



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees
FROM: Chancellor Francisco C. Rodriguez
DATE: August 7, 2019
SUBJECT: August 2019 - Chancellor’s Monthly Report

The LACCD August 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 and Partnerships
- V. LACCD Media Outreach and Coverage

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I. District Updates

Faculty and staff at the nine colleges are busy with plans to begin the Fall 2019 Semester the week of August 26. Convocations, or Opening Day events, for faculty and staff at the colleges are planned for the week prior.

The Chancellor has nominated Dr. Barry Gribbons to be the next permanent president at Los Angeles Valley College. The Board of Trustees are expected to consider and approve his appointment at the Board’s August 7 meeting. Pending approval, Dr. Gribbons is expected to being serving at Valley College on August 15. More information about Dr. Gribbons is available in a news release posted on the District’s website.

<http://laccd.edu/Documents/NewsDocuments/LACCD%20Chancellor%20Rodriguez%20Announces%20Nomination%20for%20New%20LA%20Valley%20College%20President.pdf>

East Los Angeles College welcomed Dr. Raul Rodriguez as the Interim President on July 15, and Dr. Andrew Jones will begin his role as Interim President at Los Angeles Trade Technical College on August 19. Dr. Larry Frank begins his new role as Interim Vice Chancellor of Workforce and Resource Development on September 1.

The District and several of the colleges are working with the Los Angeles County Registrar of Voters to determine whether or not District and college facilities will be used for elections next year. The Registrar’s new “Voter Experience” process for 2020 includes extended hours of operation for polling locations lasting from four to 11 days. County representatives and officials from AT&T are conducting on-site inspections in August at City, Mission,

Southwest and West in addition to the District's downtown building. Final decisions on locations are expected later this year.

Foundation for the Los Angeles Community Colleges

The Foundation received \$5,000 from Hindu Charities for America to fund a STEM Scholarships at Valley, Pierce and Harbor colleges.

An Emergency Student Grant application was created for the 2019-20 Academic year and is now live. Awards will be distributed throughout the year as needed.

Fundraising for "Bridging the Digital Divide" now totals \$282,646 toward a goal of \$450,000. An online application has been created to distribute refurbished laptop computers to L.A. College Promise students in the Fall semester. The District's Office of Student Success is coordinating distribution with L.A. College Promise counselors at each of the nine colleges.

LACCD Dodgers Day on September 22

"It's Time for LACCD Dodger Day Baseball" and tickets are available for purchase now at: <https://groupmatics.events/event/LACCD> The Foundation is coordinating with the Dodger organization to sell specially priced tickets, with a portion of the proceeds going to help combat student hunger and housing issues throughout the District. More than 320 tickets towards a goal of 1,500 tickets have now been sold.

Facilities District Updates

The California Community College Chancellor's Office has awarded \$15.1 million towards the design and construction of the new Theater Arts Building at Los Angeles City College. A new, approximate 42,000-square-foot building will replace the existing building from 1965 and will promote artistic synergies by positioning rehearsal, supporting and performance spaces adjacent to one another and incorporating cutting-edge theatrical acoustics and technology in all instructional spaces. The new Theater Arts building will provide a modern instructional environment, serving as the opening scene for the future stories emerging from City College's renowned Art Program.

In partnership with the Los Angeles Department of Water and Power and Strategic Energy Innovations, the District's Facilities, Planning & Development Department applied for, and was awarded, a Community Partnership Outreach grant that funded a Climate Corps Fellowship. Over ten months, the Fellow, Natalie St. Clair, led outreach efforts in energy conservation and sustainability to educate students, faculty, and staff at L.A. City College and the surrounding community. She also analyzed existing building energy use and directed the first Energy Blitz Challenge, an intra-building energy saving competition at the college. On July 10, 2019, the California Higher Education Sustainability Conference recognized the Fellow for her role in the presentation titled "Energized Colleges: Institutionalizing Campus as a Living Lab." The presentation focused on opportunities of integrating real life scenarios into the classroom.

A final contribution of \$15,000 was received from DWP for the Climate Corps program that will be managed by Aris Hovasapian, LACCD Utility Program Manager. In total, DWP contributed \$45,000 that has been received by the Foundation.

