



LABI Campus Report, August 2015

LABI College-Institute-Seminary

Mission Statement: We are a Biblically based Pentecostal community of higher learning, equipping Christian men and women for service in the church and world.

Core Operational Value Statement: As a body of believers motivated by hope and purpose, we move and operate with excellence, transparency and innovation.

Office of the President: Marty Harris, PhD

For more information, comments, or recommendations please contact Rebekah Rossi, Writing Center Director and compiler of this Summer Edition of the Campus Monthly Report. Front office: 626.968.1328 Ext. 3023 or email BRossi@labi.edu.

LABI Campus August Report 2015

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LABI Presidential Report August 2015, Dr. Marty Harris: President

*Progress on KPI's: **Promoting Hispanic Pentecostal Heritage:*** We are continuously reminded of our great Pentecostal roots, woven intimately within our Hispanic heritage. As such and with support from our board, we will be launching the “**Hispanic Institute for Pentecostal Studies at LABI College**” within the next few months with lectures and workshops for our community.

LABI College Accreditation Update: Earlier this year we received commendations with our progress (report and site visit) with/from the Association of Biblical Higher Education (accreditors). In June, we received full endorsement from the Alliance for Higher Education of the Assemblies of God. On September 23rd, 2015 (9:00am to 12:00) we will be hosting a community-wide open house to share about our Bible College progress, goals, and successes, please join us. For more information visit our website at www.labi.edu

Strategic Partnerships and Articulation Agreements: Your president has been working closely to solidify new and improved upon articulation agreements and academic partnerships that will bless our students as they graduate and transfer to accredited four-year colleges. These include meetings with Presidents and Provosts of: Vanguard University, Northwest University, North Central University, Pacific Oaks College and more.

*Challenges/Opportunities: **New Updates with Staff:*** Over the past summer we had three staff leave for new career opportunities. These include related positions at Vanguard University, Azusa Pacific University and a restaurant. In response, we strategically appointed a new director of Library services, New Communications Officer, and hired a new Chef. Finally, we had the opportunity to search for a new Vice President of Academic Affairs. After a six-month search process, that included: faculty, staff, students, and board members, we had success. Dr. Andrew Stenhouse, an ordained minister with the Assemblies of God, and nearly 25 years of Christian higher education and church leadership experience, took his new role as of August 17th, 2015.

General Updates: It has been nearly a year since I took over as president of LABI College and LATS. As a licensed and ordained ministry for over 15 years, the heart of my leadership and educational strategy is built upon biblically preparing tomorrow's pastor for service and ministry, locally and globally. I have served in Christian higher education as a tenured professor and academic leader for over twenty years, mostly at Assemblies of God Universities (Vanguard University, Bethany University and Northwest University). Our LABI College Mission to train, educate and prepare tomorrow's leaders for pastoral positions within the church and world remains unchanged! This year has been a wonderful opportunity for accreditation improvements, and strategic partnership development and growth planning. We are an official affiliate member of the Hispanic Association of Colleges and Universities. We have invested in our Bible and Ministry curriculum, learning outcomes, assessment process, and program effectiveness templates. We have also made major improvements to the cafeteria, campus signage, administrative, and enrollment offices and have plans for upcoming improvements to the library, study centers, and dorms.

Business and Financial Report August 2015, Ruben Mora: Chief Financial Officer

2015-2016 Strategic Goals:

- 1) Finish our annual Financial Audit by Mark Toddhunter and Associates.
- 2) Keep LABI College under the 96% expense-to-income ratio in 2015-16 school year.
- 3) Finish the Self Study based on the Essential Elements.

Progress on KPI's:

Last fiscal year's bad debt ratio is at 6.86 %. We continue to work with students with financial challenges.

Our expense to income ratio is being monitored closely.

Challenges/Opportunities:

The new challenge is to manage resources to ensure finishing this year strong.

Considerable effort will be given to this task. Fund development is under way.

General Updates:

The 2015 – 2016 school year has commenced! Great excitement is heard around our campus. We have hired a new chef, Mario Ramirez, and the cafeteria is buzzing again! We are in the midst of our external audit preparation. Initial date has been chosen for mid September.

