



## OFFICE OF THE CHANCELLOR

**TO:** LACCD Board of Trustees  
**FROM:** Chancellor Francisco C. Rodriguez  
**DATE:** December 6, 2017  
**SUBJECT:** December 2017 - Chancellor's Monthly Report

The LACCD December report includes brief updates on the following:

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

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### **I. District Updates**

LA City College President Renee Martinez is retiring on December 31, 2017, after serving as a faculty member in Early Childhood Education and administrator at LACCD.

The second wave of district and college retirees participating in the Special Early Retirement Program (SERP) occurs on December 31, 2017, with 200 colleagues retiring.

LA Trade Tech is sponsoring a building dedication in honor of Mayor Tom Bradley, from 10 – 12 noon at the Magnolia Hall area. Program begins at 10 am, followed by a reception.

The Foundation was awarded a grant of \$40,000 from Edison International for STEM Scholarships (\$20,000) and Computer Software to Facilitate Scholarship Management (\$20,000). The software will be shared with the College Foundations that do not have distribution processes in place.

Ling Yen Mountain Temple, a Buddhist temple located in the City of Rancho Cucamonga, contributed \$20,000 to help nursing students who have extraordinary circumstances and needs that arise during their pursuit of their degree that compromise their ability to continue their studies or successfully engage in their classes. The Chair or Director from the respective Nursing Department at each College will choose the awardees in collaboration with the Foundation. Four nursing students from Southwest College have already been awarded funds as a result of this generous gift.

## II. Enrollment Update

At the December 6, 2017 board meeting, historical enrollment trends and college enrollment recovery plans will be presented. Strategies for enrollment growth, student persistence, and instructional efficiency will be shared and discussed.

## III. Reports from the College Presidents

### Los Angeles City College

- A Chancellor's Forum on LACC's Presidential Search and Hiring Process was held with Chancellor Rodriguez on November 21.

### Los Angeles Harbor College

- Harbor's Men and Women Cross Country Team went to State November 18. Men placed 3<sup>rd</sup> Overall and Women placed 4<sup>th</sup> Overall and made Podium:
  - Brenda Rosales - Runner Up Champion and All American
  - Jael Marquez - 9th Overall and All American
  - Alex Gomez - 10th Overall and All American
- Harbor's Cross Country Team was named among the best combined Men and Women Cross Country Program in the State.
- The Dreamers Center opened on Monday, December 4. Special guests included Congresswoman Nanette Barragan and Trustee Gabriel Buelna.
- Harbor will participate in two local community parades: Spirit of San Pedro on December 3 and Wilmington Holiday Parade on December 10.

### Los Angeles Southwest College

- LASC's Sociology Club and the Guardian Scholars announced a resource closet for all students in need of supplemental clothing. Students will be able to access clothing suitable for everyday wear and interview attire. Many of the items are either gently used or brand new from formal to casual wear. Also, there are shoes, handbags, accessories and much more.

### Los Angeles Trade-Tech

- LATTC's women's basketball team captured the Cosumnes River College basketball tournament championship in Sacramento and followed it up with a strong third place finish in the Lady Gaucho Classic at Saddleback College on November 10-11.
- Trade Tech's partnership team hosted more than 100 LAUSD principals and counselors from throughout the district on November 13. The high schools and the college negotiated partnerships while hearing the latest on pathways and guided choices, as well as LATTC programs and the LA College Promise.
- The State Chancellor's office is putting together its 2018 video assets and television commercials to promote the "I Can Afford College" campaign and a career education campaign. The entire shoot took place at Trade Tech on November 15, where film crews captured campus life, culinary, architecture, sciences, and other areas. This is

the second time our public relations team has partnered with the State Chancellor's Office to create statewide commercials on Trade Tech's campus.

- The Trade Tech student Inter Club Council held a Thanksgiving event on November 22 where members provided enough clothing, canned goods and personal hygiene items to serve 80 students and their families. In addition, the bookstore supported a Thanksgiving meal for 225 students.
- LATTC is participating in the group of 20 schools, in the Guide Pathway College Second Initiative in Bakersfield, the statewide grant-awarded effort to lead the 114 campuses in this work.