II. Update on the LACCD Enrollment

A. Districtwide Daily Enrollment Comparison: Summer

Based on Day 43 in Summer 2019 (07/23/2019) and Summer 2018 (07/24/2018):

- Credit Headcount is 1% lower
- Credit Duplicated Enrollment is 2% lower
- Credit Section Count is 3% lower
- Enrollment per Section 2% higher

B. Districtwide Daily Enrollment Comparison: Fall

Based on Day -29 in Fall 2019 (07/28/2019) and Fall 2018 (07/29/2018):

- Credit Headcount is 2% lower
- Credit Duplicated Enrollment is unchanged
- Credit Section Count is 1% lower
- Enrollment per Section is unchanged

Public Service academies have been removed from the report to more accurately reflect core enrollment in the District.

**Attached please find the Fall 2019 Enrollment Analysis -- Attachment A.

C. 2018-19 Final FTES

The 2018-19 Annual FTES (320) report was submitted to the state Chancellor's Office on July 15, 2019. The District reported 98,139 FTES, which was approximately 2% lower than 2017-18 FTES (100,045).

D. Annual SCFF Equity Metrics Comparison

As of July 2, 2019, comparing 2018-19 to 2017-18:

- AB540 student count is 4% lower
- California Promise Grant student count is 3% lower
- Pell Grant student count is 6% lower

III. Reports from the College Presidents (based on the District Strategic Plan 2018-2023)

Goal 1: Access to Educational Opportunities

- **Los Angeles Trade-Technical College** - Business and Civic Engagement pathway sponsored a "BizComm" competition among high school students to learn about the practical uses of a business plan and forecasting.
- **Los Angeles Pierce College** - Pierce recently received a \$250,000 Improving Online CTE Pathways Grant which will be used to improve access to, and quality of,

existing online programs. Four current CTE certificates will be targeted in this grant, and two new programs will be developed.

- **Los Angeles Harbor College** - STEM (Science, Technology, Engineering & Math) STEP (Success, Transfer & Equity Program) Summer Bridge provided a free, two-week program for students helping them with skills and resources needed to successfully graduate and/or transfer faster. Participants are given activities and the opportunity to interact with STEM faculty, mentors and other STEM cohort students. Harbor's STEM STEP program also organized its first out-of-state, three-day field trip and took 10 LAHC STEM students to visit universities in Washington and Oregon. At Washington State University, students received a tour of the labs and classrooms directly related to their majors. At Oregon State University, they toured the campus, participated in a Q&A session with STEM Faculty and students, and attended a presentation about admission, financial aid, and housing. The final stop was University of Oregon where they also toured the campus, spoke with STEM faculty and participated in a hands-on activity in a nanotechnology laboratory.
- **East Los Angeles College** - Los Angeles County Sheriff's Department and ELAC's Logistics job training program at Probation's Camp Joseph Paige was given a national award by the National Association of Counties (NACo) for its innovative educational program that provides training, education and job opportunities for youth in the booming logistics industry. This program gives youth who are in the probation camp the chance to earn a certificate in the field, and connects them to real-world job opportunities. The program includes both online and in-person classes that require roughly five to ten hours of class work per week for ten weeks.
- **Los Angeles City College** - LACC will be offering a new Social Justice Studies Associate Degree for Transfer (ADT)/Associate in Arts for Transfer (AA-T).
- **Los Angeles City College** - In early July, LACC installed more than 20 large banners on the front of the college building on Vermont Avenue. Each banner represents a separate program and is meant to continue to establish branding of LACC.
- **Los Angeles City College** - To increase brand recognition and awareness of LACC's 90th anniversary, the college has created a new 90th anniversary logo which is being utilized for marketing and advertising collateral and ads.
- **Los Angeles City College** - New billboards, bus shelter ads and train station ads went up in July targeted at increasing enrollment. New ads in Korean, Spanish and Armenian local newspapers were also placed to focus on STEM.
- **Los Angeles City College** - On July 17, LACC President Dr. Mary Gallagher met with the President of Occidental College to discuss a pipeline for LACC students to attend Occidental College and create awareness for their President Obama Scholarship, a full scholarship with opportunities to connect students with former President Obama's Cabinet members.
- **Los Angeles Trade-Technical College** - The L.A. County Department of Mental Health held a town hall meeting with various educational stakeholders including LATTC, to focus on resources available to sustain student mental health. More than 500 were expected to attend to learn about the latest strategies that can be used on campus or in the classroom.

