questions as well as explore careers, educational pathways.
- **Los Angeles Southwest College** – Former LASC student Natalie Houser read a book she authored called “The Compton Diagnosis” during the most recent Read-In at LASC’s Library on March 19. Houser is an L.A.-based physician assistant. The book serves as an encouragement to all who may have doubted their future or career goals because of their past or current surroundings.
- **Los Angeles Southwest College** – The Work Environment Committee held a campus forum on March 26 in the Little Theater to discuss campus safety and other campus environment matters.
- **Los Angeles Southwest College** – An on-campus user group has been formed to help improve marque signs, wayfinding and sidewalks on campus.
- **Los Angeles Trade-Technical College** – LATTC hosted the District’s faculty job fair on March 1. More than 500 jobseekers attended the event to learn more about each college.

- **Los Angeles Valley College** – In celebration of a belated Valentine’s Day, the LAVC Foundation hosted its second annual wine-tasting event on February 22. Guests included Chancellor Rodriguez, Interim Valley College President Dr. Denise Noldon, Music Department Chair Christian Nova, and Foundation President Pat Ballew. Event proceeds benefited the Library Fund and the Steinway Piano Campaign.
- **Los Angeles Valley College** – The LAVC Music Department held its annual All-Steinway Benefit Concert featuring the Valley Symphony Orchestra, the Choral Ensemble, and the new Steinway Piano on March 16. Proceeds benefited the Piano Maintenance Fund and the Steinway Piano Campaign.
- **Los Angeles Valley College** – The Office of Student Success, in collaboration with 3CSN’s L.A. Regional Network, will be hosting professional learning summits centered on the LACCD’s student success initiative goals and the CCCCCO’s Vision for Success. On March 22, LAVC hosted the “Bridging Classrooms and Student Services” summit, which provided an opportunity to build relationships and know ledge with regional colleagues through active engagement and team time.
- **Los Angeles Valley College** – Dr. Kevin Sanford, LAVC Business Administration Department full-time faculty, and Business Club Advisor requested and received a \$2,000 community grant from Foresters Financial. The funds were used to purchase backpacks, hygiene care kits, and basic school supplies. Dr. Sanford and the LAVC Business Club along with numerous volunteers from the community, Foresters Financial, Helping Hands, and ASU, packed 100 backpacks with the supplies on March 23 that will now be dispersed to LAVC self-identified homeless or housing insecure students.
- **West Los Angeles College** – West submitted a Letter of Interest for an Institutional Effectiveness Partnership Initiative consultation related to advancing institutional effectiveness. The focus of the PRT request is the evaluation and refinement of our program Review Process and assistance in the update of our Educational Master Plan.

Goal 5: Fiscal Integrity

- **Los Angeles City College** – LACC was awarded \$100,000 for the currently and formerly incarcerated student reentry program grant.
- **Los Angeles City College** – LACC received financial assistance for Basic Student Needs and Food for Thought Programs; \$50,000 from the Angel Foundation and \$10,000 from Richard Pink of Pink’s Hot Dogs.
- **Los Angeles Trade-Technical College** – More than 80 LATTC employees took part in the district-guided procurement training, featuring Anne Diga and Luci Chun, on March 12.

Upcoming Campus Events and Activities for April

DATE	COLLEGE	EVENT
April 2	LA Harbor College	Free Produce Give Away every Tuesday in April
April 6	LA City College	LAUSD Parent Day and Academic Festival
April 9	LA Southwest College	LASC will recognize Autism Awareness Month with a lecture and workshop by Emily Iland, M.A., from 11 a.m. to 1 p.m. in Multipurpose Room 127 in the School of Career and Technical Education building on-campus.
April 10	LA Harbor College	Major Declaration Day – Culmination Celebration of Majors March
April 10	LA Pierce College	“Senior Day/Explore Pierce” The college will partner with local high schools to bring 450 students to campus to get a feel for the college experience. The seniors will receive an orientation, assessment and educational planning, and tour programs such as Registered Veterinary Technology and Media Arts.
April 10	LA Southwest College	An informational orientation for students interested in LASC’s certified nursing assistant program will be held at 6 p.m. in Multipurpose Room 127. Orientations are mandatory and students must attend to be considered for the CNA program.
April 11	LA Trade-Tech College	College Transfer Day with more than 40 colleges engaging LATTC students about transfer opportunities and programs available starting at 9 a.m.
April 17	LA Pierce College	Former Pierce College President, Darroch “Rocky” Young, will be honored at a gathering celebrating the 20 th anniversary since his arrival at Pierce and the unveiling of the bronze sign that graces Rocky Young Park from 1 to 2:30 p.m. at the Faculty & Staff Center (Building 600).
April 19	LA Harbor College	Transfer Center CSULB Field Trip for students
April 23	LA Trade-Tech College	Ribbon-cutting ceremony for the green technology aspects of the 24 th Parking structure including the solar infrastructure on the roof, along with the electric vehicle ports starting at 11 a.m.

