FOR THE WEEK OF NOVEMBER 29 – DECEMBER 5, 2005

In Progress

- Kristen Habbestad provided media outreach on behalf of the Megaconference IV event, the Cerritos College Foundation and the Cerritos College Art Gallery.

Coverage

*Downey Patriot* – October 21, 2005 – Article about Cerritos College’s Automotive Technology Division partnering with Northwood University to provide a bachelor of business administration degree.

*Downey Patriot* – October 21, 2005 – Blurb about Cerritos College Foundation hosting a gala dinner to celebrate the college’s 50th anniversary.

*Downey Patriot* – October 21, 2005 – Article about Cerritos College’s Older Wiser Learner Program to host its third annual Founders’ House of Hope Walk-a-Thon

*Downey Patriot* – October 21, 2005 – Article about Cerritos College’s Music Business class presenting “Concrete Underground” rock series.

*Downey Patriot* – October 21, 2005 – Article about Cerritos College alum Susan Nordin and her retirement from the Downey Chamber of Commerce.

*Downey Patriot* – October 21, 2005 – Article about Cerritos College’s Child Development Department offering a workshop for teachers.

*Downey Patriot* – October 29, 2005 – Blurb about La Mirada Chamber of Commerce candidates holding a forum at Cerritos College.

Related News

*Los Angeles Times* – November 17, 2005 – Article about fee hikes ok’s for UC, CSU schools.

*Los Angeles Times* – November 29, 2005 – Article about UC professors calling for an independent investigation into UC’s compensation practices.

*Press Telegram* – November 29, 2005 – Article about Long Beach City College and its full-
time faculty union reaching an impasse in negotiations for a new contract.

Los Angeles Times – December 3, 2005 – Article about hearings planned for next year to probe UC pay practices.
Cerritos College to Present at Worldwide Online Megaconference

Theme of Megaconference VII is Increasing Empathy through Video Conferencing

WHAT: Cerritos College History Professor John Haas will present at Megaconference VII on Thursday, December 1, 2005. The Megaconference connects many videoconferencing sites around the globe and boasts participation from 260 organizations from 31 countries and 39 states in the U.S.

Dr. Haas' presentation is entitled, "Building Bridges to the World: Preparing Tomorrow's Teachers to become Globally Competent," and seeks to answer the question, "How can we prepare students and tomorrow's teachers to become globally competent, embrace change, and recognize the interconnectedness of all people and systems to become productive and effective in the world arena?"

Other broadcast elements include:

- Presentations discussing and demonstrating how groups use videoconferencing for interactive meetings and lessons, engaging multiple
sites and the audience.

- Musical mini-concerts: Have you ever heard a Didgeridoo or a Tennessee Schmaitz? You have if you attended previous Megaconferences!

- Global Roll Call: all participants get a moment to say hello, sing their school fight song, or do whatever they like. You may see some funny hats. People do very imaginative things!

- Prizes of videoconferencing equipment have been donated by major vendors. The Grand Prize is often a high-end video station.

View a complete conference schedule here: http://www.megaconference.org/program.html.

The Megaconference seeks to connect people anywhere on Earth, in order to further the use of videoconferencing in education and research. Everyone is invited to watch the Megaconference from the comfort of his or her own office, classroom or conference room.

Like any professional conference, presenters and audience members will discuss current trends and work. Unlike other conferences, hundreds of participants, from universities, K-12 schools, and organizations, will gather simultaneously from all continents of the world using advanced Internet videoconferencing networks.

WHEN: 2:20 p.m. PST, Thursday, December 1, 2005 (Dr. Haas' presentation). The entire Megaconference takes place throughout the day, from 5 a.m. - 8 p.m. PST on December 1.

WHERE: Live streamed video of Megaconference VI will be available online at http://commons-vccp.ece.net/megaconference/. Archives of past Megaconferences are available at www.megaconference.org.

Cerritos College will also be broadcasting the live broadcast in the Wilford Michael Library's teleconference center.

Cerritos College  
11110 Alondra Blvd  
Norwalk, CA 90650  
Wilford Michael Library's teleconference center (LC 155)

CONTACT: John Haas, Humanities and Social Science Division (562) 860-2451, ext. 2726

COST: Free and open to the public.