- **Los Angeles Trade-Technical College** -LATTC’s outreach team has begun work on its new student ambassador program, aimed at recruiting student volunteers to help with various outreach events.

Goal 2: Premier Learning Environments

- **Los Angeles Harbor College** - Harbor is planning to host its first-ever “Transfer Con.” The conference is designed to inform continuing students about their transfer options to the CSU and UC systems and private colleges and learn about requirements, application process majors, and counseling tips for success.
- **Los Angeles City College** - On July 9, the Dental Prosthetic Technology department held an Open House providing students information on the program. On July 18, the college’s Nursing Department hosted its information session for new students.
- **Los Angeles Mission College** - Theatre Arts sponsored an outing for the cast and crew of its spring production, “Chavez Ravine,” at Dodger Stadium in July. As a gesture of appreciation, the entire cast and crew of the show was invited to attend the Dodgers vs. Marlins game. The game was preceded by a pregame ceremony to induct pitcher Fernando Valenzuela into the inaugural class of the Legends of Dodger Baseball Hall of Fame. The play, written by LA-based Latino theatre company, Culture Clash, tells the true story of the tight-knit Mexican community that was uprooted from the area in the 1950s to make way for the building of Dodger Stadium, and the subsequent arrival of Mexican pitching sensation Fernando Valenzuela.

Goal 3: Student Success and Equity

- **Los Angeles Mission College** - On Friday, August 16, the Youth Law Center, Los Angeles Mission College, and the California Wellness Foundation will host a day-long statewide conference to increase higher education opportunities for the thousands of youth involved in California’s juvenile justice system. The second annual Creating Pathways from Youth Incarceration to Higher Education statewide conference will feature opening remarks from Hon. Tony Cárdenas, U.S. House of Representatives, 29th District; Hon. Luz Rivas, California Assembly Member, 39th District; and Hon. Holly Mitchell, California Senator, 30th District. Panelists and guests include leaders from community-based organizations, community colleges and 4-year universities, probation departments, county offices of education, policy makers, and college students impacted by the juvenile justice system.
- **Los Angeles Harbor College** - Harbor’s Career and Job Placement Center partnered with CSUDH for a hiring event on July 30. CSUDH is looking to hire about 400 college students to tutor K-12 students.
- **Los Angeles City College** - In addition to LACC’s Pop-up Food Pantry, held weekly on Monday and Thursday mornings, LACC also provided students healthy meals during their Finals Meal Program the week of July 8th.

- **Los Angeles City College** - On July 16, LACC President Dr. Mary Gallagher attended a meeting hosted by the Irvine Foundation arranged for community colleges in Los Angeles teaching film and television classes with industry representatives. The discussion revolved around partnering to increase the number of men and women of color to obtain entry level “below the line” jobs--those jobs that are behind the scenes that assist the on-scene staff.
- **Los Angeles City College** - On July 17, LACC President Dr. Mary Gallagher met with the USC Occupational Therapy program director to discuss a program to pipeline LACC students into their occupational therapy program.
- **Los Angeles Trade-Technical College** - Department chairs in math and English held an orientation for faculty adjuncts explaining the rules surrounding AB 705. In addition, the department is completing a video designed to explain the AB 705 rules to students.
- **Los Angeles Pierce College** - This spring, 12 completed the first turfgrass class offered at Pierce in a number of years. Golf course management is one of the highest paying horticultural jobs available and two of the college’s students have already secured employment at a nearby golf course after meeting one of our class speakers.
- **East Los Angeles College** - ELAC was host to a 16-person delegation from the United Kingdom to have a discussion on apprenticeship programs. This delegation included apprenticeship experts, elected officials and education professionals from throughout the United Kingdom. The purpose of their visit was to learn about the unique Registered Health Information Technology Apprenticeship Program offered at ELAC. The HIT program was also recently awarded a \$140,000 grant by the American Association of Community Colleges. This grant will be implemented from July 2019 to December 2022 and will provide training and education for 150 new apprentices.

