THE LOS ANGELES SOUTHWEST COLLEGE STORY

Attacking Change Head on
Through Data, Innovation, and Truth

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AGENDA

1. HISTORY OF LASC
2. CURRENT STATUS OF LASC
3. ARRIVAL OF NEW PRESIDENT
4. STRATEGIC ENROLLMENT MANAGEMENT
5. CHANGES TO SCHEDULING BASED ON SEM
6. IMPROVING THE STUDENT EXPERIENCE
7. NEW ALLOCATION OF INSTRUCTIONAL HOURS
8. NEW SCHEDULING TOOL
9. NEW AND INNOVATIVE MARKETING
10. STUDENT-CENTERED FUNDING FORMULA HIGHLIGHTS
11. LASC TODAY AND IN THE FUTURE
12. Q & A
HISTORY OF LASC

LASC THE IDEA
In 1947, the Cox Family led by Odessa B. Cox began the fight to bring a College to South Los Angeles.

1947

WATTS REBELLION
During the unrest, 34 people died, a state commission later determined that the rebellion was caused by police resentment as well as a lack of jobs and educational opportunities for African-Americans.

1965

LASC GETS SOME MOMENTUM
In 1950, Odessa Cox created the South Central Junior College Committee and land was purchased for a College.

1950

50TH ANNIVERSARY
LASC celebrated its 50th Anniversary!

2017

LASC IS BORN!
Funds were set aside to open the College. On September 11, 1967, classes began!
CURRENT STATE OF LASC

**ROTATION OF LEADERSHIP**
Six presidents in ten years, short-term vs. long-term vision

**DECLINING ENROLLMENT**
Stopped chasing FTES and highlighted efficiency

**ROTATING DEBT**
$13 million in debt over the past eight years with structural deficits

**COMMUNITY**
The rotation in leadership led to a lack of community engagement

**DEMOGRAPHICS**
Gentrification occurring in surrounding areas and changing demographics

**IDENTITY**
Historically Black College expanding services to a growing Latinx community in our Service Area
ARRIVAL OF NEW PRESIDENT

LEADERSHIP
- Rotation of presidents
- Previous president, interim, served for two years

DIRECTION
- Setting priorities
- Defining a vision
- Sharing the vision and creating buy-in, engagement, and participation

SCFF
- Developed a collective Student-Centered Funding Formula (SCFF) Implementation Plan
- Began implementation

COMMUNITY
- Rebuilding relationships with the community and K-12 partners
- Building relationships on campus
- Rebuilding morale and trust
Focus shifted from enrollment to efficiency, with a focus on student-centered scheduling.

SEM COACHING
In spring 2018, the college signed up for SEM coaching through IEPI.

ALLOCATION OF HOURS
A decision was made to reduce the number of instructional hours allocated for scheduling.

CHASING FTES
Focus shifted from enrollment to efficiency, with a focus on student-centered scheduling.
NEW OPPORTUNITIES
• Dual enrollment growth
• Eight-week cohorts based on success rates
• AB 705 AND Guided Pathways

EFFICIENCY
• Cut 1,000 paid instructional hours
• Focus on efficiency with class sizes of 30-35 (contract-based)

ENGAGEMENT
• Faculty chairs and chair of chairs engagement
• Semester scheduling retreats

NEW MODELS
• Weekend College
• Evening College

NEW OPPORTUNITIES
• Dual enrollment growth
• Eight-week cohorts based on success rates
• AB 705 AND Guided Pathways
IMPROVING THE STUDENT EXPERIENCE

1. DREAM RESOURCE CENTER
   - Opened the DRC in fall 2018

2. CHANGING DEMOGRAPHICS
   - Participating in USC’s survey on assessing race and student experiences

3. SPECIAL POPULATIONS
   - Focus on special population success and guided pathways

4. COLLEGE GOING CULTURE
   - Focus on mindset work and increasing success rates and retention through mindset

5. FOOD & HOUSING INSECURITY
   - Food pantry in progress and developing homeless student liaison program
NEW ALLOCATION OF LASC HOURS

EFFICIENCY IN ACTION

- DEPARTMENT CHAIRS CONTINUING TO HAVE COURAGEOUS CONVERSATIONS
- GUIDED PATHWAYS IMPLEMENTATION
- FY 2019-2020 SCHEDULE AND CONTINUED CHANGES TO HOUR ALLOCATION
- STUDENT-CENTERED FUNDING FORMULA IMPLEMENTATION SHIFTING FOCUS AND CREATING NEW PRIORITIES
- AB 705 & BASIC SKILLS REFORM, CUTTING CLASSES BELOW TRANSFER-LEVEL, FOCUSING ON STUDENT SUCCESS AND DATA
NEW SCHEDULING TOOL

Developed in house to support ongoing innovations and implementation of state mandates
NEW AND INNOVATIVE MARKETING STRATEGIES

INNOVATION
- Trying new, different methods
- Geofencing
- Influencers

IMAGE AND BRANDING
- Updating logos and image
- Communications consultant
- New website coming soon!

SOCIAL MEDIA
- President as a brand leader
- Developing YouTube channel
- Aggressive marketing on social media, Snapchat, and Instagram

USING DATA
- Using data for strategic outreach
- Analysis on visibility led to new bond projects, wayfinding and signage
STUDENT-CENTERED FUNDING FORMULA HIGHLIGHTS

- Evening & Weekend College
- Rebuilding Athletics
- Growing & Enhancing Non-Credit
- New Program Offerings
- Expansion of Dual Enrollment & Promise Program
COMMUNITY ENGAGEMENT
• Opening up the college to the community
• Organizing more events, engagement, participation, and partnership opportunities

STUDENT SUCCESS & ACCESS
• Reducing equity gaps and increasing access
• Becoming more intentional about diversity and hiring

FUNDING
• Working collaboratively with our District on its funding formula
• Using the formula to create urgency and move the College forward

HOPE!
• Investment in professional development, culture, and morale
• Defining an aggressive vision that’s long term for the College

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Q & A

Thank You!

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