



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees

FROM: Chancellor Francisco C. Rodriguez

DATE: January 10, 2018

SUBJECT: January 2018 - Chancellor's Monthly Report

The LACCD January report includes brief updates on the following:

- I. District Updates
- II. Fall 2017 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

The LACCD honored the five-term Mayor of Los Angeles Tom Bradley on the occasion of what would have been his 100th birthday, by re-naming Redwood Hall on the LA Trade Tech campus as the “Tom Bradley Center for Student Life”. More than 100 former Bradley staffers, friends, students and employees joined Bradley’s daughters, Lorraine and Phyllis, in a ribbon-cutting ceremony and a celebration of the mayor’s achievements. Board of Trustees President Sydney Kamlager-Dove was the emcee, and attending the event were Board of Trustees members Mike Fong and Scott Svonkin, a former Bradley staffer, along with Chancellor Francisco Rodriguez. Redwood Hall was one of the original buildings on the campus of Polytechnic High School, when it was located on the grounds of where LA Trade Tech now stands. Bradley attended that high school and became its first African-American student body president. A ten-tiered cake was presented at the reception and a permanent historical exhibit is now displayed in the Bradley Center chronicling the late mayor’s contributions to Los Angeles.

Dr. Mary Gallagher began her role as Interim President at LA City College on January 2. The LA City College president search committee holds its first meeting today. Community College Search Services (CCSS) is coordinating the executive search.

The search committee for the permanent president at LA Southwest College is expected to meet later this month and the job will be posted in late January/early February. PPL, Inc. is coordinating the executive search.

Vice Chancellor Ryan Cornner and Chancellor Rodriguez will visit the accrediting commission on Thursday, January 11, in San Jose, as part of for a presentation to the Commission. The ACCJC has received all nine college and district Follow-Up Reports and will determine our accreditation standing moving forward.

Foundation for the Los Angeles Community Colleges Year in Review

This past year we have been making steady progress in strengthening the Foundation for the Los Angeles Community Colleges. The Los Angeles College Promise gave us renewed motivation for helping students. The results of the year-long push from all areas, communications, fundraising and outreach were extraordinary. As compared to last year, we had 14% growth in the number of LAUSD students enrolling in LACCD's Colleges.

Even more remarkable is the increase to 40% in the number of those students who enrolled full time. Full time enrollment is the most significant factor in the likelihood that a student will complete an associate's degree, transfer to a 4-year college or earn a workforce certificate. Foundation fundraising along with the commitment from The Mayor's Fund for Los Angeles made this possible.

Establishing comprehensive advancement operations with innovative software, sound accounting policies and procedures focusing on the distribution of funds to help students, puts the Foundation in place to help our community college students as never before. Synergistically, the growth and renewed energy at the Foundation has uncovered new opportunities to assist students.

Corporate funding from Southern California Edison (SCE) was secured to assist the nine LACCD college foundations by providing professional development resources, instituting uniform management and fundraising practices at each campus, and providing funding for software to facilitate the distribution and management of scholarships and grants. Additionally, SCE funds and contributions from donor advised funds were committed to support students studying in STEM majors across the District's Colleges.

The Foundation entered into its first ever planned giving agreement with author and educator Mike Rose. Through a bequest, Mike is leaving the residue of his estate to establish an endowment that will provide emergency funds for students with unexpected expenses.

We continue to hone the stewardship of Vicky Chang's \$2M gift to assist LACCD's nursing students with taking the NCLEX exam. We have distributed funds to help more than 345 students thus far and continue to award grants to nursing graduates. With each semester we improve the process to make it more efficient and meaningful for our students.

We have strategically pursued funding from private Foundations and individuals in support of our mission to help students. With \$200,000 from the California Community Foundation and \$100,000 from Ralph M. Parsons Foundation, we have established relationships that are vital and help garner future support.

For 2018, with a new Director of Communications, we will spend more time and focus building the Foundation, honing our strategy and building support. The Foundation Board has revised and updated its bylaws. A comprehensive strategic plan for the foundation is being developed and will be approved by the board at its annual meeting.

II. Fall 2017 Enrollment Update

Based on four email distributions to date, 29,345 students who received an email or social media impression or were served a digital display advertisement have enrolled. A link within the sent emails directing potential students to the class schedule or to the LACCD enrollment web page has been clicked 20,771 times.

The social media campaign has produced 1.3 million impressions with 21,478 individuals clicking through the advertisements to visit individual college websites. Digital display remarking advertisements have been served 286,621 times to those individuals who have visited one of the college websites. The campaign will continue in January and early February with eight additional emails and more social media and digital advertisements. As of Day 35 (Jan.1, 2018 vs Jan. 2, 2017), Spring 2018 headcount was 80% of Spring 2017 headcount.

