

OFFICE OF THE CHANCELLOR

- TO: LACCD Board of Trustees
- **FROM**: Chancellor Francisco C. Rodriguez, Ph.D.
- DATE: August 4, 2021
- **SUBJECT**: Chancellor's Monthly Report August 2021

The LACCD Chancellor's Monthly Report for July 2021 includes brief updates on the following:

- I. Open House Registration Fairs
- II. District Status on COVID-19 Public Health Emergency & Recovery
- III. Update on the LACCD Enrollment and Marketing
- IV. Foundation for the Los Angeles Community Colleges
- V. Communications—News Releases, Statements and Coverage

I. Open House Registration Fairs

For the first time in the history of the Los Angeles Community College District, (<u>LACCD</u>) all nine colleges will host simultaneous in-person <u>Open House Registration Fairs</u> from 9 a.m. to 1 p.m., Saturday, August 7, 2021.



Current students, prospective students and anyone just curious about our colleges are invited to enjoy free tours, free food, music, fun activities, giveaways and much more. College officials, application and enrollment experts, financial aid counselors, faculty and other employees will be at each of the colleges to help people design the right education schedules for them and enroll. Chancellor Francisco C. Rodriguez, Ph.D., and other District representatives plan to visit several of the colleges.

Each of the colleges are also partnering with a variety of healthcare providers as well as the Los Angeles County Department of Public Health (<u>LACDPH</u>) to provide free COVID-19 vaccination clinics to anyone during the on-campus events. Providers include Kaiser Permanente, City of Los Angeles Fire Department, Kedren Health, Fulgent, Via Care and Wesley. All LACCD students who get vaccinated at the Open House events are eligible to receive up to \$150 as a

vaccination incentive. (An update on the incentive program is included in this report further below.)

A robust schedule of advertising and outreach to promote the events include social media and digital advertising, radio and print ads in English and Spanish, newsletters, news releases, media interviews, website postings, mailers and email blasts. Other examples include:



SOUTHWEST Welcome Back OPEN HOUSE AUGUST 7, 9 A.M. - 1 P.M. ACCOSE FROM STUDENT

Grandparents, parents, young professionals, teenagers, children, and you are all welcome to Los Angeles Southwest Colege's an-campus Open House. Meet our dedicated employees and learn how you are not a number but part of the family at LASC - the college in your community. Don't drive all around the city to achieve your higher education goals, stry dase to home and achieve them with us! Stop by and visit your LASC family. We miss you and we are here for you!

Meet administrators, faculty, and staff
Learn about our academic afferings
and support services
Find out about our tuition-free
Promise Program
Ennoll or register for classes
And much more!

LOS ANGEN

SOUTH

Also, everyone who attends will receive a free hot meal and cool desserts. Stop by our brand-new food pantry and receive a box of food (non-perishable), while supplies last.

LEARN MORE AT WWW.LASC.EDU/OPEN

ingeles Southwest College, 1600 W. Imperial Hwy, Los Angeles, CA, 90047



Conozca a nuestro equipo de doministradores, profesores y personal e oficinas Enciferse de nuestros cursos académicos i Indrimese sobre nuestros matricula gratuita del Programa de Promesa I narribase o registrese paro las clases Provinción de Promesa Instribase o registrese paro las clases

LOS ANGEN

SO

SOUTHWEST

Además, todos los que asistan recibirán una comida caliente gratis y postres frescos. Pase por nuestra nueva despensa de alimentos y reciba una caja de comida (no precedera), hasta agotar existencias.

PARA MÁS INFORMACIÓN, VISITE WWW.LASC.EDU/OPEN

Los Angeles Southwest College, 1600 W. Imperial Hwy, Los Angeles, CA, 90047



UESTRA REAPERTURA

AGOSTO 7, 9 A.M. - 1 P.M. FRENTE AL EDIFICIO STUDENT

Abuelos, padres, jóvenes profesionales, adolescentes, niños y usted son bienvenidos a nuestra reopertura para servicios en persona en el campus de Los Angeles Southwest College. Conozca a nuestro dedicado equipo de empleados y entérese

como usted no es un número, sino que forma parte de nuestra familia en LASC - la universidad de su comunidad. Na conduzca por tada la cludad para lograr sus metas de educación superior; guidates cercade casa y lógrelas con nosotros! Venga y visite a su familia LASC, ¡Recuerdeque estamos quí para usted!



