

# The Luna Light



*“The People’s College”  
Becoming The Premier Rural Community College in America*

Volume 4 Issue 36

September 19-25, 2011

## James “Jimmy” John Maldonado leads project on 911 documentary

Luna Community College Mass Media Communications student James “Jimmy” John Maldonado is leading a class project documenting the anniversary of 911.

The project is part of a lesson in the introduction to television operation class under the direction of Kenneth Bachicha.

“I, along with several other students are covering footage of the tragedy of 911,” said Maldonado. “We are interviewing people around Luna Community College and the surrounding areas.”

Among the questions that Maldonado and his classmates are asking are: Where were you when you found out about the jets crashing into the Twin Towers? What was your first reaction about the incident? Did you hear any conspiracy bombs being planted in the building? Do you believe the U.S. Government was warned before it happened? And how did you explain it to your younger siblings?



**James Maldonado**

The result will be a documentary style film on the subject. The documentary will be critiqued and eventually displayed in the new Mass Media Lab and on YouTube.

“We get to learn how to use cameras for interviews with different angle shots,” says Brian Marquez one of the students in the class. “We are also learning which microphones to use during the interview.”

The class began recording footage last week and hopes to have the project done by October.

“We’ve done different film projects, but this one emphasizes more of a documentary style,” said Marquez. Bachicha says that it gives an opportunity for students to document the reactions of the people of the community.

“It is in regards to one of the biggest days in our country’s history,” said

Bachicha. “I think at the pace they are going and the quality of footage they are getting, people will be inspired by the final product.”

**The Robertson High School Mariachi group led by Martin Sena entertained Luna Community College students last Thursday as part of National Hispanic Month activities.**



# Another perspective of the core curriculum

By Vidal Martinez

Vice President for Instruction

As Luna Community College moves forward with its new catalog, it is important to explain another perspective of core curriculum. The objective of the core curriculum (communications, mathematics, laboratory sciences, social & behavioral sciences, humanities, and fine arts) is to address the development of the “entire” student. Specifically, it is the goal of the core curriculum and methodology to instruct the student holistically, that is, to educate the student intellectually, psychologically, and philosophically. In order to accomplish the goals of the core curriculum, LCC provides the coursework and instruction that are necessary for continuous human growth and development (LCC 2009-2012 Catalog).

Therefore, the primary objective of the core curriculum is to educate the students in the study of human achievement to enhance their ability in critical thinking, logic, self-awareness, communications, analytical and in general knowledge. As pointed out in previous articles, the core curriculum ensures that our graduates possess adequate literacy and general knowledge to function well in work, seek continuous education, and to participate in the cultural and political life of the community and society (LCC 2009-2012 Catalog).

The core curriculum consists of course work in writing (Composition I and Composition II), speech (public speaking or interpersonal communications), mathematics (college algebra), laboratory sciences (biology, chemistry, physics, life science, etc.), social and behavioral sciences

(anthropology, economics, psychology, sociology, etc.) and humanities and fine arts (history, art, religion, etc.). Additionally, the core curriculum can be found in [ALL](#) Luna Community College Associate Degrees.

For additional information on the core curriculum, e-mail me at [vmartinez@luna.edu](mailto:vmartinez@luna.edu) or pick up a copy of the 2009-2012 LCC catalog at the Registrar's Office.



Dr. Vidal Martinez



Vietnam War veterans James Lewis (right) and Larry Ortiz give a plaque to Henry and Mary Griego as part of Valley Gymnasium being named after their son Jesse Griego who died in Vietnam in 1968. Valley is part of the West Las Vegas School System.

## Jesse's quick hits

Remember to smile a few times a day. I hope this helps—Jesse

Why do lobsters refuse to share:

*Because they are shellfish.*

What position did the lobster play on the baseball team?

*Pinch hitter.*

How do seals keep secrets?

