

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of June 24, 2014

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

Approval of a contract for District Department of Public Information, Communication & Media.

SPECIFIC BOARD ACTION REQUESTED:

Consider Approval of 1 contractor ICC for District Department of Public Information, Communication & Media.

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Consider Approval of a contract for Flying A, a media buying company, for District Department of Public Information, Communication & Media, totaling \$89,990. The Chancellor recommends approval.

BACKGROUND/ANALYSIS:

Contract to be issued to Flying A media buying company for the outdoor billboard and AC Transit print advertising and radio advertising needed for the Fall 2014 enrollment advertising campaign.

ALTERNATIVES/OPTIONS:

Hiring fulltime staff would be cost prohibitive and still would not cover the odd hours/weekends needed to serve the colleges/students.

EVALUATION AND RECOMMENDED ACTION:

Approval is recommended

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

The source of funding for the professional services contracts would come from budgeted moneys from the General Fund for the Department of Public Information, Communications and Media.

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

YES _____ No X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

Department of Public Information, Media & Communication Executive Director Jeff Heyman

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: June 19, 2014

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Jeff Heyman
Jeff Heyman

Date: June 19, 14

[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

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

Date: 6/19/14

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 T. Nguyen

Date: 6/19/14

Thuy T. Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

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

Signature: Dr. José M. Ortiz

Date: 6/19/14

Dr. José M. Ortiz, Chancellor