



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees
FROM: Chancellor Francisco C. Rodriguez, Ph.D.
DATE: May 4, 2022
SUBJECT: Chancellor’s Monthly Report May 2022

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The LACCD Chancellor’s Monthly Report for May 2022 includes brief updates on the following:

- I. Status on COVID-19 Public Health Emergency & District Recovery**
- II. Update on the LACCD Enrollment & Enrollment Marketing**
- III. Foundation for the Los Angeles Community Colleges**
- IV. Graduation Notices**
- V. Special News, Events and Other Announcements**

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

May 2022 likely will continue to see changes for the COVID-19 public health pandemic, including federal, state and local health orders, as the nation begins to adjust to a more permanent endemic of the coronavirus versus a pandemic.

New surges from new variants can be expected—and in some regions are already occurring—and localized responses will continue as health officials keep a vigilant eye on the situation. However, due to the overall vaccination and boosted rates, together with infection and recovery rates, it seems that, while neither the pandemic nor declarations of emergencies are officially over, our society and economy appear to be moving into a possible end phase of the pandemic.

Los Angeles County Department of Public Health (LACDPH) officials continue to monitor and track the situation closely. The department remains in regular communication with LACCD and other Institutes of Higher Education (IHE) through telebriefings, emails and website updates. The next IHE telebriefing with LACDPH is set for May 4, 2022. Currently, local health orders remain in place based upon metrics indicating the region is at a low risk for community transmission, although new positive case numbers have recently bumped up due to increased infections via new variants and other factors. Health officials have recently modified the contact tracing protocols for the IHE community reflecting the lower transmission rates and are working to make it a more streamlined process for the higher education community.

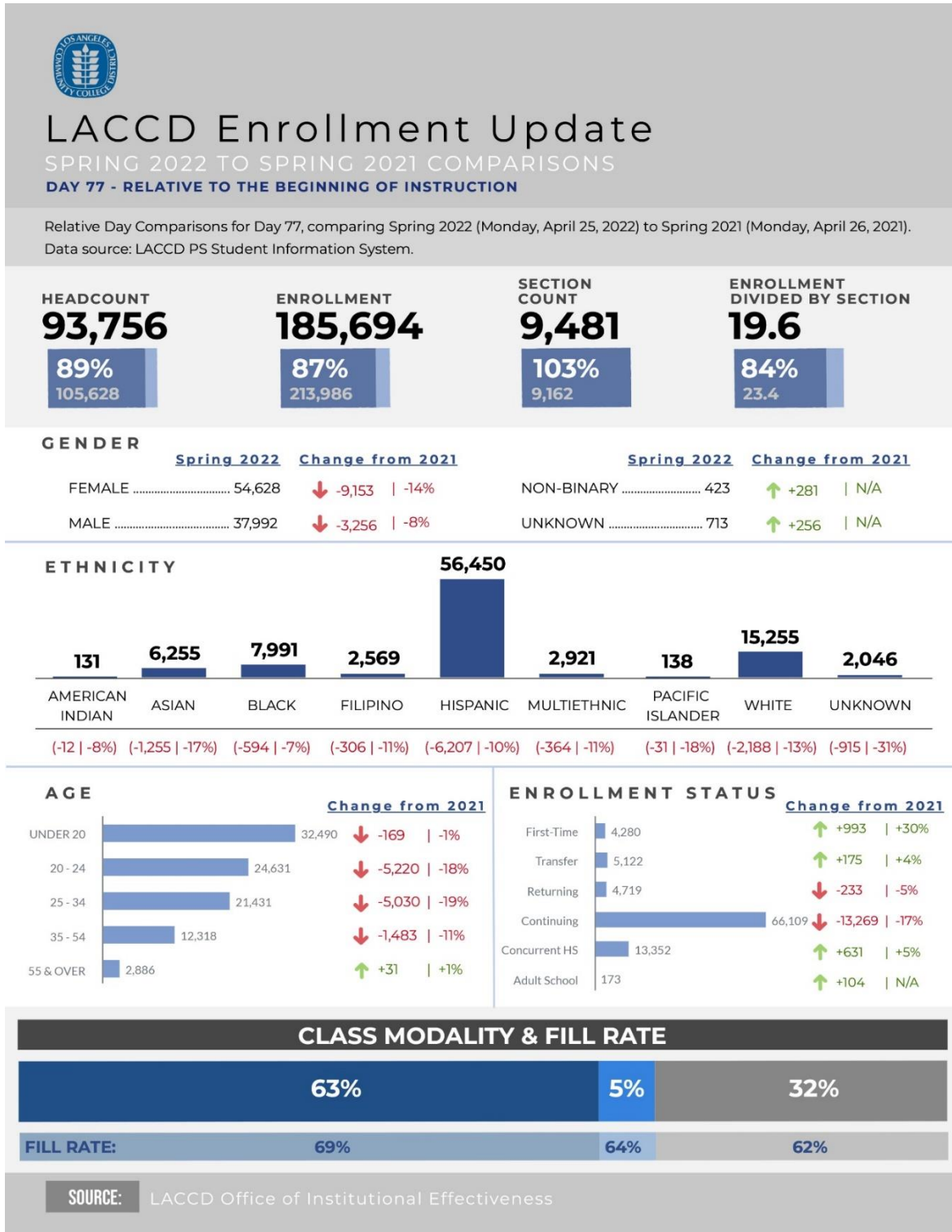
Local health officials also continue to strongly recommend that all persons who are eligible should be fully vaccinated and receive their first and second boosters, and, all persons are also encouraged to continue wearing masking indoors in crowded conditions.