*Their lips are sealed.*

LCC:

“The People’s College”



## LCC students continue to work on building module



**Pictured clockwise are: Building technologies student Roderick Lujan performing cut-man duties on new teaching module project at LCC Building Trades Facility; students Anthony Martinez and Roderick Lujan performing wall framing procedures as instructor Joseph Montoya observes and guides operations and student Peter Olivas framing walls on new teaching module project.**



**LCC:  
“The  
People’s  
College”**



LCC Santa Rosa Satellite Director Albert Campos wants to thank Shawna Lerma (left) administrative assistant II and Marie Bachicha, custodian/maintenance. He wrote the following: "I want to show my appreciation to our new employees in Santa Rosa in that their job descriptions do not stand in the way of us all helping each other. They play a huge part in the completion of "OUR TEAM" here at the Santa Rosa Campus. On any given day either one of them will stay after hours or come in early without complaint to assure that first and foremost our students needs are met. My hat is off to both Shawna and Marie, for both their work ethic and their attitude that the reason we are here is truly our students. Also, Shawna volunteered to help for the Car Show sponsored by the City of Santa Rosa and co-sponsored by LCC."

## Local homecoming parades

The office of recruitment and admissions is asking for volunteers for the following parades. Please call, 505/454-5312 for more information.

### 2011 Homecoming Parades

Robertson High Homecoming	September 23, 2011	12:00 p.m.
Raton High Homecoming	September 30, 2011	1:00 p.m.
NMHU Homecoming	October 6, 2011	10:00 a.m.
West Las Vegas High Homecoming	October 28, 2011	1:00 p.m.

## Weekly Activities

### Monday, September 19, 2011

5:00 p.m. – 9:00 p.m. *DWI Class (General Studies/102B)*

### Tuesday, September 20, 2011

11:30 a.m. – 12:30 p.m. *National Hispanic Month Celebration/Food (LRC/Atrium)*

12:30 p.m. – 1:00 p.m. *National Hispanic Celebration/Symposium (LRC/Lect. Hall)*

5:00 p.m. – 9:00 p.m. *DWI Class (General Studies/102B)*

### Wednesday, September 21, 2011

6:00 p.m. – 9:00 p.m. *LCC Board of Trustees "Board Meeting" (Stud.Serv./Cnf Rm)*

### Thursday, September 22, 2011

10:00 a.m. – 3:00 p.m. *Santa Fe Civic Housing Authority Meeting (Mora Site/Library)*

6:00 p.m. – 8:00 p.m. *Meditation & Prayer Class/Community Ed. Class (IPC/Cafeteria)*

6:00 p.m. – 8:00 p.m. *Basic Equine Myofascial Release/Community Ed. Class (Agricultural/Grounds Area)*

### Friday, September 23, 2011

9:00 a.m. – 4:00 p.m. *Training Course for NEPA Employees (LRC/Lecture Hall)*

### Saturday, September 24, 2011

7:00 a.m. – 4:00 p.m. *C.N.A. Testing (Allied Hlth Nrsng.Lab#3, Comp.Lab#7, MO-11)*

9:00 a.m. – 12:00 p.m. *CDSMP Community Workshop (Student Serv./Conf. Room)*

**PRIZES**

Back to School Parent Institute

**PRIZES**

Please Join Us For an Educational and Fun Filled day!

#### Parents, Teachers, & Children

Place: Luna Community College

Date: Saturday, October 1, 2011

Time: 8:00am - 2:00 pm

Questions? or to sign-up please call:

Edith Trujillo - 426-2269

or

Leandra Vigil - 426-2262

**\$20.00** Stipend per Family Attending!

#### Purpose:

To provide professional development opportunities to parents, grandparents, and teachers who want to improve educational outcomes for all students. Our Mission is to promote educational awareness through workshops and hands-on activities to enhance collaboration between schools, community, and parents.

Breakfast & Lunch will be provided and a chance to win a LAPTOP computer & many other PRIZES!

#### Workshops for

Parents &  
Childcare &  
Activities for  
Kids!

Sponsored By:



**LCC:**  
"The People's  
College"



# Local Crop Hunger Walk on Oct. 15

The CROP HUNGER WALK in Las Vegas will be held from 9 a.m. to noon on Saturday, Oct. 15 at the United World College Soccer Field. Now in its tenth year, CROPWALK Las Vegas continues to raise money to alleviate hunger in Las Vegas and around the world. Twenty five percent of the money raised in Las Vegas returns to Las Vegas to support the Las Vegas Soup Kitchen, Comedor de San Pascual Soup Kitchen and The Samaritan House.