April 23	LA Valley College	The 2019 Health Expo & Career Fair will be held in the Student Union Plaza from 8:30 a.m. to 12:30 p.m.
April 24	LA Valley College	LAVC Arbor Day 2019 will be held in the Student Union Plaza from 8:30 a.m. to 1:30 p.m.
April 25	LA Mission College	Career Center's Spring Job Fair
April 25	LA Southwest College	Annual Counselor Awareness Day, where our counseling programs are able to recruit, and students are able to receive a variety of express counseling services such as updating their major/educational goal, help with enrolling into classes, and getting an abbreviated student education plan, as well as prerequisite clearances.
April 25	LA Trade-Tech College	Annual Job Fair and Expo. More than 80 employers expected to attend and engage LATTC students with job openings, career trends and available internships.
April 26	LA Harbor College	Transfer Center CSUDH Field Trip for students
April 27	LA Mission College	<p>The LAMC Foundation will be hosting the 17th Annual San Fernando Valley Food & Wine Festival from 4 to 8 p.m. This signature event raises crucial funds for our scholarship programs and has awarded to date more than \$100,000 in scholarships.</p> <p>Exquisite cuisine prepared by our award-winning Culinary Arts Institute, wonderful wines, a silent auction, live entertainment and much more is planned.</p> <p>To purchase tickets, visit www.sfvfw.com. General admission tickets are \$65 and VIP tickets are \$150. All tickets include a beautiful souvenir wine glass to commemorate the event. Student tickets are \$35.</p>
April 27	West LA College	Third Annual WEST TALKS: The Creative Edge Creativity Conference to be held in the Fine Arts Theater from 10 a.m. to 3 p.m.

IV. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for March and April:

DATE	EVENT
March 5	Vice Chancellor Cornner met with the Office of the Mayor of Los Angeles regarding the upcoming LA College Promise Graduation
March 7	Chancellor Rodriguez provided opening remarks at the 12 th Annual African American Male Educational Network and Development (A2MEND) Male Summit at the LAX Hyatt. Several LACCD colleagues and students representing multiple campuses were present.
March 8	Chancellor Rodriguez participated in a taping for AT&T Believe Los Angeles. A grassroots, AT&T employee-driven campaign to support workforce development, career readiness programs, with a special emphasis on digital media and entertainment employment opportunities for underserved students.
March 11	Chancellor Rodriguez and Vice Chancellors Miller and Roman visited the Oracle Headquarters in the Bay Area to learn about the Oracle enterprise system capabilities in finance and HR.
March 12	Chancellor Rodriguez and the AFT Staff Guild met for the monthly consultation.
March 12	Chancellor Rodriguez participated in the LA Valley College President Search Hiring Committee Kick-off meeting.
March 12	Chancellor Rodriguez and several trustees attended the 2019 LACC Foundation Gala at the Beverly Wilshire Hotel.
March 13	Chancellor Rodriguez attended the L.A. Coalition for Jobs & the Economy meeting with LA Metro CEO Phil Washington.
March 14	Vice Chancellor Cornner participated in a Los Angeles college success campaign strategy meeting with leaders from the non-profit, philanthropy, K-12 district and post-secondary systems.
March 18	Chancellor Rodriguez and Ms. Maria Veloz visited with authors of the District's legislative priorities in Sacramento, CA.
March 18	Chancellor Rodriguez met with KVIE station officials to further discuss a joint effort with the State Chancellor's office to highlight California Community Colleges.
March 18	Vice Chancellor Cornner met with the NAACP to partner on increasing African-American student participation in the L.A. College Promise.
March 19	Chancellor Rodriguez and Ms. Maria Veloz met with Legislative representatives, CCLC and Chancellor's Office staff. Chancellor Rodriguez and Jorge Acosta, LA College Promise Student from Harbor College testified before the Higher Education Committee in support of AB 2.
March 20	Vice Chancellor Cornner and Communications Director William Boyer met with representatives from ESPN, LA Metro, and Department of Public Works to discuss promotional working partnerships.

