

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

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

Consider Contract for Spring 2015 Enrollment Campaign for Laney College Construction and a General Enrollment Campaign for Berkeley City College, College of Alameda, Laney College and Merritt College

SPECIFIC BOARD ACTION REQUESTED:

Approval of a contract for Flying A Media, amount is not to exceed \$135,000 (\$25,000 will be paid through special categorical funds available to Laney College).

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

Consider approval of a contract for Flying A Media, a media buying company, for a Spring 2015 enrollment advertising campaign consisting of the following elements: Outdoor billboards throughout the District service area, AC Transit bus and shelter ads on key routes, targeted radio spots on five (5) Bay Area radio stations, cable television spots aimed at key demographic groups, and themed BART train and station ads. This is a coordinated campaign featuring general enrollment advertising and targeted Laney sustainable construction program ads. The amount is not to exceed \$135,000 (\$25,000 will be paid through special categorical funds available to Laney College). The Chancellor recommends approval.

Flying A Media: Mike and Pat Amsbry, Principals, 1629 6th Street, Suite A, Berkeley, CA 94710

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

General Fund and Categorical Funding.

BACKGROUND/ANALYSIS:

Overall enrollment rates are down throughout the District. Advertising and outreach is needed to encourage potential and continuing students to enroll.

DELIVERABLES AND SCOPE OF WORK:

Outdoor billboards throughout the District service area, AC Transit bus and shelter ads on key routes, targeted radio spots on five (5) Bay Area radio stations, cable television spots aimed at key demographic groups, and themed BART train and station ads. (See attached for details.)

ANTICIPATED COMPLETION DATE:

Mid December 2014 through January 2015.

ALTERNATIVES/OPTIONS:

With enrollment trending downward and increased advertising competition from neighboring colleges and universities, there is little alternative than to increase our advertising presence in the community.

EVALUATION AND RECOMMENDED ACTION:

Approval is sought in order to meet our enrollment goals.

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

YES _____ NO X

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (VICE CHANCELLOR)

Dean Crabtree/Executive Director Heyman

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

DOCUMENT PREPARED BY:

Prepared by: Jeffrey Heyman Date: 24 Nov 2014

Jeffrey Heyman, Executive Director, Public Information, Communications & Media

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Jeffrey Heyman Date: 24 Nov 2014

Jeffrey Heyman, Executive Director, Public Information, Communications & Media

FINANCE DEPARTMENT REVIEW

_____ Finance review required X 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
Dr. José M. Ortiz, Chancellor