Goal 4: Organizational Effectiveness

- **Los Angeles Harbor College** - Harbor held a Student Services retreat on Tuesday, July 16 to celebrate the division’s success and plan for the upcoming academic year.
- **Los Angeles City College** - On July 2, Mayor Eric Garcetti visited the college for the Hire LA’s Youth Press Conference. More than 60 people attended. Speakers included Supervisor Hilda Solis and LACCD Board of Trustees member Mike Fong, as well as representatives from TAY AmeriCorps, Citi Community Development and Kaiser. The LACC Child Development Center hosted the event.
- **Los Angeles City College** - On July 19, LACC held a Classified Retreat with more than 100 staff in attendance. The retreat provided a forum to discuss proposals to improve processes, assist with decisions to improve departments and allow us to invest time in staff that work directly with students.
- **East Los Angeles College** - ELAC Professional Development held an Adobe InDesign workshop that explained the process of creating documents in Adobe

InDesign. Participants were provided training on how to complete campus publications, including work-flow, keyboard shortcuts, layout, ADA compliance and exporting.

Upcoming Campus Events and Activities for August

DATE	COLLEGE	EVENT
8/5/19 - Mondays in August	HARBOR	Career and Job Placement Center - Information Session - 12 pm to 1 pm., Resume workshops, 1 pm to 2 pm
8/6/19 Tuesdays in August	HARBOR	Fresh Produce Give-away! - 2:30 pm while supplies last in SSA building.
8/7/19 Wednesdays in August	HARBOR	OCR - Orientation/Counseling/Registration for Students - 9 am to 1 pm
8/15/19	LATTC	Pathway Day 9 am to 7 pm. All pathways present demonstrations of programs and offer information on enrollment.
8/15/19	PIERCE	Pierce administrators, managers, and supervisors are scheduled to meet for Day One of our annual Leadership Retreat. Day two will be held in late September.
8/16	Mission	Creating Pathways from Youth Incarceration to Higher Education 2019 Statewide Conference
8/19/19	HARBOR	CPC (College Planning Committee) Retreat - 8 am to 4 pm - Tech 110
8/20	Mission	Fall Kickoff (Welcome Event for New Students)
8/20-21/19	PIERCE	GO DAYS - During GO DAYS, prospective students will have the opportunity to explore majors, listen to presentations of various disciplines, and have lunch and chat with faculty.
8/21/19	HARBOR	Harbor Palooza - 11 am to 3 pm - Student Union
8/21/19	HARBOR	Transfer Con - 10 am to 1:30 pm
8/22/19	HARBOR	Opening Day
8/8/19	LACC	LACC Picnic 90th Anniversary Staff Event
8/8/19	LACC	LACC will hold Classified Staff Convocation
8/9/19, 8/10/19	LACC	LACC will host Walking the Beat theater

		production in partnership with LAPD
8/12/19 - 8/24/19	LACC	LACC will hold extended hours and expanded services for Beat the Rush weeks
8/20/19	LACC	LACC will hold its Faculty Convocation
8/22/19	ELAC	Opening Day staff/faculty training
8/22/19	PIERCE	Opening Day / Convocation / Ice Cream Social Meet & Greet with New College President, Alexis Montevirgen

IV. Community Engagement and Partnerships

Chancellor and executive staff community outreach for the months of July and August:

DATE	EVENT
July 8	Chancellor Rodriguez and Compton College President Keith Curry convened CEOs of Los Angeles County community colleges to discuss policy issues related to student homelessness and food insecurity.
July 11	Vice Chancellor Ryan Cornner presented at the College Success Convening for Charter Schools on best practices in ensuring students are persisting in college.
July 16	Vice Chancellor Cornner participated in the Los Angeles Film and TV Production Career Pathways Innovation Lab hosted by the James Irvine Foundation. This Lab focused on filling more job openings with locally sourced candidates from community colleges and nonprofit training programs.
July 18	Vice Chancellor Cornner hosted a retreat involving Educational Programs and Institutional Effectiveness and District Academic Senate leadership designed to foster collaboration for the upcoming year with a focus on implementation of the Guided Pathways framework.
July 30	Vice Chancellor Cornner met with Dakota Communications to discuss Free LA Metro Bus Passes for our students.
August 6	Vice Chancellor Cornner toured LA Mission College and East Los Angeles College with the LA84 Foundation including Metta World Peace to discuss opportunities to collaborate on serving youth, families and communities.

