

The Luna Light



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

Visit us at
www.luna.edu

Volume 6 Issue 4

January 28-February 3, 2013

LCC Board offer president 1-year contract

Board of Trustees voted at its Wednesday meeting to extend the contract of its president Dr. Pete Campos for one more year.

Dr. Campos is in his fifth year of his original five-year contract. His tenure as president of Luna Community College began on July 1, 2008.

“We are confident that Dr. Campos will continue to do a fine job leading this college,” said Luna Community College Board of Trustees Chairman Jerry Maestas. “Dr. Campos has extensive experience in education and knows our service area well.”

The college has been working on a new strategic plan with the assistance of Quality New Mexico. Luna Community College recently received the Piñon Award for committing to excellence.

The college will be seeking national re-accreditation by the Higher Learning Commission which is taking place this year and in 2014.

“We have built a foundation for the re-accreditation process,” said Dr. Campos.

During his tenure, the college has earned several national accreditations.

The Luna Community College Dental Assisting Program received national accreditation by the Commission on Dental Accreditation (CODA). In addition, the Luna Community College Building Technology Program is nationally accredited through the Associated General Contractors of America (AGC) and the National Center for Construction Education and Research (NCCER). Also, the LCC Nursing Program earned national accreditation

Continued on page 6



Luna Community College dental assistant students practice their skills in dental materials in preparation for Clinical Practicum I which will begin in March. Pictured (l-r) (working on DXTR) is Devinn Martinez, Maria Chavez, Rachel Trujillo and instructor Gloria Pacheco.

LCC, HU students given boost from classroom to career

On Friday, Feb. 8, students enrolled in the Accelerate Program at Luna Community College and New Mexico Highlands University will have an opportunity to practice using skills vital to finding a job, contributing to an organization, and establishing a career. The Accelerate Program is partnering with local and regional human resource directors and hiring managers to host a one day workshop, held at the Ohkay Owingeh Conference Center, for graduating students entitled “From Classroom to Career – A Dress Rehearsal”.

Accelerate, a program of the Regional Development Corporation in conjunction with six northern New Mexico institutions of higher education, focuses on transitional workers with retraining needs and nontraditional

students enrolled in technical certificate and 2-year degree programs. The program offers an innovative approach to increase technical degree completion, professional readiness, and job placement.

Accelerate Career Technical Advisors (CTAs) Diane Moore from Luna Community College and Miguel Maestas from New Mexico Highlands University, will be participating in the workshop along with 20 students from the Las Vegas area. CTAs serve as advisors and coaches throughout the academic year to help students navigate through any issue that might affect their school work. They also teach monthly professional readiness classes. “From Classroom to Career” is the culmination of

Continued on page 2

Classroom to career...

Continued from page 1

these classes, providing students with a dress rehearsal where they will receive constructive feedback on their cover letter, resume, and professional attire and practice their networking and interviewing skills

According to Diane Moore, "In today's world, professional readiness is important to gain an advantage in today's competitive job market. We want Accelerate students to evaluate their resumes to make an employer realize just how much of an asset they are to the company!"

Accelerate students are picking up on that message. According to John Hinkle, Luna Community College student, "Professional readiness training is essential for a person in the process of making a career change. After being in the workforce for 30 years, experience can be seen but the level of professionalism may be lacking. Acquiring marketable traits includes gaining an attitude of professionalism that can be seen and felt by any prospective employer."

Tasha Martinez, human resource manager from the City of Las Vegas, is one of 15 representatives from northern New Mexico companies and organizations who will volunteer their time to work with students in small group settings on resumes, elevator speeches, mock interviews, and dressing for success. New Mexico Auditor Hector Balderas, a participant in an Accelerate event last fall, was among those who donated professional clothing for students to wear to the event.

"From Classroom to Career – A Dress Rehearsal" will be held from 9 a.m. to 3 p.m. on Friday, Feb. 8 at the Ohkay Owingeh Conference Center. Employers interested in participating should e-mail Carla Rachkowski, accelerate program manager at carla@rdcnm.org.

For specific details about Accelerate, contact Carla Rachkowski, Accelerate Program Manager, at Carla@rdcnm.org, or go to www.AccelerateNM.org.



Luna Community College business administration student Erick Santiago works on his core at the Gerald Ortega Wellness Center, recently. Santiago plays baseball for the Rough Riders. He is from Puerto Rico. The Rough Riders start their season this week.

Weekly activities

Wednesday, January 30, 2013

9:00 a.m. – 5:00 p.m. Citizens for the Developmentally Disabled Training (LRC Lecture Hall)

Thursday, January 31, 2013

9:00 a.m. – 5:00 p.m. Citizens for the Developmentally Disabled Training (LRC Lecture Hall)

Saturday, February 2, 2013

7:00 a.m. – 4:00 p.m. C.N.A. Testing (Rooms NO-7 & MO-11)

NOTICE FROM THE LCC BUSINESS & PROFESSIONAL STUDIES DEPARTMENT

Luna Community College Business and Professional Studies Department will not be providing community tax service preparation for tax year 2012.