Join us on <u>Sat. Aug. 7, 9 am to 1 pm</u> for an **Open House** event.

PIERCE COLLEGE

YOUR SUCCESS STORY STARTS AT ELAC... Join us on Sat. Aug. 7, 9 am to 1 pm for an Open House event.



II. District Status on COVID-19 Public Health Emergency & Recovery

The District and the Colleges continue to respond to a variety of issues related to the COVID-19 pandemic, now in its 18th month since the public health emergency was declared in March 2020. Both the District's Emergency Operations Center (EOC) and the colleges' Incident Command Centers remain active, but on reduced weekly meeting schedules. LACDPH <u>Health Orders</u> remain in effect and were most recently revised as of July 30, 2021. The District's next telebriefing with county health officials is scheduled for Friday, August 6.

The District has not been immune to the current surge of the COVID-19 Delta variant that has afflicted California and the rest of the nation. Increase incidents of positive cases and exposures have been recorded all the colleges and District facilities. Sadly, an employee at Los Angeles Trade-Technical College has become the fourth person affiliated with the LACCD community to have died as a result of the disease. The District's Emergency Operations Center (EOC) has recorded and tracked more than 600 positives since the outbreak began.



The District EOC continues to work with the LACDPH on reporting and contact tracing for all reported cases and exposures as well as notifications by the District and the colleges to all impacted employees and union leadership.

<u>Online self-screening</u> for employee and students, plus mandatory employee safety training continues. New and renewed signage is being deployed at all colleges and district facilities prior to the Fall 2021 Semester.

The training is done <u>online</u> (<u>Start the COVID-19 Safety Training</u>) and takes about 60 minutes to complete.

Robust room and building cleanings, including sanitizing as needed, plus HVAC cleaning, continues per an aggressive schedule developed by the District's Facilities, Planning and Development Department.

Another large order of N95 respiratory masks has been

made and approximately 50,000 masks per college are expected to be delivered within the next two weeks.

Interim Assessment

The EOC and the ICCs, meanwhile, also continue to work on an Interim Assessment and Preliminary Improvement Plan to document the past 18 months of the emergency. Most of the colleges have now participated in "Hot Washes" to debrief on the work accomplished thus far and to provide input on lessons learned and recommendations for improvements.

The report is expected to be completed by the end of September. Due to the uncertainty of the pandemic, the Delta variant surge, increase cases and other factors, there is no specific timeline for when the pandemic emergency might end and, in turn, when the EOC and the ICCs can formally demobilize.

Vaccination Clinics



As noted above, the nine colleges continue to host a variety of free COVID-19 vaccination clinics in July and into August, including the August 7 Open House events. The colleges have rallied to answer the call by local and state health officials to have clinics available to the surrounding communities they serve throughout Los Angeles County.

East Los Angeles College also continues to be an important testing site that has been open to the public for about a year.

To date, more than 550 LACCD students have been vaccinated during the past six weeks and have taken advantage of the special incentive offer for students thanks to the partnership between the Foundation for the Los Angeles Community Colleges and Kaiser Permanente. Many of the colleges are providing students with additional incentives to get vaccinated such as food debit cards and credits to the college bookstores. Under the districtwide incentive program, students can receive \$75 for getting themselves vaccinated and get an additional \$75, for a total of \$150, if they bring a friend or family member to get vaccinated, while funding lasts.

The colleges' vaccination clinics continue to receive significant, positive news media coverage, which has helped raise awareness by, and participation in, the incentive program for LACCD students.



DN COVID variant continues relentless spread in LA...

Ethel Guzman administers a COVID-19 vaccine during a walk-up vaccination clinic held by the Los Angeles Mission College and Kaiser Permanente. The clinic was held as part of the college's "Eagle Enrollment Fair" in preparation for the fall 2021 semester. Students who enroll at LAMC while at the event will receive assistance to apply for a \$300 emergency grant and a free pass to Six Flags Magic Mountain if they received their COVID-19 vaccination on site.(Photo by Andy Holzman, Contributing Photographer)

By CITY NEWS SERVICE | news@socalnews.com | PUBLISHED: July 22, 2021 at 3:38 p.m. | UPDATED: July 23, 2021 at 7:40 a.m.

