

CLASSIFIED YEAR IN REVIEW REPORT 2019



Classified leaders at Long Beach City College include Union President Susan Trask and Senate President Anne Engel.

Your Feedback
& Actions We've Taken!



TABLE OF CONTENTS

Superintendent-President's Message	3
Curriculum Development, Course Offerings, and Scheduling.....	4
Program Innovations and Road Maps.....	6
Improving Student Supports.....	7
New and Effective Marketing and Outreach	8
Enhanced Instructional Technology and Data Accessibility.....	11
What's Next?	13

SUPERINTENDENT-PRESIDENT'S MESSAGE



Dear Classified Staff Colleagues,

In August 2017, I worked with our Classified Union and Senate Presidents to co-host luncheons for the Classified Staff. Being new to the campus community that summer, it was one of my first opportunities to meet many of you, and hear your wonderful and innovative ideas for the future of Long Beach City College! During these luncheons, you filled up the walls with amazing ideas to improve student success at LBCC.

The Office of Institutional Effectiveness spent time reading through all of your feedback and presented it to our executive leadership.

Your ideas helped shape where LBCC had to focus in many different departments and areas for the past year and a half. All of our Classified Staff, our Faculty, and our Management team have been hard at work implementing so many new initiatives and projects to improve student success.

Throughout this year in review report, you will see your very own feedback pulled directly from your luncheon post-it notes with descriptions of how LBCC addressed your ideas through projects and changes implemented by constituent groups across campus!

I hope you are delighted to see that your ideas were heard, taken seriously, and come to life here at LBCC and I hope you feel warm inside with the satisfaction that your ideas helped improve student success!

While many significant improvements have already been made across campus to help students achieve their educational goals, I also want to emphasize that together we need to continue identifying barriers to student success and innovative solutions to address them. To do so, everyone's participation and input is needed- especially your input as the front-line staff who support our students on a daily basis!

Susan Trask, Anne Engel, and I would like to invite you to attend a luncheon next month to gather more valuable input from our Classified Staff. An RSVP will be sent out shortly, so save the date for:

Wed., March 13, 11:30 a.m. to 1 p.m., T-1200 at LAC
Wed., March 20, 11:30 a.m. to 1 p.m. in GG-238 at PCC

I am looking forward hearing more of your innovative ideas in support of Long Beach City College!

Have a wonderful spring semester! Go Vikings!



Dr. Reagan Ferragamo Romali
Superintendent-President

CURRICULUM DEVELOPMENT, COURSE OFFERINGS, AND SCHEDULING



“To optimize enrollment, bring back the Trades!”

More than 30 new and redesigned trades degrees and certificates are set to be offered in fall 2019, including many from areas previously discontinued (Automotive Technology, Welding Technology, Construction Technology).

#TheTradesAreBack

“Develop courses that target the surrounding community.”

LBCC Faculty are developing new free noncredit courses and programs in career technical education fields (e.g., computer and office studies, home remodeling, forklift skills, job search skills) and English as a Second Language (e.g., reading and writing for work, English for every day, reading for citizenship). Certificates of Completion in Home Remodeling and Computer Hardware Repair were recently approved by the Chancellor's Office. Additional Certificates of Completion, such as Cake Decorating, are pending approval and will be offered offsite with community partners such as Centro Cha.

“Even if a course has low enrollment, let it run so students can complete.”

Academic Services is working collaboratively with department heads and faculty to investigate the development of a two-year guaranteed course schedule for capstone courses and courses critical to completion.

“More online options for classes!”

