



**OFFICE OF THE CHANCELLOR**

**TO:** LACCD Board of Trustees  
**FROM:** Chancellor Francisco C. Rodriguez  
**DATE:** February 7, 2018  
**SUBJECT:** February 2018 - Chancellor's Monthly Report

The LACCD February report includes brief updates on the following:

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

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**I. District Updates**

Accreditation Status Reaffirmed for All Nine Los Angeles Community Colleges

The Accrediting Commission for Community and Junior Colleges (ACCJC) reaffirmed the accreditation status of all nine colleges within the Los Angeles Community College District (LACCD). The ACCJC conducted a comprehensive review of each individual college and the district office as part of its accreditation process. The accreditation status for each college runs through the remainder of the accreditation cycle to 2023. In 2016, following a week-long series to each college and District Office that involved over 100 educators from California and Hawaii, the ACCJC issued a set of recommendations for improvement and/or compliance with accrediting standards. The LACCD team embraced the ACCJC's recommendations and worked expeditiously to address every issue raised by the Commission and went a step further by going above and beyond the evaluation criteria to determine how we could better serve our colleges and our students.

The accreditation process is integral to maintaining high levels of instructional quality and public trust. The clean bill of health from the ACCJC reflects the progress we have made to strategically invest in our instructional programs, new campus facilities, and new technology resources. We are all to be commended for holding ourselves to high standards for institutional excellence and ensuring the best educational outcomes for our students. I want to thank our dedicated faculty, staff and administrators across all of our nine colleges and District office who devote every day to promoting the success and welfare of our students. The full accreditation reports for each college are available to the public and will posted on each college's website.

### Jack Kent Cooke Foundation Undergraduate Transfer Scholarship

Twelve (12) students across six LACCD colleges have been named semifinalists for the Jack Kent Cooke Foundation Undergraduate Transfer Scholarship, worth up to \$40,000 per year and renewable for up to three years. The highly selective program receives nearly 2,500 applications each year from community colleges across the country, with 45 scholarships awarded annually. The student finalists are from East Los Angeles College, L.A. City College, L.A. Pierce College, L.A. Trade Technical College, L.A. Valley College and West Los Angeles College.

### DACA/Immigration Task Force Update

On January 25 the DACA/Immigration Task Force co-chaired by LACCD Trustee Gabriel Buelna and Chancellor Francisco Rodriguez met at L.A. Harbor College to continue the work of the Task Force. Ms. Ruby Nieto, Student Financial Aid Programs Specialist with the State Chancellor's office provided a comprehensive overview of the various financial assistance programs and financial services available to undocumented students. She also answered questions about the FAFSA and other financial aid questions that are top of mind for this segment of students. The Task Force agenda also included an update from Mr. Gene Kim with Imprinta Communications on the districtwide social media campaign focused at undocumented students who are currently enrolled, those who have left and not completed their educational goals, and parents of undocumented students. In addition, Apolonio (Polo) Morales, Political Director Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA) gave an insightful presentation on "Advocacy Strategies, DACA Events and Community Activities." This presentation covered the divergent policy positions in Washington, D.C., and provided insight on advocacy strategies underway across the county. The meeting also provided an LACCD legal update from General Counsel Jeffrey Prieto and Associate General Counsel Eric Kim. A push was made - urging DACA-eligible undocumented students to reapply for DACA by March 5, to find out more about the Temporary Protected Status (TPS), and to consult with a lawyer prior to undertaking any action. The Task Force meetings provide an opportunity for faculty and staff to hear from students, and this meeting included the voices of several undocumented students who shared their needs and educational interests. The meeting concluded with networking, sharing of resources and strategizing activities to assist LACCD's undocumented students during these uncertain and difficult times. The meeting was "live video streamed" on Facebook for maximum inclusion and participation. The video was viewed by 539 people and reached over 1,160 individuals. The comments on the LACCD page were overwhelmingly positive with 81 people reacting favorably to the information. The next meeting of the Task Force is scheduled on March 1, from 2:00-4:00 pm at East Los Angeles College.

### LACCD Sacramento Legislative Day

Representatives of the Los Angeles Community College District (LACCD) traveled to Sacramento on January 27-29 to participate in the Community College League of California's (CCLC) Annual Legislative Conference and Advocacy Day. LACCD's delegation led by Board Vice President Trustee Mike Fong, and included Trustee Steve Veres, Chancellor Francisco Rodriguez, Executive Staff and student leaders from three of the nine colleges. The LACCD team met with 35 legislative offices as well as the Governor's office to discuss LACCD's 2018 legislative and budget priorities. The delegation also had sit-down meetings with Senate Pro-Tem Kevin de Leon (D-Los Angeles) and with Assembly Speaker Anthony Rendon (D-Los Angeles). The trip was very productive and enabled the delegation to discuss the District's legislative priorities and to address questions related to the Governor's Community College Budget proposal. Student participation was key and it

enabled our students - through their own personal stories to share the immediate impact of the proposed legislation on their own lives and the lives of their classmates. Their contributions helped to put into context the proposed policies and helped to reshape the conversation in the Capitol.