V. LACCD Media Outreach and Coverage

For July, the District's Communications Office produced and/or distributed four news releases, posted online at www.laccd.edu and completed the first full publishing year of the District Quarterly newsletter, also posted on the homepage.

The District's main Facebook page, <https://www.facebook.com/LACCD> (@LACCD) held steady with about 4,600 followers, the same from the prior month.

The District's Twitter account, <https://twitter.com/laccd>, (@laccd), continues to record daily impression counts averaging 800 to 900 per day. Total impressions for July were about 25,000. The Twitter account is now close to 2,000 followers. Top organic tweets included announcements about newly elected President Hoffman and WLAC's \$12 million grant.

Selected Media Coverage

Los Angeles Harbor College track-and-field superstar Brenda Rosales-Coria named State Athlete of the Year for women by California Community College Sports Information Association

https://www.cccaasports.org/CCCSIA/CCCSIA_Athletes_of_the_Year_2019

LATTC graduate making waves in the art world

<https://m.dailyhunt.in/news/india/english/the+free+press+journal-epaper-fpressjr/patrick+matamoros+discusses+style+and+sustainability-newsid-124316030>

LATTC graduate retiring after years in the classroom as an art teacher

https://www.heraldandnews.com/news/local_news/a-hornet-and-a-legacy-retiring-art-teacher-creates-larger/article_c8b3ad3e-9a91-59af-902c-8537a319e333.html?block_id=1275121

LACC Media Coverage links

<https://www.lacitycollege.edu/About-LACC/Communications-Media/Press-Room/In-the-News>

WLAC \$12 million Grant

<https://www.cccco.edu/About-Us/News-and-Media/California-Community-Colleges-Outlook-Newsletter/West-LA-Grant>

Former LACC student performed with Beyonce at Coachella

https://eurweb.com/2019/07/09/maria-katre-makes-giant-leap-from-coachella-to-oxford-england/?fbclid=IwAR2rbt6A_wL8W-qYLTBoDLe1JD2hhw94fy7331cDmo0LHEbqV2dLpaWlQuI

ATTACHMENT – A

Fall 2019 Enrollment Analysis

To date, less than 30% of enrollments are in the system. Based on relative day district-wide comparison for Day -29, the following disciplines show the largest enrollment declines:

SUBJECT	Fall 2018	Fall 2019	Change	% Change
MATH	30,000	24,593	-5,407	-18%
BIOLOGY	5,932	5,367	-565	-10%
E.S.L. (upper level ESL)	2,766	2,365	-401	-15%
AVIATEK	489	125	-364	-74%
A S L	1,672	1,359	-313	-19%
CHEM	5,125	4,825	-300	-6%
ESL	1,218	958	-260	-21%
PHYSIOL	1,780	1,587	-193	-11%
MICRO	1,737	1,600	-137	-8%

READING	351	214	-137	-39%
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The disciplines displaying the largest enrollment increases were:

SUBJECT	Fall 2018	Fall 2019	Change	% Change
COUNSEL	2,724	3,393	669	25%
STAT	1,070	1,670	600	56%
ENGLISH	22,840	23,423	583	3%
COMM	7,641	8,197	556	7%
CH DEV	9,417	9,879	462	5%
CAOT	1,998	2,434	436	22%
BUS	2,981	3,363	382	13%
HISTORY	6,371	6,684	313	5%
ECON	2,392	2,692	300	13%
PSYCH	10,856	11,155	299	3%

The courses displaying the largest decreases were in Math and English:

SUBJECT	Fall 2018	Fall 2019	Change	% Change
MATH 115	5,267	0	-5,267	-100%
ENGLISH 28	3,696	650	-3,046	-82%
MATH 110	2,203	0	-2,203	-100%
MATH 125	6,134	4,230	-1,904	-31%
MATH 112	1,690	0	-1,690	-100%
ENGLISH 21	1,481	0	-1,481	-100%
MATH 105	679	0	-679	-100%

The courses showing the largest increases were also concentrated in Math and English:

SUBJECT	Fall 2018	Fall 2019	Change	% Change
ENGLISH 101	9,415	14,415	5,000	53%
MATH 227	5,037	8,634	3,597	71%
ENGLISH 72	0	956	956	
STAT 101	405	1,284	879	217%
MATH 134	75	933	858	1144%

MATH 125S	0	613	613	
COMM 101	5,205	5,675	470	9%