



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees

FROM: Chancellor Francisco C. Rodriguez

DATE: October 8, 2018

SUBJECT: October 2018 - Chancellor’s Monthly Report

The LACCD October 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

LACCD Board of Trustees First Vice President Andra Hoffman was awarded the Stonewall Young Democrats’ Trailblazer Award on September 8.

Four LACCD colleges have received grants ranging from \$98,000 to \$200,000 from the State Chancellor’s Office to support expansion of the Veteran’s Resource Centers. The colleges are East LA College, LA Harbor College, LA Mission College, and LA Valley College. A total of \$4.9 million was distributed through a competitive process to state community colleges.

AB 3101 (Carrillo), the “CCCApply” Bill, was signed by California Governor Brown on September 19. This bill will simplify the on-line Community College Application, making it easier for students to apply and enroll.

Highlights from the just-finalized Fiscal Year 2019 Labor-HHS-ED appropriations bill include, for community colleges, a \$100 increase in the Pell Grant maximum award to \$6,195 for the 2019-20 award year. Also, Perkins State Grants were hiked \$70 million and adult basic education saw a \$25 million increase. Title III-A, Strengthening Institutions, and Title V, Hispanic-Serving Institutions, received small increases. TRIO and GEAR-UP programs were bumped up to \$50 million and \$10 million, respectively. Funding for most Department of Labor training programs remain at about current levels. The Department’s apprenticeship grants program received an increase of \$15 million to \$160 million.

All LACCD colleges participated in National Voter Registration Day on September 25 with a variety of interactive activities to promote civic awareness and register voters. The event was co-sponsored and supported by the District in conjunction with the City of Los Angeles Mayor’s Office and the March for Our Lives organization.

The Chancellor's first new "Chat with the Chancellor" session with faculty, students and staff occurred September 12, 2018 at Los Angeles City College. More than 75 people attended.

Foundation for the Los Angeles Community Colleges

The Foundation for the Los Angeles Community Colleges received a \$100,000 grant payment as part of a two-year pledge to support Los Angeles College Promise students. The grant came as a result of a status report submitted for the first year about Los Angeles College Promise students. The California Community Foundation agreed to let us use these funds in combination with support from the Mayor's Fund for Los Angeles to pay tuition and fees for the second year for the first cohort of students.

The Foundation submitted a status report to the Ralph M. Parsons Foundation for use of the \$100,000 grant it provided for textbooks for Los Angeles College Promise students. The Foundation will now prepare a new grant request for funding for more student textbooks and supplies.

The first distribution of funds from the 2018 Dream Resource Center BBQ Fundraiser went to colleges who has raised funds designated for their specific college. The second disbursement of \$8,500 went to all nine colleges. The amount was determined by the balance of funds, minus expenses, divided by the nine college foundations. Additional disbursements will be sent as the remaining outstanding pledges from the BBQ event are received.

The Board of Directors for the Foundation for the Los Angeles Community Colleges will have its quarterly meeting on October 16 at ESC beginning at noon. The Foundation is actively engaged in selecting a new audit firm.

A celebration is being planned for January 9, 2019, the same day of the January 2019 Board of Trustees meeting, to recognize Vicky Chang for her continuing philanthropy and to celebrate the recent naming of a building at ELAC in her honor.

II. Update on the LACCD Enrollment

Comparing Fall 2018 to Fall 2017 as of Day 29 of the semester (9/25/18 vs 9/26/17), districtwide headcount, duplicated enrollment, and class sections were 3% lower; and enrollment per section was unchanged.

A districtwide college leadership event took place on October 5 at East Los Angeles College. College and District teams focused on gaining a common understanding of the Student Centered Funding Formula and developing strategies and plans to maximize student outcomes and funding associated with the major areas of the formula (access, equity, and success).

III. Reports from the College Presidents

Los Angeles City College (LACC)

- A new Pop-up Food Bank that is part of our Food for Thought initiative launched on September 24. For the remainder of this term, we will have the Pop-up Food Bank on Mondays from 11 a.m. until approximately 1 p.m.
- General Manager Jan Perry of the Los Angeles Economic and Workforce Department for the City of Los Angeles had her representative meet with LACC about developing a certificate program to train Ambassadors for the 2028 Olympics.
- We are in discussions with Ghetto Film School to offer students classes and to develop a pipeline into our Cinema/TV program.
- We held our faculty mentor program kick-off on September 28. There were 20 happy faculty members and almost 200 eager students in attendance.

