

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of October 12, 2010

ITEM # 22

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

Professional Services Contracts: GCA Strategies, \$25,000 for November 1, 2010- April 30, 2011, strategic communication services for the Peralta Community College District, via the Department of Marketing, Public Relations & Communications.

SPECIFIC BOARD ACTION REQUESTED:

Approval

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Approval is sought for a contract for ongoing communications and public affairs support for the Peralta Community College District by GCA Strategies, on an as-needed basis, with the continuation of the contract based on performance. The purpose of the contract is continuing work relative to the implementation of the strategic communications plan as well as to provide other assistance. Total amount requested is \$25,000 – a retainer basis, at a set cost of approx. \$4,100 per month. The Chancellor recommends approval.

BACKGROUND/ANALYSIS:

- Public affairs advocacy communications and litigation support (press statements, talking points, blogs, FAQ, crisis communications counsel)
- Public relations (develop, draft or pitch success stories)
- Social media releases and electronic messaging
- Website message and thematic development
- Outreach training
- Media fact book development
- Additional materials development
- Strategic and media planning
- Community Advisory Council planning
- Additional community outreach
- Media reference guide
- Other strategic communications and public affair initiatives

ALTERNATIVES/OPTIONS:

Hiring fulltime staff would be cost prohibitive.

EVALUATION AND RECOMMENDED ACTION:

Approval is recommended.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

The source of funding for the professional services contracts would come from budgeted moneys from the General Fund for the Department of Marketing, Public Relations and Communications.

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

YES _____ No X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

Jeffrey Heyman, Executive Director

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: _____
Diana Fitzgerald, Sr. Secretary

Date: October 5, 2010

DOCUMENT PRESENTED BY:

Prepared by: _____
Jeffrey Heyman, Executive Director

Date: 5 OCT 10

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: _____
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: _____ Date: 10/6/10
Wise E. Allen, Ph.D., Chancellor



GCA STRATEGIES

GOVERNMENT & COMMUNITY AFFAIRS

September 14, 2010

Mr. Jeffrey Heyman
Executive Director of Marketing, Public Relations and Communications
Peralta Community College District
333 East 8th Street, Oakland, CA 94606

Dear Jeffrey:

GCA Strategies is pleased to respond to your request for a proposal for ongoing communications and public affairs support for the Peralta Community College District. We look forward to continuing to work with you and the Peralta Colleges to implement the strategic communications plan and provide other assistance.

The primary objectives of this project are to preserve and enhance the reputation of the Peralta Colleges, increase awareness of student success and college programs, and improve service to the community. We propose to assist the Peralta Colleges with recommended programs such as:

- Public affairs advocacy communications and litigation support (press statements, talking points, blogs, FAQ, crisis communications counsel)
- Public relations (develop, draft and/or pitch success stories, Op Eds, press statements on policies and accomplishments, and talk show opportunities)
- Social media releases and electronic messaging
- Website message and thematic development
- Media and outreach training
- Media fact book development
- Additional materials development and writing
- Strategic and media planning
- Community Advisory Council planning

- Additional community outreach
- Outreach to ethnic media outlets

As a valued on-ongoing client, GCA Strategies proposes to provide public affairs and communications services to the Peralta Community College District at a discounted rate available only to our best clients. Services will be provided from November 1 – April 30, 2011 for a total of \$24,000 including professional hours and out-of-pocket expenses. GCA Strategies will provide an estimated 40-45 hours per month at our discounted professional hourly rates (see attachment) plus out-of-pocket expenses within these limits under the direction of the Executive Director of Marketing, Public Relations and Communications.

Once again, thank you for considering the services of GCA Strategies. We look forward to working with Peralta on this challenging strategic communications and public affairs program.

Please feel free to call me at (415) 834-5645 if you have any questions or to discuss this proposal in greater detail.

Sincerely yours,

FRANK NOTO
President

Attachment – Appendix A

APPENDIX A
GCA STRATEGIES
HOURLY RATES

Professional Services

President	\$200
Blattel Communications (including Ligeia Pollidora)	\$200
Project Associate II	\$200
Project Associate I	\$100
Project Assistant	\$75-125