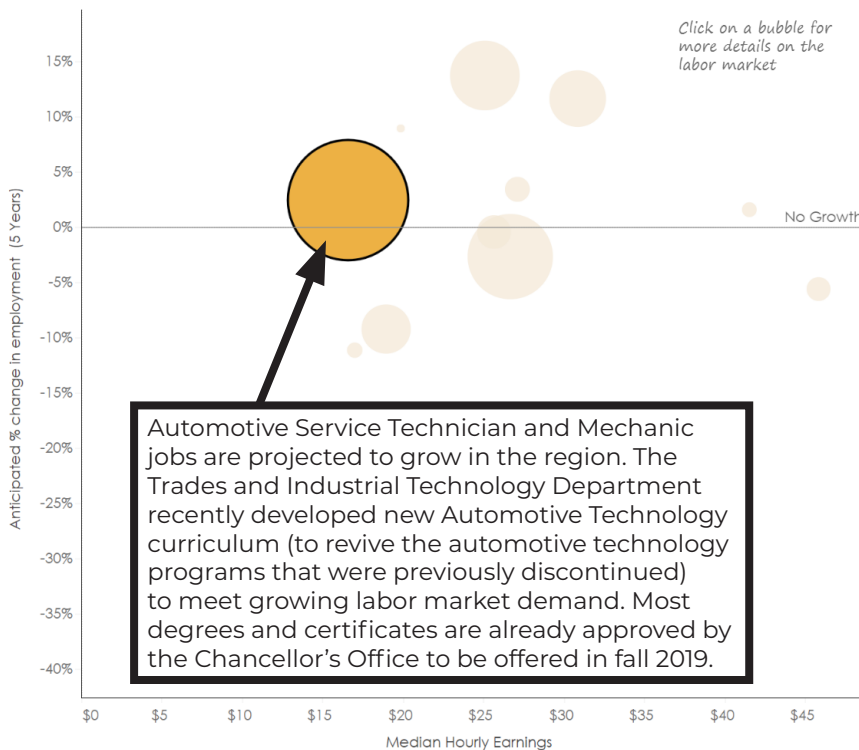
Faculty have increased the number of approved online courses by 11% and the number of online course sections offered by 15% since 2016-17. Enrollment in online courses has increased by 15% since 2016-17.

CURRICULUM DEVELOPMENT, COURSE OFFERINGS, AND SCHEDULING (CONTINUED)

“Re-evaluate trades that were eliminated to see if they are in demand again based on labor statistics.”

Summary Dashboard 07 | THE LABOR MARKET

Understanding the many facets of the labor market is critical to how we articulate programs, market services, and advise students. The following dashboard will provide you a summary of critical labor market metrics for Los Angeles and Orange Counties. Each occupation is broken down by federal occupation codes (SOC). Click the _____ button for a detailed PDF profile on a selected occupation.



Start Here

Select an occupation group
Installation, Repair, & Produ...

6-Digit SOC Codes
(All)

Entry level education required
(Multiple values)

Two-digit Top Code
09- Engineering and In...

Automotive Service Technicians and Mechanics
Installation, Repair, & Production
SOC Code: 49-3023 | Top Code: 94800

Education and Skill Level
Entry-level education required: **Postsecondary nondegree award**
Skills required: **Middle Skill**

Total employment and projected growth

Total 2017: 26,362

Projected 2022: 27,003

2%
641

Job Openings

2,607
Yearly Average

13,034
Current

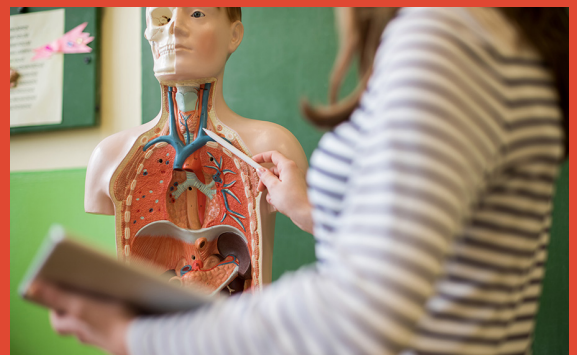
Wages

90% of workers make more than
\$10.96
per hour

50% of workers make more than
\$16.61
per hour

“More phlebotomy and anatomy courses. They fill very quickly!”

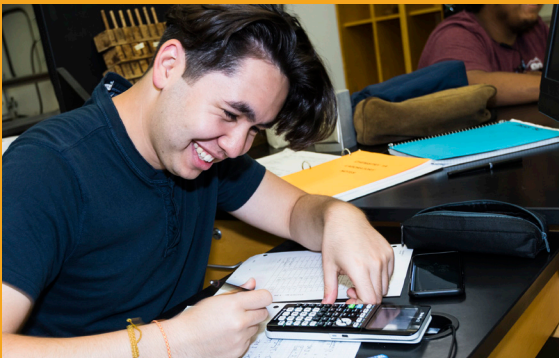
Through the institutional planning process and the Faculty Hiring Priorities Committee, the College is seeking to hire a full-time Anatomy faculty and full-time Microbiology faculty to support new lab facilities and additional class sections to address student need.



PROGRAM INNOVATIONS AND ROADMAPS

“Increase faculty awareness of alternative placements.”

The Associate Dean of Student Support Services and Matriculation Coordinator are working with the English, ESL, Math, and Reading faculty to make a concerted effort to broadly communicate changes related to AB 705 (including moving from assessment to using self-reported high school data and a guided placement tool). AB 705 was a main topic at the Faculty Forums held on both campuses in November 2018. An AB 705 webpage that includes information on changes to the placement process, and frequently asked questions will go live in early spring 2019.



