

LOS ANGELES COMMUNITY COLLEGE DISTRICT  
BOARD OF TRUSTEES  
EXTERNAL AFFAIRS COMMITTEE  
Educational Services Center  
Board Room – First Floor  
770 Wilshire Boulevard  
Los Angeles, CA 90017  
Wednesday, August 20, 2008  
10:00 – 11:00 a.m.

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

Participants: Luis Aira, League of Pictures; Alan Arkatov, Changing.edu; Adriana Barrera, ESC; David Beaulieu, DAS; A. Susan Carleo, LAVC; Sean Clegg, The Brunswick Group; Marshall Drummond, ESC; Larry Eisenberg, ESC; Mattis Goldman, SeeChange Media, Inc.; Camille Goulet, ESC; Sharon Pinkerton, Independent Public Consultant; Judith Valles, LAMC; Lynn Winter Gross, ESC

Trustee Field called the meeting to order at 10:01 a.m.

PUBLIC SPEAKERS

None.

REPORTS/RECOMMENDATIONS

Report on the Status of the District's Public Relations Efforts

Chancellor Drummond indicated that the purpose of today's meeting is to provide an update regarding the District's outreach efforts. He introduced Mr. Alan Arkatov.

Mr. Arkatov introduced the following members of the LACCD Outreach Program Team:

Ms. Sharon Pinkerton, Mr. Mattis Goldman, Mr. Sean Clegg, and Mr. Luis Aira.

Ms. Pinkerton distributed copies of a document entitled "Los Angeles Community College District General Population Survey." She gave a PowerPoint presentation and discussed the document with respect to the results of 400 interviews of registered voters that were conducted throughout the LACCD. The interviews were conducted by telephone among the 18 to 39 age group and the 40 and older age group. The interview questions covered various topics including the likelihood of attending a community college; the quality, affordability, and flexibility of community colleges; how well the community colleges prepare their students for the workforce; the importance of offering job training and retraining programs at the community colleges; and the importance of offering environmental industry programs.

Ms. Judith Valles inquired as to how many of the 400 interviews were conducted in the San Fernando Valley.

Ms. Pinkerton indicated that she does not have the exact number, but that it is proportionate to the District population in the San Fernando Valley.

Trustee Santiago requested that a summary page be included in the report in the future stating the positive aspects of the study.

Mr. Arkatov indicated that this would be done.

Copies of a document entitled "LACCD Outreach Project Overview – DRAFT" were distributed.

Mr. Goldman discussed the document with respect to the Core Message: Get the Job You Want; Strategic Targeting; and Budget Overview: \$2 Million (to be used for the media marketing effort).

Mr. Aira discussed the efforts to utilize the media to target the 18-39 age group.

Trustee Field recommended that the LACCD Outreach Program Team meet with Mr. David Beaulieu following this meeting to discuss the utilization of faculty as a means of reaching out to the students.

Trustee Pearlman inquired as to whether there will be an ad campaign targeting people who speak other languages including Korean, Chinese, Armenian, Ethiopian, and Farsi.

Mr. Goldman responded that an effort would be made to transform media into these other languages.

Ms. Camille Goulet indicated that a contract with SeeChange Media, Inc. will be presented for action at the Board meeting of September 3, 2008.

#### New Business

None.

#### ADJOURNMENT

There being no objection, the External Affairs Committee meeting was adjourned at 10:56 a.m.