



OFFICE OF THE CHANCELLOR

TO: LACCD Board of Trustees
FROM: Chancellor Francisco C. Rodriguez
DATE: September 2, 2020
SUBJECT: Chancellor's Monthly Report September 2020

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The LACCD Chancellor's Monthly Report for September 2020 includes brief updates on the following:

- I. District Status on COVID-19 Public Health Emergency & Recovery
II. Update on the LACCD Enrollment & Marketing
III. Foundation for the Los Angeles Community Colleges
IV. LACCD Communications

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

The District, its Emergency Operations Center (EOC), the nine colleges and the colleges' Incident Command Centers (ICCs) on August 19, 2020 surpassed the five-month mark for emergency response operations due to the COVID-19 public health pandemic.

In August, LACCD remained in its Stage 2 Recovery and is now focused on the future Stage 3 phase for more widespread resumption of on-campus activities.

LACDPH formally issued its reopening guidelines and protocols for Institute of Higher Education and LACCD is following those guidelines as part of the District's recovery.

Health officials, however, are bracing and planning for a possible resurgence in cases due to the upcoming Labor Day holiday and possible large gatherings in which facial coverings or social distancing protocols are not used (similar to past situations in May).

Current numbers of COVID-19 cases for the District, through August 31, are: 131 reported positive tests; 36 suspected cases; 69 possible exposures and 1 fatality.

The colleges all finished the limited, in-person instruction in direct support for the state's essential services workforce infrastructure for classes from the Spring 2020 semester by August 29.

31. Many of the colleges have already begun similar limited, on-campus class instruction for Fall 2020 semester classes that also support the criteria for essential services worker infrastructure.

All other instruction remains in remote learning environments. Business services also remain online with few exceptions for essential continuity of operations.

In August, all of the colleges completed some or all of the planned distribution events for Chromebooks to give to students participating in [L.A. College Promise Program](#) for the Fall 2020 Semester. Some final distribution events are planned for the week of August 31 to September 4. In all, about 4,000 Chromebooks were distributed at no cost to College Promise students.



*Chromebook distribution in August at L.A. Harbor College, right and below.*



To help meet the burgeoning need of technology for other LACCD students, the District's Board of Trustees approved an emergency purchase for 14,800 Surface Go devices similar to Chromebooks. The action on Aug. 19 was the among the single-largest bulk orders of such devices in the history of the California community college system. Since the COVID-19 emergency began, the District has already ordered and will eventually distribute about 40,000 Chromebooks or Surface Go devices to students. News release at:

<http://laccd.edu/Documents/NewsDocuments/Record%20Number%20of%20Tech%20Devices%20Bought%20and%20Distributed%20to%20LACCD%20Students%20082120.pdf>

Also in response to the COVID-19 situation, the District announced Aug. 30 that it has reopened enrollment for the L.A. College Promise Program through September 15, 2020 for the Fall semester. Many students who wanted to join missed the original application deadline and now they can enroll during this limited opportunity.

Application site: <http://www.lacollegepromise.org/apply.html>

News release announcement:

<http://laccd.edu/Documents/NewsDocuments/LACCD%20Reopens%20LA%20College%20Promise%20Enrollment%20for%20Fall%202020%20Semester%20Until%20September%2015%20FINAL%20-%20Screen.pdf>

Marketing materials produced for the District and the colleges include the following social media graphics such as:



News media coverage about the announcement:

<https://lasentinel.net/l-a-community-colleges-extend-enrollment-for-free-tuition-promise-program.html>



<https://losangeles.cbslocal.com/2020/08/31/applications-la-college-promise-program-2-years-free-tuition-chromebook-back-open-sept-15/>

