**PASADENA AREA COMMUNITY COLLEGE DISTRICT**

**President’s Latino Advisory Committee (PLAC)**

**Mission:** *To enhance the success of Latino students at PCC*

**Wednesday, August 15, 2018 10:00 AM**

President’s Conference Room

**Members in attendance**: C. Olivo, A. Chavez, J. Gil, A. Boekelheide, K. Lopez, Isabel R., H. Rodriguez, Y. Parada, S. Murga, C. Altamirano, F. Serrano, E. Partida

**PRESIDENT’S REPORT**

Dr. Vurdien is out at a budget meeting and Dr. Olivo is stepping in to chair today’s meeting.

The beginning of the school year is right around the corner and we are doing well with student enrollment. We are 85% full about 2 weeks before school starts. We are also preparing for the ASPEN prize judges. They will be here Tuesday, August 28th and Wednesday, August 29th.

**REPORTS**

Kristi mentioned that Anthony is the Chair of the Appropriations Committee along with being the chair of the Senate Budget Fiscal Review Committee Education on Finance. There will be Appropriation hearings happening this week. The last day of the legislature in session will be the 31st of this month. Here are a few of the bills that Anthony is working on:

* SP354: IEP Translation bill which will require that school districts to translate the IEP Document in the native language of the parent or student within 30 days
* SP972: Suicide prevention bill that requires all schools to have the suicide prevention hotline number on the student ID’s
* SP1214: Allows teachers to deduct $2500 on their taxes for professional development courses.

 **NEW BUSINESS (Alex Boekelheide)**

Alex Boekelheide joined in on today’s PLAC Meeting and spoke about advertising in Spanish on various outlets geared towards Latino audiences. The experiment of the Pandora radio ads/video banners was a great start and a good experiment to see the foot traffic to the website, but ultimately was a challenge in reaching a larger audience. Some people may not have access to the app and it was a matter of expense.

Other ideas that were thrown into the pot were to equip the people in the Latino community with physical items such as bags, pens, flyers etc, to hand out when they are spreading the word in order to pique the communities interest in the school.

**PRESIDENT’S UPDATE**

With Dr. Vurdien retiring this year, and we are in the middle of a full campaign of a new search for President-Superintendent. Linda mentioned that we are working with a consulting firm called PPL. The positioned re-opened a month ago after our first search was unsuccessful. We spread the word to all major publications that are geared towards higher education, we have it posted on our website. The interview committee will consist of 15; there will be 3 community members that will represent different areas of our trustees, 3 faculty, 3 students, 3 classified staff and 3 managers. The final candidates will be brought to campus on October 27th, 28th and the 29th to answer questions which will be live streamed so that everyone has access to what the candidates have to say.