

**RIO HONDO COMMUNITY COLLEGE DISTRICT
BOARD OF TRUSTEES
MINUTES
Regular Meeting, Wednesday, October 17, 2007, 6:00 p.m.
Rio Hondo College – Board Room
3600 Workman Mill Road, Whittier, CA 90608**

- Members Present:** Ms. Maria Elena Martinez (Presiding),
Ms. Angela Acosta-Salazar, Mr. André Quintero,
Mr. Gary Mendez, Ms. Leia Hernandez
(Student Trustee)
- Members Absent:** Mr. Garry Couso-Vasquez
- Staff Members:** Dr. Ted Martinez, Jr., Ms. Teresa Dreyfuss,
Dr. Marilyn Brock, Mr. Henry Gee, Dr. Steven Lohr,
Mr. Gil Puga (Academic Senate), Mr. Jim Newman
(RHCFA), Mr. Greg Garza, Mr. Matthew Dorn
(Representing ASB), Ms. Sandy Sandello (Recorder)

I. CALL TO ORDER

A. Call to Order

Ms. Martinez called the meeting to order at 6:05 p.m.

B. Pledge of Allegiance

Ms. Jennifer Fernandez led the pledge of allegiance.

C. Roll Call

Mr. Garry Couso-Vasquez was reported absent.

D. Open Communication for Public Comment

Ms. Jennifer Fernandez spoke on the issue of supporting the Board and the new President in the academic endeavors of Rio Hondo College.

Mr. Jim Newman spoke on the process of Faculty negotiations.

Trustee Martinez apologized to the Constituencies for missing the Dinner on October 12, 2007.

E. Approval of Minutes: September 19, 2007; October 3, 2007

175.

It was moved by Ms. Acosta-Salazar, seconded by Mr. Quintero and carried unanimously, that the Board of Trustees accept the minutes of September 19, 2007 and October 3, 2007 as presented.

- F. PRESENTATION**
- **Student Services**
 - **Environmental Symposium**

II. CONSENT AGENDA

176. It was moved by Mr. Quintero, seconded by Mr. Mendez and carried unanimously, that the Board of Trustees approve the following Consent Agenda:

A. FINANCE & BUSINESS

1. Finance & Business Reports

a. Purchase Order Report

Attached is the Purchase Order Report reviewing purchased for the preceding 60 days.

b. Payroll Warrant Report

Payroll Warrant for the month of September, 2007.

2. Authorization for Out-of-State Travel & Conferences

The Board of Trustees approved the following Board and staff members to attend the following educational conferences and meetings:

Dr. Ted Martinez, Jr. to attend the Hispanic Association of Colleges and Universities (HACU), Oct. 20-22, 2007, in Chicago, IL.

Steve Tomory to attend the SEMA Conference & Trade Show in Las Vegas, Nevada, Oct. 30-Nov. 2, 2007.

Rodney Lineweber to attend the SEMA Conference & Trade Show in Las Vegas, Nevada, Oct. 30-Nov. 2, 2007.

Lynette Nyaggah to attend the African Studies Association Conference in New York, NY, October 18-21, 2007.

Michael Digherea to attend the Specialty Equipment Manufacturers Association Conference in Las Vegas, Nevada, Oct. 30-Nov. 2, 2007.

Michael Hattar to attend the 2007 U.S. Egypt Education Forum in Egypt., Nov. 26-Dec. 2, 2007.

Alfred Forrest to attend the Med-Pro Educational Conference in Baltimore, MD, Oct. 23-25, 2007.

Christine Aldrich to attend the NAYEC Annual Conference 2007 in Chicago, IL, Nov. 7-10, 2007.

Mary Haskins to attend the Noel-Levitz 2007 Symposium on Title V in Denver, CO, Nov. 7-8, 2007.

Robert Feliciano to attend the American Criminal Justice Association in Clackamas, OR, Nov. 8-10, 2007.