Budget:

The Budget process has been completed. The budget itself will be challenged this year due to an unexpected low enrollment. Additional sources of income will be sought along with the diversification of our programs.

Academic Department Report August 2015, Dr. Andrew Stenhouse: VPAA

2015-2016 Strategic Goals:

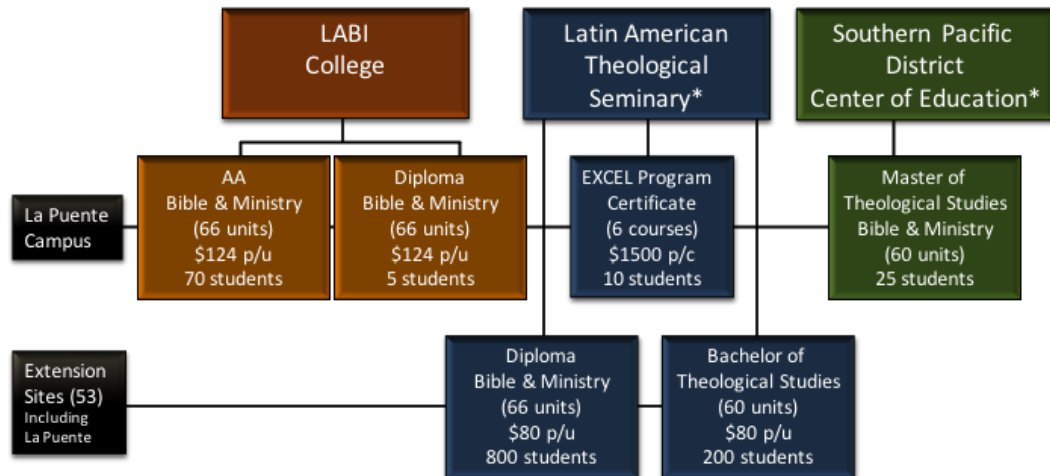
The VPAA has begun reviewing academic reports and documentation, and will work with the faculty and Provost Cabinet to determine the level of progress for 15-16 goals, as well as any appropriate action or correction. The previously established goals are:

1. Progress toward completion of accreditation Self Study for July 2015.
2. Progress in faculty training and assessments.
3. Completion of student assessments and portfolios.

Progress on KPI's: The VPAA was tasked by the President to assume the Accreditation Liaison Officer role for the Association of Biblical Higher Education (ABHE) accreditation application and subsequent self study. The Provost will review the material and continue the construction and revision of the report in time for the next scheduled submittal date in November, 2015.

Challenges/Opportunities: New VPAA Orientation. The new Provost/VPAA is completing his second week in his new role. Among the typical endeavors of a new position, he has determined to meet students, faculty, and staff to hear their stories and learn the rich history and impact of LABI College and Latin American Theological Seminary, including experiences throughout the many extension sites.

General Updates: New Provost Cabinet. The first semi-monthly Provost Cabinet was held August 25th 2015. The newly instituted cabinet membership includes: Jose Saavedra, Associate Dean of Extension Sites; Denis Rivera, Associate Dean of LATS; Sara Lopez Assistant Dean and Registrar; Becky Rossi, Associate Chair; Vikram Peters, Associate Chair. Gaby Mora attended representing the Excel Program and Janet Munoz attended in Joes Saavedra's absence. After a time of prayer and reflection, logistics and announcements, the team provided the VPAA background information that led to a conceptual framework for the larger academic enterprise. The image below captures the discussion:



*SPD is a religious non-profit organization based in La Puente, California, which represents more than 250 local Hispanic churches in Southern California. The South Pacific District of the Assemblies of God owns and manages the Latin American Theological Seminary, founded in 1975." (<http://southernp.wix.com/spdeng#about/cjg9>)

Budget: The academic office is within good standing with the financial office.

Student Services Report August 2015, Robert Cerda: Chief of Student Affairs

2015-2016 Strategic Goals

1. Finalize the additional changes and inserts to the student manual.
2. Plan and prepare for student leadership training, team building lessons for the fall 2015 Leadership team.
3. Continue to plan student services programs for the remainder of the fall 2015 semester.