Cerritos College celebrates the 2005-06 school year as its 50th anniversary in serving as a comprehensive community college for southeastern Los Angeles County communities including Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, La Mirada and Norwalk. The college offers degrees and certificates in more than 180 areas of study in nine divisions. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 22,000 students. Visit Cerritos College online at
www.cerritos.edu, and view a celebratory site honoring the college’s 50 years of tradition, honor and values at www.cerritos.edu/50.

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Cerritos College Foundation -- News

Cerritos College Foundation Awards $11K in Scholarships

15 Students Honored for Achievement, Leadership

For Immediate Release: December 1, 2005

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

NORWALK, CA – December 1, 2005 – The Cerritos College Foundation awarded 15 student scholarships totaling more than $11,000 during its regular board meeting on Thursday, November 10. Organizations contributing scholarship funds included the Woman’s Club of Artesia-Cerritos, Habib American Bank and the Norwalk Woman’s Club.

“We are really proud of each of these students,” said Foundation Chairwoman Jean McIntosh, principal of Orange Grove School in Whittier.

“These young people receiving scholarships are incredibly deserving of recognition and are fine examples of the caliber of students we have at Cerritos College.”

Cerritos College students Hiu Chon of Long Beach, Daniel Kim of Fullerton, Julia Kwon of Rancho Cucamonga, and Mei Li of Bellflower were each presented a $1,000 Habib American Bank Business Scholarship by Nadim Junejo, branch manager at Habib American Bank in Artesia. The Habib American Bank Business Scholarship is awarded to qualified students who are declared business majors, have a 3.0 or above grade point average and who have completed a minimum of 12 units at Cerritos College.

Norwalk Woman’s Club President Suzanne Seger presented Sebrina Valdez of Fullerton with a $500 scholarship, recognizing her accomplishments as a re-entry
student. Two $1,000 Cheryl Epble Memorial Scholarship awards were presented by Bob and Nikki Epble to Valdez and Li. The scholarship was established in memory of Cheryl A. Epble, former Cerritos College Board of Trustee and is awarded annually to two students demonstrating outstanding community service and leadership involvement.

Tammy Carter of Norwalk, Alejandrina Cobain of Whittier, Maria Vidal of Bellflower, Angela Thompson of Bellflower, and Sylvia Rickett of Hawthorne each received a $500 scholarship from the Woman's Club of Artesia-Cerritos. The scholarship recognizes deserving re-entry students, and members Woman's Club of Artesia-Cerritos select the recipients. Carter was also presented a $500 E. Maude West Scholarship for her achievement as a re-entry student. The scholarship was established in honor of long-time Artesia resident, E. Maude West, who was renowned in the community for her charitable work and her commitment to women's issues and the pursuit of educational goals.

Other scholarship recipients included Kim Norris of Long Beach and Rene Avina of Bell. Norris received the $1,200 Carmen Solis Pratt Re-Entry Scholarship, presented by the Honorable Dan Pratt. Judge Pratt, also a Foundation Board member, established the annual scholarship in honor of his mother for re-entry students 35 years or older.

Avina received the Broderick/Commeford Memorial Scholarship, presented by Instructor Matt Paige. The faculty-selected scholarship was established by the late professor of reading, Dr. William Broderick, and is named in memory of Dr. Broderick and his father-in-law.

The Cerritos College Foundation, a non-profit organization, serves as a charitable vehicle for the community, individuals and alumni, to assist with financial support of Cerritos College beyond that which state funding supports. Visit the Foundation online at www.cerritos.edu/ccf.

For nearly 50 years, Cerritos College has served as a comprehensive community college for southeastern Los Angeles County communities including Artesia, Bellflower, Cerritos,
Downey, Hawaiian Gardens, Lakewood, La Mirada and Norwalk. The college offers degrees and certificates in more than 180 areas of study in nine divisions. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 22,000 students. Visit Cerritos College online at [www.cerritos.edu](http://www.cerritos.edu).

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Cerritos auto tech program expanding

NORWALK—Officials in Cerritos College’s Automotive Technology Division announced recently that the college will partner with Northwood University to provide the first west coast presence for Northwood, a private university specializing in management and entrepreneurial education. With Northwood serving as a “campus within a campus” at Cerritos College, it will provide a means for students who have earned their associate’s degree in Cerritos’ Automotive Technician Training program to enroll in Northwood’s program to earn a bachelor of business administration (BBA) degree.

