

# The Luna Light



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

Volume 3 Issue 39

Sept. 20-Sept. 26, 2010

## UNM professors to speak at LCC



**Dr. Linda Ferrell**



**Dr. O.C. Ferrell**

University of New Mexico professors Dr. O.C. Ferrell along with Dr. Linda Ferrell will be giving a talk to Luna Community College business students on business ethics and marketing.

The event is scheduled for 1 p.m. on Wednesday, Sept. 29 at the LCC School of Business and Professional Studies.

“This event is quite important as students will get to meet authors of their textbook and get more insights regarding business ethics,” said LCC instructor Elaine Ortega. “My objective is to reinforce student learning in business ethics. Business ethics is such an important issue today in the business world. Understanding business ethics: what is right or wrong and acceptable or unacceptable based on organizational and societal expectations constitutes business ethics. It is an area that will shape business activity ever more in the 21<sup>st</sup> century.”

According to his Website, Dr. Ferrell is a professor of marketing and Creative Enterprise Scholar at the University of New Mexico. He is also editor of [www.e-](http://www.e-)

[businessethics.com](http://businessethics.com) and has developed a business ethics certificate program through the University of New Mexico's Management Development Center. His academic research focuses on ethical decision making, stakeholder relationships and social responsibility.

He is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is a Society for Marketing Advances Fellow and a member of the Board of Governors for the Academy of Marketing Science.

Ferrell is the co-author of 17 books and more than 75 articles.

Dr. Linda Ferrell is a UNM professor of business ethics co-author of business ethics and business and society textbooks. Dr. Ferrell has taught many courses including: advertising principles, marketing ethics, business strategy, legal and regulatory II, business and society and principles of management. She has received many honors, awards and grants; contributed many professional presentations, and belongs to many professional associations, and contributes to many university services.

“I really enjoy teaching business ethics and especially my students; as it’s my favorite topic,” said Ortega.

For more information on this event, call Ortega at 505/454-2566.

*Note: The chart below was provided by Ortega.*



**Elaine Ortega**

### Getting The Basics Right

Fast Track	Off Track
Focusing on shared ethical principles	Focusing only on individual values
Creating an ethical culture within the organization	Making uncoordinated ethical decisions
Providing strong ethical leadership	Expecting good conduct to spring from the bottom up
Making ethics an ongoing concern within the organization	Addressing issues only as they arise



## CRITERIA FOR ACCREDITATION

### **CRITERION ONE: *MISSION & INTEGRITY***

The organization operates with integrity to ensure the fulfillment of its mission through structures and processes that involve the board, administration, faculty, staff and students.

### **CRITERION TWO: *PREPARING FOR THE FUTURE***

The organization's allocation of resources and its processes for evaluation and planning demonstrate its capacity to fulfill its mission, improve the quality of its education, and respond to future challenges and opportunities.

### **CRITERION THREE: *STUDENT LEARNING & EFFECTIVE TEACHING***

The organization provides evidence of student learning and teaching effectiveness that demonstrates it is fulfilling its educational mission.

### **CRITERION FOUR: *ACQUISITION, DISCOVERY, & APPLICATION OF KNOWLEDGE***

The organization promotes a life of learning for its faculty, administration, staff, and students by fostering and supporting inquiry, creativity, practice, and social responsibility in ways consistent with its mission.

### **CRITERION FIVE: *ENGAGEMENT & SERVICE***

As called for by its mission, the organization identifies its constituencies and serves them in ways both value.



## Luna Community College advised that City of Las Vegas is asking for additional \$81,000

*In an effort to provide information to Luna Community College students, staff, faculty and the community about the City of Las Vegas asking for an additional \$81,000 on a previously settled gas bill, the following statement was given to **The Las Vegas Daily Optic** on Friday.*

Thank you for providing Luna Community College the opportunity to state its position on the current gas billing dispute with the City of Las Vegas.

The College has been advised by its legal counsel that the City's renewed attempt to claim an additional approximately \$81,000 on the previously settled claim is not a valid debt that can be lawfully paid by the College at this time.

Luna Community College paid the City \$61,369.04 to settle this same debt in 2008. The College's settlement check was negotiated for, accepted, and cashed by the City of Las Vegas as a final and complete settlement of this same claim in 2008.

According to Donna Flores, vice-president for finance and administration, "Luna Community College disputes the City's recent attempt to re-bill the College for gas service provided in 2001-2006 on a disputed billing that was fully and finally settled and released by authorized City officials over two years ago in September of 2008."