Anyone age 12 or older is eligible to be vaccinated and the clinics at the colleges are open to all, with no appointment needed.

III. Updates on LACCD Enrollment & Marketing

A. Fall Enrollment Comparison

1. Comparing Fall 2021 (7/29/21) to Fall 2020 (7/30/20) as of **Day -32** of the semester, for the District as a whole:

- Headcount is at 87%,
- Duplicated Enrollment is at 84%,
- Credit Section Count is at 105%, and
- Enrollment per Section is at 80%

2. As of **Day -35** (7/26/21 vs 7/27/20), comparing Fall 2021 to Fall 2020, significant enrollment changes were:

- 17% decline in students in the 20-24 age group
- 16% decline in female students
- 18% decline in Asian students

3. Fall 2021 Instruction Modalities and Fill Rates

- Districtwide, 25% of Fall 2021 classes are being offered in the in-person modality
- Remote and hybrid classes are filling at a higher rate than in-person classes and the fill rate of in-person classes is currently 25% lower than that of remote classes

B. Fall 2021 Comparative Enrollment

Local area community colleges are experiencing enrollment declines. Results of an informal survey of enrollment at neighboring community colleges done the week of July 26th are:

College	% Change Fall 2020 to Fall 2021 (relative day)	
	Headcount	FTES
Santa Monica	NA	-10.6%
El Camino	NA	-12.4%
Glendale	NA	-16.0%
Pasadena	-3.5%	NA
Saddleback (South Orange County CCD)	-12.4%	-12.1%
Irvine Valley (South Orange County CCD)	-16.7%	-15.6%
Cypress (North Orange County CCD)	-9.1%	NA
Compton	-2.0%	-15.0%

C. 2020-2021 FTES and Enrollment Metrics

- The District Attendance Accounting Office reported 86,346 FTES in its 2020-21 Annual FTES (320) report to the State Chancellor's Office. This represented a 12.7% decline from 2019-20.
- Fall 2020 average class size (29.3), declined by 8.7% compared to Fall 2019 (32.1).

D. Fall 2021 Enrollment Campaign

- Significant outreach campaign for the in-person Open House and Fall Registration Fairs (*We're back! We're Open! We're ready for You!*) was put together quickly to augment the Fall Enrollment campaign that runs through mid-September.
- Fall Enrollment Campaign includes districtwide outreach through social media focused on students who have not yet enrolled for the Fall 2021 semester. Specific audiences with emails and social media includes: applied, but not enrolled; previously enrolled students but not currently enrolled; and financial aid applicants who have not yet enrolled. Total core target audience is more than 300,000 students. Examples of some of the college-branded social media advertising seen by these audiences include:



IV. Foundation for the Los Angeles Community Colleges

Michael Fuller, Director of Institutional Advancement, reported that nearly 100 students per week have applied for the Kaiser Permanente "Max the Vax Campaign" incentive since the effort was first announced in mid-June.

The Foundation, in partnership with a generous grant from Kaiser Permanente, is supporting the districtwide vaccine efforts with the incentive campaign. Students are eligible for up to \$150 and more than 550 students who have been vaccinated have now applied for the special incentive as of August 1. Additional incentive applications continue to be received daily.

DACA Workshops

The Foundation, in partnership with Los Angeles Trade-Technical College (LATTC), provided \$100 to students who participate in DACA information workshops. As a result of this partnership, the last workshop had 50 participants; the most attendance experienced to date.

Foundation is also partnering with Los Angeles Mayor Eric Garcetti and the Mayor's Fund for Los Angeles to assist undocumented students with paying the \$495 DACA application renewal fee. Students are connected to legal providers, who provide a deeper level of information and assistance to students experiencing immigration issues.

V. Communications

News Releases & Statements

All Nine Colleges Host Historic, Simultaneous Open House Registration Fairs Aug. 7 http://laccd.edu/Documents/NewsDocuments/2021/All%20Nine%20LACCD%20Colleges%20 Host%20Simultaneous%20Open%20House%20Registration%20Fairs%20August%207.pdf

Los Angeles Valley College Vaccination Clinics for August Announced http://laccd.edu/Documents/NewsDocuments/2021/LAVC_Covid_Vaccination_Popup-Aug7and31-2021.pdf

