

**PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of January 21, 2014**

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, SHM Communications, at Merritt College and Berkeley City College.

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

SHM Communications, consultant Susan May, will provide continued outreach services to both the general and special population of current and potential Merritt College students by promoting its programs and services as follows:

- Assess web content to identify missing and/or outdated information.
- Work with the assigned webmaster in providing new and updated content/photos for the 100+ web pages.
- Create/write new informational pages, calendar updates, monthly President's messages, and student, faculty and staff profiles to provide to webmaster as additional sources of information.
- Assist in creating a permanent photo exhibition of Merritt College within the Student Center to highlight the college's many programs and services to be viewed by students, visitors, business partners, community organizations, and college visitors.
- Create career/outreach materials print/online for high school students, counselors, parents, businesses and organizations.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

General Unrestricted (Fund 01) and General Restricted (VATEA) Funds

Total Amount of ICC No. 04759: \$36,000.00

Total Amount of ICC No. 13810: \$20,950.00

Total Contracted Amount to SHM Communications for the 2013-14 fiscal year: \$83,950.00 (includes previously approved ICC No. 14650 for \$27,000 funded through District Media Department)

BACKGROUND/ANALYSIS:

General and special programs offered at Merritt College and Berkeley City College are in need of additional outreach services. Community outreach is hindered by the lack of materials and updated web content needed to reach out to potential students throughout the community that showcase Merritt's wonderful attributes. Merritt College would like to increase its website's effectiveness by offering more thorough content and updated photos. The professional photos collected will be used to display the great programs at Merritt via the web or in person.

DELIVERABLES AND SCOPE OF WORK:

See above under Item Summary.

ANTICIPATED COMPLETION DATE:

JUNE 30, 2014

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

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

YES _____ NO X

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 Date: 1/9/14
Dr. Norma Ambriz-Galaviz, Merritt College President

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Norma Ambriz-Galaviz Date: 1/9/14
Dr. Norma Ambriz-Galaviz, Merritt College President

FINANCE DEPARTMENT REVIEW

 X Finance review required _____ Finance review *not* required

If Finance review is required, determination is: _____ Approved _____ Not Approved

If not approved, please give reason: _____

Signature: _____
Susan Rinne, Interim Vice Chancellor for Finance and Administration

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

CHANCELLOR'S OFFICE APPROVAL

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

Signature: _____
 Dr. José M. Ortiz, Chancellor