Dr. Pete Campos, President, stated, "The College relied in good faith on its settlement with the City in 2008 in developing past and current budgets submitted to the Legislature and would itself be prohibited by law from now paying such an invalid debt from its current budgeted funds. The College also believes that the City would be barred by the applicable statute of limitations at this date if the City chooses to file a civil lawsuit against the College to recover on this disputed debt that was settled and released back in 2008 based on disputed gas services provided prior to 2006."



Members of the Commission of Dental Accreditation (CODA) visit with Luna Community College officials during preliminary discussions on Tuesday, Sept. 14. National site visitors hail from Chicago, New Jersey as well Los Alamos in our home state. For more on the CODA, see page 9.

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

# Raton High Homecoming Parade



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"The People's College"

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# Raton High Homecoming Parade

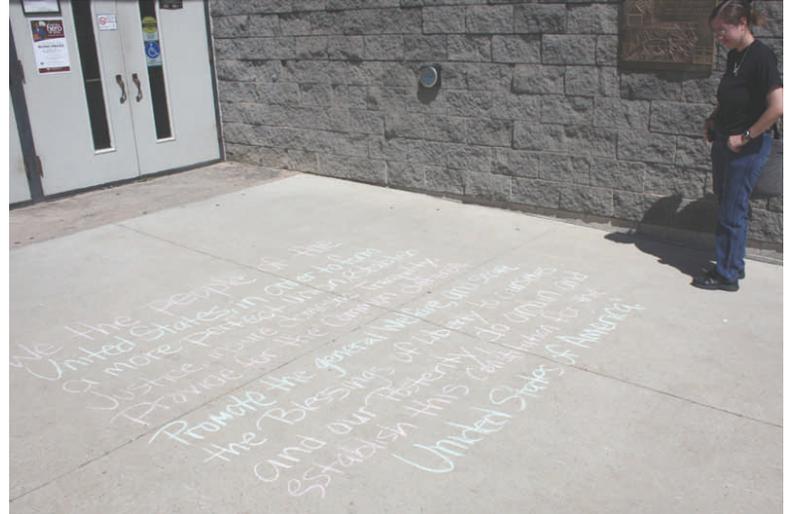
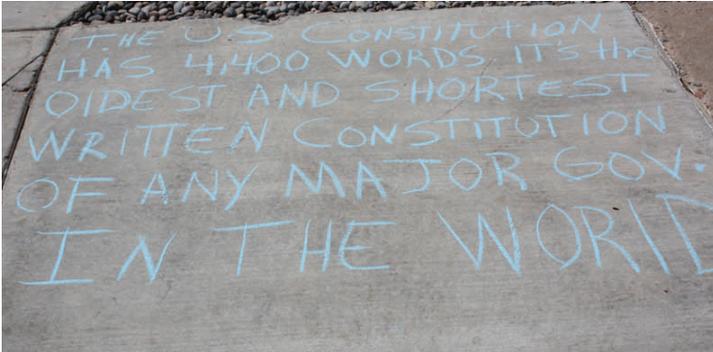


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# LCC celebrates Constitution Day



Luna Community College celebrated National Constitution Day on Thursday, Sept. 16. Pictured clockwise are: Joelynn Sanchez, an early childhood major with San Miguel County Clerk Melanie Rivera; Brandi Lopez, media communications major, Adrian Chavez Jr., mass communication major and Destiny Torres, criminal justice major with LCC employee Michael Montoya; constitutional facts; Christina Muñiz from Las Vegas reads a constitutional fact; Laurie Carrillo, culinary arts major, Melissa Trujillo, nursing major with Dominic Satete, finance major and a poster of LCC activities during Constitutional Day.

**NATIONAL CONSTITUTION DAY**  
**FRIDAY, SEPTEMBER 17**  
**CELEBRATED THURSDAY, SEPTEMBER 16, 2010**

**ACTIVITIES:**

- CONSTITUTION INFORMATION TABLES (ADM. BUILDING, 10AM – 3PM)
- VOTER REGISTRATION DRIVE (ADM. BUILDING, 10AM – 3PM)
- CUPCAKE SALE (ADM. BUILDING, 10AM – 3PM)
- WATCH SCHOOL HOUSE ROCK CLASSIC CLIPS (ADM. BUILDING, 10AM – 3PM)
- LEARN ABOUT CONSTITUTIONAL FACTS (CAMPUS SIDEWALKS)
- CONSTITUTIONAL SPOTLIGHT (CAMPUS WIDE INTERVIEWS 1PM – 3PM)

