

Scope of Work
Systems Technology Associates, Inc.

Systems Technology Associates will provide outreach services in helping to promote Merritt College and enhance its image in the community in a variety of ways, by creating:

- a permanent photo exhibition of Merritt College on campus to highlight the college's many programs and services to be viewed by current and potential students, visitors, business partners, community organizations, and college visitors
- a high-quality Merritt College view book/brochure to be distributed throughout the community for outreach activities at high schools, college and career fairs, orientations, and multiple other purposes to enhance the image of Merritt College.
- an online Merritt photo archive available to the college for various promotional publications, activities, and websites

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Company

WE MAKE ORDER OUT OF IT CHAOS, AND WE GUARANTEE IT!

We believe we are undergoing a fundamental shift in the way IT decisions are made. They are no longer made solely by IT and, increasingly, we see finance, line-of-business, and the executive committee exert significant influence on the IT project decision. This places IT at a disadvantage and requires they evolve skills regarding business knowledge and outcomes, become better "partners" to both finance and the business, and evaluate project spend objectively and determine its direct benefit to the business. Since 1995, we have structured our company to account for this change and help our clients evolve their skills to adapt to the change.

We provide our solutions via two brands: STA and PSC - Strategic Consulting. STA concentrates on providing the "tactics of IT" with a focus on services, servers and storage across two primary practices: [Virtualization](#) and [Information Management](#). PSC - Strategic Consulting concentrates on strategic information technology management consulting with a focus on IT strategy and planning, Business Process to IT alignment, Cloud roadmaps and, disaster recovery and business continuity planning. The STA brand is differentiated substantially in a crowded market by offering the only written [Solution Warranty](#) in the IT industry – our solutions will function as designed or we will **refund** the client's money.



Simon Palmer
President

We have chosen to offer two separate brands to eliminate the perceived bias of our clients when services offered by PSC - Strategic Consulting were included in STA's offerings. Our true intent and desire for the PSC brand is that it provide objective management consulting with no desire to influence, or participate in the margin from, infrastructure purchases. However, we believe our clients will, over time, see true value in the services PSC provides and, as a result, will want to extend the trust PSC has earned with them into an infrastructure transaction with STA.

We focus on a set of common initiatives across both brands: [financial analytics](#) and [community enrichment](#). Our financial analytics initiative uses a proprietary, SaaS Business Case tool to support our team and our clients in developing, evaluating and justifying IT projects relative to Business Outcomes required for successful project approval by the CXO suite and Board of Directors. Our community enrichment initiative comprises a set of offerings to stimulate learning within the community and promote the Systems Technology brand persona of "expert, trusted and knowledgeable" and includes the following programs:

- **Strategies in Leadership** – a forum for executives of mid-market organizations to hone their leadership skills and increase their knowledge of specific industries and management disciplines via interactions with CEOs of Enterprise level organizations.
- **CIO Roundtables** – market specific (EG: Higher Education, Credit Union, etc.) peer-based roundtables to promote the sharing of best practices and exchange of innovative ideas.

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Summary

More than 15 years of experience in higher education public relations and marketing, from strategic planning and creating publications to media relations and special events; development and marketing of self-supporting, revenue-generating community education programs for adults and youth; management and promotion of state-funded career and technical education programs.

Employment

Peralta Community College District, Oakland, CA

Program Director, Career & Technical Education, January 2012-Present

Coordinated CTE Transitions Program to connect high school students with Peralta's four colleges to help them achieve academic and technical skills leading to successful careers. Highlights include working with the colleges to plan and implement grant-funded activities, meeting with faculty to create articulation agreements with high schools, managing the grant budget and reporting quarterly to the state, and marketing the CTE programs and activities, including creation of a District-wide CTE view book.

Chabot College, Hayward, CA

Director of Community Education & Marketing, 1999-2011

Community Education Director

Created and directed a successful self-supporting community education program, developing curriculum and selecting instructors for nearly 100 courses in business and enrichment for adults and an academic career camp for teens and summer program for youth. Researched and developed customer base within the community. Produced an award-winning catalog distributed 3x a year to 150,000+ community members. Marketed the program and individual classes through traditional and social media, as well as special events. Developed and maintained relationships with community members and industry partners. Produced monthly online newsletter distributed to customer base. Maintained and updated community education website.

Marketing Director

Developed and implemented college-wide marketing strategies to increase public awareness and enhance the college's image. Planned marketing strategies; created college-wide and departmental publications, including class schedules view books, and brochures; worked with media to produce positive stories about the college; developed advertising campaigns, from print ads to billboards; planned and coordinated special events.

University of Miami, Coral Gables, Florida

Editorial Director/Editor of Miami Magazine, 1994-1998

Edited more than 200 publications and writing assignments annually, including newsletters, brochures, view books, and other university-wide and departmental materials. Edited and wrote for UM's award-winning alumni magazine, researching articles, hiring contract writers and photographers, supervising design staff, working with printer on magazine production.