

**LOS ANGELES COMMUNITY COLLEGE DISTRICT
BOARD OF TRUSTEES
EXTERNAL AFFAIRS COMMITTEE
Los Angeles Harbor College
Student Services/Administration Building (SSA), Room 219
1111 Figueroa Place
Wilmington, California 90744
Wednesday, May 27, 2009
8:30 – 9:30 a.m.**

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

Participants: Adriana Barrera, ESC; David Beaulieu, DAS; Marshall E. Drummond, ESC; Larry Eisenberg, ESC; Camille Goulet, ESC; Thomas Hall, ESC; Brent Hurwitz, Build—LACCD; Coby King, MWW Group; Leila Menzies, Management Association; Dan Minkoff, Build—LACCD; Alex Rosas, Build—LACCD; Stuart Silverstein, Build—LACCD; Linda Spink, LAHC; Lynn Winter Gross, Build—LACCD

Trustee Field called the meeting to order at 8:33 a.m.

PUBLIC SPEAKERS

None.

REPORTS/RECOMMENDATIONS

Bond Program Public Relations Contract Recommendation

Mr. Larry Eisenberg discussed the new contract with MWW Group which is in partnership with VPE PR Inc. and Mr. Fred MacFarlane to provide public information outreach services for the LACCD Bond Program for one year. He indicated that this is an action item on today's Board agenda. Mr. Eisenberg expressed his concern that in these times of budget constraints, spending this kind of money for a public relations program is certainly a significant amount. Therefore, LACCD at the end of the year will monitor MWW Group and examine other opportunities to see if the District can reduce the expenses by bringing some of the functionality "in-house," looking at other competitive processes, extending the MWW Group contract, or dispensing with the contract all together. He deferred to Mr. Stuart Silverstein to summarize the selection process.

Mr. Silverstein indicated that the MWW Group was selected through a competitive Request for Proposals (RFP) process. He stated that out of 20 firms that were invited to submit an RFP, 14 responded. He stated that there will be quarterly reports to document the progress of MWW Group.

Mr. Coby King discussed the agreement with respect to the allocation of funds for Districtwide activities, campus specific activities, and eligible reimbursable expenses. He indicated that the agreement is for one year, with two annual renewal options. He stated that the total amount of the contract is \$641,635 and of that amount, \$20,000 is being allocated to each college for ribbon-cutting ceremonies and campus activities.

Trustee Field inquired as to how many employees are on the payroll for public relations purposes.

Mr. Eisenberg responded that there are two full-time employees and one part-time employee.

Trustee Pearlman expressed her concern with respect to the funding of ribbon-cutting ceremonies at the colleges. She inquired if these functions are necessary in these times of severe budget restrictions.

Dr. Linda Spink responded that the groundbreaking ceremonies have brought excitement to the community and vital exposure to LAHC.

Mr. King responded that these events are not only for students and faculty but they also keep the entire community apprised on how the bond funds are being expended.

Bond Program Communication Strategy

Copies of a document entitled "Public Relations and Communications Plan for the LACCD's Sustainable Building Program" were distributed.

Mr. King summarized the document with respect to the following proposal strategy and tactics: 1) Reach into local communities to highlight how improvements are being made on the campuses that will benefit the LACCD students, faculty, staff, and neighbors; 2) Position the LACCD as an agent of change and as a leader in new initiatives to help our region regain its economic footing while setting a sustainable example for the rest of the world; 3) Connect the issue of global warming to compelling stories about students who are preparing for jobs in green industries in the 21st Century economy; 4) Promote the LACCD's Sustainable Building Program as leading the way in the local economic recovery through the stimulative effect of the construction dollars; 5) Engage and excite on a local level while attracting national coverage from mainstream and news media; and 6) Redesign of the LACCD Builds Green website.

Trustee Field requested that at the next Committee meeting, a report be provided regarding the District utilizing other vehicles for providing information with respect to the colleges at no cost to the District; e.g., free media.

Motion by Trustee Pearlman, seconded by Trustee Santiago, that the Committee recommend that the full Board approve an agreement with MWW Group to provide public information outreach services for the LACCD Bond Program, an action item, which is on today's Board agenda.

APPROVED: 3 Ayes

New Business

None.

ADJOURNMENT

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

APPROVED: 3 Ayes

The meeting adjourned at 9:33 a.m.