**SPONSORED BY:**  
 BETA MU MU CHAPTER OF THE MEDIA LUNAS IN COOPERATION WITH  
 CRIMINAL JUSTICE STUDENTS, BETA PSYCHOLOGICAL STUDENTS, STUDENT ACTIVITIES,  
 OFFICE OF STUDENT FINANCIAL ASSISTANCE AND SAN MIGUEL COUNTY CLERK'S OFFICE

# LCC celebrates Constitution Day

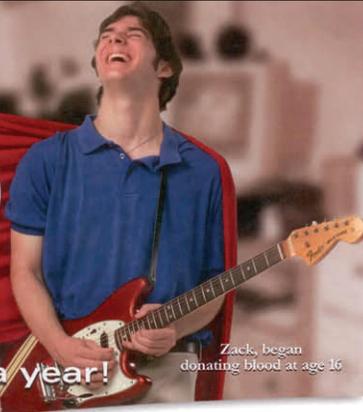


Pictured clockwise are: cupcakes with the United States flag on them; Jessica Martinez and Marlo Valdez, criminal justice majors and Estevan Baca, fire science major.



LCC's Phi Theta Kappa Beta Mu Nu Chapter coordinated events for Constitutional Day

Find the  
**hero**  
in you.



Give blood 3 times a year!

Zack, began donating blood at age 16

## Luna Community College **BLOOD DRIVES**

10:00AM – 3:30PM

Wednesday, September 22, 2010

Thursday, September 23, 2010

In the Bloodmobile

Contact Jackie Romero-Arguello @ 454-5379 to sign up,  
or log onto [www.unitedbloodservices.org](http://www.unitedbloodservices.org)  
Sponsor Code: Luna



\*All Donors will be entered into a drawing  
to WIN 2 Tickets to a Dallas Cowboy Football Game!

\* All Donors will receive Hero Reward Points!



**United Blood Services**  
[www.UnitedBloodServices.org](http://www.UnitedBloodServices.org)

Please bring photo ID and donor card. Free Cholesterol Testing every donation!



### Are You Ready for Some Football?!?!?

Kick-off the 2010 NFL Season by Giving Blood in  
September... YOU Could Be  
On Your Way to Dallas to  
For a Cowboys Game!!

September 1 – 30

- Two Tickets to November 21 - Dallas/Detroit Game
- Airfare for 2 from Albuquerque International Airport
- Two nights lodging for 2 near Cowboys Stadium



Winning Donor Notified No Later than October 8  
Winning donor must be 18 years or older



**United Blood Services**  
Find the hero in you.



Luna Commu-  
nity College  
RN students  
Melanie  
Chavez and  
Danyelle Ro-  
mero perform  
CPR on Simu-  
lation Baby  
(Sim Baby).  
For more on  
the LCC nurs-  
ing program,  
call 505/454-  
2521.

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**Tome on the Range's Vickie Howell (middle) generously donates books to the LCC ABE/GED Program during Family Literacy week. The LCC ABE Program is hoping to raise awareness about adult and family literacy issues as well as providing a continuum of learning which will hopefully lead to the achievement of goals, the development of knowledge, and ultimately the participation by individuals in their community. At left is Luna Community College ABE/GED Director Geraldine Romero and at right is Luna Community College ABE/GED Student Service Specialist Nancy Salmeron.**

## Kudos to Luna Community College

I would like to inform all employees of the preliminary results from the site visit on the national dental assisting accreditation visit that occurred last Tuesday and Wednesday in our Allied Health Department.

There were four recommendations given and no citations. This is great news, as it was the first attempt for a nationalized program accreditation that the department has been through.

I would like to specifically thank Gloria Pacheco-Dental Assisting Program Administrator, Dawna Ortega Gallegos-Dental Assisting Faculty and Denise Fox-Dental Hygiene Clinical Coordinator for all of their hard work on this project. It has resulted in a stronger and higher quality program of which we are very proud. These three employees are to be commended for this achievement.

We also need to thank the support staff of Elaine Montañó and Shannon Romero who graciously typed or collected any materials needed for the project up till the last moment. A heartfelt thanks.

