



LOS ANGELES  
MISSION  
COLLEGE

PRESDIDENT'S  
NEWSLETTER

## ALTERNATIVES FOR THE FUTURE

Ever since the scope of the state's budget deficit was brought home to us in the form of mandates to make cuts, my agenda has been dominated by the fiscal crisis. Last month, I told you about the mid-year reductions made to date. Now the administrative staff and I have turned our attention to next year. Working in conjunction with constituent groups on campus, we're looking at ways to preserve funds and reduce costs in anticipation of next year's "bad news."

It's not easy to beat the drum each week about budget cuts. That's why it gives me pleasure to tell you about an event we held on campus recently that may hold some hope for our future. Mission College had the honor of hosting a workshop on *college advancement*. About 50 people attended, representing all nine district colleges.

College advancement can be defined as the teaming of certain units within the college to work together in support of resource development. That is, in bringing additional funds to the college. That could take many forms: private donations; government grants; partnerships with private industry. Chancellor Mark Drummond views this as a crucial strategy for the future of our colleges. He is strongly urging all nine colleges to create advancement teams, typically consisting of grant writers, Foundation members, research deans and public relations directors. Dr. Drummond has asked me to take the lead in a

DR. ADRIANA D. BARRERA

districtwide effort which we hope will lead to advancement teams on every campus.

Given the cyclical nature of California's economy and the fact that community colleges are completely dependent on the state for funding, it behooves us at Mission College to embrace an advancement strategy. At our recent meeting, we heard from a dynamic speaker, Dr. David Daniel, president of Midland College in Texas, who has raised millions – yes, *millions* – in private funds for the two-year college.



Dr. David E. Daniel

That bar is too high for us right now at Mission. But we have an excellent base in our grant development. Despite our size, we lead the district in securing government grants, most of them workforce-related. We

must turn our attention now to the private sector and employing some of the strategies outlined by Dr. Daniel.

Clearly, we serve the public and thus the tax base will forever form the core of our funding. But as we've painfully learned this year, it would be great to have an account at a second bank. An advancement strategy just might create that fund for us.

## NEW GRANT TO TRAIN SMALL BUSINESS OWNERS

Small business owners and those who want to launch new businesses will be given the tools to plan for success and to expand under a \$300,000 grant awarded to Mission College.

Congressman Howard Berman helped secure the funds to create the Economic Self-Help Project.

Under the grant, the college will provide classroom and computer lab instruction to entrepreneurs in developing a business plan, expanding their businesses internationally (specifically Mexico), management troubleshooting, using the latest business software, and more.

Business experts in various fields will give presentations as part of the instruction.

"The program has three main goals," said Edgardo Zayas, dean of academic affairs, whose office will administer the program. "We'd like to increase the number of small businesses in the northeast Valley, help

### PROP. AA BOND ON MAY BALLOT

A May 20 run-off race has been scheduled to elect a trustee for the Los Angeles Community College District's Office 3. The election will be decided between incumbent Mona Field and educator Joyce B. Garcia.

Incumbent trustees Warren Furutani, Georgia Mercer and Sylvia Scott-Hayes all won re-election in last week's voting.

Also on the May 20 ballot will be the district's \$980 million bond, Proposition AA. Chancellor Mark Drummond said approval of the bond would finance renovations at the district's nine colleges, and allow the colleges to fulfill campus facilities plans launched under Proposition A.

Mission College's share of the bond proceeds would allow LAMC to complete the expansion and construction proposed under its Arroyo Master Plan.

