

State of the College Address

By Monte E. Perez,

President

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Introduction

Good Morning. I am wearing along with the three Vice Presidents the Los Angeles Dodgers baseball cap. We are wearing these caps for two reasons; first to signify that Mission is in the city of Los Angeles. Sylmar is in the jurisdiction of Los Angeles. Our reach throughout San Fernando Valley continues to grow and we especially serve Northeast San Fernando Valley.

The second reason is that I predict this is the break out year for the Los Angeles Dodgers to win the western division and go on to the World Series. I know many of you are not dodger's fans let alone baseball enthusiasts, but just like the Los Angeles dodgers, this will be the break out year for Los Angeles Mission College and let me tell you why.

History and Transformation

When I arrived 5 years this past May I saw a great college that had one major stumbling block. There was a lack of unity and vision. This is not uncommon in higher education, particularly young colleges like ours. However, it held the college back from demonstrating to the community, Board of Trustees, and our sister colleges of the commitment and greatness of our faculty, staff, and students.

Now today I am proclaiming to you that our time has come to break out and showcase our greatness.

Our enrollment has increased 9% over the last two years. Our transfer rate increased by 23% over last year. In fact, our headcount is now 15,000. We are a medium size college and not a small college. We have an end of year cash balance over 630,000 while many colleges are suffering with deficits. We have achieved reaffirmation of our accreditation and received several commendations from the ACCJC visiting team; one of which was that they believed we were the most collegial campus they have ever seen, something that may not have been stated 5 years ago. Finally, we have cemented positive relationships with the communities we serve. Businesses, nonprofits, media, and our feeder high schools have come to us willing to partner and create opportunities for students.

On September 7th the Board of Trustees will be holding their meeting at Mission. We need to showcase our achievements. They need to see like the Dodgers we are prime time winners. For us prime time means moving the needle so that our students succeed at Mission and obtain

their degrees and certificates to enter lucrative workforce careers and transfer to prominent universities.

District Update

Before I talk about Mission's status and the coming AY 16-17, let me give you a snapshot of the status and future topics of the district.

Enrollment at the district level is down for fall 2016 by 3-4% or 600 FTES. Almost every community college enrollment is flat or down. Mission's headcount is 98% of what it was this time last year and our enrollment is 96%, however we still are the best of the 9 colleges in class size at 33.1%. The economy is better and students are opting for employment. Returning students are holding steady but new student enrollments are down. The district is launching a marketing campaign this year. All of the campuses are hiring public information officers and are building teams to provide outreach, marketing, and media coverage including social media to attract students of all ages and groups.

The marketing campaign is closely tied to the identity of the Los Angeles or as we lovingly say Angelenos. A recent study by Loyola Marymount University found that even those individuals who live in incorporated cities in or around Los Angeles County consider themselves Angelenos. Whether you come from San Fernando Valley, East Los Angeles, West Los Angeles, South Los Angeles and Harbor San Pedro you are an Angeleno. Who are these Angelenos?

Angelenos make up a tapestry so diverse making Los Angeles is the envy of the world. They are African American, European descent, Latino, Asian and Pacific Islanders and multi-racial and multi-ethnic. They are young, particularly the Latino population, middle age wage earners working to give their families a decent life, and older adults entering the next phases of celebrating life. Angelenos speak over 100 different languages and fuel the Los Angeles economy as avid consumers for products, services, entertainment and technology. They are hardworking immigrants and new residents from other parts of the U.S. Then there are the upcoming and coming millennials open to change and mindful that we must build sustainable environments and communities.

Angelenos overwhelmingly love living in southern California. Even with the horrible traffic, they would rather live here than anywhere else. Where else can you have beaches, mountains, warmth and a myriad of places to enjoy?

Finally, not enough Angelenos are attending post-secondary education institutions. Approximately 65% in need of post-secondary education are participating in a post-secondary education program. In New York City 72% participate. If LACCD gained 2% higher participation our enrollments would go up significantly.

