

## EAST LOS ANGELES COLLEGE

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## ELAC SOUTH GATE EDUCATIONAL CENTER

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## LOS ANGELES COMMUNITY COLLEGE DISTRICT

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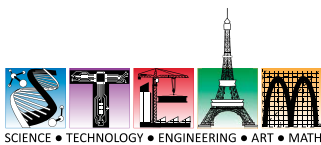
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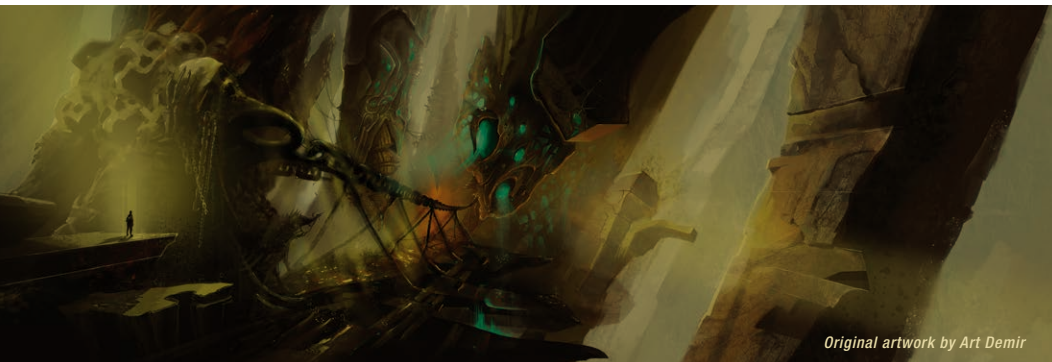
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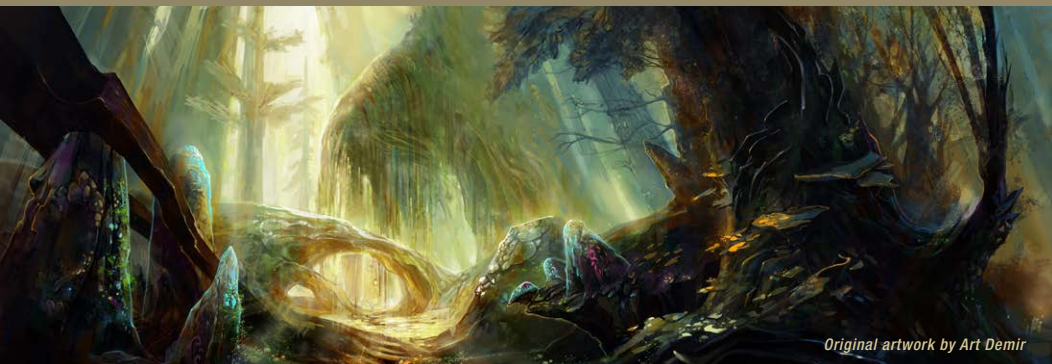
Thursday  
**May15**  
2014



**6:00pm - 8:00pm**  
**ELAC Auditorium and Foyer**



Mixing *Arts*  
& SCIENCE  
**Part III**  
THE ART OF VIDEO GAMES



## About STEAM...



The STEM (Science, Technology, Engineering and Mathematics) family at ELAC is excited to welcome you to continue enjoying the adventure and excitement of “Mixing Arts and Science.” This three-year effort, which started last year, explores the integration of science and arts and how these two fuse seamlessly to provoke the human senses. STEAM (Science, Technology, Engineering, Arts and Mathematics) is an initiative that we developed with the goal of engaging students and members of the general community in the appreciation of art through a scientific viewpoint, and the appreciation of science from an artistic perspective. Through this initiative students and the community will join us in a unique journey in which we will explore the art of sound production, the engineering of television production, masterpieces art conservation, and the physics of the human body in motion, among other topics. This initiative is possible through funding from the US Department of Education, to help increase awareness on the importance of science in different facets of our life, while aiming to increase the number of students pursuing a degree in STEM.

East Los Angeles College boasts of nearly 28,000 students: 78% which are Latinos and 74% are between the ages 20-39. This is the primary market that we considered when endeavoring developing this particular STEAM event. We also considered that in 2012 Forbes Magazine referred to the Latino market as the “New Media Jackpot” with general market-buying power of \$1 TRILLION, and that 65% of U.S. Hispanics are Millennials, ages 22 to 35. From the Entertainment Software Association (ESA) 2012 Report on video gamer demographics we know that 68% of game players are 18+ year olds with 37% at 36+ years of age, and that “Latinos....are twice as likely as other demographics to buy new games (and 15% less concerned about price),” making this event ideal for East Los Angeles College.

We are proud and excited to continue this initiative in partnership with Hispanic Heritage Foundation and LOFT Chairman, Emanuel Pleitez, whose passion to increase the proportion of under-represented minorities in the technology sector and innovation fields drove this collaboration. Additionally, we are overwhelmed with appreciation at the engagement of the expert of panelists who have a personal mission to educate and motivate the future technology workforce. Finally, we are thankful to all the game industries and clubs represented here tonight to provide a fun and interactive experience for our students and community

Please enjoy the evening.

Game on!