#### Los Angeles Valley College

- LAVC held the City of Los Angeles Workforce Development Board (WDB) Business Services, Marketing and Resource Development (BSMRD) Committee Meeting on November 8. The meeting focused on multiple workforce development issues and was attended by Jan Perry from City of Los Angeles and Lisa Salazar from the Mayor's Office. Representing LAVC was Dr. Doug Marriott, Dean of Workforce; Marni Roosevelt; Family Resource Center Director; Raul Castillo, Foundation Director; and Dr. Llanet Martin, Dean of Equity; representatives highlighted the LAVC City of LA partnerships.
- LAVC held an Entrepreneurship Conference on November 17. The event was attended by approximately 300 college and high-school students, employees, and guests. Innovative workshops were offered from experts in their fields as follows:
  1. Ryan Zervakos, Relationship Manager of Higher Education at Lynda.com and LinkedIn
  2. Jane Long, Former Vice President/Associate Portfolio Manager of Investment Company in China
  3. Mike Lee, Real Estate Investor and Vice President of Administrative Services at Valley College
  4. Shannon Hartman, Owner of Priscilla's Coffee in Toluca Lake.

Furthermore, two Business Administration students, Federica Giordano and Sarah Fitzpatrick, presented their outstanding business plan projects. The Entrepreneurship Conference was organized by the LAVC Business Administration Department and co-sponsored by the LAVC Business Club, the Carl D. Perkins Act, the Strong Workforce program, and the Pathways project.

#### West Los Angeles College

- To address core issues and challenges related to enrollment management, WLAC held a campus-wide "process retreat" on Tuesday, November 7. Over 50 members of the West's faculty and staff participated in a step-by-step analysis of our enrollment process with a focus on identifying the "leaks and off-ramps" that our own procedures may cause (to correlate with the Interact Communications model discussed at the recent LACCD Enrollment Summit). As a result, we identified multiple action items which will now be distributed to several task groups for thorough analysis and development of recommendations.

- From November 1 - 20, WLAC held its first “WestGives!” campaign to purchase gifts for the youngest members of the West family: 108 children of our students who are registered with our outreach units that provide vital support services (EOPS, CalWorks/GAIN, TRIO programs, and the Child Development Center). As a true testament to the generosity of West employees, all 108 children will receive a gift this season. We plan on making this an annual program.

### Upcoming Campus Events and Activities for December

DATE	COLLEGE	EVENT
November 9 – December 8	LA Southwest College	LASC’s Art Gallery is pleased to present “Tiny Steps: A Mini Retrospective,” a solo exhibition by alumna Lavielle Campbell held in the Art Gallery on the second floor of the Cox Building. An opening reception for this Alumni Series exhibition will be 5-7 p.m. this Thursday, November 9, in the Art Gallery. All are welcome to attend. Campbell attended LASC where she was exposed to the reality of a career in art. Her work addresses both the personal and political.
November 28 - December 1	LA Southwest College	LASC will present “Top Dog/Underdog,” a play by Suzan-Lori Parks, will be at 7 p.m. in the Little Theater; tickets available for purchase one hour before show time.
December 5	LA City College	Farewell Reception for LACC President Renee D. Martinez
December 5-7	LA Southwest College	LASC will present a performance of “Love’s Fire.” This is an original performance as written by LASC’s theater students at 7 p.m. in the Little Theater; tickets available for purchase one hour before show time.
December 7	LA Trade Tech College	Academic Senate Holiday Party
December 8	LA Trade Tech College	The Gold Thimble Fall Fashion Show takes place this year at the Reef. Student designs will be on the runway in what is always an exciting evening. The show starts 7 p.m.
December 12	LA Trade Tech College	LATTC Nursing Pinning Ceremony celebrates students graduating from our nursing program.

