

LOS ANGELES COMMUNITY COLLEGE DISTRICT
BOARD OF TRUSTEES
EXTERNAL AFFAIRS COMMITTEE
East Los Angeles College
E7 Building (3rd Floor), Room 315
1301 Avenida Cesar Chavez
Monterey Park, California 91754
Wednesday, November 7, 2007
10:30 a.m. – 12:00 p.m.

Committee: Mona Field, Chair; Nancy Pearlman. Absent: Warren Furutani.

Participants: David Acosta, Acosta Media Corporation; David Ambroz, LACC Foundation; Adriana Barrera, ESC; David Beaulieu, DAS; Velma Butler, AFT; Selina Chi, ELAC; Gary Colombo, ESC; Daphne Congdon, ESC; Felice Densa, LACCD Foundation; Gautam Dutta, New America Foundation; Carl Friedlander, AFT; Jeanette Gordon, ESC; Camille Goulet, ESC; Coby King, MWW Group; Georgia Mercer, Trustee; Angela Reddock, Trustee; Brian Rix, LACCD Foundation; John Rude, ELAC; Sylvia Scott-Hayes, Trustee; Tyree Wieder, LAVC; Lynn Winter Gross, ESC

Trustee Field called the meeting to order at 10:31 a.m.

The participants introduced themselves.

PUBLIC SPEAKERS

None.

REPORTS/RECOMMENDATIONS

Instant Runoff Voting Political Update

Copies of a document entitled "Instant Runoff Voting for the City of Los Angeles: 'One Election, Not Two' " were distributed.

Trustee Field introduced Mr. Gautam Dutta.

Mr. Dutta discussed the concept of Instant Runoff Voting (IRV), which allows voters to rank a first, second, and third choice and will save Los Angeles the cost of a separate runoff election. He indicated that IRV is supported by a number of current and former local elected officials as well as several local organizations.

There was discussion regarding the steps that need to be taken in order to place the IRV measure on the Los Angeles City election ballot.

Mr. Dutta indicated that the Los Angeles City Clerk is evaluating the concepts of both IRV and vote-by-mail. The City Clerk is preparing a report that will be released in December 2007, which will include an objective analysis of IRV.

Trustee Field inquired as to whether both IRV and vote-by-mail can be used in the same election.

Mr. Dutta responded in the affirmative.

Ms. Velma Butler inquired as to the disadvantages of IRV.

Mr. Butta responded that a disadvantage would be the elimination of the opportunity for voters to examine the qualifications of the final two candidates.

Mr. Carl Friedlander indicated that Mr. Dutta gave a presentation regarding IRV at the Los Angeles College Faculty Guild Executive Board's October meeting. IRV received unanimous support from the members of the Executive Board.

Trustee Field recommended that Ms. Butler invite Mr. Dutta to make a presentation regarding IRV to the AFT College Staff Guild Los Angeles.

LACCD Foundation Report

Copies of a document entitled "Report to External Affairs Committee" were distributed.

Mr. Brian Rix indicated that the LACCD Foundation works on three basic areas—District events, Foundation Board development, and the scholarship program. He reported that the scholarship totals per year increased from \$56,000 in 2003-04 to \$567,700 in 2007-08. He indicated that goals for the upcoming year including expanding the Board development efforts and offering new scholarship opportunities.

Trustee Pearlman inquired into the possibility of holding Districtwide events that would raise funds for the LACCD Foundation.

Mr. Rix indicated that he would explore this possibility for the coming year.

Chancellor Drummond indicated that he is working on a plan to have a celebration to recognize the scholarship recipients. He has requested Mr. Rix to engage in a heightened level of grant exploration with other foundations. He expressed his appreciation to Mr. Rix for his assistance to the District with respect to its fundraising efforts.

Mr. Rix concurred with the plan to have one or two recognition events per year for the scholarship recipients.

Trustee Pearlman requested that data be maintained regarding the scholarship recipients with respect to their commitment towards continuing their education or entering the job market.

Mr. Rix indicated that it is administratively not possible for his firm to prepare such data.

Mr. David Beaulieu indicated that the Financial Aid staffs at each college have the ability to keep track of scholarship recipients.

Ms. Selina Chi indicated that Financial Aid students are required to report any awards they receive including scholarships.

Consolidated College Foundations Report

Mr. David Ambroz distributed copies of a document entitled "Foundation Strategy for Success in LACCD." He summarized the document with respect to the policy for sharing alumni information with the Foundations and the Foundations' efforts to utilize alumni as a fundraising resource.

Mr. Ambroz also distributed copies of an Application for Admission and discussed the section entitled "Student Information – Permission to Release" with respect to students permitting or not permitting the release of information to the College Foundation.

District Marketing Recap/Public Relations Discussion

Mr. Coby King discussed the District's efforts to publicize the Proposition A/AA construction project groundbreakings, dedications, and related events to the college community. He indicated that a groundbreaking ceremony for the LACC Science-Technology Building will be held on December 12, 2007.

Mr. King announced that the District has been selected to receive the following awards:

Governor's Environmental and Economic Leadership Award to be awarded at a ceremony in Sacramento on November 20, 2007

Owner of the Year Award from McGraw-Hill to be awarded at a ceremony in Long Beach in early December 2007

Mr. King indicated that the new Proposition A/AA website is near completion and will be presented informally to the Board. The name of the new website is laccdbuildsgreen.org. The website is scheduled to be formally launched by the end of November 2007.

Mr. King announced that Mr. Larry Eisenberg is currently attending an event in Chicago at which the LACCD has been acknowledged by the Clinton Climate Initiative as an outstanding institution promoting sustainability. He will prepare a press release regarding this acknowledgment.

Trustee Pearlman expressed her concern regarding the lack of press coverage for construction project-related events and inquired as to how much money the District is investing to hold these events.

Mr. King responded that the Board has approved the allocation of \$20,000 per college per year for these types of events.

There was discussion regarding the District's efforts to publicize its construction projects to the media.

Trustee Field indicated that she would schedule a more formal presentation regarding the work of MWW Group at the next Committee meeting.

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Ms. Camille Goulet distributed copies of a document entitled "Limitations on Mass Mailings." She indicated that the Fair Political Practices Commission has a specific set of regulations that is designed to limit an incumbent's ability to utilize the role as incumbent in order to maximize recognition. She summarized the document with respect to mass mailing prohibitions as they relate to using the name, photograph, or other reference to a Trustee. She indicated that one of the exceptions to the mass mailing prohibitions is press releases to the media.

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New Business

None.

ADJOURNMENT

There being no objection, the External Affairs Committee meeting was adjourned at 12:11 p.m.