“The math sequence is not the same for all students.”

New math pathways have been developed to provide students with different transfer-level math course options (STEM-related transfer math courses, Algebra, or Statistics).



“Enroll students in math and English automatically in the first semester.”

Through the new Viking Voyage first year experience program starting in summer 2019, new students will be strongly advised to enroll in math, English and reading during their first semester.

“Alternative roadmaps for students whose goals may not be to transfer to a four-year or get an A.A. (Example: trades students).”



Faculty sequenced courses for student roadmaps in summer and fall 2018: 80% of Associate Degrees for Transfer and 24% of Career Technical Education (CTE) degrees and certificates sequenced.

IMPROVING STUDENT SUPPORTS



“Early Alert for instructors to meet with students after first dissatisfactory grade.”

Starfish Early Alert full scale launch occurred in fall 2018. 48% of full-time faculty are using Starfish. 56% of students received alerts or “kudos.” Six service areas are engaged in using Starfish: Counseling, Athletics, DSPS, Library, Reading and Writing Center, Transfer Center, and Honors Program.

“Inform students about the college career center.”

Two counseling faculty co-coordinators (Ann Marie Nunag and Diana Ogimachi) and a lead counseling faculty (Michael Hubbard) have been identified to expand and raise awareness of Career Center services at LBCC. The Career Center will be participating in Major Exploration Day at both PCC (March 4) and LAC (March 12).

“Let’s work on building and creating internships!”

Workforce Development was recently moved into Academic Affairs to improve alignment between programs and employment opportunities.

A Job Developer was recently hired to focus on student job and internship placement.

A Job Board was developed for LBCC students that includes curated job postings based on interest, as well as employer partner job openings.

“Automate the transcript evaluation process.”

Enrollment Services and the Counseling Department are currently working on ways to automate transcript submission and enter transcript data into PeopleSoft.

“Have students get affiliated with Major Declaration.”

“Major Declaration Day” is being re-envisioned this spring as “Major Exploration Day” to better assist students in understanding their major options at LBCC and how to declare when they are ready.



“Build a ‘Welcome Center’ for students.”

First-come, first-serve Welcome Centers have been implemented at LAC (A Building) and PCC (AA Building)! The Centers include counselors, matriculation staff, and CalWorks student workers who serve students on a walk-in basis Monday through Friday.

NEW AND EFFECTIVE MARKETING AND OUTREACH

“Advertise on social media more.”

FACEBOOK

 **16,573**
FOLLOWERS

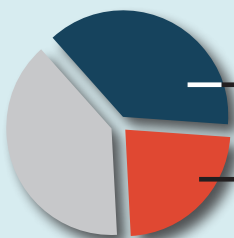
 **16,945**
TOTAL PAGE LIKES



LBCC UPTOWN FUNK VIDEO

Viewed **7,088** times
1069 Reactions, Comments,
and Shares

Video: <https://youtu.be/CFpKRfmFdec>



— **Video posts account for 38% of total Reach.**

— **Photo posts account for 23% of total Reach.**

NEW AND EFFECTIVE MARKETING AND OUTREACH (CONTINUED)

FACEBOOK

ENGAGEMENT

2017: **4,500**

2018: **29,000**

↑ Increase of **544%**

SHARES

2017: **941**

2018: **2,600**

↑ Increase of **176%**

TWITTER

IMPRESSIONS

2017: **559,400**

2018: **674,100**

↑ Increase of **20%**

LINK CLICKS

2017: **344**

2018: **762**

↑ Increase of **121%**

RETWEETS

2017: **376**

2018: **585**

↑ Increase of **55%**

INSTAGRAM

FOLLOWERS

2017: **1,400**

2018: **2,700**

↑ Increase of **92%**

ENGAGEMENT

2017: **7,300**

2018: **23,000**

↑ Increase of **215%**

NEW AND EFFECTIVE MARKETING AND OUTREACH (CONTINUED)



“Send booklets to the community promoting the college’s happenings and achievements.”

Communications has sent out two high-quality mail pieces. The first was a multi-panel general student recruitment piece. The second was a Community Education Guide that has generated a large number of phone calls as a result. Communication is in the process of sending out two more mail pieces to promote late-starting classes.

“Signage improvements please!”

During fall 2017, Facilities and the Bond Team installed new large letters on buildings that didn't have visible letters, and new letter monuments in the landscape. In addition, all newly constructed buildings include visible letters affixed to the buildings and letter monuments in the landscape outside.