People can participate in many ways by 1) coming to walk on Oct. 15 in solidarity with hungry people around the world; 2) making a monetary donation to CROPWALK at the walk or online at [www.cropwalklvnm.org](http://www.cropwalklvnm.org); 3)

getting a CROPWALK donation envelope and soliciting donations from friends and colleagues; 4) organizing a group (your office, club, church group or professional organization) to collect donations and coming to the WALK as a group.

CROP HUNGER WALKS across the United States help fund the work of Church World Service (CWS), an international ecumenical organization established in 1946 and made up of nearly 40 faith groups, to assist needy people around the world in situations of war, political strife, poverty or natural disaster. CWS works with local organizations in the communities it serves to be sure help gets to the people who need it most. CWS also recog-

nizes that needy people live in CROPWALK communities as well, which is why it returns one quarter of the money raised in a community to that community to be used in hunger relief efforts there.

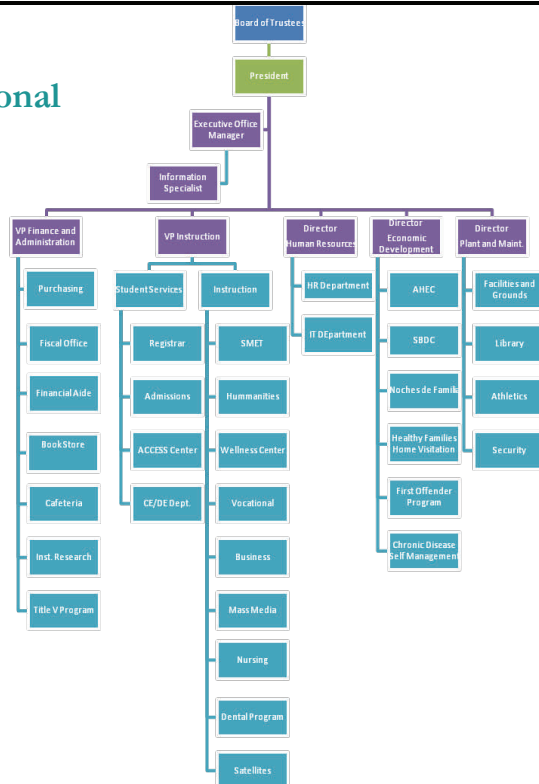
CROPWALK is a great community service project for children and youth groups as well as adult organizations. Two walk routes—one a mile long on level ground and one three miles long up Sebastian Canyon behind the Castle—make the walk fun for families with small children, the elderly and those who like a hiking challenge.

If you would like to participate, contact Karyl Lyne at [lyne@desertgate.com](mailto:lyne@desertgate.com) or 454-9707.

**Luna Community College students, faculty, staff and administrators danced to Zumba recently at the Rough Rider Grill. Participation in college activities has increased this year.**



## LCC's Organizational Chart



## Baca asking for participation in SkillsUSA

Any Luna Community College student or department wishing to participate in the 2011-12 SKILLSUSA can contact New Mexico SKILLSUSA Board Member Anthony Baca at 505/454-2591 or 505/429-0425.



**Anthony Baca**

SkillsUSA is a national nonprofit organization serving teachers along with high school and college students who are preparing for careers in trade, technical and skilled service occupations including health occupations.



# SAVE THE DATE



### ~ You're Invited ~ 2011 Women Veterans Business Workshop

Sponsored by  
The New Mexico Department of Veterans' Services & the Veteran Business Outreach Center

Oct. 6<sup>th</sup>, 2011 from 9 a.m. to 5 p.m. at the  
Small Business Development Center Luna Community College  
366 Luna Drive  
Las Vegas NM. 87701  
(Registration starts at 8:30 a.m.)

Program is free but seating is limited. Register online at [www.nmvvoc.org/workshops](http://www.nmvvoc.org/workshops)  
or call 505-841-5559 for additional information

Upcoming Workshops:  
August 25 Embassy Suites Hotel for Women Veterans  
September 22 Kirtland AFB for Women Veterans  
February 16 Las Cruces NM for Women Veterans  
For additional information contact:  
Angela Smith at (505) 841-5559

Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Contact Lloyd Calderon at 300 San Mateo NE #106, Albuquerque, NM 87113 or 505-841-2956.

# The art of setting prices

By Luna Community College SBDC

Have you ever gone into a store and found an item that you just purchased for almost half the price and it makes you wonder, how do they come up with these prices?