Progress on KPI's & General Updates: During the beginning of August the Residence Director and I planned a training for the student leadership for fall 2015. The planning consisted of inviting cabinet members and staff to speak on specific topics for the student leaders. For team building, we started on Sunday morning by attending church together (Templo Calvario church in Santa Ana). After church we headed to the beach for a time of fellowship. The training was Monday August 10th -Tuesday August 11th and the following topics were taught: Creating a Culture of Excellence and Service, Emotional Wellness, Influencing Others by Your Personal Testimony, Conflict Resolution, Spiritual Wellness, Developing Healthy Habits, and other relevant topics. All were taught by LABI staff, and the students received it extremely well. Also, we further reviewed the Student Manual for changes like additional chapel and prayer times. We finalized our training with the Preventing Sexual Harassment topic on Tuesday August 12th, 2015. A total of 11 student leaders receive the training and will receive a certificate of completion. A number of workshops were suggested by student leaders (blood drive, community involvement, and college scholarships conference). The workshops that are scheduled for September are Creating Healthy Habits and Business Principles, taught by our administration and/or Presidential cabinet members. Lastly, we updated changes to the Student Manual and distributed print copies to the students by the Residence Director on August 17th, 2015. The students must review and sign the agreement form to be collected by the Residence Assistant.

Budget: The training and team building activities were kept under budget.

Communications Report August 2015, Josh Escandon: Chief Communications Officer

2015-2016 Strategic Goals:

1. Update the website with new staff, titles, and cabinets
2. Highlight positive campus/student life, and staff transitions via social media
3. Create and promote flyers for all departments
4. Update all staff's schedule cards outside of their offices
5. Provide quality Student ID cards for registration

Progress on KPI's: We were able to provide social media coverage of all events that happened on campus. From registration to Spirit Week, every student was able to have their picture live on our Facebook page.

Challenges and Opportunities: We are excited to announce that student Joel Muñoz will be helping out in the media and communications department. Joel is a very intelligent student and has worked with the media department in the past. We have high expectations for his performance in our department.

General Updates: Since the last communications report in July, the Media and Communications Department have accomplished a lot to effectively market LABI College, LATS, and Extensions. Other items that have been accomplished include the: update of the website with new exciting positions and staff, train/form a new team of student volunteers to capture pictures and video of campus life. Since Jessica Estrada transitioned out, Joshua Escandon has taken over the department and is using his creativity to create the best marketing products for the LABI Community.

Budget: At this point, the Marketing and Communications budget is in good standing.

Alumni Association Report August 2015, Chief Communications Officer

2015-2016 Strategic Goals:

1. Continue updating social media with updates of LABI College on the Alumni pages Facebook page
2. Review and update new alumni website as needed

Progress on KPI's:

Interaction on the alumni Facebook page is a key indicator that alums are engaging and keeping up with the latest news at LABI. Alumni have been donating to the college through the new LABI Forever website (www.foreverlabi.edu).

Challenges and Opportunities:

Opportunity: Having a dedicated alumni employee on board to take over the alumni association has helped. Josh Escandon has been helping tremendously in this area.

General Updates:

Early this month, a new fresh website was created specifically for alumni. It has many ways for alumni to connect with the college. The website offers alumni to pay for memberships. Gold lapel pins are given to members that pay for lifetime memberships. A Mail Chimp e-mail generators has been created for alums. This allows e-mails and mass communications to be sent to alumni so that they can be updated with the latest news at LABI College.

Budget

We are within budget for the Alumni Association.

Spiritual Formation Report August 2015, Krystal Baca: Dean of Spiritual Formation

2015-2016 Strategic Goals:

- Pastoral Manual: Complete writing a Spiritual Formation Manual in conjunction with the ABHE Accreditation Standard #8-Student Services.
- Establishing part time pastoral positions: Spanish Pastor, Worship Pastor & Men's Pastor
- Launching LABI Tour team.
- Creating a higher standard for every chapel service.

Progress on KPI's: A comprehensive outline has been created to initiate the collecting and organizing of data for the Pastoral Manual. Tour Team has been established and booking dates for them to go out and minister are in progress. We have been contacting churches to establish mobilization possibilities. We are continuing to create chapel themes and contact guest speakers.