#### Small Business Advisory Council

On January 30, LACCD President Sydney Kamlager-Dove held a meeting of the LACCD Small Business Advisory Council. Trustee Scott Svonkin and Chancellor Francisco Rodriguez also attended the meeting. Participants included representatives from the Chinese American Construction Professionals; Los Angeles Latino Chamber of Commerce; Society of Hispanic Professional Engineers; Construction Management Association of America; Pacific Coast Regional Small Business Development Corporation; Greater Los Angeles African American Chamber of Commerce; Logic Technology; and DHS Consulting. The meeting included an update of the LACCD construction forecast by Mr. David Salazar, Chief Facilities Executive for the District. Stakeholders also discussed the Community Economic Development Program and the 2017 Small Business accomplishments. Participants discussed the Small Business goals for 2018, which include:

- Establishing committees within the council
- Separating opportunities for small business engagement (District and Bond)
- Collection of data, i.e. such as a listing of current suppliers

The next meeting will focus on refining the SBAC goals. The meeting concluded with a roundtable discussion of the upcoming LACCD Build events, including the upcoming BuildLACCD Boot Camp Academy scheduled on February 21, as well as the Advisory Council's future events and activities. The next meeting of the LACCD Small Business Advisory Council is scheduled for April.

#### Sexual Assault, Sexual Harassment and Title IX Task Force Update

On Wednesday, January 31, Trustee Hoffman convened the Sexual Harassment and Title IX Task Force at the ESC. Leading the Task Force were co-chairs of the Task Force, Trustee Andra Hoffman and L.A. Pierce College President Kathleen Burke. Approximately 20 Task Force Members attended, including representatives from the bargaining units, LACCD Title IX Coordinators, District executive staff, and guest presenter Kristine Kwong, Partner at Musick, Peeler and Garrett. Ms. Kwong gave a comprehensive overview and Title IX Training on the topic of "Responsible Employees: What You Need to Know and Why." Ms. Kwong's presentation focused on the history and overview of Title IX – intended to assist the Task Force Committee in their review of LACCD Administrative Regulations. The topic generated substantive discussion with questions and answers from Task Force Members. The next two Title IX Task Force meetings are scheduled on February 21 and 28, at the ESC. The meetings will focus on the following topics:

- Review of the Title IX Sexual Harassment Report covering District cases from the 2016-2017 academic year,
- Review of the Administrative Regulation C-14 - District Procedures. Task Force members were asked to make suggestions and revisions to the District policies. A discussion on proposed policy revisions will occur at the February 28 task force meeting,

- Members were asked to submit real-life and fictional situations or “scenarios” of Title IX situations that need to be addressed. These should be submitted in advance of the next Committee meeting to Vice Chancellor Dr. Albert Roman. The purpose of this exercise is intended to inform the Task Force in proposing revisions to board policy and Administrative Regulation C-14, and
- A Training on hostile work environments, bullying, and harassment in the workplace will be conducted by Kristine Kwong, of Musick, Peeler and Garrett on February 28.

Foundation for the Los Angeles Community College

It is an axiom in fundraising that heavy lifting really begins when you receive a contribution or grant. To that end, much of the recent work has involved spending the funds that we received in a way that meets the donor’s intentions, is prudent and the results reportable. Below are a few highlights of recent activity.

The intended use of the Ralph M. Parsons grant of \$100,000 for text books presented unique challenges because of the differing levels of text books for students and the business process of each college bookstore. WLAC Vice President Iris Ingram was instrumental in helping coordinate a discussion with the bookstore managers. Ryan Cornner and Maury Pearl provided lists of L.A. College Promise students. We decided to prorate the distribution of funds based on the population of L.A. College Promise students. A list of students by college was emailed to each bookstore manager, followed by a check for the prorated amount. The respective bookstore managers agreed to provide a report by the end of the semester as to how the funds were used. A collective report will be prepared and sent to Ralph M. Parsons Foundation, along with a request for future funding.

**Parson's Grant Disbursement per Campus for LA Promise Students**

<b>Campus</b>	<b>LA College Promise Students per Campus</b>	<b>Percentage</b>	<b>Grant Distribution</b>
<b>LAPC</b>	807	20.070%	\$20,069.63
<b>LACC</b>	658	16.364%	\$16,364.09
<b>LAHC</b>	574	14.275%	\$14,275.06
<b>ELAC</b>	659	16.389%	\$16,388.96
<b>LAMC</b>	449	11.166%	\$11,166.38
<b>LASC</b>	195	4.850%	\$4,849.54
<b>LATTC</b>	64	1.592%	\$1,591.64
<b>LAVC</b>	459	11.415%	\$11,415.07
<b>WLAC</b>	156	3.880%	\$3,879.63
<b>Total</b>	4021	100.000%	\$100,000.00

The \$40,000 grant from Edison International was intended for two purposes. One, to provide 10 - \$1,000 scholarships for students in STEM majors at Southwest and West LA College. And two, to implement an online scholarship application process using Next Gen software.

The scholarship application process is now live. The software can be used to set up applications and award scholarship funds for any gift. Edison provided \$7,000 for training for the software to enable other LACCD Colleges to use the product.

The Foundation Board submitted a request for quotes (RFQ) for investment advisors. Five submitted proposals. The committee narrowed it to two firms and we asked to visit their headquarters to meet with their respective teams. At the last Foundation Board meeting the directors unanimously voted to use Payden & Rygel. The selection of an investment firm is important in developing an investment policy and stewarding potential endowment gifts.

Administration of the Vicky Chang grant for Nursing is ongoing. In March, the Foundation will complete the move to a process managed out of the Foundation for the Los Angeles Community Colleges at the district office. The application and awarding process has been honed to meet two goals—to remove the financial barrier students contend with to take the test, and to create an incentive for students to take the test. The process now involves providing a voucher worth \$200 from Pearson Vue to pay for the cost to take the test.