East Los Angeles College (ELAC)

- The Veterans Resource Center's "Charlie Mike Resource Fair" is planned for October 12, details in the Campus Events section. Representatives from many different Veterans agencies and organizations are scheduled to attend including Cal Vet, Volunteers of America, TELACU Veterans Upward Bound, American Legion Post 139, LA County Veteran Internship Program, US Vets, and more.
- The ELAC Foundation, in partnership with the ELAC Academic Senate and Social Science Department, is hosting a book-signing event on October 23 with Mr. George Pla, entrepreneur, philanthropist and ELAC alumnus. Mr. Pla is President, CEO, and Founder of Cordoba Corporation, a nationally recognized civil engineering, program, and construction management firm specializing in transportation, education, and water and energy infrastructure. He is the co-author of "Power Shift: How East LA Latinos Transformed Politics in America." Details are in the Campus Events section.
- The ELAC Foundation is hosting a reception to celebrate the Washington, D.C. Gateway Internship Program (WGIP) on October. Details are in the Campus Events section. The WGIP offers up to four ELAC students with four-week summer internships in Washington D.C. Students are provided with an opportunity to participate in the legislative, political, and administrative process.

Los Angeles Harbor College (LAHC)

- This Summer, three of Harbor's student athletes—football players Oscar "Tuna" Oliva and Isaako Faagai and volleyball player Stephanie Mataafa—went to the State Capitol in Sacramento to advocate for Native Hawaiian Pacific Islander needs. The trip was made possible by Harbor's partnership with the non-profit organization EPIC (Empower Pacific Islander Communities).
- Harbor hosted a Job Fair on September 26 where more than 150 students connected with the 45 employers in a variety of fields, including Advanced Manufacturing; Education/Human Social Services; Healthcare; Hospitality/Tourism (Culinary); Information and Communication Tech (ICT); Law Enforcement/Security and Armed Forces; and Transportation and Logistics.

- Harbor's Baseball team successfully transferred 11 sophomore students to Division I and Division II Universities and to National Association of Intercollegiate Athletes (NAIA) Universities. Congratulations to Coach Alvillar and the entire Baseball Coaching staff.
- About 300 guests attended the LAHC Foundation's 12th Annual Athletic Hall of Fame on September 21. The Inductees were the 1969 Conference Champion Football Team; Amir Nick Ekbatani (Football); Buster Ellis (Football/Track); David Gascon (Meritorious Service and current Foundation Board President); Bob Gauci (Meritorious Service); Michael Mendoza (Football); Ed Railsback (Lifetime Achievement); Derek Sholl (Baseball/Football); and Mike Walsh (Lifetime Achievement). These alumni attended Harbor from 1954 – 2005.

Los Angeles Mission College (LAMC)

- Los Angeles Mission College will host a variety of activities October 15-19 for Undocumented Student Week of Action, an effort to support and build awareness of undocumented students throughout the state. Students will be encouraged to meet with their Congressional representatives, sign postcards supporting DACA, and register to vote. LAMC will host viewing parties for the "Paying for College" and "Mental Wellness for Undocumented Students" webinars. For more information, contact Alejandro Guzman at (818) 833-3431.
- The Associated Student Organization (ASO) is inviting all students in need to stop by the Food Pantry to receive free ready-to-eat foods. The Food Pantry was created to provide free food to students in financial need. Donations of pre-packaged foods, including granola bars, chips, cereals, or trail mix, are always welcome. The Food Pantry is on the lower level of the Campus Center and is open on Wednesdays and Fridays from 1 p.m. to 4 p.m. For more information, email crosslr@lamission.edu.
- Students can meet representatives from more than 40 college and universities, including Arizona State University, Cal State LA, Cal State Northridge, UC Berkeley, UC Irvine, UCLA, USC and more at the Transfer Fair on October 8 from 10 a.m. to 1 p.m. at the Main Campus Quad. For more information, contact (818) 364-7827.
- The Child and Family Studies Department is hosting an Open House/Orientation for students interested in working with children and families on October 12. For more information, email rodrigps@lamission.edu.