Challenges or Opportunities: A budget is needed for potential chapel speakers. Part time Pastor Positions need to be filled. One full time pastor doing the same job as four part time pastor positions is challenging, as no student workers were assigned to work in the Spiritual Formation office. Establishing better communication with mobilization churches is critical. Lastly, creating a better attendance procedure is necessary.

General Updates: Tour team and chapel teams have been established. Students start at their mobilization church on September 13th. Prayer and chapel time has been effective and a blessing. A new pastoral team has been created with excellent alumni, and this has been a great help!

Budget: The office of Spiritual Formation does not have revolving budget.

Library Report August 2015, Rebekah Rossi: Executive Director of Library Services

2015-2016 Strategic Goals:

New strategic goals are currently under construction, amidst the overview and regulation of this new semester. The previously established Strategic Goals are as follows.

1. Establish a Library Management Handbook.
2. Hire part-time librarian to successfully meet ABHE accreditation requirements.
3. To purchase Ebsco.com online resources for LABI College library use as to meet the requirements of the ABHE accreditation process.
4. Establish agreement with Rio Hondo Community College, Biola University, and Azusa Pacific University for usage of library resources.
5. Purchase of a library books security system.

Progress on KPI's:

Our online catalog Library World, although still growing, has been helpful in directing students toward necessary books. Rossi continues to orient herself with the Library manuals, procedures, and records. A new locked case has been moved into the library, to keep all higher-priced textbooks safe. These textbooks are considered reference books, and can only be checked out in 2-hour blocks, and must stay within the Library. Library assistant scheduling has been completed for the Fall.

Challenges/Opportunities:

Lower enrollment was initially a challenge for library coverage. However, thoughtful students and alumni (as well as tutors from the Writing Center) have gladly stepped up to volunteer. Janell Lopez, David Martinez, Renee Juarez (our student worker), Juan Molina, Jackie Leyva, and Jenny Santana have allowed generous library hours for the Fall.

General Updates:

- Rebekah Rossi came on as Executive Director of Library Services in the place of Steve Valdez, who has gone on to a wonderful position at Vanguard.
- All new Library assistants have been trained and prepared for the Fall.
- Catalog database has grown from 2,500 volumes to 4,500 volumes on www.libraryworld.com and continue to grow with weekly data entry
- All library information is ready and available online under the library page at www.LABI.edu

Budget: The Library is in good standing with the financial office. Eight necessary text and reference books have been purchased for the student's Fall classes, totaling \$284.23 of our \$500.00 book budget.

Enrollment Management Report August 2015, Eli Vega: Chief Enrollment Officer

2015-2016 Strategic Goals:

1. Fall Enrollment
2. Transitions

*Progress on KPI's: **Fall Enrollment.*** (August 28, 2015) We currently have 75 enrolled students, 45 on campus, and 30 off campus with 3 still pending. Only 15 of the 39 new students with a completed application enrolled and 60 of our 101 students returned giving us an enrolment number of 75 students for the fall semester. Phone calls, emails, and letters along with serious negotiations are still being made hoping to yet increase our changes of growth before the end of this month. A quick SWOT analysis has been made pertaining to the low response in the new students and will then be comparing it with a survey that is scheduled to be sent to all new students that did not enroll, to learn what happened and how can we fix it. Also, a small review of our 3 day registration process was made with the collaborate efforts of the Admissions Specialist Gabriela Mora and Communication Specialist Josh Escandon, to learn if the registration process played a role in the low response of both new and returning students.

*Challenges/Opportunities & General Updates: **Transitions.*** In addition to a heavy week of registering students, the media and communications department/office has been moved into the new Enrollment Management Office, where our Bookstore used to be. This swift transition should help improve our efforts with promotions and recruitment as we channel important information to all constituents through social media, and print media. Both Josh Escandon (Chief Media and Communication Specialist) and Gabriela Mora (Admissions Specialist) will be working together in developing a team, along with the advice of the former Chief Enrollment Officer, Eli Vega, during the month of September to ensure the integrity and quality of work continues on for next following semester enrollment.

Budget: We are within our budget.