3. **Renewal – Agreement with the Foundation for California Community Colleges for State of California’s Bureau of Automotive Repair (BAR) Smog Referee and Student Training Program**

Since 2000, the Rio Hondo College District has provided Referee and Lane Technical Training through the Community College Foundation. The Foundation for the California Community Colleges has entered into a new agreement with the State of California Bureau of Automotive Repair (BAR) to provide referees to hear consumer complaints and negotiate reasonable results in those disputes, and to train student technicians to perform the necessary technical services in the State’s Smog Check program.

BAR is the nation’s foremost automobile regulatory system. Each year, Bar Revokes approximately 300 registrations and licenses; suspends operations in over 130 shops; Places over 100 repair facilities on probation; and Returns over \$5,000,000 to California consumers in refunds, rework, and adjustments.

The goal is to help improve the quality of air in California while training College students in critical technical services and provide the public economical alternatives associated with vehicle ownership and a safer and healthier living environment.

The Foundation will pay Rio Hondo College the sum of \$1,300 per month for use of the Rio Hondo facility and equipment. The renewal term is through August 31, 2008.

4. **Approval of Clinical Affiliation Agreement**

The Health Science Department requires the services of Healthcare Organizations to provide clinical nursing experience.

Citrus Valley Medical Center, Inter-Community/Queen of the Valley Campus will provide our health science nursing students with an opportunity to meet their clinical objectives by observing and caring for patients in an acute care center (hospital) environment. The term of this hospital affiliation agreement will be for the period through June 30, 2008.

5. **Vehicle Donations**

- a. City of Irwindale Police Department has offered to donate a 1993 Chevrolet Caprice Classic 4 door sedan and 2001 Ford Crown Victoria 4 door sedan to Rio Hondo College Public Safety Department. Public Safety plans to use the vehicles for driver training on the skid pan and not driven off campus.

1993 Chevrolet Caprice Classic
VIN: 1GBL537OPR135046
5.7L V/8 TBI OHV 16V
Automatic Transmission
123,722 miles
Estimated value: \$1,045

2001 Ford Crown Victoria
VIN: 2FAFP71W81X127525
4.6L V/8 FI SOHC
Automatic Transmission
78,572 miles
Estimated value \$4,425

- b. Chaffey College has offered to donate a 1989 Chevrolet Camaro RS to Rio Hondo College Automotive Technology Department in support of their programs. This vehicle will fill the space of a vehicle lost to attrition. Automotive Technology plans to use the Camaro for training purposes.

1989 Chevrolet Camaro RS
VIN: 1G1FP21S1KL170928
2.8L V/6 2.8l
Automatic Transmission
53,454 miles
Estimated value: \$1,400

6. **Renewal Agreement – Yosemite Community College District, Child Development Training Consortium (YCCD/CDTC) and the Rio Hondo Community College District**

Rio Hondo College's Child Development Program has been a participant in the State Department of Education Child Development Training Consortium for more than 10 years. Training serves students who are employees of the state funded and federally funded agencies as well as those employed by agencies receiving block grant funds. The term of this agreement will be from October 18, 2007 through June 30, 2008. The District will be paid \$25 per enrolled unit of course work which meets the requirements of the Child Development Permit Matrix of child care licensing regulations, in an amount not to exceed \$21,250.

7. Grant Renewal

Independent Living Program –Youth Development Services (YDS)
Agreement Number 770-138-7.

The Community College Foundation (TCCF) has awarded RHC Youth Development Services funds in the amount of \$17,200 for the period through June 30, 2008. The program, formerly called the Independent Living Program B (ILP-B), provides independent living skills modules for foster youths transitioning from the child welfare system with curriculum in seven areas: employment, daily living skills, survival skills, choices and consequences, interpersonal and social skills, education, and computer skills. Rio Hondo College has had this program since 2000.

