

**Randolph Belle Consulting Services  
Independent Consulting Contractor Agreement  
Summary Scope of Work  
December 3, 2014**

This Independent Consulting Contractor Agreement with Randolph Belle Consulting Services (Consultant) outlines the scope of work for specialized marketing and communications services to further key college initiatives. Specific activities include

1. Design, layout, photography, photo re-touching services and print supervision of a comprehensive enrollment outreach campaign, which will highlight target several key groups including current college and university students, concurrently enrolled high school students, and adult learners. The goal of this campaign is to highlight the range of academic and vocational offerings of Laney College and significantly increase enrollment. Additional services related to enrollment outreach will include program design, development and implementation, in collaboration with internal and external administrative leads and committees.
2. Event planning of several vital events and ongoing initiatives at the College, including the Laney College Peace Summit, Laney College Professional Leadership Academy and the Laney College Professional Development Days, which will encourage goal setting and successful achievement of career goals. Specifically, the consultant will work with constituents of the college to obtain details of action plans, content, deadlines, summary data, and other key information and translate it all into usable information accessible for use in reports, presentations, work sessions and other forums.
3. Design, layout, photography, photo re-touching services and print supervision of the 2015 Laney College Graduation program book. Services will include cover design based upon the current year's theme, formatting and layout of graduation data, print procurement and supervision. Additional services will include design, layout and production of graduation related materials for the Honors and Awards Banquet, Retirement Luncheon, Graduation Day and other events as-needed.
4. Design and implementation of a comprehensive campus beautification strategy, which with include wayfinding elements, photographic images of campus life and additional graphic features on buildings, walkways and breezeways. The strategy is designed to embrace the positive energy of campus life for visitors to the Laney campus and highlight student achievement.
5. Additional specialized creative, program and project planning services as-needed at the request of the Office of the President

Reporting to the Laney College Office of the President, the amount of the contact shall not exceed \$35,000, and the contract will expire on June 30, 2015. Services are provided at the rate of \$75/hour.

Randolph Belle  
Consultant

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Signed

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Date