For LACCD and its nine colleges, Board Policies 2800 (indoor masking) and 2900 (vaccinations & exemptions/testing) currently remain in effect until further notice, however, the Board of Trustees are expected to consider modifications to the policies at the Board’s May 4 meeting.

The District’s Emergency Operations Center and the colleges’ Incident Command Centers have significantly scaled back operational status to monthly coordination meetings and are on track to begin demobilization in June 2022.

II. Updates on LACCD Enrollment & Marketing for L.A. College Promise
 Enrollment information as provided by the District's Office of Institutional Effectiveness:



Enrollment Marketing for L.A. College Promise

The three-month, Districtwide marketing and advertising campaign to promote full-time enrollment at the nine colleges via the Los Angeles College Promise program with free tuition has begun. The effort is a collaboration between the District's Office of Communications & External Relations, the Educational Programs and Institutional Effectiveness Division, Elder Tree (the District's advertising Agency of Record) and Univision as the primary media partner.

Two special bonus collaborations with Univision include:

- During Univision's official Spanish language radio broadcasts of Dodger baseball this season, Mr. Jaime Jarrin—The Voice of Dodger Radio in Spanish—will lend his popular voice and style to help endorse the L.A. College Promise program during periodic radio endorsements during game time.
- LACCD and the colleges are a presenting sponsor for Univision's "Copa" Family Soccer Tournament, a day-long event on Saturday, May 21, at the Bell Gardens Sports Center. About 15,000 people are expected to attend. The colleges will staff a large booth near the main stage for enrollment marketing.



Approximately 20 large outdoor billboards will be placed along key roadways and around the nine colleges with the theme of "Our Promise, Your Path." Similar banner ads branded to the colleges will appear on the sides of 90 metro buses (10 per college) that service routes adjacent to the colleges, along with 100 interior bus placards and 18 bus shelters. Examples follow.



Three outdoor billboards will feature all colleges, such as the one, above. Each college will have two additional billboards placed within their service areas branded to the college.