Finally, perhaps the most important development for the future of fundraising is the hiring of a new director of communications and external relations. Vetting of candidates via the Personnel Commission, the interview committee, and upper management is complete. The candidate, William Boyer, accepted the position and is expected to begin on February 28. With this position in place more time, energy and human resources will be devoted to cultivation of donor prospects, foundations and corporations.

We look forward to 2018 as we find resources to remove the barriers to education, increase enrollment and ultimately strengthen the social fabric of our region through education.

## II. Update on the LACCD Enrollment and Strategic Marketing Campaign

The spring semester is underway and district is currently experiencing enrollment declines for 2017/18. Fall semester headcount enrollment and FTES was down approximately 5%. We are trending in the same pattern for spring thus far, but expect gains with our late start classes. Statewide, about two-thirds of community colleges are experiencing enrollment decreases or flat enrollments due to factors such as downward trends in the population of high school seniors and a robust economy that has a counter-cyclical impact on community college enrollments. Districtwide, we have deployed several immediate strategies to counteract this trend. Turning around this current enrollment trend will take all of us, working together, with the common goal of serving our community with high quality instruction, timely support services, and excellent customer service. I am confident that we can do this – our students and community deserve our best.

### Executive Summary of Social Media Campaign

The LACCD and Interact Communications are engaged in a marketing campaign aimed at increasing enrollment by targeting specific student populations in ways that will produce the highest return on investment (ROI), support retention and encourage re-enrollment, build brand awareness and support, and cultivate community support. Students targeted for this marketing initiative fell into two groups: (1) **Students who failed to appear** were defined as students who previously applied (in Spring 2017, Summer 2017, and Fall 2017) and had not enrolled these semesters and (2) **Students who failed to return** were defined as previously enrolled students who had not yet enrolled in either Winter 2018 or Spring 2018.

Based email distributions as of Feb. 1, 2018, 62,624 students who received an email, social media impression, or were served a digital display advertisement have enrolled. A link within the sent emails directing potential students to the class schedule or to the LACCD enrollment web page has been clicked 41,748 times. The social media campaign has produced 2.8 million impressions with 40,185 individuals clicking through the advertisements to visit individual college websites. As of Day 1 (Feb. 5, 2018 vs Feb. 6, 2017), Spring 2018 headcount was estimated to be 90% of Spring 2017 headcount. Table 1 displays the number of students contacted via email and social media and the contact schedule.

Analytic measures provided by Interact, based on distributions as of Feb. 1, 2018, track both emails and digital media views. Successive email distribution lists remove enrolled students and, based on counts of students dropping off of lists, Table 2 shows that 62,624 students who received an email, social media impression, or were served a digital display advertisement have enrolled.

Email Distribution Date	Students Contacted
Dec. 8, 2017	182,863
Dec. 12, 2017	177,796
Dec. 19, 2017	172,577
Dec. 21, 2017	171,527
Jan. 4, 2018	165,781
Jan. 9, 2018	162,252
Jan. 16, 2018	159,896
Jan. 17, 2018	159,920
Jan. 23, 2018	155,643
Jan. 25, 2018	155,226
Jan. 30, 2018	152,132
Feb. 1, 2018	151,378
Feb. 5, 2018	147,537

College	Number of Students Enrolled
East Los Angeles College	11,741
Los Angeles City College	7,983
Los Angeles Harbor College	4,385
Los Angeles Mission College	6,040
Los Angeles Southwest College	3,039
Los Angeles Trade-Technical College	6,804
Los Angeles Valley College	8,611
Los Angeles Pierce College	9,361
West Los Angeles College	4,760
<b>LACCD TOTAL</b>	<b>62,624</b>

Table 3 below displays the results of the email campaign. A link embedded within the emails directing potential students to the class schedule or to the LACCD enrollment web page has been clicked 41,748 times.