March 21	Chancellor Rodriguez attended the LA Chamber Board of Directors quarterly meeting.
March 21	Vice Chancellor Cornner met with the Office of the Mayor of Los Angeles to discuss the upcoming LA College Promise Graduation
March 22	Chancellor Rodriguez attended the groundbreaking ceremony for the ELAC South Gate Educational Center. Speakers included Board President Mike Fong, Board Vice President Andra Hoffman, State Assembly Speaker Anthony Rendon, Congresswoman Nanette Barragan, Trustee Moreno and Trustee Vela, and Mayor of City of South Gate M. Belen Bernal.
March 24	Chancellor Rodriguez and several LACCD campus representatives and volunteers cheered on the LACCD team and volunteered at the LA Marathon.
March 25	Chancellor Rodriguez visited with Don Howard, CEO of the Irvine Foundation, to discuss organizational goals and funding opportunities.
March 26	Chancellor Rodriguez visited with Jaime Jimenez, General Manager at LAUSD's public television station, KLCS, to discuss public education and promotion of LACCD.
March 26	Vice Chancellor Cornner met with the LAUSD Office of Transitions to discuss partnerships. Dr. Cornner also met with CSU Northridge and LA Valley College to discuss Reverse Transfer.
March 28	Vice Chancellor Cornner met with the Alliance of College-Ready Schools to discuss partnerships.
March 29	Chancellor Rodriguez visited with the three LACCD Valley presidents and CSU Northridge representatives to discuss bolstering student outreach and transfer opportunities.
March 29	Chancellor Rodriguez taped Univision TV and radio spots to promote the L.A. College Promise to Spanish-speaking audiences/viewers.
April 2	Chancellor Rodriguez participated in L.A. Chamber Strategic Planning Steering Committee Meeting
April 3	The April Board of Trustees and the Special Board Meeting will be held at LAVC.

V. LACCD Media Outreach and Coverage

For March, the District's Communications Office produced and distributed six news releases and helped distribute several others from the colleges. They are posted under the News Section of District's main website at www.laccd.edu.

The latest issue of the District Quarterly newsletter was published March 5 and posted online at <http://laccd.edu/Documents/NewsDocuments/20190305%20Spring%20District%20Quarterly%20v3%20-%20Web.pdf>.

In March, the District's main Facebook page, <https://www.facebook.com/LACCD> , (@LACCD) ended the month with 4,229 followers, up from 4,155 followers in February

and 4,100 in January. Likes totaled 4,125, up from February's 4,080 likes and January's total of 4,009.

Posts about ELAC students raising money for college costs; the video for donation support for the L.A. Marathon and the Groundbreaking Ceremony at South Gate Educational Center were the most popular posts of the month, generating more than 7,000 impressions.

The District's Twitter account, <https://twitter.com/laccd>, (@laccd) head steady in daily impression activity of about 500 per day, with total impressions for the month at about 15,000. The Twitter account continues to grow, now with almost 1,800 followers, up from February's total of 1,765 followers and January's count at 1,720. The most popular tweet during the past 30 days was on the video for donation support in connection with the L.A. Marathon with about 1,725 impressions. .

The District's new Instagram account, https://www.instagram.com/laccd_edu/ gained more audience share, now at 1,029 followers, up from 1,017 in February and 989 in January.

Media Coverage (Selected Highlights) for March 2019

WLAC Female Aviation Student Joins United Airlines' "Chix Fix" Squad
<https://hub.united.com/united-ms-fix-it-2630760691.html>

<https://mashable.com/article/chix-fix-women-stem-airplane-repair-technicians/#4zcAtgoljOqW>

ELAC Students Selling Food for College Costs

<https://abc7.com/education/elac-puente-program-helps-thru-college-admission-scam/5210957/>

<https://www.latimes.com/local/california/la-me-college-fraud-students-react-20190314-story.html>

ELAC Student Actors

https://abc7.com/entertainment/boyle-heights-in-the-spotlight-in-play-created-by-college-students/5219072/?fbclid=IwAR1v-RVQ4ZDXX6tmgyoDX_yMkx4sXG984ldkWdPvjBO655qTCBNVcycyUOE

LACC Gala

<https://www.broadwayworld.com/los-angeles/article/Los-Angeles-Community-College-Celebrates-90th-Anniversary-20190314>

South Gate Educational Center Groundbreaking

[LACCD AIRCHECK 3-22 12P](#)
[LACCD AIRCHECK 3-22 6P](#)

Black Barbie Designer Graduated from LATTC

<https://www.usatoday.com/story/money/business/2019/02/28/meet-south-carolina-woman-who-designed-mattels-first-black-barbie/3013984002/>

Cash for College event coverage

<https://lasentinel.net/cash-for-college-wraps-up-at-west-la-college.html>

LAVC Family Resource Center

(rewind to 5:50:09):

<http://transition.meltwater.com/paywall/redirect/FnwleIFKxaOj4Vtxz8zKFZTSPM>

<https://laist.com/2019/03/29/many-students-cant-balance-being-a-parent-and-going-to-college-->

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