[https://news.yahoo.com/applications-l-college-promise-program-194000428.html?guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce\\_referrer\\_sig=AQAAEP7vHWbVoTicBvLySgmaXlh1l\\_-Z0lznVa\\_dXRAa8Jl7tBCxXUV1Ec9-RnKvMUNHZauEGjBDr8kex3jCAOAmSgOMr6VdLXrhRAcVu4D-dWEBYPfiRJCAEmjRz-ld84R6hkKKRQbTOO\\_zHVN6BpgqntzwnU\\_sOgfDGBFPA6S\\_g2s](https://news.yahoo.com/applications-l-college-promise-program-194000428.html?guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAEP7vHWbVoTicBvLySgmaXlh1l_-Z0lznVa_dXRAa8Jl7tBCxXUV1Ec9-RnKvMUNHZauEGjBDr8kex3jCAOAmSgOMr6VdLXrhRAcVu4D-dWEBYPfiRJCAEmjRz-ld84R6hkKKRQbTOO_zHVN6BpgqntzwnU_sOgfDGBFPA6S_g2s)

<https://culvercitycrossroads.com/2020/08/31/community-college-district-wlac-reopen-enrollment-for-promise-program/>

The EOC information, reports and advisories continue to be curated on the website under:

**Safety Advisories**

<http://laccd.edu/About/News/Pages/Safety-Advisories.aspx>

**Recovery Information**

<http://laccd.edu/About/News/Pages/Recovery-Information.aspx>

**EOC Weekly Report**

<http://laccd.edu/About/News/Pages/Emergency-Operations-Center-Weekly-Reports.aspx>

The latest LACDPH Health Orders effective August 12 are posted online at:

[http://publichealth.lacounty.gov/media/Coronavirus/docs/HOO/2020.08.12\\_HOO\\_Safer%20at%20Home\\_Higher%20Ed.pdf](http://publichealth.lacounty.gov/media/Coronavirus/docs/HOO/2020.08.12_HOO_Safer%20at%20Home_Higher%20Ed.pdf)

California Governor Newsom on August 28 rolled out a new, color-coded tracking system for the public to help streamline monitoring for status of COVID-19 in the state's counties. Full details for Governor Newsom's Blueprint for a Safer Economy are online:

<https://covid19.ca.gov/safer-economy/>

## Understand your county's status

Every county in California is assigned to a tier based on its rate of new cases and positivity. At a minimum, counties must remain in a tier for at least 3 weeks before moving forward. Data is reviewed weekly and tiers are updated on Tuesdays. To move forward, a county must meet the next tier's criteria for two consecutive weeks. If a county's metrics worsen for two consecutive weeks, it will be assigned a more restrictive tier. Public health officials are constantly monitoring data and can step in if necessary.

**Statewide Metrics**

**10.9**  
New COVID-19  
positive cases  
per 100K

**6.0%**  
Positivity Rate



An explanation of the color-coded chart is shown here:

<p><b>WIDESPREAD</b></p> <p>Most non-essential indoor business operations are closed.</p>	<p><b>More than 7</b></p> <p>Daily new cases (per 100k)</p>	<p><b>More than 8%</b></p> <p>Positive tests</p>
<p><b>SUBSTANTIAL</b></p> <p>Some non-essential indoor business operations are closed.</p>	<p><b>4-7</b></p> <p>Daily new cases (per 100k)</p>	<p><b>5-8%</b></p> <p>Positive tests</p>
<p><b>MODERATE</b></p> <p>Some business operations are open with modifications.</p>	<p><b>1-3.9</b></p> <p>Daily new cases (per 100k)</p>	<p><b>2-4.9%</b></p> <p>Positive tests</p>
<p><b>MINIMAL</b></p> <p>Most business operations are open with modifications.</p>	<p><b>Less than 1</b></p> <p>Daily new cases (per 100k)</p>	<p><b>Less than 2%</b></p> <p>Positive tests</p>

In support of LACPDH guidelines, the EOC, in consultation with the ICCs, the Chancellor and the College Presidents had the District’s Communications Office and the Districtwide PIO Team develop a series of “Stay Safe” messages. Message deployment coincides with the start of the Fall Semester and will be used in a variety of platforms at least through December 2020. The messages are branded from the District and/or from the specific colleges with messages to help contain the spread of the coronavirus. Each college and the District has a complete set of info graphics, including