**Conni Reichert**  
Allied Health Director



# Rough Rider Softball



## Fall 2010

DAY	DATE	OPPONENT	LOCATION	TIME
Friday	September 3	Trinidad State JC	Trinidad, CO	1:00 & 3:00
Saturday	September 11	Colorado Springs Tourney	Colorado Springs, CO	TBA
Sunday	September 12	Colorado Springs Tourney	Colorado Springs, CO	TBA
Saturday	September 18	Adams St. Tourney	Alamosa, CO	TBA
Sunday	September 19	Adams St. Tourney	Alamosa, CO	TBA
Friday	September 24	Lamar Tourney	Lamar, CO	TBA
Saturday	September 25	Lamar Tourney	Lamar, CO	TBA
Saturday	October 2	Trinidad	HOME	12:00 & 2:00
Saturday	October 9	El Paso	El Paso, TX	TBA
Sunday	October 10	El Paso	El Paso, TX	TBA



Head Coach: Meredith Gilpin

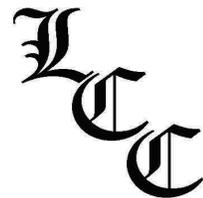
Head Assistant Coach:



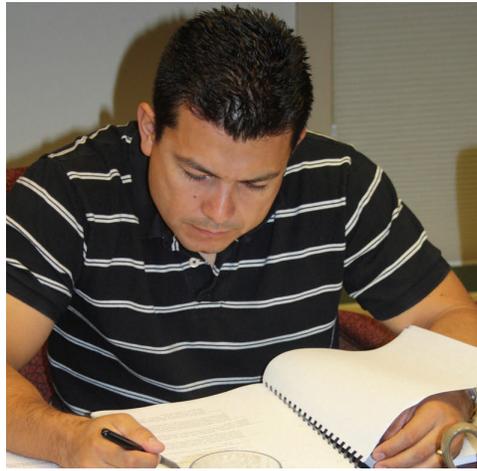


## Fall 2010 Rough Rider Baseball Schedule

Date	Opponent	Games	Location	Time
Saturday September 11	NM School of BB	18innings	HOME	11:00am
Friday September 17	ABA Showcase	1 7inn	Cleveland High	2:45pm
Friday September 17	ABA Showcase	1 7inn	Cleveland High	5:00pm
Sunday September 19	ABA Showcase	1 7inn	Rio Rancho High	12:30pm
Sunday September 19	ABA Showcase	1 7inn	Rio Rancho High	2:45pm
Saturday September 25	Colorado Bandits	18inning	HOME	12:00 noon
Friday October 1	NMMI	1 7inn	Raton, NM	7:00 pm
Saturday October 2	Frank Phillips JC	1 7inn	Raton, NM	3:00pm
Saturday October 2	Trinidad State JC	1 7inn	Raton, NM	6:00 pm
Sunday October 17	NMMI	18innings	NMHU	12:00 noon
Friday October 22	Trinidad State JC	2 7inn	HOME	1:00pm
Saturday October 30	NMHU	18innings	NMHU	12:00noon



Head Coach: Antonio Siqueiros  
Head Assistant Coach: Darren Wheat



LCC Board of Trustees recently met at Scheuer, Yost and Patterson Law Offices in Santa Fe to review policies. Pictured clockwise are: Jerry Maestas, Ambrose Castellano, David Gutierrez, Tony Valdez, Frankie Tenorio, and Abelino Montoya.

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

## LCC OFFICE OF RECRUITMENT ACTIVITIES (and other events) WEEK OF September 20 to September 25

Monday, Sept. 20, GED tour-10 a.m.

Tuesday, Sept. 21, College Night 2011 meeting.

Wednesday, Sept. 22, Jesse Gallegos KNMX Radio show, 1 p.m.

Thursday, Sept. 23, Escalante HS, 9:00 am, Taos HS, 1:30 p.m.

Friday, Sept. 24, McCurdy HS, 9:30 a.m., West Las Vegas Homecoming, 1 p.m.

### LUNA COMMUNITY COLLEGE IS ACCEPTING APPLICATIONS FOR THE FOLLOWING VACANT JOB POSITIONS:

- Director-Allied Health Sciences
- Full-Time Faculty-Computer Science
- Nursing Retention Specialist/Instructor-Allied Health Sciences

FOR JOB DESCRIPTION(S) AND/OR CLOSING DATES, CONTACT THE HUMAN RESOURCES DEPARTMENT AT (505) 454-2503 OR VISIT OUR WEBSITE AT [WWW.LUNA.EDU](http://WWW.LUNA.EDU)

LUNA COMMUNITY COLLEGE IS AN EQUAL OPPORTUNITY EMPLOYER. ALL POSITION POSTING FOLLOW THE LCC AFFIRMATIVE ACTION PLAN.