Los Angeles Pierce College (LAPC)

- Our Student Services Fair was held September 5-6. Students connected with representatives from all Student Services areas such as Admissions and Records, Counseling and Financial Aid.
- Classified employees were invited to attend one of two "Aha Autumn All-Together" sessions to hear presentations similar to those given to faculty on Convocation Day. For some, it was also their first opportunity to meet Interim President Buckley and learn more about him, his style, and what he sees ahead for Pierce during his time here. Vice President Peters also explained Guided Pathways and the new funding formula.

- A Latino Heritage Month celebration was held on September 26. Participants enjoyed music, food, aguas frescas and more during this festival promoting cultural awareness on campus.
- For the fourth year running, L.A. Pierce College has won the title of “Best Community College” of 2018 in the annual Readers’ Choice Awards for the San Fernando Valley from the L.A. Daily News.
- Associate Professor Luis Celada has launched two certificated programs for the Computer Science and Information Technology Department: Cloud Computing and Online Cyber Security. For the Cloud Computing certificate, a partnership with Amazon Web Services, Luis spent this summer in professional training and curriculum development, and is teaching the first course in the sequence this semester. He is a prime mover in Pierce’s partnership with the State Chancellor’s Office in providing a multi-college online Cyber Security Certificate.

Los Angeles Southwest College (LASC)

- The Nursing Department has moved out of our Academic Village and is now located in the state-of-the-art and award-winning School of Career and Technical Education building. The building has adequate space for our nursing faculty, students and staff with four classrooms, a reception area, offices and a completed simulation lab and a skills lab. The Department has completed a total Curriculum Revision to begin in the Spring 2019 semester which follows the Curriculum Management Articulation Program (C-MAP) as an internally consistent teaching model for both students and faculty.
- Faculty, staff, student and community volunteers collaborated on September 13 for the “Food For All” event. More than 600 grocery bags full of donated food items were distributed to LASC students and more than 700 students received a hot meal. Students also received provided access to nearby community organizations and food banks.
- LASC is celebrating Hispanic Heritage Month with many activities on campus, including the opening of the “One Endless Voice” gallery exhibition with masks created by students that reflect the cultures celebrating the anniversary of independence. Salsa dance lessons by Stephanie Stevenson, as seen on “So You Think You Can Dance” and “Dancing with the Stars” occurred along with a showing of the play “Tam Tran Goes to Washington” that details the story of Tam Tran, a graduate student at UCLA, who fought for the Dream Act.
- LASC Foundation welcomes three new members to its Board of Directors: Hattie McFrazier, a community and union activist; Phyllis K. Norwood, former LASC administrator; and Jaia Thomas, a Los Angeles-based sports and entertainment attorney.
- Educator Damien Danielly has been named the new Director of the Career and Job Center. As a longtime member of the Los Angeles community, Danielly said he is honored and excited to be joining the LASC team and heading the center, which provides students with the knowledge, skills, and insight in career development, professional development, and employment processes.

- The LASC Library has begun a textbook sharing program to help students who are part of the Community Services Program access textbooks and course materials to minimize achievement gaps. The Program is funded through the Student Equity Grant, which was received by the Library in April 2018.

Los Angeles Trade Tech College (LATTC)

- LATTC has created an innovative partnership with Nike developed in collaboration with Bixel Exchange (an LA Chamber tech strategy), Pathway Innovation and Institutional Effectiveness, and Design and Media Arts Pathway. Nike will offer a six-month, fully paid apprenticeship program at its headquarters in Portland, Oregon. Apprentices will be placed in fulltime positions with one of three teams: Apparel, Footwear, or Graphic Design. Interns will have access to multiple team and industry members and their transportation and housings costs will be paid by Nike. The Pathway Team, including Joseph Guerrieri, Pathway Chair, and Armine Javadyan, Pathway Navigator, and DMA faculty will be working closely with Nike to ensure students' are successful.
- The Latinx Faculty and Staff Association (LFSA) held a series of events celebrating Hispanic Heritage Month from September 18 to September 26. The kickoff included LACCD Board of Trustees President Mike Fong and Trustee David Vela who spoke about their commitment to inclusion and access. There was also an open forum featuring former Fox News reporter Tony Valdez and LATTC Public Relations Manager David Ysais. The wrap-up event featured Chancellor Dr. Francisco Rodriguez who talked about the journey of education and its value. Other activities featured mariachis, Aztec dancers and a student-led band.
- State Senator Keven de Leon and Assemblyman Reggie Jones-Sawyer were featured speakers for the Reentry Fatherhood Summit held September 28. The event was put together by LATTC partner Friends Outside, Los Angeles to help young men who have been involved in the justice system to understand the importance of being a father, and how incarceration can affect that.

