



Serving the Communities of
Carson, Compton, Lynwood
North Long Beach, Paramount
and Willowbrook

August 5, 2011

Special Trustee and Board of Trustees
Compton Community College District

Dear Special Trustee and Members of the Board:

Summer is quickly waning and I hope that each of you has taken some time to relax and rejuvenate yourselves. The fall session at El Camino College Compton Center will begin on Saturday, August 27, 2011 and we are pleased that the El Camino College Compton Center is close to achieving the full-time equivalent student enrollment target. Please note the Fall Faculty Flex Days are scheduled for August 25-26, 2011.

As follow-up to a question raised at the July 12, 2011 Board Meeting regarding what the Compton Community College receives for the \$500,000 annual payment to the El Camino Community College District: the El Camino Community College District provides a fully accredited Center within the Compton Community College District.

The next Board of Trustees meeting will be held on Tuesday, August 9, 2011. The closed session of the August 9, 2011 Board Meeting will begin promptly at 5:30 p.m. Open session will commence at 6:00 p.m. Mr. Fred Sturner, Director of Facilities, Planning, and Construction, will present an update on our Library/Learning Resources Center.

If you would like to request additional back-up information on any Board Agenda items prior to the August 9, 2011 Board meeting, please contact Ms. Paula VanBrown, Executive Assistant to the CEO, at (310) 900-1600, ext. 2001. Any additional back-up information will also be made available to the public at the August 9, 2011 Board meeting.

The following items are enclosed for your perusal:

1. Message from the Interim CEO, dated Thursday, July 28, 2011;
2. Informational documents from Ann Garten, ECC Community Relations Officer, regarding the ECC Compton Center Public Relations and Marketing activities for 2011-2012;
3. News Articles regarding Compton Community College District and Center news releases from July 13, 2011 through August 3, 2011;

Sincerely,

Keith Curry, Interim CEO

Keith Curry, EdD
Interim Chief Executive Officer

Genethia Hudley-Hayes, PhD
Special Trustee

To: CEC and ECC Faculty, Staff, Managers

COMPTON COMMUNITY COLLEGE DISTRICT

JULY 28, 2011



MESSAGE FROM INTERIM CEO

DR. KEITH CURRY

Welcome to the second half of summer. I hope everyone has had the opportunity to enjoy time with family and friends these past few months. As we begin planning for the fall and the return of students to the El Camino College Compton Center, I want to update on you on some of the work that has taken place this summer at the Compton Community College District.

A committee comprising students, faculty, staff and administrators is reviewing the current structure for all internal committees. This group is developing a proposal for revising our committee structure, and will be making a recommendation to me for consideration and implementation for the 2011-12 academic year. Thank you to everyone who is working on this important process.

The CCCD tentative budget for fiscal year 2011-12 was presented at the June Board of Trustees meeting. Now that the State has adopted a budget, we are finalizing our 2011-12 budget, which will be presented at the September 13, 2011, Board of Trustees meeting.

A Planning Workshop for managers and supervisors will take place on Friday, August 12. The workshop includes team building exercises as well as a discussion and review of planning priorities for the various departments and divisions throughout the ECC Compton Center and Compton District offices.

The Interim CEO's open hour, every Tuesday from 2:00 - 4:00 p.m., resumes on August 9. I look forward to seeing everyone at Flex Days August 25 and 26.

Enjoy the rest of the summer!

El Camino College Compton Center Marketing/Communications Activities 2010-2011

DIRECT MAIL

Research indicates: Fall 2009 CEC student survey, 16%, or 1,085 students first learned about the CEC via a direct mail piece mailed to their homes. Noel Levitz/Interact Communications national generational research - Baby Boomers (ages 44-63) are most likely generation to read their mail and their children's mail. Traditionalists (ages 64+) are best reached via direct mail.

Community Newsletter and Enrollment Mail Piece/Postcard

PUBLICATIONS

Class Schedule, College Catalog, Posters/Flyers, Brochures, Banners

ADVERTISING

Research indicates: Noel Levitz/Interact Communications national research – “The community may be familiar with your name, but not what you offer. Coordinated, repeated and varied communications methods help direct your message to a variety of audiences.” “A comprehensive advertising/marketing plan should assist in generating revenue by helping promote new or under exposed programs and services; build long-term relationships with your institution; and build alumni and monetary support.”

