

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of November 10, 2009

ITEM # 16

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*

Approval of Contract Extension – McCallum Group, Inc.

SPECIFIC BOARD ACTION REQUESTED:

It is requested that Trustees approve an extension to the current contract (dated 1/2/08 through 1/2/10) with the district's legislative advocate, Patrick McCallum, McCallum Group, Inc.

Length of proposed contract: 5 years, effective 1/3/10 through 1/3/15.

Proposed Contract Amount: \$5,000/month

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Patrick McCallum has served the District in the capacity of District Legislative Advocate since 2004. Mr. McCallum has advocated Peralta's need for growth adjustment to address the District's unfunded growth, kept the District and its representatives abreast on legislation and activities affecting Peralta, such as growth funding, and has provided the Chancellor and the Board with weekly emailed updates on legislation concerning community colleges. Mr. McCallum has arranged and accompanied District administration to meetings with state legislators and officials to advocate on behalf of community colleges in general and Peralta specifically.

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

It is recommended that Trustees approve this item as presented.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

General Fund.

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

YES _____ NO X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

Chancellor Harris.

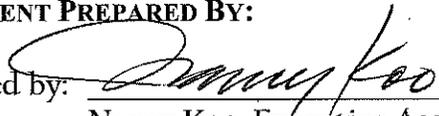
DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES _____ NO X

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

(***Board contract approval is subject to negotiation and execution by the Chancellor.)**

PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by:  Date: 11/5/09
Nancy Koo, Executive Asst., Chancellor's Office

DOCUMENT PRESENTED AND APPROVED BY:

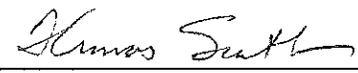
Presented and approved by: _____ Date: 11/5/09
Elihu Harris, Chancellor

FINANCE DEPARTMENT REVIEW

Finance review required Finance review not required

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

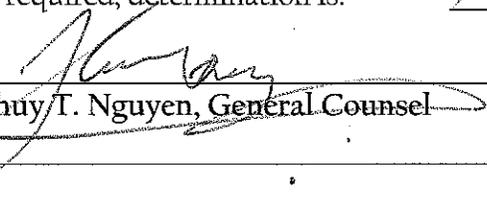
If not approved, please give reason: _____

Signature:  Date: 11.5.09
Thomas Smith, Vice Chancellor for Finance and Administration

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

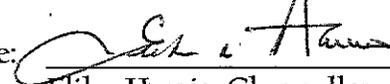
Legal review required Legal review not required

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

Signature:  Date: 11/5/09
Thuy T. Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

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

Signature:  Date: 11/5/09
Elihu Harris, Chancellor



WHAT WE DO | WHO WE SERVE | WHO WE ARE | TESTIMONIALS | FOR CLIENTS | CONTACT

Home > What We Do

- What We Do
- Our Approach
- Services Offered
- Results/Case Studies

What We Do

**Strategic, innovative legislative advocacy.
Expert policy development.
Tenacious, adaptable influence.**

As a business environment, California is the most micromanaged state in the country. Wielding influence and getting business done in California will often depend heavily on your ability to navigate the fluid, highly idiosyncratic, hard-to-navigate "rapids" of the legislative process in Sacramento.

Locally activated leverage helps maximize your effectiveness.

Based in offices directly across the street from the State Capitol, McCallum Group provides the strategic, innovative legislative advocacy and expert policy development that you need to be successful in California. Tenacious and adaptable, McCallum Group knows the issues, wields remarkable influence, and accesses the power needed to get results.

If you're ready to make a change, give us a call at 916-446-5058.

Take your college from good, to great, to world-class.

Leading a college to fulfill its mission in the State of California amid ongoing budget constraints provides both a challenge and an extraordinary opportunity. Let McCallum Group's new consulting division — The California Collegiate Brain Trust (CCBT) — help you accelerate quality outcomes on behalf of your students.

"Patrick McCallum's work is amongst the most elegant in our State Capitol. I've seen him take on complex issues others wouldn't attempt, and deliver with results nobody else could begin to produce."

—John Vasconcellos
California State Senator (Retired)
Cofounder of The Vasconcellos Project

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WHAT WE DO | WHO WE SERVE | WHO WE ARE | TESTIMONIALS | FOR CLIENTS | CONTACT

Home > Who We Serve

- Who We Serve
- Problems Solved
- Clients Served

Who We Serve

**If you want to create change,
McCallum Group can help.**

While the McCallum Group is widely known for their extraordinary results with California's higher education system, they also utilize their unique fusion of legislative advocacy, strategic planning and government relations skills and experience on behalf of a growing base of clients from a variety of industries.

