

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of July 16, 2013

ITEM TITLE:

Approval of contract with Cynosure for development of Online Orientation products at BCC, Merritt, and College of Alameda similar to the product Cynosure has already developed for Laney.

SPECIFIC BOARD ACTION REQUESTED:

Approval of contract with Cynosure for development of Online Orientation products at BCC, Merritt, and College of Alameda at a cost of \$99,351 to be divided equally among the three colleges, similar to the product Cynosure developed for Laney.

ITEM SUMMARY:

Laney has a successful Online Orientation product, developed by Cynosure, which provides Laney students with Online Orientation as mandated by ACCJC and statute. This project will provide a version of the Laney online orientation to BCC, Merritt, and College of Alameda. The total cost is \$99,351, to be divided equally among the three colleges. Cynosure is providing a multi-campus discount and an additional discount of approximately \$25,000 for video production by the Peralta Office of Public Information.

SOURCE OF FUNDS:

Statewide Student Success and Support Program funds.

BACKGROUND/ANALYSIS: Laney College currently has a successful online orientation product that provides Laney College students with online orientation as mandated by the Accreditation Commission (ACCJC) and statute. This project will expand the current Laney College online orientation to the other three colleges. Funding Source: Statewide Student Success and Support Program funds. All Board approved contracts are subject to final negotiation and execution by the Chancellor. The Chancellor recommends approval.

DELIVERABLES AND SCOPE OF WORK: Delivery of completed online orientation product similar to the Laney online orientation for Berkeley City College, Merritt College, and College of Alameda. See p. 3 of attached document.

ANTICIPATED COMPLETION DATE: JUNE 30, 2014

ALTERNATIVES/OPTIONS: When developing their online orientation proposal, Laney did a thorough search of vendors and found Cynosure to be the best value and quality. The resulting product has been a big success for Laney. When weighing options, we took into consideration the importance to Peralta students of a common look and feel for their college online orientations, even though each college would

maintain its own identity. Cynosure is able to provide this. In addition, Cynosure was easy to work with on the Laney project and has been willing to provide discounts as stated previously.

EVALUATION AND RECOMMENDED ACTION: Contract approval

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

YES _____

NO _____

PUBLIC INFORMATION (SEE ABOVE)

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

Dr. Mike Orkin, Interim Vice Chancellor of Educational Services

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

DOCUMENT PREPARED BY:

Prepared by: Mike Orkin

Date: July 9, 2013

Michael Orkin, Interim Vice Chancellor Educational Services

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Mike Orkin Date: July 9, 2013

Michael Orkin, Interim Vice Chancellor Educational Services

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 of Finance

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

Thuy Thi Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

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

Signature: José M. Ortiz

José M Ortiz, Chancellor