

**PERALTA COMMUNITY COLLEGE DISTRICT  
Board of Trustees Agenda Report  
For the Trustee Meeting Date of January 26, 2016**

**ITEM TITLE: Approval of Independent Consultant Contract with LA Jones & Associates for  
Community Outreach Services**

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**SPECIFIC BOARD ACTION REQUESTED:**

Approval of an Independent Consultant Contract (ICC) with LA Jones & Associates for an amount not to exceed \$40,000 for community outreach services through June 30, 2016.

**ITEM SUMMARY:**

LA Jones & Association will assist the Chancellor's office with specific community outreach efforts. LA Jones & Associates will assist in identifying and scheduling stakeholders for individual and group meetings to build and foster relationships to support the Peralta Community Colleges. LA Jones & Associates will develop sponsorship leads for 2016 Chancellor's Inauguration events. Consultant will outreach to stakeholders throughout the PCCD service area including: Elected and Appointed officials; leaders from the Business, Faith, Education K-12 and Higher Education, Corporate, Labor, Environmental, Technology and Non-Profit sectors to include youth and seniors.

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

GENERAL FUNDS/CHANCELLOR'S OFFICE – INDEPENDENT CONTRACTORS/CONSULTANTS

**DELIVERABLES AND SCOPE OF WORK:**

**Retainer / Fees:** Consultant (Jones) to invoice PCCD monthly for services at the rate of \$75 per hour, not to exceed \$40,000 for services performed between January 2016 and June 30, 2016. The scope of work will include:

**Community Engagement Meetings:**

Continue to identify and schedule with Peralta Community College District (PCCD) stakeholders for individual and group meetings to build and foster relationships and for the purpose of sponsorship development leads for 2016 Chancellor's Inauguration events.

**Inauguration Event Services**

Provide recommendations to design the event strategic framework and planning to include, sponsorship development, PR and marketing in alignment with Chancellor's vision.

**Town Hall Meetings:**

Lead coordination and outreach to produce two to three Town Hall Meetings to present to community members PCCD's newly revised shared vision, mission, goals, objectives and strategies for the next 2-5 years. Town hall meetings to be held before June 30, 2016.

**Africana Research Center**

Coordinate Grand Opening Ceremony for the Africana Research Center at Merritt College during the month of March. Create corporate identification logo, brochure, handbills and public announcement. Devise marketing strategy and outreach to targeted audience to include education, community, business and corporate leaders

**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? (CHANCELLOR)**

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

**DOCUMENT PREPARED BY:**

Prepared by: Suzanne Kunkel, Executive Assistant to the Chancellor

**DOCUMENT PRESENTED AND APPROVED BY:**

Presented and approved by: Chancellor Jowel Laguerre\_\_

**FINANCE DEPARTMENT REVIEW**

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:  Ron Little   
Ron Little, Vice Chancellor, 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*

Nitasha Sawhney, Acting General Counsel

**CHANCELLOR'S OFFICE APPROVAL**

Approved, and Place on Agenda  
Agenda

Not Approved, but Place on

Signature: *Dr. Jowel C. Laguerre*

Dr. Jowel C. Laguerre, Chancellor