

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

ITEM TITLE:

CAREER TECHNICAL EDUCATION (CTE) COMMUNITY SERVICES

SPECIFIC BOARD ACTION REQUESTED:

Request Board Authorization for a contract of professional services provided by Independent Contractor/Consultants, SHM Communications, at Merritt College.

ITEM SUMMARY:

SHM Communications, consultant Susan May, will provide community services to promote the Career and Technical Education programs at Merritt College, and enhance the CTE programs' image and increase the community's awareness through online strategies and printed publications. Services include:

- Analyzing each CTE program at Merritt with identified advisory employers for work based learning opportunities
- Attend ongoing meetings with dean, faculty, and staff to discuss highlights, priorities, and plan of action
- Determine and implement community employer outreach strategy to include branding, researching resources, website enhancement, and production of promotional materials for print and online as required, including color brochures for individual programs, and announcements as needed.
- Plan and implement social media strategy for CTE programs
- Research and write press releases as needed and coordinate distribution with District
- Write news stories and articles about CTE programs for the college's website and its newsletter, *The Merritt Connection*
- Perform other community outreach-related services as directed by Dean.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

General Restricted (CTE formerly VTEA) Funds

Total Amount of ICC No. 13814: \$15,000.00

Total Contracted Amount to SHM Communications for the 2014-15 fiscal year: \$46,960.00 (Includes previously approved ICC #19689 for \$24,960 and ICC #01056 for \$7,000.)

BACKGROUND/ANALYSIS:

Career and Technical Education programs offered at Merritt College are in need of increasing the linkage to employers and the college CTE programs. Community outreach is hindered by the lack of materials and updated web content to potentiate the availability of workforce preparation throughout the community at-large. Merritt College would promote the college's CTE programs with promotional materials with its outreach activities.

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: Ahmad Mansur Date: 11/25/14
Ahmad Mansur, Dean of Workforce Development and Applied Sciences

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Norma Ambriz-Galaviz Date: 11/25/14
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
Susan Rinne, Interim Vice Chancellor for Finance and Administration

