

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of September 9, 2014

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

Outreach Services for Merritt College and Berkeley City 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.

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 and Berkeley City College students by promoting its programs and services as follows:

- Assess web content to identify missing and/or outdated information.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.
- Identify missing and/ or outdated information for community outreach.
- Coordinate communications including creation and writing of new informational pages, development of student, faculty and staff profiles and community outreach displays.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

General Unrestricted (Fund 01)

Merritt College \$24,960 General Fund

Berkeley City College \$7,000 General Fund

Total amount \$31,960

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 and Berkeley City Colleges' wonderful attributes.

DELIVERABLES AND SCOPE OF WORK:

See above under Item Summary.

ANTICIPATED COMPLETION DATE:

JUNE 30, 2015

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: Deborah Budd Date: 8/28/14
Dr. Deborah Budd, Berkeley City College President

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Deborah Budd Date: 8/28/14
Dr. Deborah Budd, Berkeley City 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
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*
Dr. José M. Ortiz, Chancellor