

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of March 8, 2016

ITEM TITLE:

Request approval to increase the ICC # 16943 Jennifer Owen-Blackmon from \$58,000 to a total of \$86,000 for FY 15-16.

SPECIFIC BOARD ACTION REQUESTED:

Request approval to increase the ICC # 16943 Jennifer Owen-Blackmon from \$58,000 for an additional \$28,000, totaling \$86,000 for FY 15-16.

ITEM SUMMARY:

Extension of this contract will enable the College of Alameda to continue to move forward with foundational communications work. These communications projects are expected to include:

- Continuing communications support for the President's Roundtable, Alameda Promise, Innovation Studio and other special projects
- Continuation of weekly "COA Splash" newsletters and Board Reports
- Limited communications/ content consulting and project management on COA website redesign
- Next steps stemming from the Brand Discovery project final report
- Project management and oversight for COA Class Schedules, COA Annual Report and other collateral projects
- Advise on hiring for permanent Communications Office staff, as well as design contractors & consultants
- Project management support for COA mural project, banners and other campus artwork
- Completion of "COA in the Community" brochure and related collateral - remove, this was completed

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

The source of funding for the additional \$28,000 is:

College Generated Revenue Account (Fund 10)

The total amount for the Contractor including the original ICC amount will be \$86,000.

BACKGROUND/ANALYSIS:

DELIVERABLES AND SCOPE OF WORK:

Extension of this contract will enable the College of Alameda to continue to move forward with foundational communications work. These communications projects are expected to include:

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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 Date: 2/16/2016
Dr. Joi Lin Blake, President, COA

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Joi Lin Blake Date: 2/16/2016
Dr. Joi Lin Blake, President, COA

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