

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of

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

ICCs for College Brochure Production and Printing for Berkeley City College, College of Alameda and Laney College.

SPECIFIC BOARD ACTION REQUESTED:

Approval for ICCs for the production and printing of college brochures, as described below.

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

As part of our outreach efforts all four Peralta Colleges need brochures for distribution by the colleges and Department of Public Information, Communications & Media at public events to increase awareness and enrollment. The contracts for SHM Communications, David Hanks Photography, Tom Kane Design, and Folger Graphics, as detailed in the attached proposal from SHM Communications, are for the production and printing of college brochures (10,000 each) for Berkeley City College, College of Alameda and Laney College. No general funds will be used for this production and printing; the Department of Public Information, Communications & Media's Fund 11 account will be used for the production and printing of the brochures and to reimburse Merritt College for its previous production and printing costs. The total amount requested is \$51,000. The college presidents support the production and printing of the brochures and the Chancellor recommends approval.

BACKGROUND/ANALYSIS:

The colleges need long overdue materials to distribute to the public about our programs and services.

ALTERNATIVES/OPTIONS:

The production could take place in house, however it would take a longer period of time to produce the brochures due to the current production of the class schedules.

EVALUATION AND RECOMMENDED ACTION:

The production and printing of brochures was discussed by the Chancellor's Cabinet (August 27, 2013) and the college presidents asked that SHM Communications undertake the production and printing of the brochures, as outlined above. The Executive Director of Public Information, Communications & Media suggested his department pay for the production and printing to support outreach efforts. The Chancellor agreed to the request by the college presidents and the suggestion of the Executive Director.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Source of funds will be Department of Public Information, Communications & Media's Fund 11 account. No general funds will be used.

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

YES _____

NO: X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

The college presidents and the Executive Director of Public Information, Communications & Media.

DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES _____ NO X

 IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

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

PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: Diana Fitzgerald
Diana Fitzgerald, Sr. Secretary

Date: September 6, 2013

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Jeff Heyman
Jeffrey Heyman, Executive Director, Public Information

Date: September 6, 13

[Enter Name of College President, (if originating from a college), or Vice-Chancellor or Manager (if originating from the District), and Title of the Individual Here]

FINANCE DEPARTMENT REVIEW

X Finance review required _____ Finance review *not* required

If Finance review is required, determination is: X Approved ___ Not Approved

If not approved, please give reason: _____

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

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

X Legal review required for bond funds _____ Legal review *not* required

If Legal review is required, determination is: X Approved ___ Not Approved

Signature: Thuy Thi Nguyen
Thuy Thi Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda
Agenda

Not Approved, but Place on

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

Susan May
SHM Communications
1870 Tanglewood Way, Pleasanton, CA
(925) 413-0937

Peralta Community College District
Three-College Brochure Project
2013-14

Susan May of SHM Communications will create three high-quality, four-color brochures for Berkeley City College, College of Alameda, and Laney College. The brochures will be used for promotional purposes throughout the campuses and community to increase enrollment by recruiting potential students, attracting community business partners, and for overall enhancement of the college image to the community, among other purposes.

Ms. May's responsibility during the length of the project would be to act as producer and creative director in formulating a concept for each brochure relating to the characteristics of each specific college. Each college will thus be "branded" to create a look and feel of its own that can carry over into other publications, websites, and any other promotional materials.

She will achieve this by gathering research and meeting with the presidents and assigned representatives from each college to get their input. She will oversee a highly regarded photographer, who has previous experience with the Peralta District, and will plan photo assignments of busy classrooms, active campus life, and helpful student services, and she will act as art director at each appointment. She also will work with a top-notch graphic designer, also with District experience, to create appealing and creative designs and make the best use of photographs.

And, lastly, she will write the brochure copy that will pull the publications together into visually and journalistically exciting marketing materials that will reflect the history, personality, look, and excellent qualities of each college. The brochures will be distributed throughout the college and community and should be relevant for years to come.

Total costs for three colleges:

SHM Communications	\$27,000
David Hanks Photography	\$ 8,000
Tom Kane Design	\$ 9,300
Folger Graphics	<u>\$ 6,700</u>
TOTAL	\$ 51,000