- Four PDF Flyers (high-resolution and ADA-compliant)
- Four JPG social media banners (suitable for Facebook and Twitter)
- Four JPG social media posts (square, suitable for Facebook, Instagram, and Twitter)

A sampling of the messages follows:





## II. Updates on LACCD Enrollment / Marketing for Enrollment

### A. Fall 2020 / Fall 2019 Enrollment Comparison

Comparing Fall 2020 (8/20/20) to Fall 2019 (8/25/19) as of **Day -1** (1 day before the start of the semester):

- Headcount is at 97%,
- Duplicated Enrollment is at 95%,
- Credit Section Count is at 91%
- Enrollment per Section is at 104%

Community college enrollments are down across the nation, with colleges in different states reporting drops of 5% to 30% for enrollment. In addition, in a recent survey of California Community Colleges, 85% reported lower enrollment in Fall 2020 compared to Fall 2019 by an average of 12%. Enrollments in districts/colleges neighboring the LACCD started their Fall Semester 2020 classes at different dates and are all currently reporting down, but display some variation:

- Compton: -13%
- El Camino: -8%
- Cerritos: -8%
- Pasadena: -6%
- Santa Monica: -2%
- Long Beach: -1.5%
- Rio Hondo: -1%
- Glendale: -0.2%

## B. Fall 2020 Enrollment Campaign

A comprehensive marketing, advertising and social media campaign by the Districtwide PIO Team with the District's agency of record, Interact Communications is nearing conclusion for fall enrollment and is moving forward with late-fall and winter enrollment marketing plans. Campaign elements including:

- Strategic email notices to existing students not yet enrolled
- Geofencing for smart phones and other devices around each college for prospective new students entering zones
- Google, Yahoo and Bing SEO enhancements
- Landing pages per college with links to browsers' social media feeds for follow-up messages
- Broadcast TV and radio commercials in English and Spanish with on-air endorsements
- Additional social media video marketing for L.A. College Promise
- Multiple messaging to students: over 450K students on all contact lists
- Separate targeted mailings to Dual Enrollment, Financial Aid, Veterans, "Stop Out", Transfer, and Nursing students
- Student contact lists are being provided to colleges to enable additional college-based outreach
- *More than 1,100 messages in English and Spanish, Aug. 14-29, via Spectrum "SportsNet LA" for exclusive Dodger MLB broadcasts, including special tribute Public Service Announcement honoring baseball legend Jackie Robinson, during the (re-scheduled) "#42 Jackie Robinson Day" celebration on Aug. 28. The tribute broadcast ad was made possible with the consent and support of the Jackie Robinson Family Estate for LACCD.*



## C. Registration Fairs and Fresh Desk

### 1. Registration Fairs:

- Special online open enrollment fairs were hosted by all colleges on 8/12, 8/19, and 8/26
- The goal was to provide direct support for students that are having difficulty enrolling in classes
- College Outreach and Admissions & Records office teams staffed these events
- More than 1,200 students were served at fairs

Each college was given a variety of social media and website graphics to help promote the fairs, including these representative examples:





Join the LACCD Online

# Fall 2020 College Registration Fair



**Wednesday, August 26, 2020 • 10:00 a.m. – 1:00 p.m.**

Join your college online on Wednesday, August 26, 2020 beginning at 10 a.m. for help to register for the Fall 2020 semester. We will have staff available to help you!



LACCD encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation, or have questions about the physical access provided, please contact Kevin Ornelas at outreach@elac.edu as soon as possible.

## 2. Fresh Desk / Fresh Caller

Fresh Desk and Fresh Caller systems are being implemented as additional mechanisms to better coordinate the help that colleges are providing to students.