Los Angeles Pierce College August 7 Open House Enrollment Fair Announced http://laccd.edu/Documents/NewsDocuments/2021/MEDIA%20RELEASE-OPEN%20HOUSE%20EVENT%20AT%20LA%20PIERCE%20COLLEGE%20AUG%207-2021.pdf

Chancellor Statement on State Budget

http://laccd.edu/News/Chancellor%27s%20Communication%20-%20State%20Budget%20Highlights%20for%20Community%20Colleges.pdf

LACCD Thanks Governor for Signing Higher Education Funding Bill

http://laccd.edu/Documents/NewsDocuments/2021/LACCD%20Thanks%20Governor%20Ne wsom%20for%20Signing%20Bill%20for%20Support%20to%20Community%20Colleges%20 July%2028.pdf

LACCD Provides Funding Support for DACA Applications

http://laccd.edu/Documents/NewsDocuments/2021/Chancellor%20DACA%20Statement%20in%20Spanish%20July%2026%202021.pdf

Chancellor Statement on DACA Application Support

http://laccd.edu/Documents/NewsDocuments/2021/Chancellor%20Message%20July%2023% 202021%20DACA%20Application%20Support.pdf

LACCD Colleges Prepare for Simultaneous Open House Enrollment Fairs

http://laccd.edu/Documents/NewsDocuments/2021/LACCD%20Colleges%20Roll%20Out%20 Red%20Carpet%20For%20Open%20House%20Registration%20Fairs%20August%207.pdf

LACCD Students Can Earn \$150 to Get Vaccinated

http://laccd.edu/Documents/NewsDocuments/2021/LACCD%20Students%20Can%20Get%2 0Cash%20When%20Vaccinated%20July%2021%20and%20July%2031.pdf

Chancellor Statement on AB1040 Status

http://laccd.edu/Documents/NewsDocuments/2021/20210719%20Chancellors%20Communic ation%20-

%20Update%20and%20Reflections%20on%20Ethnic%20Studies%20and%20AB%201040% 20-%20The%20Struggle%20Continues%20v1.pdf

LACCD Awarded \$2.85 in Congressional Funding Requests

http://laccd.edu/Documents/NewsDocuments/2021/LACCD%20Receives%20Federal%20Fun ding%20July%2016%202021%20-%20Screen.pdf

Invest 60 Minutes with L.A. College Promise Program and Change Your Life

http://laccd.edu/Documents/NewsDocuments/2021/Invest%2060%20Minutes%20with%20LA CCD%20and%20Change%20Your%20Life%20-%20Screen.pdf

LACCD Partners with L.A. County Assessor for New Real Estate Appraisal Classes at West Los Angeles College

http://laccd.edu/Documents/NewsDocuments/2021/LACCD%20Partners%20with%20County %20Assessor%20for%20Real%20Estate%20Appraisal%20Classes%20-%20Screen.pdf

East Los Angeles College Pays Tribute to Philanthropist, Civic Leader and ELAC Alumnus Dr. Richard Zapanta

http://laccd.edu/Documents/NewsDocuments/2021/Philanthropist%20Civic%20Leader%20an d%20East%20Los%20Angeles%20College%20Alumnus%20Dr.%20Richard%20Zapanta%2 0Legacy%20Remembered%20-%20Screen.pdf

Celebrate Fourth of July by Enrolling in the LACCD "Colleges of Los Angeles" and the L.A. College Promise Program

http://laccd.edu/Documents/NewsDocuments/2021/Celebrate%20Fourth%20of%20July%20B y%20Enrolling%20in%20the%20Colleges%20of%20Los%20Angeles.pdf

News Coverage Highlights

LACCD featured in local, statewide coverage on vaccination incentives



Coverage on L.A. Mission College: https://calmatters.org/education/highereducation/college-beat-highereducation/2021/08/california-community-

colleges-vaccination-incentives/

https://www.ocregister.com/2021/07/26/california-torequire-covid-vaccinations-or-weekly-testing-for-statehealth-workers/

https://www.telemundo52.com/fotosyvideos/ofrecenincentivos-para-estudiantes-que-se-vacunen-contrael-covid-19/2202042/

L.A. Valley College Family Resource Center Feature

https://laist.com/news/education/the-pandemic-has-tested-college-students-who-have-kidswill-returning-to-campus-be-any-easier