Newspapers – Research indicates: Traditionalists (64+) are best reached by newspaper; Boomers (44-63) are reached second by newspaper.

Radio – Research indicates: Boomers (44-63) and Gen Xers (31-43) list radio as the third primary way to reach them.

Bus Billboards – Research Indicates: MTA ridership profile: Male 51%; Female 49%. Age breakdown – 18-24 - 20%; 24-34 – 26%; 35-44 – 24%; 35-49 - 30%. Ethnicity – Hispanic 72%; White 13%; Asian 9%; African American 6%.

Movie Theaters – Research indicates: Primary audience is 14-35 year olds, all ethnicities.

Online Social Networks – Research Indicates: Gen X (31-43) and Gen Y (19-30) are best reached by web and online social networks. LA county survey 38% of respondents indicated the web and online social networks are the primary way they obtain info about educational organizations.

Cable TV – Research indicates: Boomers (44-63) are best reached by television; Gen X (31-43) and Gen Y list television as second best way to reach them.

PUBLICITY

Web Sites, Mobile Application, Online Social Networks, Mobile Web Page, Power Point Presentations, Talking Points/Fact Sheet

Newspaper

- Editorials, Feature Articles, News Releases
- Target both English and Spanish audience publications

Radio/TV

- PSA's

- Utilize both Spanish and English-speaking stations

PUBLIC RELATIONS

Speaking Engagements

Participation in Church, Business and Service Organizations

Individual and Group Meetings

Activities and Events on Campus

Compton Center “sponsored” or co-sponsored Activities and Events in the Community

Student Ambassadors

RESEARCH

Community Survey Info

- Continue utilizing community wide survey info to develop communications and materials that will assist in increasing the understanding about ECC Compton Center, ECC and CCCD and the relationships and goals

Focus Groups

- Utilize community focus group information to assist in developing community presentations, talking points and meetings with community leaders

Campus Surveys for Students and Faculty and Staff

- Utilize info to determine how well we are serving current students



This Week's Headlines



EL CAMINO COLLEGE and
EL CAMINO COLLEGE COMPTON CENTER

Public Relations & Marketing Department
310-660-3406 agarten@elcamino.edu

HERE'S WHAT WE'VE BEEN READING IN THE NEWS

[Juana Sandoval Selected as Compton College 2011 Student ...](#)

Juana Sandoval Selected as Compton College 2011 Student Commencement Speaker.

thecampusherald.com/.../JuanaSandovalSelectedasComptonCol...

Compton Community College District hit with lawsuit

www.wavenewspapers.com/news/local/west-edition/Compton-Community-College-District-hit-with-lawsuit-125547693.html

By LEILONI DE GRUY, Staff Writer, July 13, 2011



CCCD Nov Election
Cancelled July 21.pdf

The Compton Bulletin, July 21, 2011

CCCD November election cancelled, Terms of the three Trustees will be extended

[Calif. Assemblymember Isadore Hall Announces Endorsements from local elected leaders ...](#)

California Newswire, July 14, 2011

Compton Community College Board Member Dr. Deborah Sims LeBlanc ...

[Carl Kraushaar, Wooden's first UCLA center, dies](#)

Newsday

He was 84. Transferring from **Compton College** the same year the coach later known as the Wizard of Westwood arrived...



NEWS

El Camino College Compton Center | Public Relations & Marketing Department
16007 Crenshaw Blvd., Torrance, CA 90506
Contact: Ann M. Garten, Director, Community Relations
Telephone: (310) 660-3406 | Email: agarten@elcamino.edu

For Immediate Release

July 26, 2011

Three Exemplary Students Named El Camino College Compton Center's 2011 Presidential Scholars

Three El Camino College Compton Center students who have worked hard to prepare themselves for the next step in their academic careers have been honored with the 2011 Presidential Scholars Award. Marisela Chavez, Monique Harris, and Luis Paredes each received the prestigious award in recognition of their academic achievements and contributions to ECC Compton Center. Here are their personal success stories:

Marisela Chavez

When Marisela Chavez graduated from high school, she enrolled at California State University, Fullerton. But, the pressures of attending such a large campus at a young age proved to be too much. After taking a semester off from her studies, Chavez enrolled at ECC Compton Center.