Los Angeles Valley College (LAVC)

- About 200 LAVC employees attended the Implicit Bias Workshop on September 14. Jerry Kang, Vice Chancellor for Equity, Diversity and Inclusion at UCLA and professor of Law at UCLA's School of Law, provided a presentation on the meaning of implicit bias and how unconscious biases impact our everyday decisions and actions.
- Los Angeles City Councilmember Paul Krekorian partnered with LAVC to host Homeless Connect Day on September 18. The event welcomed more than 30 government agencies and community partners that provided a one-stop shop for homeless residents and students who received state identification cards, health and vision screenings, haircuts, showers and other supportive services.

Nearly 200 Valley residents attended the event and received services and resources, including dozens of LAVC students who are also experiencing homelessness. Homeless Connect Day happens once a month in a different San Fernando Valley location.

- Mayor Garcetti, the Los Angeles Homeless Services Authority, the County of Los Angeles Homeless Initiative, United Way of Greater Los Angeles and City and County Workforce Development Systems held its third Homeless Service Professionals Job Fair on September 26 in partnership with LAVC's Workforce Training program. More than 350 job seekers met with 30 potential employers trying to fill 736 positions. The event, covered by KABC-TV, resulted in 157 anticipated hires and 15 conditional offers.

West Los Angeles College (WLAC)

- Due to the aviation industry facing a widely anticipated Aircraft Maintenance Technician (AMT) shortage, WLAC has been awarded \$200,000 in scholarships and aid over the next five years by FedEx to support students enrolled in the Aviation Technology program. Each year, eight scholarships at \$5,000 each will be distributed to students based on the following criteria: Must be enrolled in an aviation technology program; Emphasis on women and minority students; Minimum GPA of 2.5; Demonstrated financial need; and Demonstration of engagement with community service and/or extracurricular activities as an additional consideration. WLAC will officially receive the grant at a national convening of FedEx personnel in mid-October.

Upcoming Campus Events and Activities for October

DATE	COLLEGE	EVENT
October 2	LA Harbor College	MOU Signing with Fielding University – Collaboration on Leadership Development for Underrepresented STEM Faculty and Staff.
October 2	LA Trade Tech	The LA Trade Tech campus community will hear from the three final candidates for the new Vice President of Administrative Services at noon in TE101.
October 4	LA Pierce College	Meet Your Majors Fair will be held in the Great Hall from 10 a.m. to 2 p.m.
October 5	LA Trade Tech	ASO representatives from all nine colleges will attend training.
October 5	LA Valley College	4 th Annual National Manufacturing Day
October 8	LA Mission College	Transfer Fair from 10 a.m. to 1 p.m. at the Main Campus Quad.
October 9	LA Harbor College	The Lorena Guillen Tango Ensemble will perform free in the Music Recital Hall, 7 p.m. to 9 p.m. The group includes Lorena Guillen, Voice and Artistic Director; Alejandro Ruty, Piano, Bass, and Arranger; Jacqui Carrasco, Violin; Eric Willie, Percussion; Adam Ricci, Piano; and Guy Capuzzo, Guitar.
October 11	LA Harbor College	International Careers in Business and Transportation Panel

October 11	LA Trade Tech	The annual LATTTC Foundation Student Benefit Dinner takes place in the South Tent, reception starting at 6 p.m. Among the honorees is actor/entertainer Micky Dolenz who was attending LA Trade Tech in the 1960s when he auditioned for his role in the “Monkees” television show. Also being honored are Sylvia Castillo of Union Bank, Brian D’Arcy of International Brotherhood of Electrical Workers (IBEW), Deborah Flint of Los Angeles World Airports (LAWA), and Todd Stephens of California Resources Corporation (CRC).
October 11	LA Valley College	The Valley Economic Alliance (VEA) Annual Hero Hired Veteran Job and Resource Fair will be at LAVC’s Monarch Hall from 9 a.m. to 2 p.m.
October 12	East LA College	The Veterans Resource Center will be hosting a “Charlie Mike Resource Fair” in the F5-201 Multipurpose Room from 10 a.m. to 2 p.m.
October 12	LA Pierce College	One Book, One Campus. “The Unlocking Justice Summit Event” will be held in the Great Hall from 8 a.m. to 3 p.m.
October 13	LA Mission College	Athletics Poker Tournament
October 15	LA Harbor College	Harbor Success – Be A Successful Student!
October 15-18	District-wide	Undocumented Student Week of Action
October 16	LA City College	10,000 Small Businesses Alumni Event
October 16	LA Harbor College	Highlight Women in STEM Event
October 16	LA Trade Tech	Several LATTTC departments will be making special presentations for Manufacturing Day. Several high schools also plan to attend a showcase for our Advanced Transportation and Manufacturing and Construction Maintenance and Utilities pathways.
October 17	LA Pierce College	Day of Politics – Candidate Forums and Student Debate from 9 a.m. to 3 p.m. in the Great Hall.
October 18	LA Harbor College	Harbor Advantage (Promise and Success) Declare your Major!
October 18	LA Southwest College	Hispanic Heritage Month concludes with our always popular Trajes Típicos fashion show in the Little Theater at 11:30 a.m.