Bus ads, interior and exterior, will be branded to each of the nine colleges, with an array of messages to be done in English, Spanish or Mandarin



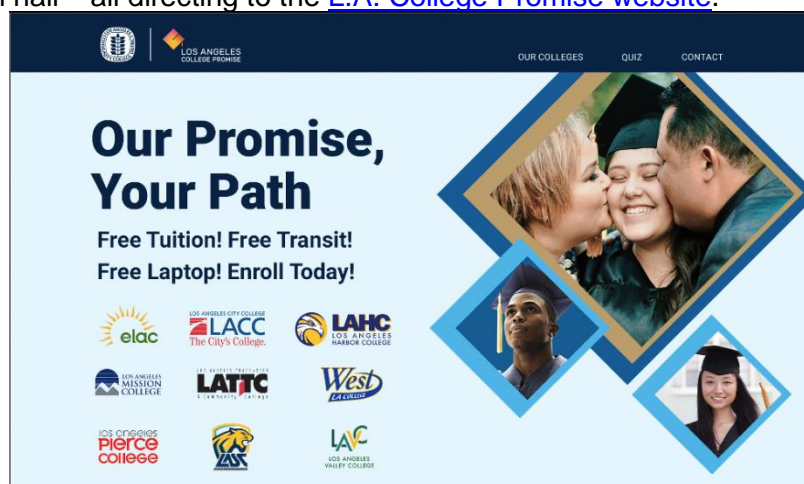
Examples of bus shelter ads that will appear near each of the nine colleges

Robust advertising schedules have been developed with Spectrum to carry more than 400 30-second spots on Spectrum’s official Dodger television programming in the Los Angeles market during games throughout May, June, July and August. The commercials will air on both the official English and Spanish channels of the Dodger TV Network. Additional streaming radio ads with iHeart are planned along with more localized radio programming.

The District, the nine colleges, and the Promise Program will take center stage in a special, back-to-school educational insert in *La Opinion* on May 26, and additional newspaper and online digital ads are being placed with the *Los Angeles Times*, *La Opinion*, the *Los Angeles Sentinel* and the *Los Angeles Watts-Times*.

All of the advertising is designed to drive interested families and prospective students to a specially designed landing page

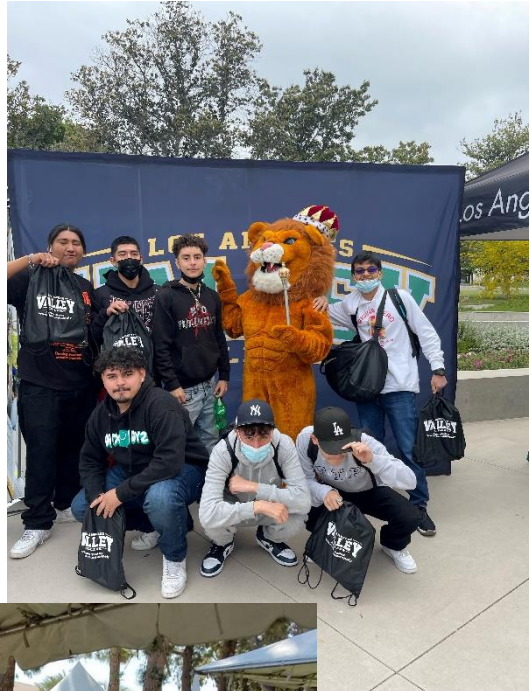
OurPromiseYourPath.com or <https://www.ourpromiseyourpath.com/> featuring the colleges with re-direct links to the L.A. College Promise website where students begin the application process and fill out their interest form from the Promise program. Top half of the landing page below. Enrollment links, a fun quiz and contact link are on bottom half—all directing to the L.A. College Promise website.



Senior Days Enrollment Marketing and Outreach at the Colleges

All nine colleges are also busy with many on-campus senior days, tours and other special events designed to help inform local graduating high school seniors about the benefits and opportunities of attending the LACCD nine colleges. Recently, both Los Angeles Valley and Los Angeles Pierce colleges hosted in total more than 1,000 students at on-campus recruitment events.

Students heard directly from college officials about campus life, enrollment process, financial aid and scholarship opportunities, took tours of the colleges and get all of their questions answered—plus a few photo (Valley, right, and Pierce, below).