Over the years McCallum Group has helped make a difference for everyone from healthcare (including organizations interested in improving health and pharmaceutical companies) to finance/insurance organizations to up-and-coming technology firms, and more. So if you want to create change, give us a call. Chances are, we can help. To learn more about our unique approach, [click here](#).

"Effectiveness is measured by what gets done.
McCallum Group gets things done."

—Brice Harris,
Chancellor
Los Rios
Community
College District

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Who We Are

Who We Are

Patrick McCallum

A catalyst for change for over 25 years.

Mark MacDonald

Patrick McCallum has been a catalyst for change and transformation via the legislative process in Sacramento for over 25 years. Starting in 1998 with one client, McCallum Group now serves over 20 clients.

Strategic Alliances

With decades of well-established, intricately woven relationships, a reputation for excellence, and offices directly across the street from the Capitol, McCallum Group offers both the power and proximity required to fully service our clients needing influence in California.

McCallum Group's constant vigilance on legislative issues and real-time communication within the chaos of Sacramento is critical to the interests of those who want to make a difference in California. Our unique approach helps create change for clients across a variety of industries. In 2006 McCallum Group's receipts placed them in the top 20% in Sacramento lobbying firms.

When you're ready to explore how McCallum Group can help you, please give us a call at 916-446-5058.

McCallum Group, Inc. Staff and Subcontractors

- Patrick McCallum, President
- Mark MacDonald, Legislative Advocate

"Patrick and the whole McCallum Group team are very strategic, hard-working, diligent and well-informed.

Energetic and determined, they keep us in touch and are effective communicators. Thoroughness is their trademark."

—Mark
Drummond,
Chancellor
California
Community
Colleges

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Home > What We Do > Our Approach

What We Do

Our Approach

Services Offered

Results/Case
Studies

Our Approach

McCallum Group is a boutique legislative advocacy firm where our clients are 100% referred, our efforts are laser-focused, and our access to influence is deep and multi-dimensional.

We've been told that our approach to creating change is unique. Here is how we do it. Please keep in mind that these "phases" are not necessarily linear in practice:

PHASE ONE:

- **Analyze with a passion for results:** McCallum Group is known for our depth of analysis of the issues and our understanding of where to go, what to do, and who to influence.
- **Synthesize with a reverence for public policy:** Creating change requires marrying your analysis to an appropriate public policy argument. We can streamline and maximize your efforts.
- **Strategize with an eye for objections:** We'll help you figure out where you need to be and build consensus within your organization around the strategy *before* you move forward. We'll agree on goals, roles and responsibilities and a plan for success. And, we'll help you anticipate potential opposition from other constituencies or public officials.
- **Innovate with a solutions-oriented approach:** We open lots of boxes and never limit ourselves when it comes to solutions. "Think big and be bold" is our approach.
- **Leverage with a coalition when necessary:** Aligning perspectives and drawing together those with just the right grassroots influence for the creation of change is our specialty.

PHASE TWO:

- **Articulate with a well written, appropriately sponsored bill** that will help get you more of what you want. Getting the right author and drafting the bill correctly is half the battle, and something at which McCallum Group excels.

OR

- **Know when and how and who to influence to oppose a bill, instead.** Sometimes the best way is to maintain the status quo or at least keep legislation you'd rather not see enacted from happening in the first place. McCallum Group is vigilant about keeping an ear to the ground and our eyes open to legislation that may not be in our clients' best interests.

OR

- **Create change via a non-legislative path.** Many times the best way to create change is the path not yet taken. McCallum Group's creativity can often help you get to where you want to go without utilizing legislation at all. Call us to learn more.

PHASE THREE:

- **Drive the momentum.** Keeping things moving forward is half the battle in the process of change. McCallum Group helps create consensus and then drives the momentum of aligned perspective forward.
- **Prepare to shift gears at any time.** McCallum Group's ability to discern the signs of change in the political environment and shift gears in the blink of an eye is invaluable to our clients.
- **Repeat.** Absolute, enduring results-oriented perseverance is something we specialize in. Over, and over, and over again.

SURVIVAL TIPS:

- **Assume the idiosyncratic:** Sometimes things go better than you expect. Sometimes you discover a different approach is necessary. Being adaptable, dogged and persistent in the chaotic environment of California politics is key to McCallum Group's success.
- **Know your players:** Access to deep relationships based on integrity and trust and maintained over nearly three decades offer a distinct advantage to McCallum Group clients.
- **Timing is everything:** Bring in an advocate as early in the game as possible. The process takes longer and requires more planning (and deadlines) than most people realize. The sooner you call us, the sooner we can begin helping you create change. **916-446-5058.**

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