## Weekly Activities

Monday, Sept. 20, 2010

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

Tuesday, Sept. 21, 2010

*No Activities Scheduled*

Wednesday, Sept. 22, 2010

10:00 a.m. – 3:30 p.m. *United Blood Drive* (Allied Health / Parking Lot)

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

Thursday, Sept. 23, 2010

9:30 a.m. – 4:30 p.m. *Citizens for Developmentally Disabled Mandatory Meeting* (LRC/Lecture Hall)

10:00 a.m. – 3:30 p.m. *United Blood Drive* (Allied Health / Parking Lot)

Friday, Sept. 24, 2010

9:30 a.m. – 4:30 p.m. *Citizens for Developmentally Disabled Mandatory Meeting* (LRC/Lecture Hall)



Las Vegas resident Celia Varela gets an acrylic set of nails from Luna Community College cosmetology student Marcia Garcia. For more information on cosmetology, call 505/454-2572 or 505/454-5345.

## LCC registers over 400 concurrent/dual credit students

There were approximately 445 Concurrent/Dual Credit students registered for fall 2010 as of Sept. 3, 2010. The breakdown of students are as follows:

Cimarron High School	22 Students
Cuba High School	1 Student
Home School	2 Students
LV Christian Academy	2 Students
Maxwell High School	5 Students
Mora High School	47 Students

Pecos High School	78 Students
Quemado High School	1 Student
Raton High School	47 Students
Robertson High School	79 Students
Santa Rosa High School	49 Students
Springer High School	28 Students
Wagon Mound High School	4 Students
WLV High School	80 Students

Luna Community College is committed to serving the changing needs of its student population and the surrounding communities.

*Please e-mail Patricia Romero at [promero@luna.edu](mailto:promero@luna.edu) or Janice Encinias at [jencinias@luna.edu](mailto:jencinias@luna.edu) regarding any questions pertaining to Concurrent Enrollment and/or Dual Credit. If your district would like to request concurrent enrollment or dual credit course offerings for your students please Email us or call us at 505-454-5377 or 505-454-5374 so we can further discuss LCC educational access and opportunities for your students.*

## LCC concurrent/dual credit office gives presentation

The Concurrent Enrollment/Dual-Credit office presented during Luna Community College's "Improving Student Learning for Career-Technical Programs" Symposium on Aug. 2 and Aug. 3, 2010. CE/DC presented on "Dual-Credit: Benefits and Challenges for High School Students." The CE/DC Office had assistance from several co-presenters who participated in the LCC CE/DC program. The co-presenters were Jolene Quintana, Joleen Sanchez, Alma Sanchez, Sarah Bustos, Victoria Lopez and April Esquibel. Betsy Sanchez, an LCC adjunct faculty member and students shared their testimonials in regards to how the LCC CE/DC program provided benefits towards their educational and career goals.

Several co-presenters also presented during the closing session of the symposium. The students shared their experiences regarding LCC's CE/DC program, and the benefits they gained from the program. Students and parent indicated that CE/DC staff members were very helpful, provided quality advisement, were always available, and assisted them to achieve their goals. Students verified the transferability of their credits to other post-secondary institutions, and stated that they would come back to CE/DC for assistance after high school graduation if they had any questions. The students were rather ec-



static that they could give back to community by co-presenting to those in attendance as well as to other high school students and their parents.

Students stated that they would most definitely recommend LCC CE/DC program to students and parents. Students indicated that they never were treated as a number but rather an individual. They indicated that CE/DC staff took their time to get to know the students, their educational goals and career goals. They also indicated that LCC provided a comfortable and accepting environment whether CE/DC staff were at the high schools or at the CE/DC office on the LCC campus. Students shared that they became empowered, responsible, accountable and aware of the college processes and student responsibilities while in high school and this provided them a great opportunity at the postsecondary level once they graduated from high school. Mrs. Sanchez shared that all three of her children participated in the LCC CE/DC program and all three are attending LCC to further their education. Mrs. Sanchez indicated that CE/DC staff members encourage and motivate students to believe in themselves and go to college to earn their degree to provide a better future for themselves.

