

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of April 23, 2013

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

SPECIFIC BOARD ACTION REQUESTED:

Request Board Authorization for the Extension of Professional Outreach Services provided by Independent Contractor/Consultants, Systems Technology Associates, Inc., at Merritt College.

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM. IF A VENDOR IS INVOLVED, PLEASE INCLUDE THE COMPANY NAME AS WELL AS THE INDIVIDUAL.)*

Systems Technology Associate, Inc's consultant Susan May will provide much-needed outreach services with the goal of recruiting potential students. STA's service will include:

- Create a photo display in the Student Services building hallways highlighting Merritt's programs and services to potential students, parents, visitors, community partners and organizations, and the general public.
- Create an online photo archive with the photos to be used by faculty, staff, and administrators as needed.
- Create a Merritt College viewbook/brochure to distribute throughout the college and community, for high school outreach and college fairs and events, and for community partners as well as a presentation folder for orientations.
- Begin the first phase of creating, updating, and improving Merritt program websites with new photos and language to create a consistent, branded look that will give website visitors the program and contact information they need to learn about Merritt with easy navigation.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

15% Restoration of General Funds

Total Amount of ICC No. 11904: \$12,485.00

Total Contracted Amount to STA: \$36,985.00 (includes previously approved ICC No. 11902 for \$24,500 funded through VTEA, Carl D. Perkins Vocational and Technical Act Programs Grant)

BACKGROUND/ANALYSIS:

Some of the programs offered at Merritt College are in need of outreach services. Community outreach is hindered by the lack of materials needed to distribute to high school students on visits and throughout the community to show case Merritt's wonderful attributes. Merritt College would like to increase its website's effectiveness by offering more content and photos on their respective pages. The professional photos taken will be used to display the great programs at Merritt and allow the creation of a photo archive to be used by all employees for their websites, brochures, etc.

DELIVERABLES AND SCOPE OF WORK:

- Photo (Display Board) within the hallways of the Student Services building of Merritt College.
- Viewbook for Merritt College to distribute to schools and throughout the community.

- Creation of new and enhanced websites with consistent program information, photos, and contact information.

ANTICIPATED COMPLETION DATE:

JUNE 30, 2013

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

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

YES _____ NO _____

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (MERRITT COLLEGE PRESIDENT)

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

DOCUMENT PREPARED BY:

Prepared by: *Norma Ambriz-Galaviz*
Dr. Norma Ambriz-Galaviz, Merritt College President

Date: 4/12/13

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: *Norma Ambriz-Galaviz*
Dr. Norma Ambriz-Galaviz, Merritt College President

Date: 4/12/13

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: *Ron Gerhard*
Ron Gerhard, Vice Chancellor for Finance and Administration

Date: 4-19-13

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: _____
Thuy Thi Nguyen, General Counsel

Date: _____

CHANCELLOR'S OFFICE APPROVAL

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

Signature: *José M. Ortiz*
Dr. José M. Ortiz, Chancellor

Date: 4-16-13