

Los Angeles City College:

Effective Communications to Engage the Campus Community



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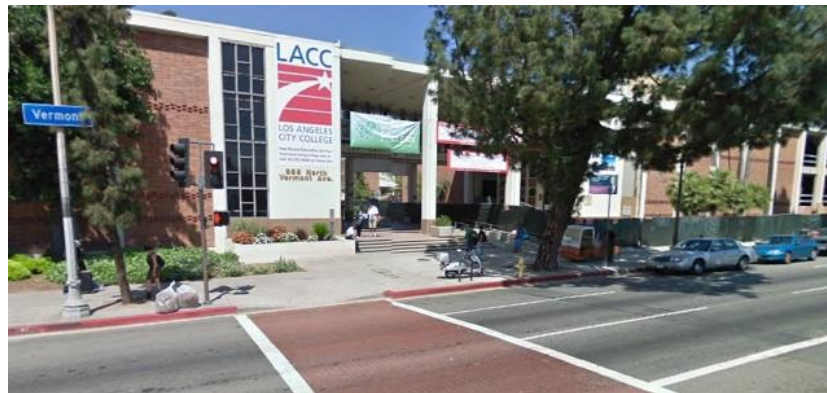
Agenda

- About City College
- LACC Initiatives
- How we use Blackboard Connect
- Results



About Los Angeles City College

- In my position since 2007
- 2 year community college—part of the LACCD
- Original location for UCLA before it moved to Westwood
- Offers a satellite learning center (CCW)
- One of the most diverse student bodies in the country



About City College students

- Student Enrollment: 17,748
- 54% of students are immigrants to the U.S
- Mostly in-state, part-time students
- Students range in age from late teens to seniors and come from every ethnic group, culture and country in the world



LACC has made significant progress

- Reaffirmed the College's Accreditation (July, 2010)
- Balanced a \$7.5 million budget deficit Fiscal Year 2010
- Achieved ABA Accreditation of the Paralegal Law Program
- Awarded a Title V Grant for \$4 million over a five-year period (October, 2010)
- Facility enhancements through \$350 million bond program
- Received Goldman Sachs 10,000 Small Businesses Grant
- Selected to participate in Achieving the Dream Initiative



And yet budget challenges continue

- Cut spending more than \$10 million over 2 years
- Temporarily suspend athletics
- Eliminate sessions from the academic calendar
- Reduce course sections by 18%, enrollment down 6%
- Eliminate student workers from the general fund



Without changing economic and educational realities

- Californians 18 and 24 increase by more than one million by 2020
- And more demand is created for community colleges:
 - Veterans returning home
 - Tuition hikes at CSU or UC
 - Unemployed



So we need to prioritize resources to support

- Student engagement
- The Title V grant
- FTES growth targets
- The AACC Completion Agenda
- Strengthening viable student career pathways
- Certificate and Degree completion
- Basic Skills Progression
- Transfer Initiatives
- LACCD/LAUSD Memo of Understanding



And use tools that help us better engage and communicate with students

We leverage Blackboard Connect as a way to help us better communicate and meet our goals.

Create a message



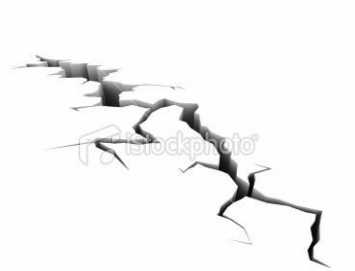
Select recipients



Send a message in minutes



LACC initially chose mass notification for emergencies



An earthquake strikes
Southern California...



...during the class day



LACC uses MNS to let
students know situation is
safe and under control

But quickly realized its potential for non-emergency outreach



Class schedule omits a key course...



... Officials worry that students won't register



LACC uses MNS to notify students, course is filled

It is a powerful channel for enrollment and registration



LACC moves key remedial math course online...



...while need for the course grows.



LACC leverages MNS to help students understand change

Recognizing significant paper reduction (and cost savings) on campus



Budgets led LACC to cancel
summer session...



... leading to student confusion



LACC used MNS to dispel
misinformation and drive
enrollment.

Other uses have grown as well



Economy makes job search an imperative for students...



... and Career Offices look for ways to share opportunities



LACC uses MNS to match students with job fair and fellowship opportunities

Example Message



[listen](#) to hear this message.

Hello -

This is William Marmolejo, Dean of Enrollment calling from Los Angeles City College with important information regarding fall registration. You can now view your registration day and time in the Student Information System. You can log into the SIS by going to www.lacitycollege.edu and clicking Register for Classes in the upper right hand corner. You will need your school ID number and PIN.

A complete schedule of fall classes is available on the web or in the Student Assistance Center located in AD 105.

Two final points. Classes are expected to go fast so please register on or as soon after your registration time as possible. And secondly, registration is done via the Internet so you DO NOT NEED to go to Admissions Office to register.

Best of luck and thanks for choosing LACC.

Social media

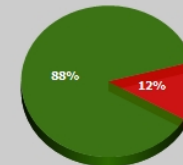


Use results for progress report and update

- Flex workshops
- EOPS programs
- Student learning outcomes
- Logging and tracking access for disabled students

Message Delivery Statistics

Below is a summary of your message results. Click [Details](#) for a list of individuals and where they were contacted.



Total Contacts Selected = 104
Total Unique Deliveries = 104*

■ **Successful Deliveries = 91 (87.5%)**
■ **Unsuccessful Deliveries = 13 (12.5%)**

Successful Deliveries.....	91	
Answering Machine	35	DETAILS
Live Delivery	56	DETAILS
Unsuccessful Deliveries.....	13	
No Answer	8	DETAILS
Phone Network Busy	2	DETAILS
Undeliverable	3	DETAILS

Total Unique Phone Deliveries.....104* [DETAILS](#)

[Resend Messages](#)

Total E-mails Selected96 [DETAILS](#)

[Download Details](#)

Items for consideration



- ESL for 75% of students
- FERPA- message has to go to the student
- Keep message under 30 seconds
- Communicating with alumni
- Graduation rates increase just by sending forms

Results

- Cut postcard mailing spend of \$150K in half
- Increased student communication and engagement
- Improved ability to share critical information like FAFSA and graduation info



Thank You!

Any Questions?