While prices baffle us as buyers, we're often just as likely to be confused as sellers. How do you set a price for your products or services? The reality is that pricing is an art, not a science.

In a world of manufactured stuff, prices had a somewhat more rational basis. You took the cost of raw materials, added labor costs, overhead, marketing, and then a percentage as profit.

That's the theory. But it doesn't work so well in today's small companies. Most would have difficulty figuring out their total costs, especially on a per-item basis. And pricing is a particularly vexing problem if what you sell isn't so much a physical product, but professional services, software, talent.

So how to set prices? It's a complex mix of many factors:

**\*\* Market rates.** Clearly, the most important thing to consider is what the going rate is for similar products or services. I might think a book I write is worth \$200, but no one spends that kind of money on a book. To find market rates, call around, talk to your trade association, ask suppliers, go shopping.

**\*\* Exclusivity.** If you're the only company providing a necessary product or service, you can charge more. That's where finding a niche can lead to higher prices. For instance, I saw a janitorial service specializing in serving banks; if you have bonded, trustworthy janitors, you can charge more.

**\*\*Quality.** Quality does command higher prices, but it's often difficult for a consumer to judge. That's why "sampling" can be an effective way of marketing, whether it's giving out free tastes of your jam at the farmer's market or an hour's free consultation.

**\*\*Trustworthiness.** There's value in buying something you trust – whether it's a hamburger, a novel from a known author, or a lawyer's services. Trustworthiness increases from personal experience, referrals,

brand name, testimonials, years-in-business, and a strong previous client list.

**\*\* Convenience.** We understand that buying something at the corner store may cost more than if we drive to a big box store. The same is true even in any product or even professional services; if you clear your schedule to be immediately available for a client, or travel some distance to work for them, you can increase prices.

**\*\* Cost to reach market:** If a market is difficult to reach – or it takes a long time to make each sale – you'll have to charge more. If you have to advertise to reach your market, you'll have to recoup those costs.

**\*\* Development time.** You can – and have to – charge more for things that take a long time to develop, create, or build. You've got a greater investment in staff, overhead, education costs, and it's fair to recoup those costs with higher prices.

**\*\*Small market, big prices.** If a relatively small number of people want your product,

you'll have to charge more than if many people want that product because costs must be spread to just the few who want and value that product. That's one of the reasons that a more complex version of a product – whether software, automobiles, or personal electronics – may cost considerably more than the basic version.

**\*\* Capacity.** How busy are you? If you've got more work than you can handle, you can probably raise prices. If you're sitting there idle, lower your prices or find something else to sell.

**\*\* Perceived value.** This is where design, packaging, and marketing come in to play. Apple Computer has learned that a good design can increase the value (as well as the usability) of what might be an otherwise mundane product (computers, MP3 players). A professional-looking website and marketing materials can increase your perceived value.

In the end, much of pricing still seems arbitrary. It all still comes down to two things: what the market will pay, and what is fair for you to charge to cover costs and make a profit.

**While prices baffle us as buyers, we're often just as likely to be confused as sellers. How do you set a price for your products or services? The reality is that pricing is an art, not a science.**

## Symposium set for Sept. 20 at LRC

**When:** 11:30-1 p.m. September 20, 2011

**What:** National Hispanic Month Celebration Symposium

**Where:** Samuel F. Vigil LRC Auditorium

## WLV Class of 1986 reunion set for

The itinerary for the WLW Class of 1986 reunion is as follows:

**Friday, Sept. 23**—Tailgate Party at 4 p.m. outside Perkins Stadium; Attend Dons' Football Game at 7 p.m.; Social gathering

after the game at El Rialto Rye Lounge.

**Saturday, Sept. 24**—Dinner on your own from 5-7 p.m. at El Rialto; Social gathering at El Rialto Rye Lounge at 9 p.m.



2011-2012

# ELECTIONS

BECOME A STUDENT LEADER.  
RUN FOR LCC Student Government

VOTE  
VOTE  
VOTE

Elections to be held on

Thurs. Sept. 29th & Fri. Sept. 30th  
&

Pickup applications beginning Sept. 19th

For more information go to  
[www.luna.edu](http://www.luna.edu)

or contact Student Government  
at [studentgov@luna.edu](mailto:studentgov@luna.edu)



Applications may be picked up in the I.T. Dept.-Room TE-139 (Technology Bldg)