

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of September 8, 2015**

**ITEM TITLE:**

Request Board Approval for the addendum of the Independent Contractor/Consultant Contract (ICC) with SHM Communications, Consultant Susan May at College of Alameda and Berkeley City College for a total of \$20,000 (\$10,000 for each College).

**SPECIFIC BOARD ACTION REQUESTED:**

Request Board Approval for the addendum of the Independent Contractor/Consultant Contract (ICC) with SHM Communications, Consultant Susan May at College of Alameda and Berkeley City College for a total of \$20,000 (\$10,000 for each College).

The total amount for the Contractor/Consultant including the original ICC amount will be \$44,960.

**ITEM SUMMARY:**

SHM Communications will provide communication materials and strategies to meet the recruitment and retention needs of the College of Alameda and Berkeley City College and enhance their image and increase college and community awareness of their educational excellence. Services may include creating reports, brochures, ads, posters, postcards, banners, elevator door coverings, and other promotional materials; coordinate and work with photographers, designers, and printers as needed; provide writing services when necessary; plan and direct photo shoots for coverage of college classes and campus life; offer consultation on website and social media efforts; and provide additional services and materials as directed.

In addition, the original ICC # 10373 has a completion date of December 31, 2015. The College of Alameda and Berkeley City College would like to extend the ICC's anticipated completion date to June 30, 2016.

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

For Merritt College, the total amount of the ICC #10373 is \$24,960.

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

Source of fund is:

2-10-201-5105-1-660100-3107-00

Berkeley City College is requesting additional \$10,000. Source of fund is:

8-01-801-5105-1-660100-0000-00

The total amount for the Contractor including the original ICC amount will be \$44,960.

**BACKGROUND/ANALYSIS:**

**DELIVERABLES AND SCOPE OF WORK:**

SHM Communications will provide communication materials and strategies to meet the recruitment and retention needs of the College of Alameda and Berkeley City College and enhance their image and increase college and community awareness of their educational excellence. Services may include creating reports, brochures, ads, posters, postcards, banners, elevator door coverings, and other promotional materials; coordinate and work with photographers, designers, and printers as needed; provide writing services when necessary; plan and direct photo shoots for coverage of college classes and campus life; offer consultation on website and social media efforts; and provide additional services and materials as directed.

In addition, the original ICC # 10373 has a completion date of December 31, 2015. The College of Alameda and Berkeley City College would like to extend the ICC's anticipated completion date to June 30, 2016.

**ANTICIPATED COMPLETION DATE:**

JUNE 30, 2016

**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/Deborah Budd* Date: 8/26/2015  
Dr. Joi Lin Blake, President, COA  
Dr. Deborah Budd, President, BCC

**DOCUMENT PRESENTED AND APPROVED BY:**

Presented and approved by: *Joi Lin Blake/Deborah Budd*

Date: 8/26/2015

Dr. Joi Lin Blake, President, COA

Dr. Deborah Budd, President, BCC

**FINANCE DEPARTMENT REVIEW**

Finance review required       Finance review *not* required

If Finance review is required, determination is:       Approved       Not Approved

If not approved, please give reason: \_\_\_\_\_

Signature: \_\_\_\_\_

Ron Little, 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: \_\_\_\_\_

Nitasha Sawhney, Acting General Counsel

**CHANCELLOR'S OFFICE APPROVAL**

Approved, and Place on Agenda       Not Approved, but Place on Agenda

Signature: *Jowel C. Laguerre*

Dr. Jowel C. Laguerre, Chancellor