“There is a tremendous need among auto dealers for skilled, educated employees,” said Dr. Randy Peebles, dean of Cerritos College’s Technology and Business Divisions. “This need extends from technicians and salespersons to marketers and managers. Together, Northwood and Cerritos College will answer this industry need by providing a step-by-step academic program that prepares future employees for success and will eventually include management-level degrees to better support this region.”

Northwood University began as a small operation in 1959 and now has campuses in Michigan, Texas and Florida. Over the years, it has received support for its program from the automotive industry.

Cerritos College has offered automotive training technology since the college began in 1955. As Cerritos College highlights its 50th anniversary this year, this new partnership with Northwood comes at a particularly apt time. Cerritos College’s automotive technology training program consists of certificates, degrees and special programs in the disciplines of automotive repair, advanced transportation technology, auto collision repair, intelligent transportation systems and alternative fuel and hybrids, making it one of the most comprehensive programs in the U.S.
Party to celebrate college’s 50 years

CERRITOS—The Cerritos College Foundation will host a gala dinner and silent auction today, Oct. 21, at the Norwalk Marriott Hotel in Norwalk to celebrate the college’s 50th anniversary.

The cost to attend is $75 per person or $125 per couple. All event proceeds will be donated to the new 50th Anniversary Scholarship Fund.

For tickets, call 860-2451, ext. 2526.
Walk-a-Thon to raise money for group

NORWALK—Cerritos College's Older Wiser Learner (OWL) Program will host its third annual Founders' House of Hope Walk-a-Thon on Saturday, Nov. 19. Participants in the walk gather sponsors to sponsors with donations supporting residents of the Founders' House of Hope in Artesia who deal with chronic mental illness.

Donations will assist with ongoing psychosocial rehabilitation services and provide necessary supplies for the residents. Donations from the first year's walk amounted to more than $5,000.

The walk will be held at El Dorado Regional Park in Long Beach. Call 860-2451, ext. 2517 for information.
NORWALK—Cerritos College’s Music Business class, taught by Music Department chair Gary Pritchard, presents “Concrete Underground,” a series of three rock showcases scheduled throughout the semester featuring local music acts. The class is readying its second concert, featuring hip hop music, for Thursday, Nov. 3 at the campus amphitheater. The concert begins at 11 a.m.

The remaining showcase featuring mainstream rock will take place on Thursday, Dec. 8, also at 11 a.m. The showcases, which are free, were selected from several groups who submitted demos to the Music Business class. Students in the class planned and promoted “Concrete Underground.” Some are also performing.

The Cerritos College Amphitheater is at 11110 Alondra Blvd. in Norwalk. Information: Gary Pritchard, (562) 860-2451; ext. 2630.
NEW LEADER — Susan Nordin has been selected as executive director by the Board of Directors of the Downey Chamber of Commerce.

Nordin named Chamber Executive Director

DOWNY — Susan (Sue) Nordin, administrative assistant at the Downey Chamber of Commerce for the past 12 years, has been selected as the new executive director of the organization replacing Joan Warner-Pietnick, who is retiring in December.

Nordin is a lifelong resident of Downey and attended local schools including Cerritos College.

"Sue is a reliable and responsible individual who has demonstrated a good relationship with our members over the years and she has the skills and understanding of the job necessary to do outstanding work as executive director and make the transition as smooth as possible," stated Steve Hoffman, president of the Chamber.

Nordin will begin her new duties in January.
College to host workshop for teachers

CERRITOS—Cerritos College's Child Development Department is offering the second in a series of workshops intended to show teachers how to use recycled materials in their classrooms. Local teachers are invited to attend.

The workshops are presented by Susan Gradin, Child Development Department chair, and were inspired by the Reggio Emilia approach from schools in Northern Italy, whereby children are exposed to their communities and the communities are involved with the schools by providing recycled materials.

A certificate will be presented upon completion of the workshop.

There is a $30 fee and the first 40 who register will receive the book, "Designs for Living & Learning." To register or more information, call Lynda Roberts at 860-2451, ext. 2560.
CANDIDATES FORUM: The La Mirada Chamber of Commerce will hold a forum for candidates for the Cerritos College and Norwalk La Mirada Unified School District boards at 7:30 a.m. Tuesday at the La Mirada Golf Course, 15501 E. Alcante Rd., La Mirada.

Breakfast is available for $10 per person. For reservations, call (562) 902-1970.