Registrar's Report, August 2015, Sara Lopez: Assistant Dean/Faculty Support/Registrar

2015-2016 Strategic Goals:

1. Registration-Fall 2015
2. Manage student records
3. Provide faculty support & assistance
4. Coordinating courses
5. Resolve schedule conflicts
6. Add/Drop students
7. Manage data entry

Progress on KPI's:

LABI College enrolled a total of 44 students on campus and 29 off campus students including the Associate Degree and Certificate program.

General Updates: Registration was held on August 12-14 for all new and returning students. Registration process includes: meeting with the Admissions Department (new students only), register for courses, financial process, acquire a student ID, and visit the residential department if the student is staying on-campus. On August 14th, the last day of registration the Academic Dean was let go, and as a result the academic department was faced with many challenges. I had to take the initiative in various department decisions and take additional responsibilities. This included administration to coordinate courses, making adjustments to the schedule with new instructors, resolving schedule conflicts, notifying students of changed schedules, contacting faculty members, adding/dropping courses, emerging courses, assisting students with academic related task, assisting faculty with syllabus and contracts, manage data and student records, determine student's graduation eligibility, and registering all incoming students. Although, it was not an easy task to deal with unexpected challenges and changes, however, every challenge helped the academic department to create an opportunity for growth. One opportunity is having new key staff positions. It is with pleasure to work alongside Dr. Stenhouse, the Provost and Vice President of Academic Affairs.

Challenges & Opportunities: Even though, our enrollment study body decreased, the academic department is currently looking into revisiting policies and procedures in the student catalog, diversify the program, and create a streamline that connects LABI College, LABI Extensions, and LATS.

Budget: Academic Department budget is in good standing.

Residence Life Report August 2015, Sandra Cerda: Residence Director

2015-2016 Strategic Goals:

1. Student leadership training
2. Assist with registration
3. Coordinate student services calendar

Progress on KPI's and General Updates:

I am pleased to report that as of today, the Residence Department is housing a total of 45 on-campus students, 21 female and 24 male.

Thus far, we've had a very positive launch of our new semester, which began with the arrival of our new leadership team that consists of 4 resident assistants, 4 student government association representatives, and 3 heads of departments. Four filled days were set aside for training which included helping student leaders identify, report, and (where warranted) address crisis situations, emergencies, and assist students who may struggle with a number of unhealthy activities. All Presidential Cabinet members were involved, and they gave phenomenal presentations.

In addition, the leadership team assisted with registration, led New Student Orientation, New Student Bonfire, Beach Day, and Spirit Week.

Challenges and Opportunities: As a result of the spring assessments and in attempt to further enhance and support the spiritual life of the campus. The residence team will conduct bi-weekly hall devotions on Sunday evenings and bi-weekly Thursday night activities.

Budget: In regards to finances, all activities and events were done under budget.

2015-2016 Strategic Goals:

1. Healthy growth in the studies of LATS extensions.
2. Programming courses, coordinating professors, dates, and location per quarter.
3. Improve the academic quality of each LATS extension

Progress on KPI's:

I had the opportunity to have an interview with Presbyter Marcelino Gonzales, Associate Superintendent of The General Council in Mexico to talk about a possibility of an agreement to have him coordinate and promote LATS extensions nationwide. He is going to open at least three extensions by this fall. Also, I spoke with Rev. Eli Jimenez to reactivate the Bakersfield extension this Fall.

Challenges and Opportunities:

LATS has a new challenge. I have spoken with Rev. Carlos España, Mission Director of the school of Mission of SPD. He asks us to open a door for an agreement with them to offer a Bachelor degree with a minor in Missions. Recently, they celebrated the first generation of the graduated en Misiones Cristianas.

General Updates:

With the leadership of our new Provost and Vice President of LATS Dr. Andrew Stenhouse, the LATS future looks brilliant. We can continue to develop the extensions and affirm and enrich the academic program of LATS.

Budget:

According to the Chief Financial Officer, LATS is at a good standing with the budget.

LABI Extensions Report August 2015, J. L. Saavedra: Associate Dean LABI Extensions

2015-2016 Strategic Goals:

- a) Supervise the beginning of the academic calendar 2015.
- b) Promote the opening of new LABI Extensions.
- c) Promote the development of the project of online classes.