#### IV. Community Engagement & Partnerships

Chancellor and Executive Staff community outreach for the month of November and December:

<b>DATE</b>	<b>EVENT</b>
November 2	Vice Chancellor Cornner participated in the California Community Colleges Chancellor's Office Food, Housing, and Basic Needs Workgroup.
November 7	Chancellor Rodriguez met with ELAC Deans.
November 14	Vice Chancellor Cornner moderated an Education Panel for the USC School of Counseling with Chancellor Rodriguez as a panelist with other leaders in education from greater Los Angeles.
November 16	Vice Chancellor Cornner participated in a meeting with the Office of the Mayor regarding Los Angeles College Promise.
November 16-18	Chancellor Rodriguez participated in the CCLC Convention along with Trustee Hoffman and Presidents Renee Martinez, Marvin Martinez, and Erika Endrijonas.
November 28	Chancellor Rodriguez joined by ELAC students, staff and faculty, Trustee Scott Svonkin, Speaker Rendon, and Eastside community leaders participates in East Los Angeles Film Premier and ELAC Foundation fundraising launch.
November 30	Trustee Buelna and Maria Luisa Veloz toured the ELAC Dream Center and met with undocumented students and conducted an informal focus group on how undocumented students use social media to consume news and college information.
December 7	Chancellor Rodriguez will attend the DACA/Immigration Task Force, co-chaired by Trustee Buelna, from 2-4 p.m., at West LA College.
December 8	The Student Advisory Committee (SAC), chaired by student trustee Chris Martinez, from 9 a.m. – 12 noon at the ESC. Board members are welcomed to stop by.
December 9	Chancellor Rodriguez will hold the next President's Council on Friday, December 8, at the UCLA Luskin School for Public Affairs. Our host is Dean Gary Segura.
December 14	Chancellor Rodriguez is hosting the ESC's Retirement and Employee Recognition event at LA Trade Tech at 4 p.m.
December 15	LA Mission College is hosting a workshop to discuss the creation of an Entertainment Construction and Facilities Maintenance Apprenticeship Readiness Program to prepare students for good

paying craft careers in the entertainment industry. The workshop will be held in the Media Arts Complex at 10:30 a.m.

December 15 Chancellor Rodriguez will attend as the keynote speaker for the Project Match Graduation hosted by the Office of Diversity, Equity and Inclusion at LA Mission College, Culinary Arts Building at 5:30 p.m.

**V. LACCD Media Outreach and Coverage**

Imprenta tracked media hits for the Los Angeles Community College District from November 1 to November 30, 2017 (42 media hits total). The report below provides a comprehensive overview of all media hits across broadcast, radio, print, and digital media.

**MEDIA HITS**

**Radio**

Air Date: November 2017						
	Source	Network	Market	Title	Viewers	Date
1	KPBS Radio	KPBS Radio	San Diego, CA	<a href="#">Growing Homeless Camps Contrast With West Coast Tech Wealth</a>	137458	Nov 6 2017
2	CBS 8	KFMB	Los Angeles, CA	<a href="#">Tech, housing boom creates homeless crisis on West Coast</a>	5041	Nov 6 2017
3	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Evening News</a>	--	Nov 5 2017
4	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Evening News</a>	--	Nov 5 2017
5	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Evening News</a>	--	Nov 5 2017
6	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Morning News with Bob Brill</a>	--	Nov 5 2017
7	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Nightly News</a>	--	Nov 3 2017
8	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Nightly News</a>	--	Nov 3 2017
9	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Nightly News</a>	--	Nov 3 2017
10	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Evening News with Brian Ping</a>	--	Nov 2 2017
11	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Afternoon News with Mike Simpson and Diane Tho</a>	--	Nov 2 2017
12	KNX-AM	KNX-AM	Los Angeles, CA	<a href="#">KNX Morning News with Chris Sedens and Linda Nunez</a>	--	Nov 2 2017