III. Foundation for the Los Angeles Community Colleges

Michael Fuller, Executive Director of Institutional Advancement for the Foundation for the Los Angeles Community Colleges, welcomes all to attend the **special ceremony beginning at 3 p.m., Friday, May 20**, at Los Angeles Trade-Technical College, for this year's recipients of the **Chancellor Francisco C. Rodriguez, Ph.D. and Vicky Chang Community College Transfer Scholarships**.

Ms. Chang has generously renewed her contribution of \$125,000 for the scholarship program which annually awards \$500 scholarships each to 250 LACCD high-achieving students who are transferring to a four-year college or university to pursue their bachelor's degree. The outpouring of thanks from students who have received these scholarships in the past show just how important Ms. Chang's donations have become for LACCD.

"We are deeply appreciative of Vicky Chang's continued generosity to LACCD's students. I have been honored to work with Vicky during the past several years and her heart-felt concern and empathy for our students is truly amazing," Mr. Fuller noted.

IV. Graduation Notices

CONGRATULATIONS CLASS OF 2022
IT'S GRADUATION TIME!!!!
COMMENCEMENT CEREMONIES FOR THE
NINE LACCD "COLLEGES OF LOS ANGELES"
TUESDAY, JUNE 7, 2022

Los Angeles Valley College, 9 a.m. Monarch Stadium
Los Angeles Harbor College, 10 a.m. Seahawk Stadium
Los Angeles Southwest College, 4 p.m. LASC Stadium
Los Angeles City College, 5 p.m. Greek Theatre
East Los Angeles College, 5 p.m. ELAC Stadium
Los Angeles Mission College, 5 p.m. LAMC Quad
Los Angeles Trade-Technical College, 5 p.m. LATTC Athletic Field
West Los Angeles College, 5 p.m. Student Services Lawn
Los Angeles Pierce College, 6 p.m. Rocky Young Park
(Look for more details in the June Monthly Report)

SPECIAL GRADUATION CEREMONIES



MI GENTE GRADUATION CELEBRATION
EAST LOS ANGELES COLLEGE
1301 Avenida Cesar Chavez, Monterey Park, CA 91754 | JUNE 5, 2022 | 4:00 PM



[Lavender Online](#), 4 p.m., May 17.

Keynote speaker will be Kristin M. Crowley, newly appointed Fire Chief for the Los Angeles Fire Department. She is the 19th Fire Chief for the department and also the first female, openly LGBTQ and first paramedic to hold the position.

[Black Graduation](#), 3-5 p.m., May 24, First AME Church, 2270 South Harvard Blvd. Los Angeles. Keynote speaker scheduled is Abby Phillip, Senior Political Correspondent and Anchor for CNN.

[Mi Gente, June 5, 4 p.m., ELAC](#), Weingart Stadium, 1301 Avenida Cesar Chavez

V. **Special News, Events and Other Announcements**
May is Mental Health Awareness Month



Katrelia Walker with the District's Employee Assistance Program is urging all employees to

remember the importance of mental health as **May is Mental Health Awareness Month**. Ms. Walker is sending out a variety of helpful notices with information links, such as this [one](#), about mental health awareness in the workplace.

She is also encouraging employees to attend the ["Laughaceuticals: Laughter is the Best Medicine"](#) workshop on **Thursday, May 19, 2-3:15 p.m.** in collaboration with CalPERS and Kaiser Permanente.

The last two years have been unprecedented times for us all. If you are feeling concerned, anxious, upset (or if you know someone who is) and need to talk to someone, for any reason, you are encouraged to call the Los Angeles County Department of Mental Health, which operates a free helpline, 24/7, at (800) 854-7771, or by sending a text message ("LA") to 741741. Additional information is online. Remember, you are not alone.

First Valley Asian Cultural Festival May 7, 2022 at Los Angeles Pierce College

L.A. Pierce College has been chosen as the site of the inaugural **Valley Asian Cultural Festival**. **10 a.m. to 4 p.m., May 7**, in Rocky Young Park, providing over 50 cultural attractions delivered through wonderful dance, music, the arts and food demonstrations.