8-week class registration is ongoing



Spring 2013 Schedule

SIL/TUTOR SCHEDULE

SIL/TUTOR SCHEDULE

	MON 8am-8pm	TUE 8am-8pm	WED 8am-8pm	THURS 8am-8pm	FRI 8am-6pm
8-9	Betsy	Betsy	Betsy	Betsy	Betsy
9-10	John OH	Marco OH	John OH	Marco OH	John OH
10-11	Eddy SS	Marco OH	Eddy SS	Marco OH	Eddy OH
11-12	Marco OH	Eddy SS Marco OH	Marco OH	Eric SS	
12-1		Eric OH	John SS	Eric OH	
1-2	Marco SS	Eric OH	Marco SS	Eric OH Marco SS	Eddy OH
2-3	John OH		Eric OH Eddy OH		John OH
3-4	Eric SS	Eddy OH	John OH Eddy OH	Eddy OH	John OH
4-5	Eddy OH	Eric SS	Eddy OH	Eric OH	
5-6	John SS	<u>Training</u>		Eric OH John SS	Betsy
6-7	Betsy	Betsy	Betsy	Betsy	Lab Closed
7-8	Betsy	Betsy	Betsy	Betsy	Lab Closed



SIL & Subjects Available

Eric = Math 005-116, SMET 105(CSA 150)

John = Math 055-212, Physics 111

Eddy = Math 005-211, Physics 111-115, Chem 105-111

Marco = Math 055-211, Physics 111-115, Chem 105-111



**Stop By Tech Room 120.
Our Time Is Your Time!!**



**Science. Math.
Engineering &
Technology**

The art of setting prices

By Luna Community College
Small Business Development Center

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.

For more information on pricing your products or services contact the Luna Community College Small Business Development Center at (505) 454-2582 or 1-800-588-7232 ext. 1758 or visit our website at www.nmsbdc.org. The LCC SBDC offers **FREE** assistance for anyone in small business or thinking of starting a small business.

Celebrity Look-Alike Contest

We are asking individuals to vote on which picture looks closer to our Luna Community College employee. Please e-mail your vote to jgallegos@luna.edu or by calling extension 1200. Votes will be taken until 3 p.m. on Tuesday. If you would like to volunteer for a look-alike, please call ext. 1200. Remember this is all in fun.



Diane Moore

and



Linda Evans

or



Nash Segura

and



Sylvester Stallone



"Building Better Vendors"



"Building New Mexico's Economy One Business at a Time"

**Interested in increasing Business through Government Contracting?
Two Workshops to Help You Get Started**

Tuesday February 12, 2013

Where:

**Las Vegas, NM SBDC
Luna Community College
366 Luna Drive
Las Vegas, NM 87701-9838**

Workshop 1: Government Contracting Basics for Small Business helps you understand...

- Does the government purchase my particular product/service?
- How do I get started?
- Will government certifications help?
- What resources are available to help me?
- How do I market my product/service to the government?

Time: 8:30 am–Noon

Cost: \$29 (payable to "SFCC / PTAP" by check at the door or credit card (by phone or email) Includes continental breakfast

Workshop 2: Introduction to the System for Award Management (SAM)

- SAM replaced the former Central Contractor Registration (CCR)
- Learn how to register and use this new system
- Previously registered with CCR? Learn how to move your information to the new system.

Time: 1:30–4:00 PM

Cost: No charge

To register go to:

http://www.nmsbdc.org/ptap_calendar.html and locate workshop

For more information contact Barbara Sinha at 505-428-1695 or Barbara.sinha@sfcc.edu

L
U
N
A

C
C

"The People's College"

Contract extension...



Dr. Pete Campos

Continued from page 1

by the National League for Nursing Commission.

“Overall, Luna Community College is a very

successful two-year community college and we have a good reputation,” said Dr. Pete Campos.

“We are

committed to being a quality institution that is affordable.”

During Dr. Campos’ tenure, the college has not had any furloughs or layoffs during the tough economic times that have faced America and New Mexico.

“I will continue to do everything possible to safeguard the employ-

ment of our Luna family and most importantly work to retain students until they successfully complete their education and are prepared to go into the world of work, higher education or the military,” said Dr.

Campos.

“We are confident that Dr. Campos will continue to do a fine job leading this college. Dr. Campos has extensive experience in education and knows our service area well,”—Luna Community College Board of Trustees Chairman Jerry Maestas.

Dr. Campos has been a New Mexico state senator since 1991. Dr. Campos earned his doctoral degree in educational leadership from the University of New Mexico in 2003. He also has a master’s degree in counseling from Highlands University and a bachelor’s degree in economics and philosophy from UNM. Dr. Campos is a 1971 graduate of

Santa Rosa High.

The full text of Dr. Campos’ contract will be available to the public upon completion of negotiation, review and signature by Dr. Campos and the LCC Board of Trustees. The contract extension calls for no increase in Dr. Campos’ current salary.