B. PERSONNEL

1. Academic

a. Employment

Part Time, Fall 2007

KELBERT, Cindy, Health Science

Hourly as Needed, 2007-2008

BALDERAS, Julian, Public Safety
Mc WILLIAMS, Stuart, Public Safety

MALDONADO, Alfonso, Public Safety

Substitute, Fall 2007

NOSS, Marianne, Business

TRAN, Le Van, Mathematics

Fall 2007, Assignments (hourly)

BALL, Edna, Library	BANTON, Darryl, Library
BOURGAIZE, Karen, Library	CARRILLO, Marco, Library
ENRIGHT, William, Library	GROPPELL, Mary, Stud. Health Ser.
HOVSEPIAN, Viken, Evening College	PAIK, Ellen, Student Health Ser.
PEREAU, Barry, Evening College	PUGA, Gilbert, Comm. /Lang.
SAKAMOTO, Rosario, Stud. Health Ser.	SHABELNIK, Tatiana, Library
SHACKLETT, Tod, Library	SHERWOOD, Joy, Stud. Health Ser.
SMITH, Anza, Health Science	YSAHAR, Debby, Library

Fall 2007, Assignments (part-time)

See attached list

b. Retirement

RAMSTEAD, Beverly, full time instructor in Mathematics, her last day of employment will be December 15, 2007.

SANCHEZ, Leroy, Full Time Counselor, his last day of employment was October 10, 2007.

2. **Classified**

a. **Employment**

The following employees are hired in the designated capacity with dedicated funding through June 30, 2008. If continued funding should not be available, 45-day notice shall be served prior to the end of funding:

GONZALEZ, Teresa, Student Services Assistant, College Outreach, 100%, 12 months, effective October 15, 2007

RODRIGUEZ, Gerson, Paraprofessional Tutor, EOPS, 47.5%, 8 months, effective October 8, 2007

VILLA, Monica, Student Services Assistant, College Outreach, 100%, 12 months, effective October 22, 2007

Short Term

LEE, Jarrod, FA Training & Operations Specialist, Public Safety, ending date June 30, 2008

b. **Reclassification**

GALBAN, Nancy, Admissions and Records Assistant Coordinator to Admissions and Records Coordinator, effective July 1, 2007

LAM, Xuan, Account Clerk II to Accounting Technician/Budget Control effective July 1, 2007

REVISED

~~ORTIZ, Fabiola, Clerk Typist III, AmeriCorps, to Planning Projects Specialist, effective July 1, 2007~~

3. **Unrepresented (CP 5155), 2007-2008**

a. **Employment**

Hourly

SAAVEDRA, Suzanne, Tutor II, MSC
YIP, TakMan, Tutor II, MSC

YI, Zin May, Tutor II, MSC

Students

BUGARIN, Leonila, Upward Bound
DELGADO, Genevieve, EOPS
ESQUERRA, Matthew, Technology
FONSECA, Ana, Cal WORKS
GARCIA, Olivia, Physical Ed.
GUTIERREZ, Karen, Matriculation
HERNANDEZ, Jenipher, Parking Ser.
LIU, Pengpeng, LAC
MENDEZ, Erika, Bus. & Tech.
MORA, Jesus, Technology
PEREZ, Delia, Bus. & Tech.
TANG, Sang, Accounting
TUNG, Kelly, Rsrch. & Planning
ZLATEV, Dimitar, MSC

CALDERA, Victor, Assessment
DONIAS, Evelyn, Govt. & Comm.
FLORES, Jason, Adm. & Rec.
GARCIA, Elizabeth, Adm. & Rec.
GRIJALVA, Barbara, Arts & Cultural
GUZMAN, Asuncion, Technology
HUA, Tien, Bus. & Tech.
MACHUCA, Aurelio, Bus. & Tech.
MONTELENGO, Jose, Adm. & Rec.
NORIEGA, Monique, Career Ctr.
SAM, Kelly, Bus. & Tech.
TUNG, Jessie, Rsrch. & Planning
VIRAMONTES, Kimberly, Career Ctr.

b. Volunteers

GARCIA, Traci, Math/Sciences

HERRERA, Jr., Oscar, Physical Ed.