Experience the Philippines, Vietnam, India, China, Korea, Taiwan, and Japan, right on the Pierce College campus! Discover Asian cultures, eat and shop while the kids enjoy children's activities and crafts such as origami.

The free event is sponsored by the [West Valley-Warner Center Chamber of Commerce](#) and Pierce College. About 2,000 visitors are expected to wander through the park among the

vendor exhibits – including Pierce Outreach for student enrollment information. More details at the [Chamber of Commerce website](#). Chamber partners include the Filipino American Chamber of Commerce of Greater L.A., Southland Regional Association of Realtors and Asian Real Estate Association of America.

West L.A. College Earns Honors for Black Education



The Campaign for College Opportunity has named WLAC a “2022 Champion for Excelling in Equitable Course Placement in Black English Enrollment.” They wrote, “West L.A. College has successfully supported 100% of Black students to enroll directly into transfer-level English coursework. We applaud your dedication and commitment to California students.”

WLAC will be recognized at the organization’s inaugural award installation ceremony, Excellence in Placement: Honoring Community Colleges Excelling in Equitable Course Placement for Students, on **Thursday, May 12, 2022, from 4-6 p.m.**, at the RedBird in Downtown Los Angeles. Joining in the celebration is expected to be California Lt. Gov. Eleni Kounalakis, Assemblymember Jacqui Irwin, and other California Community College honorees.

ELAC Racial Equity & Social Justice Town Hall

May marks Asian Pacific American Heritage Month and provides time to celebrate Asian culture and diversity. It is a time to share incredible stories of resilience and persistence and debunk myths about Asian communities. East Los Angeles College is excited to invite everyone to its final Spring 2022 virtual Racial Equity and Social Justice Town Halls, featuring “Cold Tofu,” the nation’s first and longest-running Asian American improv and sketch comedy troupe.

**Thursday, May 12, 2022,
10 - 11:30 a.m.**

<https://bit.ly/townhall051222>

Cold Tofu has performed throughout the nation promoting diversity and representation of Asian-Pacific Americans through comedy and developing multiethnic talent through education and performance. Join the conversation with Jully Lee and Howard Ho, artistic directors of Cold Tofu, as they discuss the history of Asian American theater in Los Angeles; share their personal experiences with racism, sexism, underrepresentation and stereotypes and highlight the value of theater and the arts in our community!

EAST LOS ANGELES COLLEGE **SPRING 2022**
Town Hall Series
RACIAL EQUITY & SOCIAL JUSTICE
EVENT IS OPEN TO ALL STUDENTS, EMPLOYEES, AND COMMUNITY AT LARGE

JULLY LEE AND HOWARD HO
COLD TOFU: THE FIRST ASIAN AMERICAN COMEDY-IMPROV GROUP
5 / 12 / 2022
10 AM

ZOOM REGISTRATION
<https://bit.ly/townhall051222>

Founded in 1981 by four women of color, Cold Tofu remains the nation's first and longest-running Asian American improv and sketch comedy troupe. Cold Tofu has performed throughout the nation promoting diversity and representation of Asian-Pacific Americans through comedy and developing multiethnic talent through education and performance. Join us in conversation with Jully Lee and Howard Ho, artistic directors of Cold Tofu, as they discuss the history of Asian American theater in Los Angeles; share their personal experiences with racism, sexism, underrepresentation, and stereotypes; reminisce about the ELAC-Cold Tofu connection; and highlight the value of theater and the arts in our community!

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SPONSORED BY THE OFFICE OF THE PRESIDENT AND THE PROFESSIONAL DEVELOPMENT OFFICE