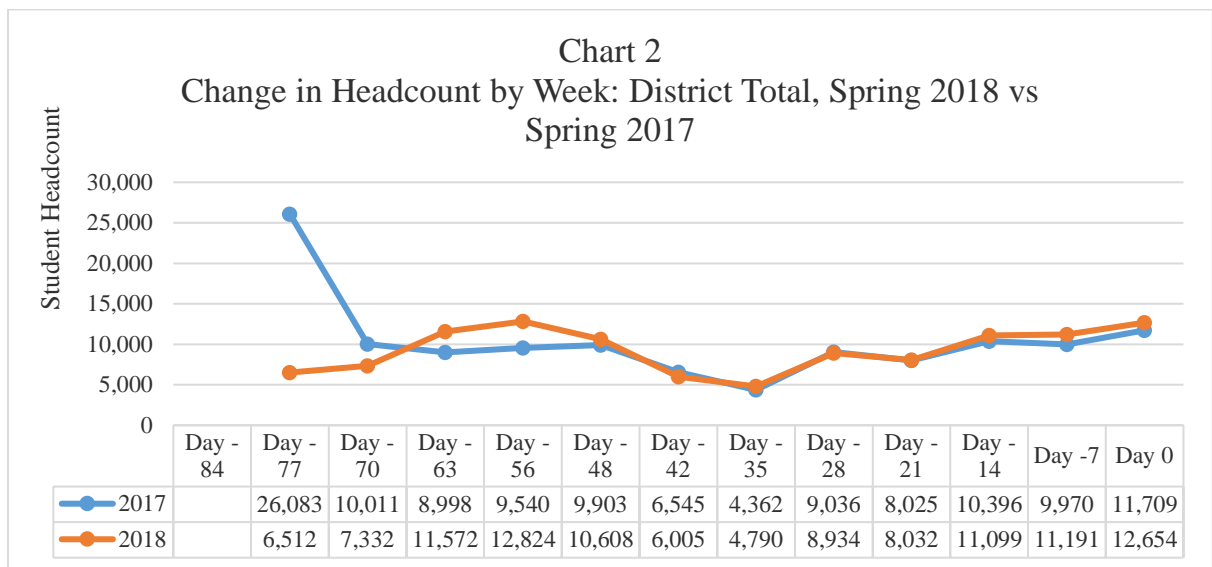
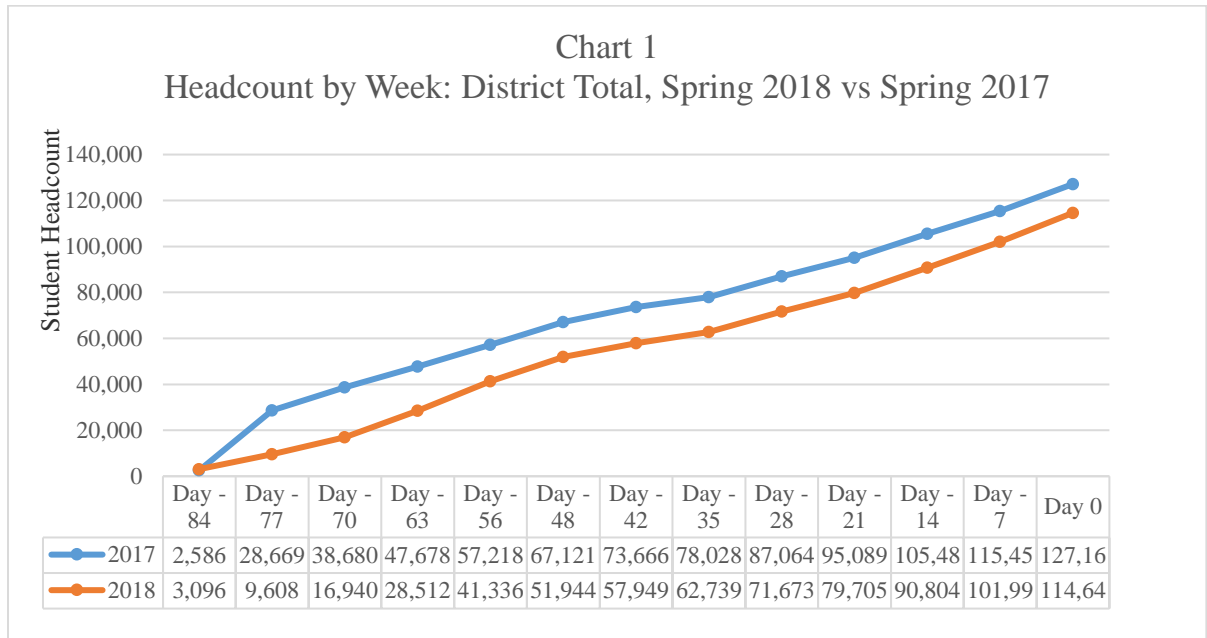
The proportion of emails opened (Open Rate) and clicks made after the email was opened (Click-Through Percentage) displays this information by college. The 18.1% email Open Rate for the LACCD is well above the industry standard for higher education (13.4%), while the click-through rate of 2% is well below industry standard (8.5% for higher education and 3.4% for all industry).

Table 3: Email Campaign			
College	Open Rate	Email Click Through Number	Email Click-Through Percentage
East Los Angeles College	19.8%	8,799	2.0%
Los Angeles City College	19.1%	6,133	2.2%
Los Angeles Harbor College	20.2%	2,805	2.2%
Los Angeles Mission College	19.0%	2,765	2.0%
Los Angeles Southwest College	15.5%	1,883	2.0%
Los Angeles Trade-Technical College	18.0%	4,823	2.2%
Los Angeles Valley College	24.2%	4,406	2.4%
Los Angeles Pierce College	21.4%	6,243	2.3%
West Los Angeles College	23.6%	3,891	2.5%
<b>LACCD TOTAL</b>	<b>18.1%</b>	<b>41,748</b>	<b>2.0%</b>

Table 4 displays Social Media Impressions (appearance of social media ads) and the Social Media Clicks (the number of clicks on these ads). The social media campaign has produced nearly 2.5 million impressions with over 36,000 students clicking through the advertisements to visit individual college websites.

Table 4: Social Media Impressions and Clicks		
College	Social Media Impressions	Social Media Clicks
East Los Angeles College	388,525	7,555
Los Angeles City College	328,200	4,931
Los Angeles Harbor College	277,534	2,904
Los Angeles Mission College	301,584	4,025
Los Angeles Southwest College	296,503	4,573
Los Angeles Trade-Technical College	351,509	5,792
Los Angeles Valley College	294,479	3,849
Los Angeles Pierce College	303,787	3,328
West Los Angeles College	280,736	3,228
<b>LACCD TOTAL</b>	<b>2,822,848</b>	<b>40,185</b>

Student headcount enrollment trends and daily enrollment changes are shown for Spring 2017 and Spring 2018, respectively, in Charts 1 and 2 below. On Day -56 (Dec. 11, 2017 vs Dec. 12, 2016), which corresponded to the week following the launch of the marketing campaign, Spring 2018 headcount increased noticeably compared to Spring 2017 and has been on par with Spring 2017 until Day -14, when headcount increases outpaced those in the prior year. As of the first day of the Spring semester (Feb. 5, 2018 vs Feb. 6, 2017), Spring 2018 headcount was estimated to be 90% of Spring 2017 headcount.