October 19	LA Pierce College	LAPC Theatre Production “Top Girls” at 8 p.m. in the Dow Theatre
October 20	LA Mission College	Oktoberfest Event, featuring local craft beers and also Bavarian-style cuisine prepared by the award-winning Culinary Arts program. Tickets are \$55. Proceeds will go to the Culinary Arts Institute. Only 21 and older admitted. For more information, email Jesus Sanchez at SANCHEJS@laccd.edu .
October 23	East LA College	Book Signing Event with Mr. George Pla, in the F5-201 Multipurpose Room from 11 a.m. to 1 p.m.
October 23	LA Trade Tech	Groundbreaking ceremony for the new Culinary Arts/Multipurpose building will take place in the South Tent, reception starting at 11 a.m. This \$48-million-dollar project will house the college’s culinary arts and professional baking programs.
October 25-26	LA Harbor College	Harbor Success Registration Party!
October 25	LA Southwest College	Dozens of employers and higher education representatives will be at annual Career/Transfer Fair looking to help our students. The event will be in the Quadrangle from 10 a.m. to 1 p.m.
October 27	LA Southwest College	The Arts and Humanities Department will join with Social Action Partners for a Community Arts Partnership – “A Day of Arts and Activism.” Kickoff will be in the Little Theater starting at noon.
October 27	LA Trade Tech	LAUSD outreach with on-campus visits. The high school students will get a chance to see some of our pathways up close.
October 27	LA Trade Tech	Prop 47 event in the cafeteria. This is part of our commitment to the reentry population. The event will offer expungement guidance and job opportunity information.
October 30	East LA College	The ELAC Foundation is hosting a reception to celebrate the Washington D.C. Gateway Internship Program (WGIP) in the lobby of the Corporate Center building at 1055 Corporate Center Drive, Monterey Park, CA 91754 from 6:30 p.m. to 8:30 p.m. Cocktails and refreshments will be served.

IV. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for September and October:

DATE	EVENT
September 13	Chancellor Rodriguez attended the LA Chamber Board of Directors meeting with new Chamber CEO Maria Salinas.
September 14	Chancellor Rodriguez was a guest presenter to the LA Chamber's Workforce and Economic Development Committee.
September 18	Chancellor Rodriguez attended and provided remarks at the Financial Aid Summit for Student Success, hosted by the district, at LA Valley College.
September 18	Chancellor Rodriguez received the Ohtli Award at the annual Mexican Independence Day celebration and award ceremony, sponsored by the Consul of Mexico.
September 18	Vice Chancellor Cornner presented on the new student centered funding formula at the <i>Financial Aid for Student Success Summit</i> at LAVC, hosted by the Office of Student Success
September 19	The District Budget Council (DBC) met at the ESC.
September 20	The District executive staff, college presidents and vice presidents will engaged in Title IX training at the ESC.
September 20	Chancellor Rodriguez facilitated a Town Hall meeting at LA Pierce College to discuss the search process for the permanent president.
September 20	Vice Chancellor Cornner presented on the new student centered funding formula at WLAC's President's Cabinet
September 20	Chief Facilities Executive David Salazar participated in a panel discussion "Changing Course," organized by the Asian American Architects/Engineers Association.
September 21	Chancellor Rodriguez was interviewed by Univision to discuss the benefits of community colleges, district priorities and student success.
September 21	Vice Chancellor Cornner participated in <i>LACCD District Discipline Day</i> , hosted by the District Academic Senate
September 24	A Special Meeting of the Board of Trustees was held at the ESC regarding the 2018-19 Legislative year overview, proceeding with a discussion on the 2019-20 Legislative proposals.
September 24	Chancellor Rodriguez visited LAUSD Superintendent Austin Beutner to discuss LACCD-LAUSD partnerships.