Thus, the marketing campaign will help identify Angelenos and brand LACCD and the colleges in a way that resonates with our dynamic population.

Another topic that will be addressed in AY 16-17 is a review of the allocation formula for the apportionment dollars we receive. The District Budget Committee which is composed of the nine college presidents and the leadership of our constituents are going to take this year to analyze and propose an equitable and adequate allocation formula that will ensure every college can operate to its maximum capacity to serve students. Student success requires adequate resources and every college must have a budget to address their student success goals and sustain them.

Accreditation will be in the forefront. All nine colleges and the district were visited and the ACCJC placed several compliance and improvement recommendations on the district. LAMC will coordinate our follow up report due October 1, 2017 with the district's resolution of their recommendations.

Finally, the Los Angeles Promise will be rolled out for the fall of 2017. This is an initiative of L.A. Mayor's Office, LAUSD, and LACCD to guarantee all LAUSD high school graduates entering a LACCD college will have free tuition in the first year of study. The only condition is that they must take 12 units or more. The Los Angeles Promise is not only free college the first year. It is being designed as a major effort to ensure students complete their workforce and educational goals. It will have activities related to outreach, onboarding, first year experience, and sustainable support for the attainment of degrees, certificates, career placement and transfer. LAMC is working on the district design team. LAMC will convene a task force to develop Mission's model and have it ready for implementation for outreach in the spring and start up in the fall of 2017.

Los Angeles Mission College

This is our break out year. We will exemplify excellence in our curriculum/instruction, concurrent and dual enrollment, CTE, Adult Education, Strong Workforce Initiative, SSSP, Student Equity, Sunland/Tujunga Satellite campus, Weekend College/ITV and our partnerships with businesses, community organizations, media, and government

Curriculum/ Instruction

- Ongoing excellence in every discipline
- K-8 education preparation program
- Allied Health Pathways and Pharmacy Tech
- Arts, Media and Performance
- STEM

Concurrent/Dual Enrollment

- 48 sections
- Dual AA and HS Diploma Programs—Discovery Prep
- CTE Pathways

1. Sylmar Bio Tech
2. ARTES Graphic Design Pathway
3. Kennedy High School Graphic Design and Video Production
4. San Fernando High School Graphic Design and Health Care Pathway
5. STEM at Poly Tech

CTE

- Business and Industry Advisory Committees
- Meeting the immediate needs of employers
- Strong Workforce
Statewide funding--\$200M
60% going to colleges; 40% to the Consortia for innovative programs

Adult Education

- Partnership with LAUSD Adult Schools—Northeast Valley Occupational Center and Burbank Unified
- Noncredit offerings
- Noncredit to credit pathways

Student Success Support Program

- Assessment, Orientation, and Student Education Plans
- Expansion of Counseling
- Leveraging SSSP with SE, Basic Skills, Categorical Programs, federal grants, (TRIO, title V, STEM) and adult education

Sunland/Tujunga Satellite

- 7200 Foothill Blvd
- Credit and noncredit classes
- Verdugo High School concurrent enrollment

Weekend College/ITV

- Managed by LAMC with apportionment allotted to us
- 3,500 students
- LACCD's arm to serve all of Los Angeles County

Partnerships

- Businesses—Internships
- Community Organizations (CIS, ARC, L.A. County)
- Government (Congress, City council, Supervisor Kuehl, LACOE)

- Media

Summary

We are a rich and dynamic college. Northeast San Fernando communities are robust teeming with talent. Our role is bringing out this talent and make sure students from our communities, the rest of San Fernando and the whole of Los Angeles get a shot. Get that chance to gain their education and enter into a career with critical thinking skills, problem solving abilities, and communication prowess that will make them successful as they go on to four year prominent universities or entering the workforce getting high paying job with benefits.

This is our break out year for everyone to open their eyes to our greatness, The BOT, sister colleges, elementary and secondary schools, the external community, businesses, government, and the media will say Wow what a fantastic and beautiful college. It is indeed a gem