Unified, renewed hope

By Dr. Pete Campos

I am thankful to the Luna Community College Board of Trustees for their majority vote (6-1) last Wednesday evening to offer me a one-year new contract to continue serving as President. This decision came after months of extensive Board of Trustees: evaluation, objective input, and discernment.

The bottom line is: I underwent a process of transparency, open communication and valid assessment all to move LCC forward. The Trustees arrived at a decision in the best interest of the students, staff and their constituents of the service area of Luna Community College!

Now, after this extensive process, it is time to further express my never ending optimism toward this *unified renewed hope* we all are sharing *to move forward* as an educational institution that will build strength within our large northeastern New Mexico service area.

We’ve organized a northeastern New Mexico rural regional educational system second-to-none. In other words, we have earned the trust of citizens, invested in small towns and established a strategy to meet the educational and employment needs of our smallest com-

munities and to anchor core educational offerings at our main campus in Las Vegas.

My appreciation goes out to our students from northeastern New Mexico and around the globe for selecting Luna Community College as their college of choice. We are known as: a community college that provides a quality education at one of the most reasonable costs in the country!

Since 2008, processing through the economic downturn: we have kept employees working (never did we ever talk about layoffs or furloughs); we have kept student tuition at the lowest in New Mexico so students who wanted a quality education could afford it and still raise their families; and, we re-tooled an educational system so post-secondary credits earned at LCC could be transferred to other colleges and universities. We want and encourage our students to succeed and be prepared to enter the world of work.

Our Luna family members are working and devoted to educate and support students so they will succeed and have better lives than what we may have experienced. Our love for the betterment of others drives our mission!

Our future: 1] we are one educational ser-

vice region – we will unconditionally support our main campus and regional service area; 2] existing programs will continue to be updated to meet the current employment demands; 3] when new programs are established they will be to meet the needs of our state’s future work force; 4] our health care and wellness program offerings are being supported by the need to address a better lifestyle for our students and a less stressful work environment for our Luna family; 5] a day care (caring for our very young) and the Rough Rider Grill (providing meals) serve our regional families, students and employees with essential services; and, 6] we will offer the most reasonable tuition rates and support services so our students and their families can and will receive a quality and low-cost education.

We want our students to attend class and receive the education they require in the shortest period of time allowed to enter or re-enter the world of work. We are about students getting ready to go to work, doing what they like to do! Luna Community College is the place to work and be educated! ***There is no better community college anywhere!***

COLLEGE NIGHT

Mardi Gras



COLLEGE NIGHT 2013

WHEN: TUESDAY, FEBRUARY 12, 2013

TIME: 5:00 PM TO 8:00 PM

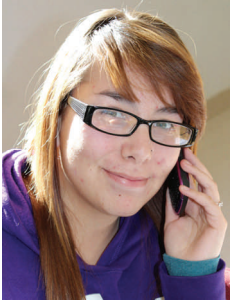
**WHERE: ABE MONTOYA REC CENTER
LAS VEGAS, NM**

**FOR INFORMATION CALL: 1.800.588.7232
OR 1.800.338.6648.**

Complimentary t-shirt and Light buffet

Who will win Super Bowl XLVII?

Luna Community College students, faculty and staff give their fearless prognostications



Alma Lucero
Maybe the 49'ers. They are simply the better team.



Antonio Maestas
San Francisco. Their offense is off the charts. They are just too

quick.



Isabella Rivera
It doesn't matter, because I don't like any of them. I like the

Cowboys.



Bernice Esquibel.
The 49'ers, because they are my team.



Victoria Alderette
49'ers. Because they have a great offense.



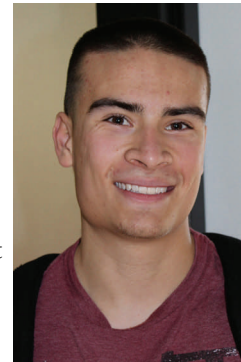
Jose Carrasco
Baltimore. I am a Broncos fan and I never thought they were going to

beat us. But Ray Lewis is a difference-maker.



Tim Stroman
Baltimore. I feel like they are going to come out 100 percent stronger because it

Ray Lewis' last game



Peter Campos Jr.
The Ravens, because it's Ray Lewis' last game.



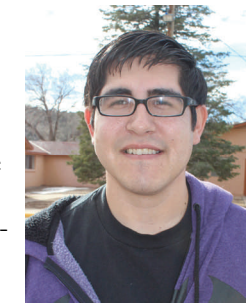
Nathaniel Roybal
Baltimore. They have the best players; however, the Raiders are my team.



Tom Herrera
It's going to be the 49'ers because of their offensive line and their quarterback.



Paul Collins
49'ers. They have a really good quarterback.



Kenneth Bachicha
The 49'ers. They will pull it off based on consistency. Baltimore has a good

defense, but they are hurt.

Attention students:

LCC is continuing to register for late starting courses and 8-week courses that begin the week of March 17