Progress on KPI's and General Updates:

- a) We have begun the last quarter of the academic calendar 2015. A total of fifty-three extension centers are operating, of which forty-six reported classes in the May-July quarter, we have a total of approximately 877 students.
- b) In the current year, five new extensions have opened; East Los Angeles in the Príncipe de Paz Church, with 20 new students registered. The second new extension is in the city of Tijuana, Baja California in the Amistad Cristiana Church, with 40 new students registered. The third extension is in Victorville in the Restauración Church, with 50 new students registered. In the city of Chula Vista with 35 new students and lastly, in the city of Orange with 12 new students.
- c) The second online class of 2015 is coming to an end, a total of 75 students are involved in this program, by this means we are reaching students in Uruguay, Colombia, Guatemala, Mexico and the all over the U.S. The goal for 2015 is to register 200 new students.

Budget: We are currently operating within the allotted budget.

Dining Commons Report August 2015, Mario _____ : Head Chef

The dining commons opened August 17th for the Fall semester under the new leadership of Chef.

The Dining Commons Report will be included within next month's report.

Student Governance Association Report August 2015, Ivan Chavez: SGA President

2015-2016 Strategic Goals:

1. Establish a strong and consistent communication within the team and affirm SGA Roles and duties.
2. Create a lively school environment as new students and returning students arrive on campus.
3. Develop new ideas and plans that will keep the student body engaged with each other, primarily with off campus students.

Progress on KPI's:

1. Beach Day was successful and exciting. It was an effective way to get students engaged and comfortable with each other.
2. Spirit week was a success, giving the student body a personal and exciting environment all around campus.
3. Amongst the scheduled student events, there were a variety of other student activities that unified the students in fellowship. Activities such as volleyball, basketball, a "2nd year exclusive dinner" and other small yet significant student participation.

Challenges & Opportunities:

1. Entering the fall semester, students were affected by the transitions made between the school staff and faculty, as well as the number of students returning on campus. Moral was low.
2. Delegating amongst ourselves of the tasks we are in charge of during major events.
3. Creating a balanced schedule with the team for meetings, event coordinating, and student responsibilities in order to prevent burn out.

General Updates: Overall, SGA has begun the semester strong, properly executing meetings and coordinating events for the student body. Our next project will be working alongside SPDYM with the upcoming Youth Conference in November. We are currently brainstorming a campaign that will focus on the Off Campus Community, giving them attention and love from the entire student body.

Budget:

The 2015-2016 SGA Team begins the semester with an outstanding balance of \$630.75.

After the month's activities and funds, SGA has an outstanding balance of \$351.00. SGA is clear of all debts with the financial office.

Writing Center Report August 2015, Rebekah A. Rossi: Writing Center Director

2015-2016 Strategic Goals:

- To accept at least three tutors and have each complete our extensive training
- To hold four writing workshops throughout Fall 2015 as a service to students and faculty
- To bring awareness of our presence, and to educate students and faculty thoroughly on Writing Center procedures

Progress on KPI's: The new student body learned of the Writing Center procedures, as well as their need for our services this Fall, during the weekend of Orientation. Our four tutors have been generously acting as library attendants, and have been trained in both departments in order to fill in where needed. Our first Workshop Week on academic writing was held the 24th-28th, and seven students attended. One tutor has been trained to give workshops, and two others are on board to train to give workshops next month, as well. We have also continued to administer the Compass test for a few late registration students.

Challenges or Opportunities: We are discerning whether or not the Workshop Week format may be more attuned to last semester's student body size, as one workshop had no attendees. At the same time, the students are very grateful for the increased options for attendance.

General Updates: Fifteen appointments were made in just the first week of school! Through many conversations, it is evident that students have begun to consider growth in writing skills as necessary for their time at LABI.

Budget Progress: We are well under budget, with no new purchases.

2015-2016 Strategic Goals:

- 1) Create schedule for new “semester” of ExCEL
- 2) Strategize new recruitment concepts
- 3) Review the concept of adding new Professors

Progress on KPI's and General Updates:

Maintain all registered students. During the month of August, ExCEL has continued and moved forward. Soon we will be planning the very first ExCEL “graduation”. We have maintained all of our originally registered students (6) and continue to plan for a new session or “semester” of ExCEL. We have been connecting with different churches to help them send their members in “groups” to take ExCEL. We have also connected with a Superintendent of another district to hopefully start an extension of ExCEL. With the help of new Academic Dean Dr. Andrew Stenhouse, we hope to start the new “semester” of ExCEL early January. Our goal is to reach and equip those church leaders, ministers, and or church members with the passion of helping others. We hope to double our student count and also offer different courses i.e. Christian Studies, Church Business, and Psychology & Pastoral Care. With ExCEL expanding, our hope is also to strategically add new professors to the team.