As of Day 6 of the Winter semester, comparing Winter 2018 (1/7/17) to Winter 2017 (1/8/17):

- **Headcount** is 12% lower,
- **Duplicated Enrollment** is 10% lower,
- **Credit Section Count** is 12% lower, and
- **Enrollment per Section** is 2% higher.

As of Day 29 of the Spring semester, comparing Spring 2018 (1/7/17) to Spring 2017 (1/8/17):

- **Headcount** is 18% lower,
- **Duplicated Enrollment** is 20% lower,
- **Credit Section Count** is 4% lower, and
- **Enrollment per Section** is 17% lower.

Spring 2018 enrollments, while down compared to Spring 2017 are running ahead of those for Fall. Based on Day 29 enrollment, comparing Fall 2017 and Fall 2016, headcount was down 22% and duplicated enrollment was down 24%.

III. Reports from the College Presidents

Los Angeles Harbor College

- The Nursing Department celebrated the graduation of our Nursing Students on Friday, December 15 in Music Recital Hall.
- Saturday, December 16, Congresswoman Maxine Waters hosted a Town Hall meeting in our Gym for the community, which was well attended.
- Harbor Faculty and Administration will be hosting a College Enrollment Summit, January 11.
- Harbor Teacher Prep Academy will host a National Blue Ribbon School Celebration on January 18, in Harbor's Music Recital Hall.

Los Angeles Mission College

- Los Angeles Mission College left its footprint right in the heart of the community on Saturday, December 16 as it marched up Van Nuys Boulevard during the Pacoima Holiday Parade. The college arrived with a diverse group of students, faculty, staff and administrators representing all corners of the campus.
- In response to campus closures resulting from the nearby Creek fire, several offices and departments opened on Saturday, December 9 and Sunday December 10 to assist students in preparing for finals week. The Learning Resource Center was open from 8 a.m.-8 p.m. and saw more than 200 students stop by for help from tutors and faculty members who volunteered their time. Academic Affairs, Student Services and Culinary Arts also opened their doors, providing students with refreshments over the intense weekend study session.
- Maria Granados, a coordinator with Foster/Kinship Care Education, was recently recognized by the Ad Council and featured in a Public Service Announcement (PSA) encouraging high school completion. The PSA features 30-year-old Carissa, who credits Ms. Granados with inspiring her to complete her high school diploma. Foster/Kinship Care Education is a statewide program that provides a variety of training programs for foster parents through California Community Colleges.
- Students from the inaugural Biotechnology class presented their group work during a special exhibition on Thursday, December 14 at the Center for Math and Science. The groups presented on Producing Electricity from Wastewater; Controlling Environmental Pollutants; Genome Editing in Beauty and Medical Products; Bioinformatics and Cancer Treatment; and Bioengineering and Laser Technology in Food Quality Control.
- Metro Bus Lines 230 and 234 have been modified to terminate at a new location inside Los Angeles Mission College's East Campus. The new terminal will provide improved access for our students. New stops have been added along Eldridge Avenue.

Upcoming Campus Events and Activities for January

DATE	COLLEGE	EVENT
January 18 - 19	LA Mission College	Spring Registration Day
January 27	LA Trade-Tech College	SEIU is organizing an important gubernatorial debate on Saturday, January 27 th in the North Tent at LATTC at 10 a.m. Lieutenant Governor Gavin Newsom and Mayor Antonio Villaraigosa are among those confirmed.
February 3	LA Trade-Tech College	The Skills USA regional championships will take place on the LATTC campus. More than 1000 high school and community college students will compete in a numerous technical and academic categories. Trade has sent several competitors to both state and national championships.

IV. Community Engagement & Partnerships

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

DATE	EVENT
December 12	Chancellor Rodriguez monthly consultation with Velma Butler, Staff Guild 1521A, followed by the District Foundation Board meeting and holiday gathering at Jonathan Club.
December 12	Chancellor Rodriguez was interviewed by the Senate Appointments staff, as part of the appointment confirmation process to serve the Western Interstate Commission for Higher Education (WICHE) as a Governor Brown appointee.
December 14	Chancellor Rodriguez was interviewed as part of The PBS NewsHour Student Reporting Labs program, an initiative that is building the next generation of public media journalists. The focus is on LACCD and our response to the proposed changes to DACA legislation and its impact on students.
January 8	Chancellor Rodriguez met with search committee for the LA City College presidency.
January 8	Chancellor Rodriguez participated in his monthly AFT Faculty Guild consultation.
January 11 - 12	Chancellor's Retreat. College President and Executive staff will participate in a planning retreat focused on enrollments, SIS and budget.
January 16	At the California Board of Governors meeting, the Academic Senate of the California Community College will honor several community college pathways statewide with an exemplary program award. Among those receiving the distinction will be LA Trade Tech's Advanced Transportation and Maintenance Pathway. Pathway chair Jess Guerra will represent the campus at the awards ceremony.
January 17	Chancellor Rodriguez will attend the LA Economic Development Council's Board of Governor's Meeting in Downtown Los Angeles.
January 18	Chancellor Rodriguez will meet with the District Academic Senate for the monthly consultation meeting.
January 25	Chancellor Rodriguez will participate in a Roundtable Discussion with President Andrew Benton, Pepperdine University.
January 25	The DACA Immigration Taskforce, chaired by Trustee Buelna, will meet at LA Harbor College, Room NEA 187
January 25	Chancellor Rodriguez and Trustees Buelna and Veres, were invited to attend the Latino Community Foundation – 2018 Gubernatorial Forum at UCLA.