ECC Compton Center's personalized attention and small classes have helped change Chavez's initial impressions about higher education. She now knows that even though a subject may seem challenging at first, it is not impossible to succeed in it.

"My professors have shown me, through example, that so many things can be accomplished in a lifetime. I have learned so much from the professors here and not just the material they were teaching," says Chavez.

Chavez feels strongly that ECC Compton Center has given her a solid foundation, upon which she is able to continue building her education. "I know that attending a big university will be different from attending ECC Compton Center, but I am ready to face that change. I now have the confidence to pursue my bachelor's degree and possibly even further," Chavez says.

Monique Harris

Monique Harris is a business administration major who plans on transferring to the University of California, Riverside, and dreams of starting her own nonprofit organization called The Highest Tree. She wants to assist and inspire others because of the way she has been motivated at ECC Compton Center. Harris credits the professors at ECC Compton Center for teaching her that if she sets her mind to something, nothing is impossible.

"I am proud to say that I attended ECC Compton Center because for two years, teachers, students and experiences have helped me mature and made me believe that it's not about where you've been in life, it's about where you're going," says Harris. "ECC Compton Center was an important step in my life toward success, and I honestly believe that if I had not come to this school first that I would not be the young woman I am today."

- more -

ECC Compton Center Presidential Scholars 2-2-2

ECC Compton Center provided Harris with the resources she needed to become confident in herself. Now, she is ready to use her newfound confidence in order to make a difference in the lives of others.

Luis Paredes

Luis Paredes is an ambitious biology major who plans to transfer to a UC school to earn his bachelor's degree in microbiology. Because of the education he received at ECC Compton Center this goal, as well as a career in clinical lab science or public health, is now within reach. When Paredes graduated from Narbonne High School in 2002 he had no plans to go to college. In fact, Paredes began working as an auto dismantler and did so for six years. It wasn't until Paredes had the idea to open up his own business that he considered going back to school.

He had reservations about becoming a student again, but enrolled at ECC Compton Center in spring 2008. In his first semester he earned straight A's and knew that he had made the right decision. Paredes says, "Being introduced to new ideas and having contact with encouraging people such as my fellow students and professors motivated me to make the most out of life."

During Paredes' time at ECC Compton Center he played on the men's soccer team and studied hard enough to earn a 3.89 GPA. "ECC Compton Center is a great school that has enriched my life in so many ways," says Paredes.

About El Camino College Compton Center

El Camino College Compton Center is the community's education solution offering a full complement of transfer and degree courses, as well as career and technical education. Students may earn an associate degree or certificate, transfer to a four-year university or train for a career. Many classes are available and offered at an affordable price—fees are only \$26 per unit. The catalog and class schedule for day, evening, weekend and online courses is available on the website at www.compton.edu or may be picked up at ECC Compton Center located at 1111 E. Artesia Boulevard, Compton, CA. For more information, call 310-900-1600.

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NEWS

El Camino College Compton Center | Public Relations & Marketing Department
16007 Crenshaw Blvd., Torrance, CA 90506
Contact: Ann M. Garten, Director, Community Relations
Telephone: (310) 660-3406 | E-Mail: agarten@elcamino.edu

For Immediate Release

August 2, 2011

Compton Community College District Board to Meet

The next meeting of the Compton Community College District Board of Trustees is scheduled for Tuesday, August 9, at 6:00 p.m. in the Board Room at 1111 E. Artesia Boulevard, Compton, CA 90221.

Closed session begins at 5:00 p.m. for anyone wishing to address the Board on closed session agenda items.

The Board Agenda is posted 72 hours in advance of the meeting on the District website, www.district.compton.edu.

All regular session Board meetings are open to the public.

About the Compton Community College District

The Compton Community College District serves the communities of Carson, Compton, Enterprise, North Long Beach, Lynwood, Paramount and Willowbrook. The District is governed by a state-appointed Special Trustee, who works with the five-member elected Board of Trustees. Board meetings are held the second Tuesday of each month and are open to the public. The District is located at 1111 E. Artesia Boulevard, Compton, CA, 90221.