### III. Reports from the College Presidents

#### Los Angeles Harbor College

- Internships: Eight (8) students are scheduled for BuildLACCD interviews; Eight (8) students have applied for an internship at the Port of LA; Nineteen (19) internship sites have been identified for Internship placements; six (6) students are participating in winter-term internships with the following locations: Gangs Alternative Program (GAP), Rancho Los Cerritos Historic Site, and Transhealth Medical; a total of 72 students have completed “internship readiness;” and three (3) Harbor Advantage students (to date) have submitted applications for NASA/JPL summer internships with the support of STEM staff.
- Harbor’s HTPA (Harbor Teacher Preparation Academy) received the National Blue Ribbon Award (the Federal Government’s highest award for academic achievement) on January 18, 2018. We are the top rated High School in LAUSD.

#### Los Angeles Mission College

- The California Wellness Foundation has awarded LAMC a \$250,000 grant to expand the college’s educational programs provided to L.A. County Probation youth. In partnership with L.A. County’s Probation Department and Communities in Schools, a nonprofit devoted to helping youth achieve success. The college will use the funds to establish the College Culture Re-Entry Hub that will coordinate the credit courses the college provides at many of the County’s camps and juvenile halls.
- Los Angeles Mission College hosted the Spring Registration Days event from January 18<sup>th</sup> to January 19<sup>th</sup> to provide students with one-on-one assistance with registering for classes, and access important services like Counseling, Admissions, and Financial Aid.
- President Monte Perez and Genil Washington, director of Talent Acquisition for Dignity Health, led a panel discussion on the future of work within health care on January 24. More than 40 students, community members and industry partners attended and asked questions regarding local employment opportunities and educational requirements.
- The Financial Aid and Scholarships office has announced 25 scholarships available to L.A. Mission College students. The application cycle will take place from February 5 through March 23. Students can apply for a variety of scholarships, including graduating; transferring; full-time and part-time; Art; Veterans; Women; Child Development; San Fernando Food and Wine; Foster Youth and more.
- As part of the Welcome Week activities, the Transfer Center will host representatives from more than 12 colleges, including UCLA, UC Irvine, CSUN, and Mount Saint Mary’s University to speak with students and provide transfer requirements.
- LAMC Theatre Presents Peter and the Starcatcher from March 15 through March 24.

### Los Angeles Trade-Tech College

- At the California Board of Governors meeting in Sacramento on January 16, the board along with the Academic Senate of the California Community Colleges bestowed just two Exemplary Program Awards to community college pathways. One of the honors went to Los Angeles Trade-Technical College for its work on LATTC's Advanced Transportation and Maintenance Pathway. Pathway chair Jess Guerra was on hand to receive the award and to talk about the transformational strategy and success of this pathway for students.

Los Angeles World Airports has awarded the contract of Automated People Move to the LINXS team. The agreement includes LATTC's role as the primary training provider for the maintenance of both the People Mover transit facilities and the robot train itself.

- On January 26, La Opinion reporter Jacqueline Garcia included an interview with an LATTC DACA student from the Dream Resource Center for the LACCD DACA News Conference. The story talks about the LACCD's financial support of DACA students district-wide. The student also stated the uncertainty of the federal commitment to DACA makes students uneasy.

### Los Angeles Valley College

- Town Hall on Homelessness: Los Angeles is facing an unprecedented homelessness crisis. Elected officials, government agencies and non-profit organizations are working on finding solutions to end homelessness. Councilmember Paul Krekorian and Community Policy Advisory Board held an informative town hall meeting on January 18 at Monarch Hall. The meeting was well attended with over 400 people participating. The meeting featured a panel of leaders from city, county, and state agencies, along with non-profit service providers, who addressed questions on homelessness in Los Angeles. Speakers included:
  - City Councilmember Paul Krekorian, District 2
  - Peter Lynn, Los Angeles Homeless Services Authority Executive Director
  - Dr. Erika Endrijonas, Los Angeles Valley College President
  - Jerry Ramirez, Los Angeles County Homeless Initiative
  - Meg Barclay, Homeless Coordinator for the City of Los Angeles
  - Kris Freed Los Angeles Family Housing Chief Program Officer
  - Dominic Choi, Los Angeles Police Department Commander
  - Gita O'Neill, Los Angeles Attorney's Office, Director of Homelessness Policies and Strategies
  - Gonzalo Barriga, Los Angeles Sanitation Clean Streets Program
- LAVC hosted the LGBTQ President's Conference on January 19 - 20. A total of 19 president from across the nation attended the conference. The organization's mission is effective leadership in the realm of post-secondary education supporting professional development of LGBTQ leaders in that sector, and providing education and advocacy regarding LGBTQ issues within the global academy. At the conclusion of the meeting, Dr. Erika Endrijonas was elected as the Co-Chair of the LGBTQ Presidents in Higher Education.

