

**PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report**

For the Trustee Meeting Date of February 26, 2008

ITEM TITLE: *(Please define the subject; e.g., change order - Vista College)*

Approval of Contract for Flying A to perform marketing services

SPECIFIC BOARD ACTION REQUESTED:

Approve Contract for services

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Flying A will purchase radio spots to advertise Laney College's new Artisanos finas de Madera evening program for Spanish speaking students in the Wood Technology Department. Laney will provide a 60 second Spanish language spot to Flying A for radio promotion.

BACKGROUND/ANALYSIS:

This contract will permit Laney College to promote a new vocational program for Spanish speaking students. The program combines bilingual technical instruction with ESL instruction. This represents a remarkable new strategy to reach wholly new student markets with a program that integrates technical instruction and English language acquisition.

ALTERNATIVES/OPTIONS:

None

EVALUATION AND RECOMMENDED ACTION:

Approve contract.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Categorical, vocational funds. No general fund impact.

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

YES _____ No XX

COMMENTS:

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):
? Legal review conducted XX Legal review not required

Signature: _____ Date: _____

Finance Department

X Finance Review Conducted ? Review not required

Signature: Thomas Smith Date: 2/14/08

Prepared by: Peter Crabtree Date: _____

Administrator: Peter Crabtree Date: 2/13/08

Chancellor: John A. Hara Date: 2/14/08