

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of March 10, 2015**

**ITEM TITLE:**

Request Board Approval for the extension of the Independent Contract SHM Communications, Consultant Susan May at College of Alameda

**SPECIFIC BOARD ACTION REQUESTED:**

Request Board Approval for the extension of the Independent Contract SHM Communications, Consultant Susan May at College of Alameda

**ITEM SUMMARY:**

To support enrollment, access, and retention SHM Communications will be contract to provide the following scope of work for the College of Alameda.

Design of graphics and materials, such as:

- 12 outside public banners
- Covers for College Catalog and Schedule of Classes
- Brochures, postcards, and collateral materials to select target population, programs, or groups

Deliverable and coordinating assistance, such as:

- Final production of materials
- Deliver reproduction ready file
- Selection of Printer (multiple vendor quotes)
- Production Management
- Post Production Meeting

**SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):**

For Merritt College, the total amount of the ICC #19689 is \$44,460.

College of Alameda is requesting approval of \$10,000 in addition to the previously approved amount.

Source of Fund is College of Alameda's Fund 10.

**BACKGROUND/ANALYSIS:**

**DELIVERABLES AND SCOPE OF WORK:**

**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? (VICE CHANCELLOR)**

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

**DOCUMENT PREPARED BY:**

Prepared by: Joi Lin Blake Date: 2/26/2015  
Dr. Joi Lin Blake, President, COA

**DOCUMENT PRESENTED AND APPROVED BY:**

Presented and approved by: Joi Lin Blake Date: 2/26/2015  
Dr. Joi Lin Blake, President, COA

**FINANCE DEPARTMENT REVIEW**

X  Finance review required \_\_\_\_\_ Finance review *not* required

If Finance review is required, determination is:  X  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: \_\_\_\_\_  
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