Budget: The ExCEL Certificate Program operates with no budget at this moment. Our goal for the upcoming semester is to develop a budget.

Facilities Report August 2015, Robert Cerda, Chief of Student Affairs

2015-2016 Strategic Goals:

1. Clean and make necessary repairs to prepare the dorms for the fall semester.
2. Change and or upgrade Internet Service Company to lower cost and better the service.
3. Plan a janitorial and maintenance training for student workers.

Progress on KPI's & General Updates: LABI Facilities are in good working order. The HVAC units in chapel, classrooms, main offices, and dormitories were maintenance as scheduled. The dorms restrooms, lobbies, and rooms were cleaned and some painted in preparation for the incoming students of the fall. New AC units were added in Library and Admissions offices. Apartment 11 was repainted and repaired for our new tenant Becky Rossi. Additionally, we relocated the President's office, Admissions office, and Dr. Stenhouse's office. These changes required the offices to be repainted with electrical outlets, and phone jacks to be relocated as well. Lastly, 10 students working in janitorial received training on Wednesday, August 19th. The training was on how to clean using cleaning chemicals and the difference between cleaning and sanitizing the restrooms and classrooms. All the classrooms and dorm rooms' carpet were shampooed amongst other light repairs in preparation for our incoming students.

Challenges and Opportunities: The WIFI is working slow at peak times, and will need to increase the bandwidth and service plan to double the Megs for higher speed Internet. Another challenge is to continue to train students to develop skills necessary for the job requirements of the maintenance department. Due to the broad skills necessary to effectively execute the maintenance work needed, the need for continual training is essential.

Budget: At this moment the Facilities Department is making repairs and purchases on a as-needed basis only, in order to stay within budget.



Building a Branding & Marketing Culture @ LABI

Staff

Branding LABI College is important for each staff member to practice routinely while at work. Here are some simple ideas that will help each staff member ensure that they are showcasing LABI College in their work environment.

Badges: Always wear the LABI College name badge while at work.

Friday LABI apparel/casual day: LABI staff are encouraged to wear LABI apparel on Fridays but can also be dressed casually (except if a Board or Accreditation meeting is taking place).

LABI paraphernalia: All offices are encouraged to have LABI paraphernalia where possible.

E-mail standardization: Please ensure that your e-mail signature has the LABI Logo photo and follows the example listed below. Jessica Estrada, Chief Communications Officer, will be checking all employee e-mails to ensure they are consistent with the new guidelines.

E-mail “privacy” disclaimer: All employees are encouraged to add the following privacy disclaimer statement to the bottom of their e-mail signature:

“This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. It contains information from LABI College, which may be privileged, confidential, proprietary and exempt from disclosure under applicable law. Dissemination or copying of this email and/or any attachments by anyone other than the addressee or the addressee's agent is strictly prohibited. If this electronic transmission is received in error, please notify us immediately by reply email or by telephone at (626) 968-1328, and destroy the original transmission and any attachments, without reading or saving them. Thank You.”

Mission and new value Statement: All employees are encouraged to make it a point to memorize and understand the LABI College mission and new value statement. Please note that the mission statement is located at the bottom of the weekly meeting agendas.

Area Identity statements: Each department will be responsible for creating a 3 sentence area identity statement. These statements will explain how each department supports the mission of LABI and their purpose. Both Jessica Estrada and Dr. Marty Harris will meet with each department individually to create their area identity statements.

Logos on documents: Ensure that the LABI logo and seal is on every flyer, manual, and document that represents LABI College

EXAMPLE:

Jessica Estrada
Dir., Communications & Alumni Relations



14209 E. Lomitas Ave., La Puente Ca, 91746
Office: (626) 968-1328 Ext. 3007
Fax: (626) 961-7253

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