- September 24 Vice Chancellor Cornner presented on the new student centered funding formula at LAHC's College Planning Council.
- September 26 Chancellor Rodriguez visited LA Trade Tech as part of their Hispanic Heritage Celebration.
- September 26 The September Board Committees and Committee of the Whole were held at the ESC.
- September 26 Chief Facilities Executive David Salazar participated in a panel discussion on "The Changing Landscape of the University" in Downtown Los Angeles.
- September 27 The DACA Immigration Task Force, chaired by Trustee Buelna and co-chaired by Chancellor Rodriguez, met at East LA College.
- September 27 Dr. Albert J. Roman, LATTC Vice President of Student Services Kaneesha Tarrant, and LAVC President Endrijonas participated in Glendale Community College's 2nd Annual panel discussion, "Interview Strategies: What Community College Administrators are Looking For." The panel of professional experts provided strategic advice, insights, personal experiences, and recommendations regarding securing full-time faculty, classified, and manager/administrator positions within the California Community Colleges.
- September 28 Chancellor Rodriguez facilitated the California Latino Community College Trustees and Administrators (CALCCTA) Executive Board retreat, hosted at the Campaign for College Opportunity office in Los Angeles.
- September 28 Vice Chancellor Cornner presented on the new student centered funding formula at an all-day planning session with LASC's campus leadership.
- October 2 Chancellor Rodriguez attended the Welcome Reception for Maria S. Salinas, the new chief executive officer and president of the Los Angeles Area Chamber of Commerce.
- October 2 Vice Chancellor Cornner presented on the new student centered funding formula at LAVC's Institutional Effectiveness Committee.
- October 3 The Board IT Ad-Hoc committee was held at the ESC.
- October 3 Vice Chancellor Cornner presented *Aligning Systems for Student Success: Lessons from the L.A. Compact* at the RP Group's Strengthening Student Success Conference in collaboration with UNITE-LA.

- October 4 Chancellor Rodriguez attended the Central City Association of Los Angeles Executive Committee Lunch Meeting, with guest speaker Assemblymember Miguel Santiago.
- October 4 Chancellor Rodriguez was honored at the Archdiocesan Youth Employment Services (AYE) Annual Awards Benefit Dinner, along with Tracy Hernandez, CEO, LA County Business Federation and Erin Rank, CEO, Habitat for Humanity, Greater LA.
- October 5 The District sponsored the annual Disability Summit at East LA College. The theme was focused on Deaf and Hard of Hearing.
- October 5 The President's Council Meeting was held at East LA College. The meeting included Vice Presidents and other key staff involved with planning and execution of the new Student Centered Funding Formula.
- October 8 Chief Facilities Executive David Salazar was the recipient of the American Planning Association - California Chapter "2018 Planning Advocate Award of Excellence". This award is given to an individual that has positively influenced planning practices and education in California.
- October 9 Chancellor Rodriguez is the guest of UCLA Luskin School of Public Affairs Dean Gary Segura at a lecture and dinner with journalist Jorge Ramos.
- October 10 "Chat with the Chancellor" will take place at 10:30 a.m. prior to the Board Meeting at LA Southwest College.
- October 10 The October Board and Legislative and Public Affairs Committee Meeting will be held at LA Southwest College.
- October 10 Vice Chancellor Cornner will attend Mayor Garcetti and First Lady Elaine Wakeland's Engage LA: Mayor's Young Ambassadors event celebrating the Mayor's Young Ambassador (MaYA) Initiative, a free international travel program for College Promise students that offers young Angelenos the transformational experience of traveling abroad.
- October 12 Chancellor Rodriguez is the keynote speaker at the 2018 Men of Color Agents of Change Leadership Conference at Santa Monica College.
- October 16 The October Board Committees and Committee of the Whole will be held at the ESC.
- October 18-19 Chancellor Rodriguez will be attending the National Science Foundation (NSF) Fall Meeting: Education and Human Resources Advisory Committee in Alexandria, Virginia.
- October 20 Chancellor Rodriguez will attend the UCLA Educational Leadership Program (ELP) Alumni Advisory Board's 25th Year Celebratory Gala.