L.A. Valley College Vaccination Plans

https://patch.com/california/culvercity/community-college-students-offered-vaccinationincentives

https://losangeles.cbslocal.com/video/5846715-lavc-mulls-vaccine-requirements-as-casesspike/

L.A. Pierce College Vaccination News

https://theroundupnews.com/2021/07/09/kaiser-permanente-to-offer-covid-19-incentive-forlaccd/



Governor Newsom Appoints West L.A. College Law Professor as Superior Court Judge

Michelle L. Kazadi, 50, of Los Angeles, has been appointed to serve as a Judge in the Los Angeles County Superior Court. Kazadi has served as an Administrative Law Judge at the California Unemployment Insurance Appeals Board since March 2021. She was a Sole Practitioner from 2003 to 2021 and a Certified Family Law Specialist. Kazadi was a Mediator at Peace Talks Mediation Services from 2007 to 2013. She was an Associate at Pryce Parker

Hill LLP from 1999 to 2002. Kazadi has served as an Adjunct Professor at West Los Angeles College since 2008. She earned a Juris Doctor degree from the University of Louisville, School of Law. She fills the vacancy created by the retirement of Judge Barbara R. Johnson. http://cert1.mail-

west.com/c7rm6lyj6V/anm/lgtmyuzj/kqa2v80mgt816/it816lqvnq6lqcg/gg0ucz5bhl/5tha?_c=d%7Cze7p zanwmhlzgt%7C18gvyuo5mph0tt5&_ce=1625942994.e9bd5600ee8ff5df1b5f521e35329f7a

Celebrities Who Went to Community Colleges—Including L.A. City College

https://www.newsweek.com/celebrities-who-went-community-college-disney-aaron-rodgers-1606355

Former L.A. Mission College Professor Named Police Chief of Bellevue, Washington https://www.seattletimes.com/seattle-news/eastside/bellevue-names-new-interim-police-chief/

LACCD Thanks Governor for Higher Education Funding

https://www.culvercityobserver.com/story/2021/07/29/opinion/los-angeles-community-collegedistrict-secure-state-budget-funding-to-secure-future-higher-education-in-california-by-losangeles-community-college-district/10367.html

LACCD, Mayor Announce Support for DACA Application Fees

https://www.randomlengthsnews.com/archives/2021/07/29/daca/34775?v=7516fd43adaa

https://www.nbclosangeles.com/news/local/500-la-community-college-students-to-receivegrant-for-daca-application-fee/2654028/

https://spectrumnews1.com/ca/la-east/immigration/2021/07/29/500-la-community-collegestudents-to-receive-grant-for-daca-application-fee

https://www.telemundo52.com/videos/apoyo-economico-para-los-dreamers/2203355/

SoCal National Organization of Minority Architects (NOMA) looks to inspire future designers with a summer camp at ELAC focused on LA's changing Exposition Park https://archinect.com/news/article/150275928/socal-noma-looks-to-inspire-future-designers-with-a-summer-camp-focused-on-la-s-changing-exposition-park

Open House Plans

https://patch.com/california/palosverdes/la-harbor-college-host-aug-7-open-house-registration

https://patch.com/california/culvercity/culver-city-west-la-college-hosts-aug-7-open-houseregistration

Former L.A. Mission College student/graduate, now 15, graduates from U.C. Irvine https://signalscv.com/2021/07/15-year-old-scv-native-graduates-from-uci/

The AIA Los Angeles chapter announced its annual list of Presidential Honorees, including ELAC architecture professor wins award Educator: D. Michael Hamner, FAIA, NCARB – Professor, Chair, East Los Angeles College, Department of Architecture https://archinect.com/news/bustler/8338/these-are-the-2021-aiala-presidential-honorees

Congressional Funding Announced ELAC

https://www.coloradoboulevard.net/rep-chu-secures-over-17-million-for-san-gabriel-valleyprojects/

LACC

https://www.dailynews.com/2021/07/15/schiff-seeks-7-7-million-for-armenian-museumchildrens-hospital-equipment-and-8-other-projects/

LACC Swap Meet

https://www.theeastsiderla.com/neighborhoods/east_hollywood/l-a-city-college-swap-meetmay-close-as-street-vending-thrives/article_e2bb50d0-e76b-11eb-ab72-9b265a89fd78.html

https://www.latimes.com/california/story/2021-08-02/l-a-city-college-swap-meet-shuts-downafter-more-than-two-decades