C. ACADEMIC SERVICES

1. Curriculum Items

a. New Courses that are Part of an Existing Program

The following courses have been recommended for inclusion in our offerings and catalog:

ADN 290: Cooperative Work Experience/Internship
for Nursing Related Fields
(Health Science)
Degree Applicable; (1-4 Units)
Transfers to: CSU

ANTHR 102H: Introduction to Cultural Anthropology
(Social Science)
Degree Applicable; (3 Units)
Transfers to: CSU

DANCE 150: Introduction to World Dance
(Physical Education)
Degree Applicable; (1Unit)
Transfers to: CSU

LIT 146BH: Survey of British Literature
(Communications)
Degree Applicable; (3 Units)
Transfers to: CSU

b. Deletion from Curriculum

The following courses have been recommended for deletion from our curriculum because the courses have not been offered for over five years:

ADN 116: Clinical Practicum

HIT 101: Basic ICD-9CM Coding

HIT 102: Intermediate ICD-9CM Coding

HIT 103: Advanced ICD-9CM Coding

HIT 104: Current Procedural Terminology

VN 052: Vocational Nursing Concepts

III. ACTION ITEMS

A. FINANCE & BUSINESS

1. Consultant Services

177.

It was moved by Mr. Quintero, seconded by Mr. Mendez and carried unanimously, that the Board of Trustees approve the Consultant Services as outlines below and authorized the Superintendent/President or designee to sign the appropriate documents on behalf of the District.

- a. Kyle Tran – To develop Rio Hondo logistics website that will integrate with The Logistics Training Consortium of Southern California. An Industry Driven Regional Collaborative (IDRC) grant has been awarded to six colleges (Rio Hondo, East Los Angeles, Mt. Sac, Chaffey, Riverside and Long Beach). A comprehensive array of education and training resources for the So. Calif. logistics, warehousing, supply chain management and transportation industries will be offered. Dates of service will be from October 18, 2007 through December 31, 2007. Payment is not to exceed \$3,500 from IDRC Logistics Grant.
- b. Roxana Mejia – To present workshops to Foster Kinship Caregivers on D-Rate Pre-Service topics and other foster care related topics. Dates of service will be October 18, 2007 through June 30, 2008. Payment is not to exceed \$400.

2. Consultant Services – Parham & Rajcic

178.

It was moved by Mr. Mendez, seconded by Mr. Quintero and carried unanimously, that the Board of Trustees approve the Consultant Services as outlined below and authorized the Superintendent/President or designee to sign the appropriate documents on behalf of the District.

Parham & Rajcic – To provide negotiation services with the College bargaining unit. Jackson Parham will continue to serve as the attorney to assist with RHCFA/CTA negotiations. The fees have increased 4.5% from the last contract period. Dates of service shall be 11/1/07 through 10/31/2008 and payment will be from Unrestricted General Funds.

Senior Partner	\$232
Partner	\$220
Associate	\$175
Paralegal	\$ 87

3. Consultant Services – Community Needs Assessment

179. It was moved by Ms. Acosta-Salazar, seconded by Mr. Mendez and carried unanimously, that the Board of Trustees award contract to Verches & Associates to provide community needs assessment and report in an amount not to exceed \$30,000 from the General Fund and authorized the Superintendent/President or designee to sign the appropriate documents on behalf of the District.

4. Services Agreement – California Early Childhood Mentor Program, San Francisco Community College District

180. It was moved by Ms. Acosta-Salazar, seconded by Ms. Hernandez and carried unanimously, that the Board of Trustees approve the California Early Childhood Mentor Program Agreement with San Francisco Community College District and authorize the Administration to execute the appropriate documents on behalf of the District.

5. Grants

181. It was moved by Ms. Acosta-Salazar, seconded by Mr. Mendez and carried unanimously, that the Board of Trustees approve grant funding as outlined below and authorized the Administration to execute contracts on behalf of the District.

