

LOS ANGELES COMMUNITY COLLEGE DISTRICT
BOARD OF TRUSTEES
EXTERNAL AFFAIRS COMMITTEE
Educational Services Center
Hearing Room – First Floor
770 Wilshire Boulevard
Los Angeles, California 90017
Wednesday, February 11, 2009
9:30 – 10:30 a.m.

Committee: Mona Field, Chair; Nancy Pearlman; Miguel Santiago

Participants: Adriana Barrera, ESC; A. Susan Carleo, LAVC; Anne Diga, ESC; Larry Eisenberg, ESC; Diane Gamboa, ESC; Patrick McCallum, Legislative Advocate; Dan Minkoff, Build—LACCD; Lynn Winter Gross, Build—LACCD

Trustee Field called the meeting to order at 9:33 a.m.

PUBLIC SPEAKERS

None.

REPORTS/RECOMMENDATIONS

Bond Program Public Relations Effort

Mr. Larry Eisenberg indicated that Proposition 39 requires the District to inform the public regarding its activity on the Bond Program.

Mr. Eisenberg discussed the new Build—LACCD contract with Mr. Stuart Silverstein to serve as the Director of Public Affairs for the Build—LACCD team. In that capacity, Mr. Silverstein will provide general support for District public relations needs and will work closely with the colleges on their newsworthy Bond Program activities.

There was discussion regarding the provisions of the contract with Mr. Stuart Silverstein.

Trustee Pearlman requested that local community newspapers be utilized to publicize the District's Bond Program activities. The Committee discussed various types of media to publicize the District's Bond Program activities.

Trustee Pearlman also requested that there be radio and television coverage at Bond Program activities such as groundbreaking and ribbon-cutting ceremonies.

Trustee Santiago inquired as to the goal of the public relations efforts.

Mr. Eisenberg responded that there are four goals as follows: (1) to comply with Proposition 39; (2) to generate enrollment; (3) to establish partnerships with other organizations and businesses; and (4) to educate the community regarding the importance of sustainability.

Mr. Patrick McCallum indicated that another goal would be to publicize the excellent leadership by the Board of Trustees and District staff in educating the public regarding the Bond Program.

Ms. Lynn Winter Gross recommended that the public be informed that "green" jobs are being created as a result of the Bond Program.

Branding Video Presentation

A video was presented of a commercial in both English and Spanish that is being used to promote the LACCD and its educational programs.

Dr. Adriana Barrera indicated that the advertising campaign is being conducted by SeeChange Media, Inc. under the provisions of a contract that was approved by the Board in August 2008. She stated that \$2.3 million was budgeted of which approximately \$1.7 million has been spent.

New Business

None.

ADJOURNMENT

Motion by Trustee Pearlman, seconded by Trustee Santiago, to adjourn.

Without objection, so ordered.

The meeting adjourned at 10:31 a.m.