

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of October 28, 2008

ITEM # 9

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*
Request authorization approval of Independent Contractor Agreement – Bruce Goddard
Presenter: Vice Chancellor Wise E. Allen/President Frank Chong

SPECIFIC BOARD ACTION REQUESTED:
Consider Approval of Independent Contractor Agreement

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Request authorization approval of Independent Contractor Agreement for Bruce Goddard consulting services for the East Bay Career Advancement Academy (EBCAA) Peralta Community College District. The amount to be approved shall not exceed \$54,000. Mr. Goddard scope of work:

- Collaborate with the Project Director on development of marketing and outreach/recruitment strategies appropriated to each college district and each participating college.
 - Develop a single-sheet overview and other descriptions of the program for general distribution, including F.A.Q.s.
 - Attend meeting with college and community partners, as necessary (with necessity being jointly defined by consultant and Project Director).
 - Identify appropriate vendors and oversee creation, development and dissemination of collateral materials in support of the academy. Materials to be developed may include, but are not limited to, brochures, flyers, direct mail, public services announcements and videos.
 - Collaborate with the Project director on maintaining and upgrading the EBCAA website, linked to the existing websites of participating colleges and community partners.
 - Foster pro-active contacts with bay area media in support of academy programs and “success stories”.
 - Develop and make recommendations on communication links among the participating colleges spread over two community college districts.
 - Collaborate with the Project Director on future program development, strategic planning, and sustainability.
 - Serve as inter-governmental liaison among local governments, schools, community colleges, chambers of commerce and special districts in support of academy programs.
 - Support the development of the Regional Advisory Council required under the grant.
- The Chancellor’s recommends approval. Source of funding: State Chancellor’s Office, Sacramento.

BACKGROUND/ANALYSIS:

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):
State Chancellor’s Office

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ NO _____

COMMENTS:

DID A BOARD STANDING COMMITTEE APPROVE THE ITEM? YES _____ NO X

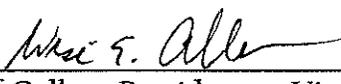
IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: Carmen N. Fairley  Date: 10/21/08
[Enter Your Name and Title of Individual]

DOCUMENT PRESENTED BY:

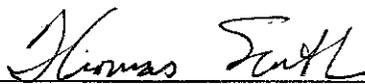
Prepared by: Wise Allen  Date: 10/21/08
[Enter Name of College President or Vice-Chancellor or Manager,
and Title of Individual]

FINANCE DEPARTMENT REVIEW

Finance review required Finance review *not* required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature: Thomas Smith  Date: 10.21.08
Thomas Smith, Vice Chancellor for Finance and Administration

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

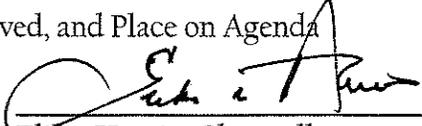
Legal review required Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: _____ Date: _____
Thuy T. Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: Elihu Harris  Date: _____
Elihu Harris, Chancellor