- a. California Community College Chancellor's Office (sub-grant) – The California Community Colleges Chancellor's Office (CCCCO) was awarded a three (3) year Community Based Job Training (CBJT) grant from the United States Department of Labor to provide training services to employers, help place job candidates, and expand the ability of the California education system to serve the logistics industry.
- The CCCCCO has awarded Rio Hondo College new sub-grant funding in the amount of \$50,000 for participation in the CBJT project through June 30, 2008. Grant funds will support logistics training and capacity building activities, including placing one faculty on 100% release time during the spring semester to do development, promotion and marketing activities for the new Logistics and Supply Chain Management program.
- b. Mt. San Antonio College (sub-grant) – Mt. San Antonio College (Mt. SAC) was awarded a two-year (2) year Industry Driven Regional Collaborative (IDRC) from California Community College Chancellor's Office (CCCCO) to develop a Logistics Training Consortium (LTC) of Southern California comprised of Mt. SAC, Rio Hondo College (RHC), Long Beach City College (LCBB), Riverside Community College (RCC), East Los Angeles College (ELAC), and Chaffey College.

Mt. SAC has awarded RHC new sub-grant funding in the amount of \$25,000 for participation in the IDRC Logistics Training Consortium (LTC) project through December 31, 2007. Grant funds will support logistics training and capacity building activities, including acquiring equipment and supplies, as well as faculty release time to do development, promotion and marketing activities for the new Logistics and Supply Chain Management program.

6. Licensing Agreements & Hosting Services – Blackboard, Inc.

182. It was moved by Mr. Quintero, seconded by Mr. Mendez and carried unanimously, that the Board of Trustees approve a three year licensing agreement beginning November 1, 2007 with Blackboard, Inc. in the amount of \$375,000 and authorized the Superintendent, President or designee to sign the appropriate documents on behalf of the District.

7. Approve Increase to Board Member Compensation

183. It was moved by Ms. Acosta-Salazar, seconded by Ms. Hernandez, that the Board of Trustees approve a 5% increase to both individual Board Members and Student Trustee compensation as outlined. Mr. Mendez voted no. Mr. Quintero voted no. The motion failed.

8. Acceptance of Bid Substantially Completed - #1105 Santa Fe Springs Landscape Project

184. It was moved by Ms. Acosta-Salazar, seconded by Mr. Mendez and carried unanimously, that the Board of Trustees accept as complete the work performed under Bid #1105 and authorized the filing of a Notice of Completion with the Los Angeles County Recorder.

9. Acceptance of Bid Substantially Completed - #1106 – Santa Fe Springs Wrought Iron Fence Project

185. It was moved by Ms. Acosta-Salazar, seconded by Mr. Mendez and carried that the Board of Trustees accept as complete the work performed under Bid #1106 and authorized the filing of a Notice of Completion with the Los Angeles County Recorder.

10. Acceptance of Bid Substantially Completed - #1121 Music Building Roof Renovation

186. It was moved by Mr. Mendez, seconded by Ms. Acosta-Salazar and carried unanimously, that the Board of Trustees accept as complete the work performed under Bid #1121 and authorized the filing of a Notice of Completion with the Los Angeles County Recorder.

11. **Acceptance of Bid Substantially Completed - #1126 Campus Wide Repair and Restoration of Interior Surfaces**

187.

It was moved by Ms. Acosta-Salazar, seconded by Mr. Quintero and carried, that the Board of Trustees accept as complete the work performed under Bid #1126 and authorized the filing of a Notice of Completion with the Los Angeles County Recorder.

B. **PRESIDENT'S OFFICE**

1. **Board Meetings held in the Community**

188.

It was moved by Mr. Mendez, seconded by Ms. Acosta Salazar and carried unanimously, that the Board of Trustees approve holding their regular Board Meetings every other month within the five communities inside the district beginning in January, 2008.

2. **Approval of Board Goals**

189.

It was moved by Mr. Quintero, seconded by Mr. Mendez for the purposes of discussion.

It was moved by Ms. Acosta-Salazar, seconded by Mr. Mendez to amend Goals 1 and 4 as detailed below in bold italics and carried unanimously, that the Board of Trustees approve the Board Goals for 2007-08.