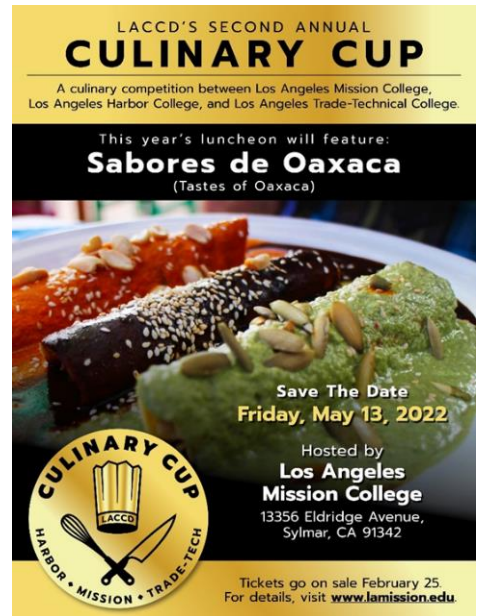
ELAC encourages persons with disabilities to participate in its programs and activities. For disability accommodation requests for this event, please email PresidentsOffice@elac.edu or call (323) 265-8663 prior to the event.

The LACCD Culinary Cup is May 13!



Mmmm ...we can almost taste things now! After a two-year delay due to the COVID-19 pandemic, LACCD's Culinary Cup competition is back! Who will win the coveted Gold Chef's Hat Trophy this year? L.A. Mission College is hosting the **second annual Culinary Cup Friday, May 13, 2022**. The event will

feature student culinary teams from Harbor, Mission and Trade-Tech, led by instructors from the colleges' Culinary Arts programs. Teams of students will face off and be judged in three categories: Savory, Baking, and Tablescaping. Tickets are \$25 and can be purchased [online](#).



Imperial Family of Chosen Donates \$100,000 to Los Angeles City College

The Imperial Family of Chosen (Korean Royal Family) announced it is donating \$100,000 to support the Korean Program at LACC. The donation will support scholarships for LACC Korean Studies students and expenses for events related to the Korean program in the future. **A news media and donation ceremony was held April 26.**



L.A. Department of Transportation (LADOT) Launches Universal Basic Mobility Pilot Program Supporting LATTC Students



On Tuesday, April 26, Los Angeles Trade-Technical College hosted LADOT for a press conference announcing the launch of the department's Universal Basic Mobility (UBM) pilot for South Los Angeles, including LATTC. The new program is supported by over \$13 million in funding provided by the California Air Resources Board-Sustainable Transportation Equity Project (CARB-STEP) through California Climate Investments, as well as an additional \$4 million in funding from the City of Los Angeles. The program will pilot expanded

services in electric vehicle car sharing, electric vehicle charging facilities, on-demand shuttles, e-bikes, and pedestrian upgrades within South L.A. communities.

Additionally, with the support of the Universal Basic Mobility pilot, students in LATTC's Electric Vehicle Certificate program will participate in internships with local dealerships and repair facilities where they will gain real-life experience in electric vehicle maintenance and repair. Also, through this pilot, LATTC launches its Youth Ambassador Program with a focus on sustainable mobility options. The pilot will foster career paths for students to become agents of change in their communities.

LATTC Receives \$50,000 from Council District 9 Community Grant Program



Last month, LATTC was awarded a \$50,000 grant as part of Councilman Curren Price Jr.'s Community Grant Program. The program was established earlier this year as an effort to reinvest Reimagining Public Safety dollars for the benefit of the District 9 community in the form of grants to local organizations. Grants were awarded to a wide range of schools, churches, non-profits, neighborhood councils, and health care organizations that will bring innovative projects and programming to the area. LATTC looks forward to applying its grant toward programming implemented by its Employment and Career Success Pathway (ECSP).

Baby Goat Named “Prez-Ara” after Pierce College President Aguiar



Pierce College Interim President Ara Aguiar (bottom right with baby goat) visited the Goat Unit on the Pierce Farm on April 15 to select a baby goat to name. Students and staff, along with Farm Manager Marcie Sakadjian (far left), introduced her to the

newborns and helped her bottle feed a few of the other baby goats who had been abandoned by their mother.

The Pierce President chose a sweet one-week-old baby goat that lay calmly in her lap and named it, appropriately, Prez-Ara. It's a boy goat, and President Aguiar informed everyone that “Ara” is both a male and female name. In fact, the name “Ara” is of Arabic, Hebrew, and Armenian origin, meaning “king.”