January 27 The LACCD Human Resources Staff will be at the annual California Community Colleges Registry Job Fair at the Westin Hotel, LAX.

January 28 - 29 Chancellor Rodriguez, members of the Board of Trustees, College Presidents, and students will participate in the Legislative visits at the State Capitol and CCLC Legislative Conference.

V. LACCD Media Outreach and Coverage

Imprinta tracked media hits for the Los Angeles Community College District from December 1 to December 31, 2017 (25 media hits total).

MEDIA HITS

PRINT/ONLINE

Date: December 2017					
	Source	Market	Title	Unique Visitors	Date
1	LA Sentinel	Los Angeles, CA	Kamlager-Dove Announces 54th Assembly District Candidacy	17314	Jan 4 2018
2	Washington Examiner	Washington, DC	Free speech in the courtroom: Top 5 campus lawsuits of 2017	3529	Jan 4 2018
3	Wave Newspapers	Los Angeles, CA	2017: YEAR IN REVIEW: Homeless, new marijuana laws top 2017 stories	3643	Dec 29 2017
4	Larchmont Chronicle	Los Angeles, CA	Five-term mayor Tom Bradley's 100th celebrated	872	Dec 28, 2017
5	Orange County Register	Los Angeles, CA	Speech improves on college campuses but still isn't free	1338	Dec 27 2017
6	San Gabriel Valley Tribune	Los Angeles, CA	Speech improves on college campuses but still isn't free	70751	Dec 27 2017
7	Pasadena Star-News	Los Angeles, CA	Speech improves on college campuses but still isn't free	71074	Dec 27 2017
8	Los Angeles Daily News	Los Angeles, CA	Speech improves on college campuses but still isn't free	512606	Dec 27 2017
9	The Daily Breeze	Los Angeles, CA	Speech improves on college campuses but still isn't free	131098	Dec 27 2017
10	Long Beach Press-Telegram	Los Angeles, CA	Speech improves on college campuses but still isn't free	81858	Dec 27 2017
11	San Bernardino Sun	Los Angeles, CA	Speech improves on college campuses but still isn't free	123556	Dec 27 2017
12	Redlands Daily Facts	Los Angeles, CA	Speech improves on college campuses but still isn't free	42160	Dec 27 2017
13	Pasadena Star-News	Los Angeles, CA	The wide-open race to replace state Sen. Ed Hernandez	71074	Dec 17 2017
14	Long Beach Press-Telegram	Los Angeles, CA	Retired Alhambra professor accused of killing wife was at times funny, vulgar	81858	Dec 17 2017

15	The Daily Breeze	Los Angeles, CA	Retired Alhambra professor accused of killing wife was at times funny, vulgar	131098	Dec 17 2017
16	San Gabriel Valley Tribune	Los Angeles, CA	Retired Alhambra professor accused of killing wife was at times funny, vulgar	70751	Dec 17 2017
17	Los Angeles Daily News	Los Angeles, CA	Retired Alhambra professor accused of killing wife was at times funny, vulgar	512606	Dec 17 2017
18	Pasadena Star-News	Los Angeles, CA	Alhambra man accused of killing wife was ELAC professor who talked about sex life in class	71074	Dec 17 2017
19	L.A. Watts Times	Los Angeles, CA	Los Angeles Community College District Renames Building at L.A. Trade-Technical College in Honor of	1172	Dec 14 2017
20	Los Angeles Sentinel	Los Angeles, CA	Los Angeles Community College District Renames Building at LA Trade-Technical College in Honor of LA	20032	Dec 14 2017
21	Our Weekly	Los Angeles, CA	Tom Bradley Center at Trade Tech	3635	Dec 14 2017
22	Los Angeles Times	Los Angeles, CA	Assemblyman Matt Dababneh to resign following sexual misconduct allegations	1779352	Dec 9 2017
23	The San Diego Union-Tribune	San Diego, CA	Assemblyman Matt Dababneh to resign following sexual misconduct allegations	141989	Dec 9 2017
24	Los Angeles Area Chamber of Commerce	Los Angeles, CA	Southern California Leadership Network Celebrates 30th Anniversary by Recognizing 30 Outstanding Lea	5756	Dec 1 2017
25	DÍA A DÍA	Los Angeles, CA	LACC ANUNCIA PRÓXIMA JUBILACIÓN DE PRESIDENTA RENÉE D. MARTÍNEZ		Dec 4 2017