A new wayfinding interactive map called CampusBird replaces the stagnant campus maps found on the website. A beta version was launched in February and has already been used over 20,000 times! Full roll-out of Campus Bird is expected for summer 2019.



“Need to go to high schools.”

LBCC has established partnerships with 30 high schools in 6 districts, including 2 new districts this year (Lynwood Unified and Downey Unified).

In 2018 LBCC presented at 23 high school events and had recruitment booths at high schools on 30 different dates.

“Pop-up student help in high traffic areas.”

LBCC has implemented welcome week pop-up stations during the start of each semester and registration pop-up stations during peak registration times in high traffic areas at both PCC and LAC.



“Need more coordination with high school counselors.”

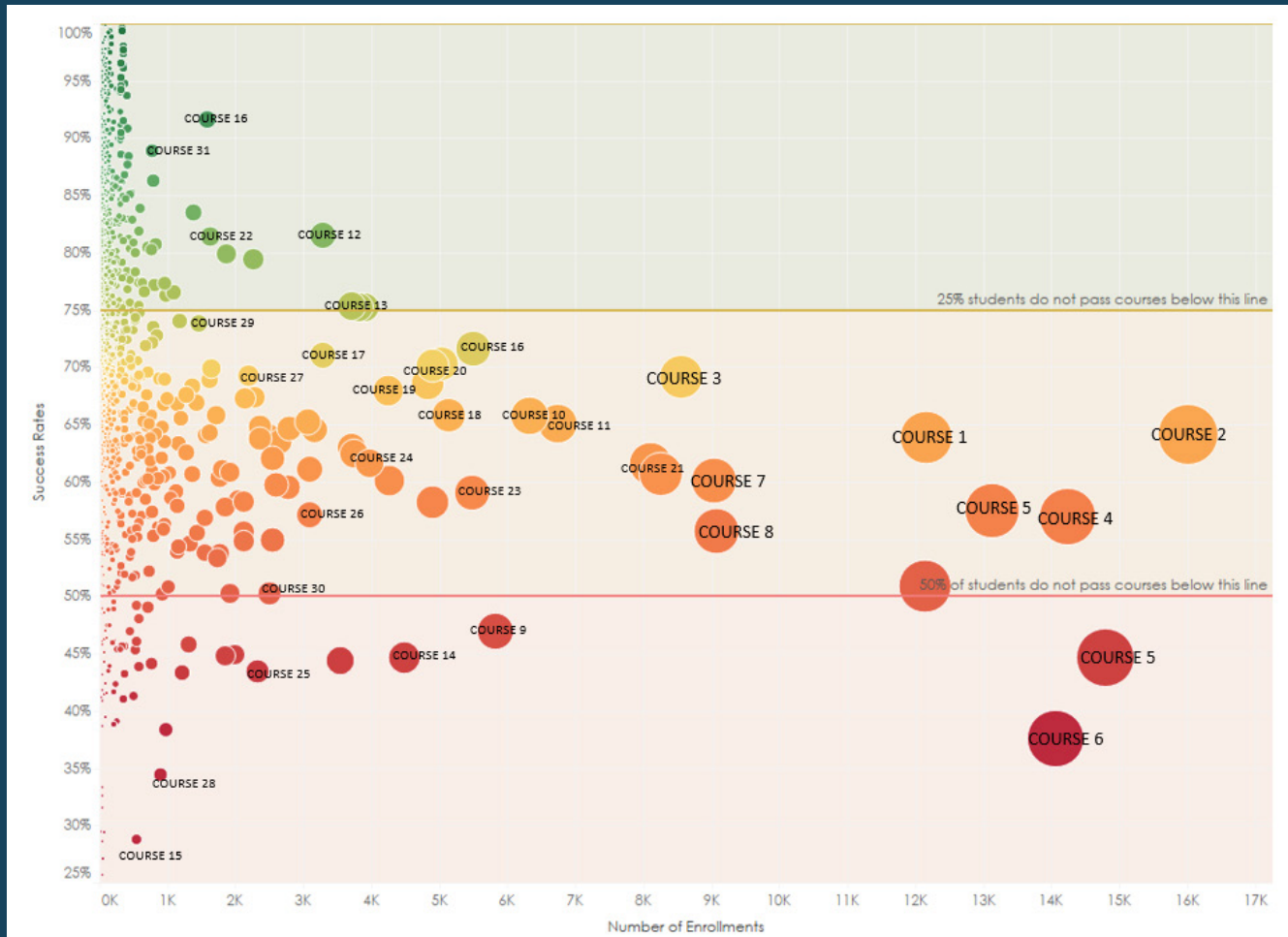
In January 2019, LBCC held a High School Counselor Breakfast to build relationships with counselors at partner high schools. 110 high school counselors attended from 23 different high schools.