- Fresh Desk is accessed by the student from the college's home page. When the student sends an email this generates a ticket which is directed to college staff to resolve. Fresh Desk is currently active at all colleges.
- Fresh Caller has also been implemented and is similar to Fresh Desk except that students can call in questions instead of submitting an email. (College staff receiving the phone call then enter the issue into the Fresh Desk ticket system for follow up and resolution). Fresh Caller was implemented at all colleges on Friday (8/14)
- Systems provide students with a primary point of entry for any questions they may have--particularly important in the current remote environment
- Student questions are submitted via email or phone, entered into a ticket system, and are routed directly to specific college staff that have the expertise to answer the question and resolve or escalate the student's problem

## III. Foundation for the Los Angeles Community Colleges

The Foundation continues to prioritize addressing food insecurity needs for students throughout the District. Key partnerships developed by the Foundation have resulted in philanthropic support from the AT&T Foundation and Citibank enabling the Foundation to award and mail nearly 500 grocery gift cards (\$50 - \$100) during the month of August to help LACCD students impacted by the COVID-19 pandemic.

The Foundation is currently fundraising for the Dreamers Success Fund. This fund will provide direct support to DACA recipients and other undocumented students to cover their basic needs. The Foundation and LACCD are committed to standing with our students in pursuit of their educational goals.

To donate, please visit <https://www.giveeffect.com/campaigns/16055-dreamers-success-fund>

The Foundation, in collaboration with Kroger and the District's Communications Office is finishing a special video about the importance of partners like Kroger, Ralphs and Food 4 Less. The video will be released later this month.

#### IV. LACCD Communications

##### News Releases

##### Board Approves Emergency Technology Purchase

<http://laccd.edu/Documents/NewsDocuments/Record%20Number%20of%20Tech%20Devices%20Bought%20and%20Distributed%20to%20LACCD%20Students%20082120.pdf>

##### One for All and All for Fall Registration Fair

<http://laccd.edu/Documents/NewsDocuments/Final%20All%20for%20One%20and%20One%20for%20Fall%20Registration%20Fair%20August%2026%20with%20Flyer.pdf>

##### LACCD Re-opens L.A. College Promise Enrollment

<http://laccd.edu/Documents/NewsDocuments/LACCD%20Reopens%20LA%20College%20Promise%20Enrollment%20for%20Fall%202020%20Semester%20Until%20September%2015%20FINAL%20-%20Screen.pdf>

##### LACCD Links Employers to Job-Ready Students

[http://laccd.edu/Documents/NewsDocuments/ccn\\_lacccjobs\\_pressrelease\\_200820.pdf](http://laccd.edu/Documents/NewsDocuments/ccn_lacccjobs_pressrelease_200820.pdf)

##### Special LACCD Video Welcome Message on FB Banner

[https://scontent-lax3-2.xx.fbcdn.net/v/t66.36240-6/10000000\\_141104274344782\\_7811753792078091769\\_n.mp4?\\_nc\\_cat=106&\\_nc\\_sid=985c63&efg=eyJ2ZW5jb2RlX3RhZyl6Im9lcF9oZCJ9&\\_nc\\_ohc=IhnvtjTNzOkAX8CFSka&\\_nc\\_oc=AQlf48gTnfi\\_4wNqO3wKulDAGH3Cx7lhqGI2DFoDG9stadPU4Qhq6ZdqFxsJ-sfPBzRKEpmN9I4IQv7wBezuwtN&\\_nc\\_ht=scontent-lax3-2.xx&oh=6b3b850a32b234a7c2610a264e2a5c48&oe=5F7600A6](https://scontent-lax3-2.xx.fbcdn.net/v/t66.36240-6/10000000_141104274344782_7811753792078091769_n.mp4?_nc_cat=106&_nc_sid=985c63&efg=eyJ2ZW5jb2RlX3RhZyl6Im9lcF9oZCJ9&_nc_ohc=IhnvtjTNzOkAX8CFSka&_nc_oc=AQlf48gTnfi_4wNqO3wKulDAGH3Cx7lhqGI2DFoDG9stadPU4Qhq6ZdqFxsJ-sfPBzRKEpmN9I4IQv7wBezuwtN&_nc_ht=scontent-lax3-2.xx&oh=6b3b850a32b234a7c2610a264e2a5c48&oe=5F7600A6)