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Compton Community College District hit with lawsuit

Originally printed at <http://www.wavenewspapers.com/news/local/west-edition/Compton-Community-College-District-hit-with-lawsuit-125547693.html>

By LEILONI DE GRUY, Staff Writer
July 13, 2011

The El Camino Community College District is distancing itself from the Compton Community College District, on the heels of a lawsuit alleging that the Compton district has systematically violated state laws.

“It is important to note that through legislation outlining the agreement between the ECCCD and the CCCD, each district is a separate legal entity,” said a statement from ECCCD. “As such, the El Camino Community College District is not a party to this action, and has no involvement whatsoever in this matter.”

When Compton Community College lost its accreditation in 2005, the ECCCD entered into a memorandum of understanding that gave it complete authority to operate the campus. However, the college has retained its own board of trustees.

According to the lawsuit *Landeros v. Compton Community College District* — filed mid-June by attorney Joaquin Avila on behalf of two Latino voters, Alex and Luis Landeros — the Compton Community College District has breached the California Voting Rights Act of 2001, the 14th Amendment of the U.S. Constitution, the districting principles of Article 21 of the California Constitution and the California Education Code.

The lawsuit seeks injunctive relief against the Compton Community College District.

“The plaintiffs believe that the district’s historic and ongoing method of election has resulted in vote dilution for Latino residents, and has denied them effective political participation in governing board member elections,” Avila said.

The suit further alleges that the district’s election methods prevent Latino residents from electing candidates of their choice or influencing the outcome of the district’s elections. Despite this assertion, two of the district’s five trustees are Hispanic —

Andres Ramos, who represents area 3, and Lorraine Cervantes, who serves area 1.

Additionally, the suit contends that the trustee areas currently used by the district in its elections are not “population balanced” and conflict with the districting principles of the 14th Amendment, among other laws.

Of the four voting areas, one includes the city of Compton, which elects two trustees on an at-large basis. The three remaining trustees are selected from single-member areas. The Compton district is made up of seven cities with large Hispanic populations.

Both plaintiffs are seeking “to enjoin the district’s continued abridgment of Latino voting rights ... and from further imposing or applying its election methods,” Avila said, noting that if successful, the lawsuit will “require the district to design and implement true district-based elections where each trustee is elected from a separate trustee area by the electors of the same trustee area, where the candidates for such separate trustee areas must reside in the trustee area and where each trustee area is appropriately population balanced, or, alternatively, for such relief that is tailored to remedy the district’s violation of the CVRA and California Constitution.”

The suit aims to create five, single-member areas, with each representing a population reflective of the 2010 census.

A hearing was held July 7 at the Compton Courthouse to determine whether a preliminary injunction should be issued blocking the Compton Community College District’s Nov. 8 election and prohibiting the Los Angeles County Superintendent of Schools from calling it.

“On its face, this appears to be a deliberate attempt to dismantle this board because there are three of the five who are up for re-election. This injunction comes right at the time we [were] scheduled to apply and file to run,” Trustee Deborah Sims LeBlanc said. “I don’t want to pass judgment on the injunction without the full court reading on it, but anybody who wants to run can run. There has been no one prohibiting anyone from running. Elections are open. This is just a legal tactic that is being done, it is just another step in pulling this district back.”

LeBlanc added that having the board replaced by a citizens group would damage the college’s recovery and delay steps toward re-accreditation if new members do not have experience with higher education and fiscal management. According to LeBlanc, the district is currently working on a master education plan, improving the institution’s facilities and FCMAT scores, decreasing expenditures and high-dollar contracts, increasing graduation rates and implementing programs that best serve students.

While the injunction was granted, the Compton Community College District — based on the fact that the trustees were not properly informed about the hearing and were thus unable to respond — convinced Judge Rose Hom to extend the injunction. As a result, all board seats that would have been up for election — trustees Deborah Sims LeBlanc, Andres Ramos and Lorraine Cervantes — will now be extended through 2013.

But, it did not prevent the district from signing a settlement agreement, said Special Trustee Genethia Hudley-Hayes, who reported out of closed session Tuesday night. As part of the settlement, the district will pay \$40,000 to the plaintiffs' attorney.