- Breaking into the Entertainment Industry: Assemblymember Adrin Nazarian held an event at LAVC on January 25 with the International Alliance of Theatrical Stage Employees (IATSE), the union behind entertainment workers. This event was free and open to the public. Over 200 people attended and learned from individuals who are:
  - Electrical lighting technicians
  - Production sound and video engineers
  - Script supervisors and production specialist
  - Costume designers
- LA Valley College’s Family Resource Center partnership was nominated for the prestigious Bellweather Award in the Workforce development category. Although the program did not receive the national award, it placed in the top 10. The team included college representatives and Trustee Andra Hoffman.

West Los Angeles College

- The California Community College Chancellor’s Office has awarded two grants totaling \$1,000,000 to West Los Angeles College and Torrance-based Southern California Regional Occupational Center. WLAC will find an employer-centric Aero/Flex Pre-Apprenticeship track for advanced manufacturing. Additionally, WLAC will work with the South Bay Workforce Investment Board to expand the existing Aero-Flex Pre-Apprenticeship program—the first aerospace apprenticeship in the nation—to enroll 100 pre-apprentices who will earn valuable experiences at such partner aerospace industries as Northrop Grumman.

**Upcoming Campus Events and Activities for February**

<b>DATE</b>	<b>COLLEGE</b>	<b>EVENT</b>
February 1	LA Harbor College	Harbor is hosting a “Spring 2018 Registration Party” from 10 a.m. to 1 p.m. in NEA 124 and 126. This fast-paced, one-day event is for all students needing assistance with registration or are registering for the first time.
February 3	LA Trade-Tech College	More than 400 young people attend the UMOJA: Men and Boys of Color gathering at LATTTC. The young people come from all over Los Angeles to hear speakers and attend workshops about empowering themselves, seeking education and building communities with the energy they possess.
February 3	LA Trade-Tech College	Thousands of high school and community college students compete in the Skills USA Regional Championships at LA Trade-Tech. There are dozens of competitions, many in career education disciplines giving students a chance to match their skills with others in the region. Winners in the regionals compete in the state finals in Ontario later on this Spring and then gold medalists from the state competitions

are eligible to go to the national championships in Kentucky.

February 5	LA City College	City Talk Presents: A conversation on DACA at 3 p.m. in the David Alpert Lecture Hall – HAMC 140 (Free)
February 6	LA Southwest College	LASC's Black History Month Committee has quite a month planned full of activities, workshops, discussions and plenty of fun. The Black History Month at LASC kickoff event will be from 11:30 a.m. to 1:30 p.m. in front of the Little Theater. The event will include dancers, drummers, singers, spoken word and more.
February 9	LA Trade-Tech College	California's early Childhood Mentor Program will hold its statewide directors' gathering. The SWAT regional area consists of Southwest, West and Trade Tech campuses. The group will hear information concerning the latest trends, data and evidence supporting the best strategies for licensed centers and family care services. 95 community colleges statewide are part of this program.
February 9	LA City College	Play: The Government Inspector at 1 p.m., LACC Camino Theatre (\$10)
February 9	LA City College	Play: The Government Inspector at 1 p.m., LACC Camino Theatre (\$10)
February 10	LA Trade-Tech College	The We Movement is an international organization whose mission is about protecting equality and breaking the cycle of poverty. The organization is holding a Youth Leadership Conference on campus where 400 are expected to attend, and some of the attendees will be from the high schools we serve.
February 13	LA City College	Artist Lecture Series: Marine Weber Chem 03 at 6 p.m., Basement Lecture Hall (Free)
February 14	LA Southwest College	LASC's men's and women's basketball teams will have their final home games of the season against Cerritos College at 5 p.m. (women) and 7 p.m. (men) at the Lakin Center.
February 15	LA Valley College	The Valley Economic Alliance and LAVC are hosting the 11 <sup>th</sup> Annual Hero Hired Veteran Career and Resource Fair.

		More than 500 veterans will participate in the job fair, at Los Angeles Valley College's Monarch Hall. The job fair gives veteran job seekers access to 60 employers and recourse companies at 9 a.m. Employers will be taking resumes, interviewing candidates and hiring at the event. The fair will then be opened to the general public from 10 a.m. to 2 p.m.
February 16	LA Trade-Tech College	LATTC's Black Faculty and Staff Association is presenting several campus-wide events celebrating Black History Month. One of the highlights is the Black Heritage Tour of Los Angeles: Going Black in Time. It will be a full-day of visits to some of the cultural and social landmarks of black history in this city. A bus will be used and tickets are available.
February 22	LA Trade-Tech College	The Black Faculty and Staff Association (BFSA) is holding its annual Black History Month luncheon featuring Marine First sergeant William "Jack" McDowell at 11:30 am. For more information, you can call Toni Johnson at (213) 763-7111.
February 23	LA Trade-Tech College	District-sponsored Transgender Summit
February 23	LA City College	ASCCC Accreditation Workshop at 3 p.m., Panel Discussion Standard III – Resources.
February 27	LA Harbor College	Harbor will be hosting a "2018 Gig Economy Symposium and Job Fair" from 8 a.m. to 1 p.m. in the Music Recital Hall/Theater Courtyard.
February 28	LA Southwest College	The groundbreaking for Los Angeles Southwest College's School of Sciences Building will take place at 10 a.m. The new School of Science will be a two-story building totaling 26,790 square feet. Planned spaces include a lecture hall, laboratories, faculty areas, restrooms, and an outdoor patio for astronomy.
March 1	LA Southwest College	LASC's Principal's Breakfast will be at 8:30 a.m. in the Multipurpose Room 127 in the SoCTE Building.

