

**LOS ANGELES COMMUNITY COLLEGE DISTRICT  
BOARD OF TRUSTEES  
EXTERNAL AFFAIRS COMMITTEE  
Los Angeles Valley College  
Cafeteria Conference Room – Cafeteria Building  
5800 Fulton Avenue  
Valley Glen, California 91401  
Wednesday, November 18, 2009  
9:00 a.m. – 10:00 a.m.**

Committee: Miguel Santiago, Chair; Mona Field; Tina Park, Alternate. Absent: Nancy Pearlman (arrived at 9:18 a.m.).

Participants: Adriana Barrera, ESC; David Beaulieu, DAS; Susan Carleo, LAVC; Selina Chi, Administrators Association; Larry Eisenberg, ESC; Carl Friedlander, Los Angeles College Faculty Guild; Veronica Garcia, Build—LACCD; Camille Goulet, ESC; Thomas Hall, ESC; Gale Holland, Los Angeles Times; Coby King, MWW Group; Dan Minkoff, Build—LACCD; Jamillah Moore, LACC; Anthony Ortiz-Luis, Alliance for a Better Community; Rick Ramirez, Build—LACCD; Mark Rocha, WLAC; Stuart Silverstein, Build—LACCD; Melissa Spraul, MWW Group; Miya Walker, MWW Group; Tyree Wieder, ESC

Trustee Santiago called the meeting to order at 9:03 a.m.

PUBLIC SPEAKERS

None.

REPORTS/RECOMMENDATIONS

Update: Bond Public Information Program

Mr. Larry Eisenberg indicated that one of the provisions of the contract between the LACCD and MWW Group requires MWW Group to present updates to the External Affairs Committee on a quarterly basis regarding the status of the public relations efforts.

Mr. Coby King distributed a binder of materials from MWW Group entitled “Overview of PR Activities,” which includes a report on MWW Group’s activities on behalf of the LACCD. He discussed a document entitled “LACCD Building Program Public Information” and gave a PowerPoint presentation regarding the public relations process, which is a joint effort between MWW Group and Build—LACCD.

(Trustee Pearlman arrived at 9:18 a.m.)

Mr. King discussed the Speakers Bureau, which is an effort to raise awareness on the Sustainability Building Program by having various Board members and other LACCD leaders give presentations to various public entities such as neighborhood councils.

Update: College Public Relations

Dr. Adriana Barrera discussed the public relations process with respect to the LACCD building program.

Trustee Field requested that the Committee be provided with a document indicating who at each college is handling the public relations function.

Dr. Barrera indicated that she would prepare this document and include it in the next Board Letter.

Report: College Foundations

A document entitled "2008/2009 Foundation Update" was distributed.

Dr. A. Susan Carleo discussed the document with respect to scholarships, fundraising activities, and foundation membership at each college.

Ms. Selina Chi distributed a document entitled "East Los Angeles College Foundation" and discussed its contents with respect to the Foundation's fundraising efforts.

New Business

None.

ADJOURNMENT

There being no objection, the meeting was adjourned at 10:04 a.m.