**Former Luna Community College dual credit student April Esquibel spoke at the LCC Symposium.**



# 8 WEEK COURSES

Course #	Sec	Hours	Title	Days	Dates	Times	Campus	Bldg	Room	Instructor
<a href="#">ASE101E</a>	01	3.0	Intrdtn to Renewable Energy (DL)	-M-W---	10/18/10 - 12/10/10	7:00PM - 9:50PM	EWEB	MAIN		Jencka, D
<a href="#">CCT116</a>	01	3.0	Faculty and the Cmnty College	----FS	10/22/10 - 12/10/10	2:05PM - 8:00PM	MAIN	EARL	117	Martinez,V
<a href="#">CSA150</a>	06	3.0	Computer Fundamentals	-MTWR--	10/18/10 - 12/10/10	3:00PM - 4:40PM	MAIN	BUS	107	Lobato, B
<a href="#">CSA208E</a>	02	3.0	Microsoft Access (DL)	----RFS	10/18/10 - 12/10/10	5:00PM - 7:30PM	EWEB	MAIN		Lobato, B
<a href="#">DTEC107</a>	01	3.0	Intermediate AutoCAD	--T-R--	10/19/10 - 12/10/10	5:00PM - 8:50PM	MAIN	TECH	106	Ortega, L
<a href="#">DTEC109</a>	02	3.0	Intro. to Architectural Drafting	-M-W-F-	10/18/10 - 12/10/10	8:00AM - 10:20AM	MAIN	TECH	106	Ortega, L
<a href="#">DTEC130</a>	02	3.0	Intermediate Archtctrl Drafting	-M-W---	10/18/10 - 12/10/10	5:00PM - 8:50PM	MAIN	TECH	106	Ortega, L
<a href="#">ENG115E</a>	20	3.0	Freshman Composition II (DL)	-MTW---	10/18/10 - 12/10/10	3:00PM - 4:40PM	EWEB	SPRG		Goodyear,S
<a href="#">PE117</a>	02	1.0	Kickboxing and Step Combo	-MTW---	10/18/10 - 12/10/10	1:00PM - 2:15PM	MAIN	WELL		Marr-Monto
<a href="#">PSYC101E</a>	20	3.0	Introduction to Psychology (DL)	-M-W---	10/18/10 - 12/10/10	6:00PM - 8:50PM	EWEB	SPRG		Robbins, J
<a href="#">PSYC242E</a>	02	3.0	Developmental Life Span (DL)	---WR--	10/20/10 - 12/10/10	9:00AM - 11:50AM	EWEB	MAIN		Hughes, R
<a href="#">QUIL205</a>	20	3.0	Quilting and Sewing II	--T-R--	10/19/10 - 12/10/10	5:30PM - 9:20PM	SPRG	FORR	106	Brewer, L
<a href="#">READ105</a>	04	3.0	Developmental Reading	--T-R--	10/19/10 - 12/10/10	2:00PM - 4:50PM	MAIN	GEN	112	Dennis, L
<a href="#">SOC101</a>	02	3.0	Introduction to Sociology	-M-W---	10/18/10 - 12/10/10	3:00PM - 5:50PM	MAIN	GEN	102A	Armijo C
<a href="#">STGS143</a>	02	3.0	Introduction to Film History	--T-R--	10/19/10 - 12/10/10	6:00PM - 8:50PM	MAIN	BUS	117	{Staff}
<a href="#">STGS148</a>	02	3.0	Intrdtn to Film Prodctn Workflow	-M-W-F-	10/18/10 - 12/10/10	8:00AM - 9:40AM	MAIN	BUS	117	{Staff}

FOR A UPDATED LISTING OF CLASSES VISIT [www.luna.edu](http://www.luna.edu)

All WebCT courses are assessed a distance learning fee of \$25.00. All distance learning courses are signified by (DL). Contact instructor or academic department for actual meeting time for courses with a begin/end time of TBA.



Luna Community College student-athletes Bryce Burgess, Sean Trancosa and Daniel Martinez take some time to relax between classes last week. For more on baseball and softball, see pages 10 and 11.

# Ralph Archuleta and John Bustamante say it is important to be dedicated, consistent and eat right



**LCC:**  
“The People’s College”

Luna Community College student Ralph Archuleta (top photo) is 29 and has been lifting weights for the last nine years. LCC student John Bustamante is 46 and has been lifting weights since he was 18. For more information on the Gerald P. Ortega Wellness Center, call 505/425-8767.