The Board of Trustees reviewed their goals at a retreat held on September 8, 2007. After much discussion, the following goals have been agreed on for 2007-08.

- Support institutional research, review and ***implement*** benchmark performance indicators for academic success and student support services and understand the dynamics needed to improve performance.
- Understand enrollment demand for programs within the district and the related fiscal impact, ensure adequate marketing and promote student retention during construction.
- Ensure the board's continuing adherence to, and review of the board's performance of, Standard IV-B for the accreditation process.
- ~~Study the creation of~~ ***Create*** a multi-year strategic plan to achieve the college's vision, mission and values.

- Ensure diversity in contracts, programs and hiring through fair recruiting and procurement practices.
- Establish an on-going evaluation mechanism for the college Superintendent/President.

3. **Revision of Board Policies 5000's (Student Services) – First Reading**

190.

It was moved by Mr. Quintero, seconded by Ms. Hernandez to amend the motion to hold a Study Session before the regular Board Meeting on November 21, 2007 to review the revision of Board Policies 5000's.

4. **Reinstatement of Position – Director of Marketing & Communications**

191.

It was moved by Mr. Mendez, seconded by Ms. Acosta-Salazar and carried unanimously, that the Board of Trustees approve the proposed job description or the reinstatement of the position of Director of Marketing & Communications.

RIO HONDO COMMUNITY COLLEGE DISTRICT

DIRECTOR OF MARKETING AND COMMUNICATIONS

DEFINITION

The Director of Marketing and Communications, under the direct supervision of the Superintendent/President provides overall leadership and vision for the College's internal and external communications, marketing and promotional efforts. The Director is responsible for the coordination of all efforts to enhance the College's image, and especially to provide accurate and timely information for internal and external constituent groups and audiences.

SUPERVISION EXERCISED

Exercises direct supervision over professional, technical and administrative staff support.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES:

Develops and implements a college-wide strategic marketing and promotional plan to enhance the community's awareness of programs, services and activities provided by the College. Integrates plans with enrollment management goals.

Coordinates community outreach efforts with appropriate offices to maximize use of resources in promoting the college, recruitment of students and increased community awareness of College programs and services.

Research, evaluate and manage interface with specialty vendors.

Serve as college's in-house advertising and public relations agency resource. Provide direction to college creative development team and print production staff in the preparation of marketing collateral materials and for college special events.

Facilitate research into the most effective means of communication with various target markets, including print, broadcast and web media.

Serve as a member of the President's Cabinet, providing professional counsel regarding sensitive and confidential issues which have potential impact upon the college's functional and political stability and/or external reputation.

Serve as a spokesperson for college public information matters, organize College interface with media representatives.

Coordinates an internal communication process to ensure that College personnel and students are aware of activities, events and issues. Promotes College programs and services and encourages collaboration, teamwork and positive working relationships among all faculty and staff.

Works closely with appropriate College personnel regarding public and campus programs as well as cultural events.

Coordinates community/corporate contact practices with appropriate managers to ensure accuracy and decrease duplication.

In concert with the office of the Superintendent/President, prepares the monthly President's Report and the College's annual report.

Coordinates photo and/or video coverage of College events as appropriate.

Responsible for presenting the College in a professional manner in publications, news releases and promotional materials. Works closely with the media and with appropriate (or media-related) vendors to keep the public informed about current or future College activities and events.

Collaborates with other College representatives as members of local civic and/or community organizations; may also serve as a liaison with professional organizations as appropriate.

Confers in the development and operation of the college web page and electronic marketing.

Organize and execute selected special events, including development of collateral materials.

Collaborates in the development and publication of the College catalog, schedule of classes and other publications which officially publicize College programs and services. Coordinates with the Dean, Student Learning Support to ensure consistency and accuracy of College catalog and schedule information.

Oversees the design and layout of all official college publications to ensure consistency and professional appearance.

Oversees development of College themes and slogans for all college materials.

