

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

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*

Consider a Contract with Flying A Media for Spring 2016 Enrollment Campaign for Berkeley City College, College of Alameda, Laney College and Merritt College.

SPECIFIC BOARD ACTION REQUESTED:

Approval of contract for Flying A Media, amount is not to exceed \$50,000.

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM. IF A VENDOR IS INVOLVED, PLEASE INCLUDE THE COMPANY NAME AS WELL AS THE INDIVIDUAL.)*

Consider approval of a contract for Flying A Media, a media buying company, for the Spring 2016 enrollment advertising campaign, consisting of the following elements: Outdoor billboards throughout the District service area, AC Transit bus and shelter ads on key routes and targeted cable television spots aimed at key demographic groups. The amount is not to exceed \$50,000. The Chancellor recommends approval.

Flying A Media: Mike and Pat Amsbry, Principals, 1629 6th Street, Suite A, Berkeley, CA 94710

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

General Fund.

BACKGROUND/ANALYSIS:

Overall enrollment rates are down throughout the District. Targeted advertising and outreach is needed to encourage potential and continuing students to enroll.

DELIVERABLES AND SCOPE OF WORK:

Outdoor billboards throughout the District service area, AC Transit bus and shelter ads on key routes and targeted television spots aimed at key demographic groups. (See attached for details.)

ANTICIPATED COMPLETION DATE:

The Spring Enrollment advertising campaign will be completed mid January 2016.

ALTERNATIVES/OPTIONS:

With enrollment continuing to trend downward and increased advertising competition from neighboring colleges and universities, there was little alternative than to increase our advertising presence in the community.

EVALUATION AND RECOMMENDED ACTION:

Approval is sought in order to meet our enrollment goals.

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES: _____ NO: X

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (VICE CHANCELLOR)

Executive Director Heyman

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

DOCUMENT PREPARED BY:

Prepared by: Diana Fitzgerald Date: January 23, 16

Jeffrey Heyman, Executive Director, Public Information, Communications & Media

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Jeffrey Heyman Date: January 23, 16

Jeffrey Heyman, Executive Director, Public Information, Communications & Media

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: Ron Little
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