“The district was able to move forward and take some action,” LeBlanc said. “Our concern was that none of the elected officials were aware of what was going on. This hearing took place without board notification. All we got was a press release in our board packet. That was delivered to us Thursday [July 7] night and by the time I opened it up Friday morning, it was a done deal ... We are hopeful that this ripple will start to change our relationship and open up [the doors of] communication ... [so] that we can move forward with the recovery of Compton Community College.”

In an attempt to dissolve any confusion and prevent a similar lawsuit, the ECCCD, whose trustees are elected at-large, has begun a public process to review and modify its elected trustee area boundaries. It will utilize 2010 census data to review current trustee areas to ensure they are representative of the district's constituents.

The ECCCD Board of Trustees began discussing the process last fall, and in January directed staff to establish a process and timeline for a trustee area boundary review. In May, the board appointed a seven-member Boundary Review Committee, with at least one member from each of the district's five trustee areas.

The committee begins meeting this summer with a mapping consultant to outline potential trustee boundaries, and will hold public hearings in early fall, with plans to present a recommendation to the ECCCD Board of Trustees early in 2012.

The board and its consultant will review reapportionment options based on the district's population and communities of interest, while the committee will seek the best way to set up the district's five trustee areas. ECCCD will hold its regular election in November.

THE COMPTON BULLETIN, JULY 21, 2011

CCCD November election cancelled

TERMS OF THREE TRUSTEES WILL BE EXTENDED

By Cheryl Scott , Bulletin Staff Writer

COMPTON—Judge Rose Hom has granted an injunction preventing the Compton Community College District from holding its scheduled election in November. The action was taken because of a lawsuit filed in June by attorney Joaquin Avila on behalf of two Latino voters, Alex and Luis Landeros.

The lawsuit states that the district has breached the California Voting Rights Act of 2001, the 14th Amendment of the U.S. Constitution, the districting principles of Article 21 of the California Constitution and the California Education Code.

Because the district argued that the trustees were not properly informed about a hearing held on July 7 and were thus unable to respond, Hom extended the terms of Deborah Sims LeBlanc, Andres Ramos and Lorraine Cervantes through 2013.

The district signed a settlement agreement requiring it to pay the plaintiff's attorney \$40,000, said Special Trustee Genethia Hudley-Hayes, who reported out of closed session on July 7.

El Camino Community College District has distanced itself from the Compton Community College District, issuing a statement that the injunction has no bearing on ECCCD and does not affect its operation of the Compton Center.

“It is important to note that through legislation outlining the agreement between the ECCCD and the CCCD, each district is a separate legal entity,” said a statement from ECCCD. “As such, the El Camino Community College District is not a party to this action, and has no involvement whatsoever in this matter.”

When Compton Community College lost its accreditation in 2005, the ECCCD entered into a memorandum of understanding that gave it complete authority to operate the campus. However, the college has retained its own board of trustees. While Compton Community College no longer exists as a legal entity, the Compton Community College District continues to operate.

The plaintiffs in the lawsuit said that the method of election in the district has resulted in denial of participation for Latino residents.

The suit alleges that the district's election methods prevent Latino residents from electing candidates of their choice or influencing the outcome of the district's elections. Despite this assertion, two of the district's five trustees, Andres Ramos of Area 3 and Lorraine Cervantes of Area 1, are Hispanic.

The suit contends that the trustee areas currently used by the district in its elections are not “population balanced.” Of the four voting areas, one includes the city of Compton, which elects two trustees on an at-large basis. The three remaining trustees are selected from single-member areas. The Compton district is made up of seven cities with large Hispanic populations.

The suit aims to create five, single-member areas, with each representing a population reflective of the 2010 census. The trustee from each area will be elected by residents of that area.

LeBlanc has stated publicly that it appears the suit is a deliberate attempt to dismantle the board because three trustees are up for re-election. She said that having the board replaced by a citizens group would damage the college’s recovery and delay steps toward re-accreditation if new members do not have experience with higher education and fiscal management.

In an attempt to dissolve any confusion and prevent a similar lawsuit, the ECCCD, whose trustees are elected at-large, has begun a public process to review and modify its elected trustee area boundaries. It will utilize 2010 census data to review current trustee areas to ensure they are representative of the district’s constituents.