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LOS ANGELES  
MISSION COLLEGE

LOS ANGELES COMMUNITY COLLEGE DISTRICT  
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calendar of  
UPCOMING  
EVENTS

DATE	EVENT
3/13	LAMC Foundation meeting - 8 am - CC 4
3/15	Deadline to Apply for College Scholarships
3/15	*Women's Softball: LAMC v. Bakersfield College - noon - El Cariso Park
3/15	*Men's Baseball: LAMC v. Oxnard College - 1 pm - El Cariso Park
3/19	Citizens Oversight Committee (Prop.A) meeting - 6 pm - CC 4
3/20	College Council - 1 pm - CC 1
3/28	ASO "Call to Action" rally - 11 am Pershing Square, downtown L.A.
3/28	National Nutrition Month Speaker: Dr. Michael Hirt - 3 pm - CC Main
3/31	Chavez Day Holiday - College closed
4/14-20	Spring Break

\* For complete schedule of baseball/softball games, visit [www.lamission.edu/athletics](http://www.lamission.edu/athletics)

focus on  
MISSION PEOPLE



Child development instructor **Julie Ruelas** has a new address: it's San Fernando City Hall. Ruelas was elected to the city council in last week's municipal election as the top vote getter among

five candidates. Her issue priorities include making the city more responsive to citizen requests and more programs for older teens. Ruelas feels strongly about parenting classes for *all* couples – not just troubled families. Neither her students nor fellow instructors need worry. Mission College isn't losing Julie – just sharing her with her new constituents.

**Gwen Walker** is the recipient of the Ida B. Kinney Excellence in Education Award for her commitment to the many students she has counseled over the years. The

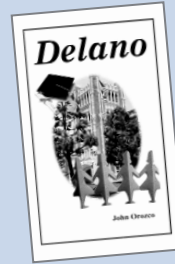


Ida B. Kinney, Alex Padilla, and Gwen Walker

National Council of Negro Women presented the award. Walker has been with LAMC since 1975 and head of its counseling department since 1993.

The Ida B. Kinney award is given to individuals who are dedicated to education and to increasing opportunities for African American and other students. It is named for Mother **Ida B. Kinney**, the community activist who helped build the first black church in Pacoima. L.A. City Council President **Alex Padilla** presented the award to Walker at a Black History Month forum on the campus.

It's been a few years since the publication of "Delano," Instructor **John Orozco's** satirical novel about growing up in the 60's and 70's. But like a parent who gets an



occasional phone call from a grown child who's left home, Orozco recently heard from his offspring. Orozco reports that "Delano" has just been ranked second on Amazon.com's list of the most popular satires.

Orozco said that even though the book was published in 1999, it recently received two "sensational" reviews. Its public recognition has grown steadily since, he said.

Faculty members have paid tribute to former colleague **Neil Farren**, who passed away on February 8. Born and educated in the East Coast, Farren served as a Vincentian priest before turning to education. During a 30-year career with the Los Angeles Community College District, Farren served as a professor of philosophy and administrator of overseas education programs. In addition to Mission College (1985-95), Farren also served at Harbor, Trade Tech and Valley colleges. He continued to teach at Mission on an adjunct basis until last semester.

The California Community College Association for Occupational Education has praised a LAMC program for its innovative approach to job training. CCCAOE has nominated the Clerical Office Assistant Training Program for its outstanding workforce program award. The program has trained 150 low-income people in office skills, placing more than half in jobs where they earn at least \$10 an hour, said **Susan Rhi-Kleinert**, program director.

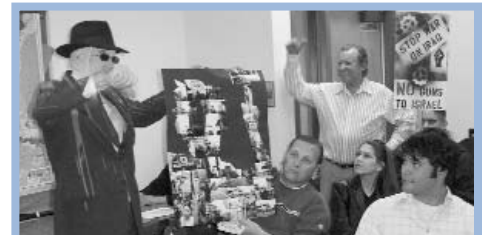


GRANT (continued from front)

existing businesses expand their markets to Mexico under NAFTA, and, of course, create more jobs."

Zayas said the program is expected to begin in July. Program logistics must still be worked out with the government agency assigned to oversee the project, he added.

The grant proposal was written by business instructor Vilma Bernal and Young-Ji Lee, specially funded programs specialist.



TALK OF WAR

Student Bob Lentz dons bandages and "blood-stained" suit to become the "Master of War." Lentz gave the 'thumbs down' to war in Iraq during an open forum in a political science class taught by Professor Charles Dirks (back).