Prepares and oversees the budget for the office of Marketing and Communications.

Promotes creativity and innovation and works continually to utilize all resources in an efficient and effective manner.

Following appropriate policies and procedures, is involved in the recruitment and selection and is responsible for the evaluation and professional development of assigned area personnel.

Maintains all area records in an efficient manner.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Participates on a variety of campus committees as assigned.

Coordinates all area activities with the appropriate office responsible for the College master calendar of events/activities.

Promotes affirmative action, student and gender equity as part of a College-wide recognition of diversity.

OTHER JOB RELATED DUTIES

Performs related duties and responsibilities as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS: (NEW from GC REV)

Knowledge of:

Principles and practices of effective public community and media relations.

Principles and practices of management and marketing, including branding and advertising.

Correct English usage, grammar, spelling, punctuation and vocabulary.
Budget preparation and control.

Principles, practices and ethics of marketing and journalism.

Principles of establishing and maintaining good public and community relations.

Computing programs necessary for record keeping and databases.

College and District policies regarding enrollment, organization, operation and objectives.

Graphic production and the creation of collateral materials.

Skill to:

Implementation of modern office practices and procedures and operation of equipment.

Operate a motor vehicle safely.

Ability to:

Development of web page(s) and electronic marketing.

Analyze audience(s) and to promote college interests through oral and written communication.

Exercise leadership to advance the College's mission.

Participate in the process, development, and achievement of the college vision, and communicate those concepts clearly and with enthusiasm.

Facilitate communication and understanding among faculty, staff, students, the community, within the framework of a multi-college district.

Minimum Qualifications

Experience

Demonstrated experience in public relations, marketing, working with the media, developing news releases, coordinating public and/or community events and creating innovative communication programs.

Demonstrates sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students.

Training:

Bachelor's degree in marketing, journalism, public or governmental relations, advertising, mass communications or the equivalent from an accredited institution. At least five years of demonstrated experience in a related position in the public or private sector in a management position.

Desired Qualifications:

Possession of a Master's degree or advance in marketing, journalism, public or governmental relations, advertising, mass communications from an accredited institution degree equivalent in a related field.

Experience in marketing/public relations at a community college or similar educational institution.

Demonstrated skills and abilities in educational marketing.

Understanding of California community college system and related organizations.

License or Certificate:

Possession of, or ability to obtain, an appropriate, valid driver's license.

Special Requirements:

Essential duties require the following physical skills and work environment:

Ability to work in a standard office environment including ability to sit, stand, walk, kneel, crouch, stoop, squat, twist, and lift 20 lbs.; ability to travel to different sites and locations.

Range: 49

Effective Date: October 17, 2007

Revised Date: October 17, 2007

IV. INFORMATION ITEMS

1. Building Program

V. BOARD/STAFF COMMENTS

VI. CLOSED SESSION

Ms. Martinez recessed the meeting to Closed Session at 8:00 p.m. Ms. Martinez reconvened the meeting at 8:25 p.m. and reported that no action was taken in Closed Session.

(Pursuant to Section 54957)

- **PUBLIC EMPLOYEE DISCIPLINE/DISMISSAL/RELEASE**
- **PUBLIC EMPLOYEE APPOINTMENT**
 - Dean, Community & Educational Services

(Pursuant to Section 54957.6)

- **CONFERENCE WITH LABOR NEGOTIATOR**
Agency Negotiator: Teresa Dreyfuss
Employee Organization: CSEA/RHCFA

(Pursuant to Section 54956.8)

- **CONFERENCE WITH REAL PROPERTY NEGOTIATOR – Properties**
 - **3017 Tyler Avenue, El Monte, California**
 - **11515 South Colima Road, Whittier, California**

VI. ADJOURNMENT

Ms. Martinez adjourned the meeting at 8:26 p.m. The Board meeting of November 7, 2007 has been cancelled. The next Regular Meeting will be held on Wednesday, November 7, 2007, 6:00 p.m.; Board Room, Administration Building, Rio Hondo College.