#### IV. Community Engagement & Partnerships

Chancellor and executive staff community outreach for the month of January and February:

DATE	EVENT
January 16	The LACCD District Foundation Board meeting.
January 17	<p>The Build LACCD Program hosted the Small Business Boot Camp Graduation from 5:00 – 7:00 pm at LATTC. The Los Angeles Community College District (LACCD) Small Contractor Boot Camp is a six-week program that provides small contractors with the tools necessary to improve their competitive capacity through a comprehensive, hands-on curriculum. At the conclusion of the program, small contractors will be ready to bid on BuildLACCD contracts. The program is geared to increase the number of small and/or SLEDV contractors doing business with the district.</p> <p>The two Small Business Boot Camp Cohorts from Fall 2016 and Fall 2017 have graduated 76 participants.</p>
January 18	Chancellor Rodriguez met with the District Academic Senate for the monthly consultation meeting.
January 22	Vice Chancellor Cornner toured Today's Fresh Start Charter School in Inglewood, CA.
January 23	Board president Kamlager-Dove, WLAC president Limbaugh, and Chancellor Rodriguez participated in the ceremonial signing of the dual enrollment agreement with Culver City Unified District. The board approved the agreement at its January meeting.
January 25	DACA/Immigration Task Force Meeting from 2:00 – 4:00 pm at LA Harbor College. Focus of the meeting was on financial and for undocumented students and the media campaign to attract and retain undocumented/DACA students.
January 25	Chancellor Rodriguez participated in a roundtable discussion with Pepperdine University president Andrew Benton and other regional university presidents.
January 25	Chancellor Rodriguez attended the 2018 Gubernatorial Forum sponsored by Univision and the Latino Community at UCLA. ASO LACCD student leaders were invited to sit on stage during the forum to elevate the important role of community colleges.
January 26	Chancellor Rodriguez participated in the Unite-LA board of director's winter planning meeting.
January 26	Board President Kamlager-Dove, Faculty Guild President Joanne Waddell, Chancellor Rodriguez and other community

representatives participated at a press conference by Assembly Member Miguel Santiago held at LA City College regarding the DACA application deadline extension and enrollments.

- January 27-29 Los Angeles Community College District (LACCD) traveled to Sacramento on January 27 - 29 to participate in the Community College League of California's (CCLC) Annual Legislative Conference and Advocacy Day. LACCD's delegation included Vice President Fong, Trustee Veres, Chancellor Rodriguez, Vice Chancellor Cornner, Administrative Officer Maria Veloz and four student leaders. The Delegation met with 35 legislative offices and the Governor's Office staff.
- January 30 The district Small Business Advocacy Committee hosts its kick-off meeting from 2:00 – 3:30 pm at the VdK Innovation Center.
- January 31 The Title IX, Sexual Harassment Task Force meeting took place at the ESC Board Room. Guest speaker: Kristine Musick, Peeler & Garrett.
- January 31 Chancellor Rodriguez was a guest speaker for LAUSD's Changing Conversations, hosted by Board Chair Monica Garcia.
- January 31 LA Chamber of Commerce hosted its Annual Inauguration program at Intercontinental Los Angeles Downtown Hotel attended by Chancellor Rodriguez, Trustee Svonkin, Trustee Veres, General Counsel Jeff Prieto and Administrative Officer Maria Veloz.
- February 1 Joon Bang, Executive Director of the Korean American Coalition (KAC) invited LACCD Chancellor Francisco Rodriguez to participate in a press conference to announce the newly passed California Community College Promise program, and encourage Korean students to enroll in the Los Angeles College Promise Program. The Chancellor also reminded Korean students who are undocumented – that the Los Angeles community colleges are committed to providing a safe and supportive learning environment for all of our students regardless of your immigration status. LACCD has about 1,600 Korean American students enrolled in our District and at LA City College, Korean Americans make up more than 5 percent of the student body. (906/16,859)
- February 2 The President's Council held its monthly meeting at the American Red Cross.
- February 7 The February Board Meeting will be at Los Angeles Trade Tech College.
- February 7 Vice Chancellor Cornner will give the keynote presentation entitled *A Plan for Access to College and Career* to high school principals of the Los Angeles Unified School District at the Secondary Principals' Organization Meeting.

- February 9 Board President Kamlager-Dove will be reaching out to trustees to represent the board at the monthly Student Advisory Committee (SAC) meetings, typically held on the morning of the 2<sup>nd</sup> Friday of the month. The meeting will be at 9:30 a.m. at the ESC.
- February 11 – 14 2018 ACCT National Legislative Summit in Washington, DC. Attendees include Trustees Kamlager-Dove, Fong, Hoffman, and Veres.
- February 22 Vice Chancellor Cornner will give the keynote presentation entitled *A Plan for Access to College and Career* to high school principals of the Los Angeles Unified School District at the Secondary Principals' Organization Meeting.

## V. LACCD Media Outreach and Coverage

Imprenta tracked media hits for Los Angeles Community College District from January 1 to January 31, 2018 (33 media hits total). The report below provides a comprehensive overview all media hits across broadcast, radio, print, and digital media.