- October 21-23 Chancellor Rodriguez will be attending the CEO Vineyard Symposium, sponsored by the Community College League of California.
- October 25 Chancellor Rodriguez will attend the Univision Los Angeles Advisory Committee meeting.
- October 26 Chancellor Rodriguez will attend the Salvadorian American Leadership and Education Fund (SALEF) 23rd Anniversary Award and Scholarship Celebration.
- October 26 In collaboration with the Office of the Chancellor, The Division of Human Resources is hosting “Leading at the Speed of Trust”, a capstone executive event presented by Stephen M.R. Covey.

V. LACCD Media Outreach and Coverage

News Releases

For September, five news releases or special announcements were produced. Info was posted to the District website homepage, www.laccd.edu, social media platforms and publicly distributed, including the release of a new “District Quarterly” newsletter:

<http://www.laccd.edu/Documents/NewsDocuments/District%20Quarterly%20Fall%202018%20premier%20issue.pdf>

The next District Quarterly will be available in December.

Social Media

In September, the amount of followers for the District’s Facebook page, <https://www.facebook.com/LACCD>, fluctuated above and below the August total, ending the month with about 3,940, up from August’s count at about 3,900 and the 3,750 total in July.

Information about the Chat with the Chancellor and ELAC’s #2 National Ranking as a top two-year college in the annual Hispanic Outlook for Education Guide were among the most popular posts.

California Community College also used our news release announcement about the 25 percent increase in LA College Promise student enrollment to generate original content posts on its FB and Twitter platforms.

For September, the District’s Twitter account ended the month with about 12,000 impressions, or 400 per day. The most popular Tweet was photos and info on Chancellor Rodriguez receiving the Ohtli Award, with nearly 1,200 impressions. Twitter account currently has 1,647 followers, up from 1,618 in August and 1,585 followers in July.

Media Coverage

Chancellor Ohtli Award

<https://news4usonline.com/2018/09/mexico-hands-out-esteemed-civilian-honor-to-laccd-chancellor/#.W6ckEvZFzIU>

<https://mobile.twitter.com/ConsulMexLan/status/1042275376683048961/video/1>

<http://theroundupnews.com/2018/09/26/laccd-chancellor-awarded-with-ohtli/>

<https://twitter.com/ConsulMexLan/status/1042580713373986816>

<https://twitter.com/ConsulMexLan/status/1042275376683048961>

<https://twitter.com/marviljr/status/1042474561038561280>

<https://vimeo.com/293235010>

<https://www.facebook.com/ConsuladoGeneral.Mx.LA/posts/10155399916342315>

Chancellor Live Interview with Univision

<https://www.univision.com/los-angeles/ktnq-am/noticias/educacion/programas-metodologias-y-ventajas-de-estudiar-en-los-colegios-comunitarios-video>

LA College Promise

<https://www.hub-la.com/news/l-a-college-promise-student-program-enrollment-increases-25-percent/>

<http://www.jewishobserver-la.com/community.html>

<https://twitter.com/CalCommColleges/status/1035594868213469184>

<https://www.facebook.com/CACommColleges/posts/1862812443805809>

Student Voter Registration

<https://lasentinel.net/student-voter-registration-events-held-september-25-2018.html>

<https://www.dailynews.com/2018/09/25/with-midterms-looming-in-the-trump-era-voter-registration-day-draws-crowds-at-l-a-mission-college/>

<https://www.prnewswire.com/news-releases/nations-mayors-support-national-voter-registration-day-300718560.html>

(The voter registration event story went national and was picked up by more than three dozen media outlets across the country.)

<https://www.presstelegram.com/2018/09/25/local-schools-rally-to-register-student-voters-for-national-voter-registration-day/>

http://laist.com/2018/09/19/remedial_classes_community_college.php?_ga=2.48285861.262335365.1537889377-2105558819.1534441785

<http://californiatoday.net/2018/09/29/in-the-age-of-trump-reaching-latino-voters-hits-all-angles-as-midterms-approach/>

<http://www.wicz.com/story/39169057/nations-mayors-support-national-voter-registration-day>

Enrollment Costs

<https://azbusinessdaily.com/stories/511450081-sticker-shock-which-2-year-u-s-schools-charge-the-lowest-in-state-tuition>