

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of April 12, 2016**

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

Consider Approval of an Independent Contractor Extension for Roy Robles to produce a college wide CTE career video for use for recruitment of high school graduates as the primary target market, and including job seekers, career changers, and undecided current Laney College students.

Presenter: President Patricia Stanley

**SPECIFIC BOARD ACTION REQUESTED:**

Consider approval of an independent contractor extension for Roy Robles in an amount not to exceed \$14,000 to develop a career video designed to market Laney College's CTE departments and programs. The target market for the video will be high school students and recent high school grads to include also job seekers, undecided majors at the college, career changers, and displaced workers. The contract extension will support effort for 2.5 months, from April 15, 2015 to June 30, 2015. The contractor has current contracts with the District totaling \$24,000. The extension will increase contracts by \$14,000 for a revised total of \$38,000.

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

Laney College has been awarded a Career Transitions grant from the state Chancellor's Office. The video developed through this contract will support the objectives of the Career Transitions grant by creating an approximately 4-minute video highlighting all of Laney's CTE programs. The video will be targeted at a younger audience, especially high school students and recent grads, but will also reach older undeclared major students, career changers, and displaced workers. The video will be used at outreach activities at the high schools and be posted on Laney's CTE web page.

Roy Robles has an excellent video production team. Through prior contract work he produced a remarkable video for the BEST Center funded by the National Science Foundation which is being used across the country.

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

**CATEGORICAL CAREER TRANSITIONS GRANT: NO BUDGETARY IMPACT ON GENERAL FUND**

**GENERAL FUNDS**

**NONE**

**BACKGROUND/ANALYSIS:**

**THIS EFFORT WILL PROVIDE A HIGH QUALITY PROMOTIONAL VIDEO FOR LANEY COLLEGE'S CTE PROGRAMS. THIS PRODUCT IS MUCH NEEDED TO ESPECIALLY TO MARKET PROGRAMS TO RECENT HIGH GRADS AND HIGH SCHOOL SENIORS, BUT OTHER PERSONS INTERESTED IN LANEY'S CTE PROGRAMS WILL ALSO BENEFIT FROM THE OPPORTUNITY TO EXPERIENCE VISUAL AND ACTIVE PRESENTATION OF PROGRAMS. THE CONTRACTOR HAS A PROVEN TRACK RECORD WITH THE COLLEGE IN VIDEO PRODUCTION OF PRIOR PROJECTS.**

**DELIVERABLES AND SCOPE OF WORK:**

**THE DELIVERABLES WILL INCLUDE THE FOLLOWING:**

- 1) VIDEOGRAPHY OF FACULTY AND LABS IN ACTIVE DEMONSTRATIONS OF PROCESSES ASSOCIATED WITH LAB ACTIVITIES. LANEY CAREER DAY OFFERS AN OPPORTUNITY TO CAPTURE MUCH OF THIS FOOTAGE, SUPPLEMENTED BY ON CAMPUS SHOOTS AS NEEDED.**
- 2) ONGOING CONSULTATION WITH LANEY PRODUCTION TEAM**
- 3) STORY BOARD DEVELOPMENT**
- 4) NARRATOR SCRIPT DEVELOPMENT**
- 5) EXTENSIVE POST PRODUCTION WORK TO GET TO DESIRED TIMEFRAME.**
- 6) DEVELOPMENT OF FULL SOUNDTRACK**
- 7) INSERTION OF TITLES AND PROMPTS**
- 8) FINAL DELIVERY OF FINISHED PRODUCT**

**ANTICIPATED COMPLETION DATE:**

**JUNE 15, 2016**

**ALTERNATIVES/OPTIONS:**

**None**

**EVALUATION AND RECOMMENDED ACTION: Approval**

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

**YES \_\_\_\_\_ No   X**

**COMMENTS:**

**WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? PRESIDENT OF LANEY COLLEGE**

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

**DOCUMENT PREPARED BY:**

Prepared by: Peter Crabtree, Dean of Academic and Student Affairs for Career and Technical Education\_\_\_\_

[Enter Here - Your Name and Title of Individual]

**DOCUMENT PRESENTED AND APPROVED BY:**

Presented and approved by: Laney College President Patricia Stanley

**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, 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: Dr. Jowel C. Laguerre  
Dr. Jowel C. Laguerre, Chancellor