SOCIAL SECURITY
Fee hikes OK'd for UC, CSU schools
UC Professors Demand Audit

Faculty members want an inquiry into the university's executive compensation practices.

By REBECCA TROUNSON
Times Staff Writer

A group of University of California professors is calling for an independent investigation into UC's compensation practices after reports that the university has spent millions in recent years on bonuses and other perquisites for top UC executives.

About 50 faculty members at UC Berkeley and UCLA have signed a petition that was sent Monday to Gerald L. Pascall, chairman of UC's Board of Regents, and UC President Robert C. Dynes, asking for a "truly independent investigator" to examine the issue.

The faculty letter also was sent to UC Regent Joanne Kosberg, former California Assembly Speaker Bob Hertzberg, whom Dynes recently named as co-chair of a task force to look into the compensation issue and decide whether policy changes are needed. Hertzberg also served as a regent during his term as Assembly leader.

But UC Berkeley education professor Bruce Fuller, who helped organize the petition drive, said Monday that faculty think an investigator from outside the university is necessary.

"We just need an independent group to dig into this in an objective way," Fuller said. "Otherwise, how can the university regain its credibility in Sacramento or with the voters?"

The action followed recent reports in the San Francisco Chronicle that the university has spent millions on bonuses, relocation packages and stipends for senior executives in recent years despite a funding crisis that has meant five straight years of fee increases for UC students.

UC officials have defended the spending as necessary to attract and keep the best administrators, and say that on average, UC's top executives make less than their counterparts at comparable universities. But Dynes has said that UC could do a better job of explaining the issue and being more open about the details of compensation packages given to its senior administrators.

In a statement Monday, a UC spokesman said the university takes seriously its obligation to be "publicly accountable and as transparent as possible." The statement noted the establishment of the task force, along with an internal review now being conducted by the university auditor, and said UC officials expect those actions to address the faculty's concerns.
City College talks go to mediation

By Kevin Butler
Staff writer

LONG BEACH — Long Beach City College and its full-time faculty union have reached an impasse in negotiations for a new contract and are set to begin mediation next month.

The college and the 350-member Community College Association of LBCC are at odds over proposed changes to the process used to evaluate tenured faculty. A state labor board on Oct. 28 declared an impasse at the college's request — a move that the union's chief negotiator called unnecessary and adversarial.

"We did not feel we were at impasse," said Jan Wallech.

Currently, tenured faculty are evaluated by their peers. LBCC officials want the academic deans to take part in the evaluation of the college's 271 tenured faculty members.

Eloy Oakley, LBCC executive vice president of administrative services, said the college sought an impasse after negotiating the matter for more than a year.

"We feel that it's important that the dean who is responsible for a division ... to be able to have input to tenured faculty members as to how they are performing in the classroom," he said.

Wallech said that the tenured faculty are most qualified to evaluate classroom performance.

"We feel that we are professional educators and that we're the ones that are in the best position to evaluate our fellow faculty members' teaching," she said.

The union doesn't object to the current system for evaluating non-tenured faculty in which deans play a role, Wallech said.

The impasse won't affect negotiated cost-of-living increases and health benefit changes that were finalized in August.

The first session with a state-appointed mediator is scheduled Dec. 16.
State Set to Probe UC Pay Practices

Hearings are planned for next year after reports of generous compensation packages for top executives in a time of cutbacks.

By REBECCA TROUTSON
Times Staff Writer

Prompted by concerns about millions in reported bonuses and other benefits paid to top University of California executives, state legislators plan to hold hearings next spring to investigate the university's pay practices.

'The legislative activity follows recent reports in the San Francisco Chronicle that UC has spent millions in bonuses, relocation packages and stipends for senior executives in recent years despite a funding crisis that has meant five straight years of student fee increases and significant cutbacks.

UC officials have defended the spending as necessary to recruit and keep the best administrators, and they say that the university's top executives, on average, make less than their counterparts at similar institutions.

But UC President Robert C. Dynes also has said the university could do a better job of explaining the issue and being more open about the compensation packages.

On Friday, UC spokesman Paul Schwartz said university leaders 'welcome the opportunity to discuss with state leaders our compensation practices,' but said they also hoped those hearings would come after the university's own investigation into the matter was complete.

Dynes recently appointed a task force co-chaired by UC Regent Joanne Katzberg and former Assembly Speaker Bob Hertzberg to look into the compensation issue and decide if policy changes are needed.