### MEDIA HITS

#### PRINT/ONLINE

Date: November 2017					
	Source	Market	Title	Unique Visitors	Date
1	The 74	Los Angeles, CA	<a href="#">Meet the Two Young DACA Recipients From Los Angeles</a> <a href="#">Invited to Attend Tuesday's State of the Union Speech</a>	NA	Jan 30 2018
2	LA School Report	Los Angeles, CA	<a href="#">Los Angeles DACA students who State of the Union address are hoping to 'really get at their hearts'</a>	NA	Jan 30 2018
3	University of Southern California (USC)	Los Angeles, CA	<a href="#">ANCA San Gabriel Valley Hosts Community Gathering with Wide Politica</a>	31166	Jan 30 2018
4	Yahoo Sports	USA	<a href="#">JUCO DT Jeremy Reichner from Los Angeles Valley College commits to Oregon State Beavers</a>	12412	Jan 29 2018
5	MSN News	USA	<a href="#">Monetary aid available for Dreamers announced</a>	95099	Jan 29 2018



6	The Christian Science Monitor	USA	<a href="#">In L.A., resources grow for homeless community college students</a>	NA	Jan 29 2018
7	Telemundo Web	Los Angeles, CA	<a href="#">Monetary aid available for Dreamers announced</a>	18979	Jan 27 2018
8	LaOpinion	Los Angeles, CA	<a href="#">Monetary aid available for Dreamers announced</a>	84918	Jan 27 2018
9	Korea Daily	Los Angeles, CA	<a href="#">Encouraging Daca Renewal</a>	NA	Jan 27 2018
10	Korea Times	Los Angeles, CA	<a href="#">Please apply for DACA</a>	NA	Jan 27 2018
11	The San Francisco Chronicle	San Francisco, CA	<a href="#">Free speech suit at UC backed by Justice Dept.; Trump administration backs conservative students' la</a>	NA	Jan 26 2018
12	The Orange County Register	Orange County	<a href="#">In defense of free speech at Pierce College</a>	NA	Jan 26 2018
13	The Press Enterprise	Riverside, CA	<a href="#">In defense of free speech at Pierce College</a>	NA	Jan 26 2018
14	Whittier Daily News	Los Angeles County	<a href="#">In defense of free speech at Pierce College</a>	NA	Jan 26 2018
15	Inland Valley Daily Bulletin	Ontario, CA	<a href="#">In defense of free speech at Pierce College</a>	NA	Jan 26 2018
16	San Gabriel Valley Tribune	Los Angeles, CA	<a href="#">In defense of free speech at Pierce College</a>	NA	Jan 26 2018
17	Los Angeles Daily News	Los Angeles, CA	<a href="#">In defense of free speech at Pierce College</a>	96210	Jan 26 2018
18	San Bernardino Sun	Los Angeles, CA	<a href="#">In defense of free speech at Pierce College</a>	71378	Jan 26 2018
19	Long Beach Press- Telegram	Los Angeles, CA	<a href="#">In defense of free speech at Pierce College</a>	88707	Jan 26 2018
20	Redlands Daily Facts	Los Angeles, CA	<a href="#">In defense of free speech at PierceCollege</a>	26509	Jan 26 2018
21	Politico.com	USA	<a href="#">Justice Department backs conservative student groups in Ann Coulter free speech case</a>	9626	Jan 25 2018
22	San Jose Mercury News	San Jose, CA	<a href="#">U.S. Justice Department sides with conservative students in UC Berkeley free speech suit</a>	0	Jan 25 2018

23	Forbes Magazine	USA	<a href="#">Seven Mayors Championing Free Community College</a>	38875	Jan 24 2018
24	The Daily News of Los Angeles	USA	<a href="#">FREE-SPEECH SUIT WINS FIRST ROUND: Student's challenge to Pierce College rules can proceed, judge ru</a>	0	Jan 19 2018
25	World Net Daily	USA	<a href="#">College 'free speech zones' take major hit from court</a>	14823	Jan 19 2018
26	FOXNews.com	USA	<a href="#">Court ruling vindicates LA student who sued college for curbing his free speech</a>	244575	Jan 18 2018
27	My News LA	Los Angeles, CA	<a href="#">Pierce College students college campus free speech fight continues with judges OK</a>	8376	Jan 18 2018
28	LaOpinion	Los Angeles, CA	<a href="#">Return the shuttles to the schools</a>	8498	Jan 11 2018
29	Culver City Observer	Los Angeles, CA	<a href="#">Crowded Field To Replace Ridley-Thomas</a>	863	Jan 5 2018
30	Wave Newspapers	Los Angeles, CA	<a href="#">Three seek to replace Ridley-Thomas in Assembly</a>	3511	Jan 4 2018
31	Los Angeles Sentinel	Los Angeles, CA	<a href="#">Kamlager-Dove Announces 54th Assembly District Candidacy</a>	1979	Jan 4 2018
32	Change Links Magazine	Los Angeles, CA	<a href="#">Lets Defend Dreamers and All Immigrants</a>	131	Jan 3 2018

## RADIO

**Air Date: November 2017**

	Source	Network	Market	Title	Viewers	Date
1	KPCC- FM [89.3 FM] Southern California Public Radio	SCPR	Los Angeles, CA	<a href="#">New report: sexual harassment complaints double at LA community colleges</a>	46032	Jan 10 2018

## TELEVISION

-No television coverage found-