## AAOI Special Welcome Event September 9



LACCD AAOI Presents The 2020 Welcome Black Virtual Student Kickoff Wednesday, September 9, 2020 via zoom

## MEDIA COVERAGE

### Promise Enrollment Reopens

<https://lasentinel.net/l-a-community-colleges-extend-enrollment-for-free-tuition-promise-program.html>



<https://losangeles.cbslocal.com/2020/08/31/applications-la-college-promise-program-2-years-free-tuition-chromebook-back-open-sept-15/>

<https://www.telemundo52.com/noticias/local/reabren-inscripciones-para-programa-que-ofrece-matricula-gratuita-en-colegios-comunitarios/2111688/>

<https://www.onenewspage.com/video/20200831/13313544/Applications-For-College-Promise-Program-With.htm>

### **Enrollment Fairs Announced**

<https://lasentinel.net/laccd-to-hold-second-districtwide-online-open-registration-fair.html>

<https://knx1070.radio.com/articles/cns-news/online-enrollment-now-open-for-laccd>

<https://www.telemundo52.com/noticias/local/ultima-feria-de-inscripcion-abierta-en-linea-en-laccd/2110174/>

[http://www.lawattstimes.com/index.php?option=com\\_content&view=article&id=6841:los-angeles-community-college-districts-offers-online-enrollment-fairs&catid=21&Itemid=114](http://www.lawattstimes.com/index.php?option=com_content&view=article&id=6841:los-angeles-community-college-districts-offers-online-enrollment-fairs&catid=21&Itemid=114)

### **ABC 7 LACCD Uses New Enrollment Marketing Techniques**

<https://abc7.com/education/community-colleges-encouraging-older-students-to-enroll/6389772/>

<https://www.canyon-news.com/older-students-encouraged-to-apply-for-community-college/130994>

### **Record Number of Tech Devices Purchases**

<https://lasentinel.net/record-number-of-tech-devices-for-laccd-students-ordered-for-fall-2020-semester-open-enrollment-continues-for-all.html?fbclid=IwAR0DOOpS1eZw4qslb6inDrt2VDNu0NK6pt9OMsUvQFQIqPUpb8rvsfN8S9U>

<https://www.newsbreak.com/news/2046465428535/record-number-of-laptops-purchased-for-lasc-and-laccd-students>

### **Fall Enrollment Updates**

<https://www.chronicle.com/article/some-colleges-planned-early-for-an-online-fall-heres-what-they-learned>

### **LACCD Links Employers to Job-Ready Students**

<http://www.fox21delmarva.com/story/42522007/los-angeles-county-community-colleges-make-it-easier-for-employers-to-recruit-their-job-ready-talent-for-free>

[https://www.stageoflife.com/StageCollege/OtherResources/College\\_News.aspx?rkey=20200820DA98930&filter=2844](https://www.stageoflife.com/StageCollege/OtherResources/College_News.aspx?rkey=20200820DA98930&filter=2844)

### **LACCD Colleges Featured in State Chancellor's COVID-19 Newsletters**

Two photos from Los Angeles Southwest College and one from Los Angeles Trade-Technical College featuring the limited on-campus instruction for hard to complete classes from the Spring 2020 Semester were featured by the State Community College Chancellor's Office special COVID-19 newsletters in August. These classes helped to provide instruction to students who are in the



essential services workforce infrastructure, including construction training at [L.A. Southwest, August 12](#); utility linemen training at [Los Angeles Trade-Technical College, middle, August 10](#), and nursing students, also at [Southwest, bottom, August 26](#).





All of the State Chancellor's COVID-19 newsletters are archived online under the "Updates" tab at:

<https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Communications-and-Marketing/Novel-Coronavirus/co-communications-to-colleges>