PRINT/ONLINE

Date: November 2017					
	Source	Market	Title	Unique Visitors	Date
1	San Francisco Bay times	San Francisco, CA	<a href="#">Putting City College Students First</a>	--	Nov 30 2017
2	LA School Report	Los Angeles, CA	<a href="#">5 bright lights in LA County that are helping Latino students achieve</a>	--	Nov 28 2017
3	Blade LA	Los Angeles, CA	<a href="#">California man says he was fired for being gay</a>		Nov 22 2017
4	Inside Higher ED	Washington, DC	<a href="#">Bounty of Promise Programs in California</a>		Nov 20 2017
5	Canyon News	Los Angeles, CA	<a href="#">Santa Monica To Re-Open Shelter For College Students</a>	10240	Nov 20 2017
6	Los Angeles Times	Los Angeles, CA	<a href="#">Money for tutoring, a deal to ease transfers, new textbooks: What's new in education</a>	19469334	Nov 10 2017
7	Eastern Group Publications	Los Angeles, CA	<a href="#">College College Trustees Order Review of All Sexual-Harassment Cases</a>	3393	Nov 10 2017
8	Los Angeles Sentinel	Los Angeles, CA	<a href="#">Los Angeles Community College District Signs Agreement with Loyola Marymount</a>	24126	Nov 9 2017
9	Los Angeles Daily News	Los Angeles, CA	<a href="#">On college campuses, the Constitution should be the only free speech zone</a>	470888	Nov 9 2017
10	The Daily Breeze	Los Angeles, CA	<a href="#">On college campuses, the Constitution should be the only free speech zone</a>	184975	Nov 9 2017
11	San Bernardino Sun	Los Angeles, CA	<a href="#">On college campuses, the Constitution should be the only free speech zone</a>	70424	Nov 9 2017
12	Redlands Daily Facts	Los Angeles, CA	<a href="#">On college campuses, the Constitution should be the only free speech zone</a>	25433	Nov 9 2017
13	Pasadena Star-News	Los Angeles, CA	<a href="#">On college campuses, the Constitution should be the only free speech zone</a>	65091	Nov 9 2017
14	San Gabriel Valley Tribune	Los Angeles, CA	<a href="#">On college campuses, the Constitution should be the only free speech zone</a>	99249	Nov 9 2017
15	Bond Buyer	New York, CA	<a href="#">Los Angeles CCD, San Diego AG muni bond deals come to market</a>		Nov 9 2017
16	Orange County Register	Orange County	<a href="#">On college campuses, the Constitution should be the only free speech zone</a>	--	Nov 8 2017

17	CBS 8	San Diego, CA	<a href="#">Tech, housing boom creates homeless crisis on West Coast</a>	166694	Nov 6 2017
18	Napa Valley Register	San Francisco-Oakland-San Jose, CA	<a href="#">Homelessness soars on West Coast as cities struggle to cope</a>	294899	Nov 6 2017
19	New York Times	New York, NY	<a href="#">Treasury Auctions Set for the Week of Nov. 6</a>		Nov 5 2017
20	Los Angeles Daily News	Los Angeles, CA	<a href="#">LA community colleges to tackle sexual harassment and bullying head on</a>	470888	Nov 2 2017
21	The Daily Breeze	Los Angeles, CA	<a href="#">LA community colleges to tackle sexual harassment and bullying head on</a>	184975	Nov 2 2017
22	My News LA	Los Angeles, CA	<a href="#">Los Angeles Community College District tackles sexual harassment and bullying</a>	55778	Nov 2 2017
23	Pasadena Star-News	Los Angeles, CA	<a href="#">Los Angeles Community College District Board of Trustees to investigate sexual harassment and bullying</a>	65091	Nov 2 2017
24	San Gabriel Valley Tribune	Los Angeles, CA	<a href="#">Los Angeles Community College District Board of Trustees to investigate sexual harassment and bullying</a>	99249	Nov 2 2017

## TELEVISION

Air Date: November 2017						
	Source	Network	Market	Title	Viewers	Date
1	KMEX	KMEX	Los Angeles, CA	<a href="#">Noticias 34 A Las Seis</a>	--	Nov 2 2017
2	KTLA	KTLA	Los Angeles, CA	<a href="#">KTLA 5 News at 3:00 PM</a>	--	Nov 2 2017
3	Telemundo 52	KVEA-TV [TELEMUNDO 52]	Los Angeles, CA	<a href="#">Evalan plan contra acoso sexual en colegios comunitarios de Los Angeles</a>	38507	Nov 2 2017
4	FOX 11	KTTV	Los Angeles, CA	<a href="#">FOX 11 Morning News at 6:00 AM</a>	--	Nov 2 2017
5	FOX 11	KTTV	Los Angeles, CA	<a href="#">FOX 11 Morning News at 5:00 AM</a>	--	Nov 2 2017
6	NBC News at 5	KNBC	Los Angeles, CA	<a href="#">NBC4 News at 5:00 PM</a>	--	Nov 1 2017