Video: <https://youtu.be/gpZHS98fg5E>

ENHANCED INSTRUCTIONAL TECHNOLOGY AND DATA ACCESSIBILITY

“Help students I.D. and go around bottlenecks to getting their degree.”

Institutional Effectiveness developed a course success rate “bottlenecks” dashboard that was shared with instructional departments on college day and for program planning. This dashboard identified courses that may be “bottlenecks” to students obtaining their degrees or certificates due to low course success rates.



“Shut off access to Moodle.”

Full migration from Moodle to Canvas learning management system is complete. Access to Moodle ended prior to the fall 2018 semester.

“Offer more trainings for Canvas.”

The Online Learning and Educational Technology Department is developing a self-paced online Canvas training course to make Canvas training more accessible to all.

ENHANCED INSTRUCTIONAL TECHNOLOGY AND DATA ACCESSIBILITY (CONTINUED)

“Create an accessible system to view data and an easy way to connect with IE staff for clarification.”

LBCC invested in Tableau and IE researchers are trained in using this tool. As dashboards of data are built out, researchers are more available to help with understanding and interpreting the data.

Check out the College Facts dashboard here:
<https://tabsoft.co/2MWPnfp>

Keep an eye out for future training on accessing and using Tableau data.

“Focus on achievement outcomes for all students.”

A new program planning template was developed through the Department Planning/ Program Review Subcommittee and was piloted with Academic Affairs programs for fall 2018. The template included six goals related to improving student success and outcomes. Tableau data dashboards with enrollment, success, and achievement outcomes were designed and embedded into each goal to increase data-informed planning and decision-making across academic programs.

Beginning in Fall 2019, registration will open April 29th!

“July 3rd was too late for registration!”

“Fall registration should start in late May.”

FALL					
2017		2018		2019	
Registration Starts	First Day of Class	Registration Starts	First Day of Class	Registration Starts	First Day of Class
July 3	August 28	July 2	August 27	April 29*	August 26
WINTER					
2018		2019		2020	
Registration Starts	First Day of Class	Registration Starts	First Day of Class	Registration Starts	First Day of Class
Nov. 13	January 2	Nov. 13	January 2	Oct. 15*	January 2
SPRING					
2018		2019		2020	
Registration Starts	First Day of Class	Registration Starts	First Day of Class	Registration Starts	First Day of Class
Nov. 27	Feb. 5	Nov. 19	Feb. 6	Nov. 13*	Feb. 6
SUMMER					
2018		2019		2020	
Registration Starts	First Day of Class	Registration Starts	First Day of Class	Registration Starts	First Day of Class
April 23/May 7 <small>Postponed due to IITS incident</small>	June 13	April 2*	June 12	TBD	June 10



WHAT'S NEXT?

In relation to all the feedback Classified Staff provided, here are many of the ways the College will be expanding on the work described in the previous pages:

- College-level English courses with co-requisite supports are rolling out in spring 2019 and college-level math courses with co-requisite support are in development for fall 2019.
- New Section Recommendation Engine developed by LBCC's data scientist will be tested in spring 2019. This engine leverages analytics to provide custom course section enrollment recommendations to students.
- Curriculum revisions are underway in Fashion Design and Culinary Arts.
- Career Technical Education programs will continue to develop non-credit curriculum.
- Department Head Workgroup will finalize recommendations for student-centered scheduling bands.
- Guided Pathways Coordinating Team will work with faculty to complete 100% of course sequencing, develop roadmap template, and develop meta-majors.
- 8 additional services will be on-boarded to Starfish Early Alert.
- Viking Advantage, a rebranding of Promise Pathways through a first-year student experience program, will be implemented.
- Workforce Development will create a system for student and job/internship matching and placement.
- Viking Preview Day will be held in spring 2019 for high school seniors to provide them with an opportunity to learn about LBCC.
- Viking Summer Voyage, a free two-week summer program that helps students transition from high school to LBCC will kick off in July 2019.



Thank you for all the hard work that you do!

Here are some moments I wanted to share from the 2018 LBCC graduation! I was so happy that for the first time our classified staff could join in the celebration!



And last, but not least...

We heard you, PCC!

College Day returns to the
Pacific Coast Campus
on **August 23, 2019!**