ARMANDO M. RIVERA-FIGUEROA, *Ph.D.*  
*Associate Professor of Chemistry*  
*MESA and STEM Programs Director*  
*East Los Angeles College*



# Program

- 6:00pm** ▶ Welcome and Introductions  
DR. ARMANDO M. RIVERA  
MARVIN MARTINEZ, *ELAC President*
- 6:10pm** ▶ Impact of STEM in the Workforce  
JAN PERRY, *Los Angeles City General Manager*
- 6:15pm** ▶ Panel: The Art of Video Game
- 7:00pm** ▶ Q&A
- 7:10pm** ▶ Closing Remarks  
DR. ARMANDO M. RIVERA
- 7:15pm** ▶ Interactive Video Game Demonstrations  
*Auditorium Foyer*
- Reception Immediately Following

## Guest Speakers and Panelists ►



### Jan Perry

*Los Angeles City General Manager, Economic and Workforce Development*

Jan Perry is the General Manager of the Los Angeles Economic and Workforce Development Department. Mayor Garcetti appointed her to the position because he and Ms. Perry recognize that economic development and employment stimulates community growth, a solid tax base, and the demand for better housing, goods and services.

As the former 9th District City Councilmember, which included Bunker Hill, Little Tokyo, and South Los Angeles, Ms. Perry supported major redevelopment projects in Downtown Los Angeles representing more than \$15 billion in investment, \$40 million in City tax revenue, and the creation of more than 90,000 full-time jobs. She led projects such as LA Live, Our Lady of Angeles Cathedral and the new Police Administrative Building.

Perry earned her bachelor's degree from the USC School of Journalism, cum laude, and her master's degree from USC in public administration.



### Liliana Aide Monge

*Panel Moderator, Co-Founder, Sabio*

Liliana Aide Monge is Co-Founder of Sabio, a developer community for all those looking to enter the tech sector. Her organization operates like a person accelerator, and trains, and motivates individuals from all communities to learn to code, and enter the tech market. She graduated from Wellesley College and is the mother to two young boys.

## Panelists ►



### Emanuel Pleitez

*Lead Panelist  
Strategist, Qlovi  
Chairman, Hispanic Heritage  
Foundation / LOFT  
Education Technology*



### Ray Barrera

*Lead Game Developer  
Video Game Technology*



### Shelli Victorino

*Little Black Bag formerly  
Entrepreneur  
Fashion e-commerce  
Gaming*



### Dr. AnnMaria De Mars

*7 Generation Games, Co-Founder  
Video Game Technology*



### Grant Viklund

*backCODE, Founder and Head  
of Strategic Relations  
Video Game Technology*

## Interactive Video Game Demonstrations ▶ Auditorium Foyer



Original artwork by Art Demir

**COLLECTIVE MASS** ▶ Roger Miller, *CEO/Founder*

**LOOTSIE** ▶ Bryan Dickson, *CEO*

**SOKAY** ▶ Bryson Whiteman, *CEO/Founder*

**WHITEMOON DREAM INC** ▶ Kevin Mack, *Game Director*

**WHITEMOON DREAM INC** ▶ Jay Koottarappallil, *CEO*

**LA UNITY 3D** ▶ Carl Callewaert

**SABIO** ▶ Liliana Aide Monge, *Co-Founder*

**QLOVI** ▶ Emanuel Pleitez, *Strategist*

**HISPANIC HERITAGE FOUNDATION/LOFT** ▶ Emanuel Pleitez, *Chairman*

**ENTERTAINMENT SOFTWARE ASSOCIATION**

**7 GENERATION GAMES** ▶ AnnMaria De Mars, *Co-Founder*

**ELAC COMPUTER SCIENCE AND COMPUTER ENGINEERING CLUB** ▶ Brian Vasquez, *Club Advisor*

**ELAC ANIMATION CLUB** ▶ Michael Libonati, *Professor and Head of Animation*

▶ Linda Kallan, *Art Department Chair*

**ELAC MATHEMATICS** ▶ Ruben Arenas, *Associate Professor of Mathematics*  
*Math 173 Object-oriented Programming and Design*  
*Math 273 Introduction to Data Structures and Algorithms*





*Original artwork by Art Demir*

## **About GANAS....Goals And Needs for Accelerated STEM**

On September 22, 2011, the U.S. Department of Education awarded East Los Angeles College a grant (Award # P031C110092) for a project entitled, Goals And Needs for Accelerated STEM (GANAS). This cooperative grant, with the University of Southern California (USC), aims to increase the number of community college students, particularly traditionally underrepresented students, who transfer to a baccalaureate program and finish in a STEM discipline.

GANAS has been able to allow ELAC to develop different activities to target each specific goal under the grant. Activities ranging from outreach, to engagement, to preparation for success, to intervention and remediation strategies have been and are continually developed.

The success of our STEM program builds on a thorough review and continuous evaluation process, which allow us to evolve with the constant and dynamic “metamorphosis” of the process.

***A special acknowledgement to ELAC Administration for support of STEM programs.  
Our special thanks to Art Demir for providing all the original art for the event.***

FOR MORE INFORMATION  
ON **ELAC STEAM**  
CONTACT

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*Pelayomc@elac.edu*  
**(323) 780-6783**

FOR MORE INFORMATION ABOUT  
**STEM** PROGRAMS AT **ELAC**  
CONTACT

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*Associate Professor of Chemistry, Program Director*  
*Riveraam@elac.edu*  
**(323) 780-6730**

Sponsored by the US Department of Education HSI initiative – P031C110092

