

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

ITEM TITLE:

Under the Proposition 39 Clean Energy Workforce Program Grant, RFA Specification Number 13-77 for the San Francisco/San Mateo, East Bay, Silicon Valley, North Bay, Santa Cruz/Monterey Regional Consortium referred to as Region B, BayCLEAN. This agenda item is to consider approval of an Independent Contractor Agreement with Flying A Media.

SPECIFIC BOARD ACTION REQUESTED:

Consider approval of an independent contractor agreement for Flying A Media in the amount not to exceed \$55,000 for the performance period of July 1, 2016 to December 31, 2016.

Funding Source:

Peralta Community College District is the fiscal agent, and Laney College provides the operational management of the SB 73 funds for the Bay Region. Laney allocates funds to participating college for program improvement efforts. In addition, funds have been set aside to market and promote programs in the region.

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

SB 73 Funds will be used for the marketing of Energy Efficiency related programs at the participating Prop 39 eligible colleges in order to increase enrollment in key programs into the existing certificate and degree programs receiving Prop 39 Program Improvement Funding. Priority investments for the effort for Fall 2016 Enrollment marketing outreach via local station radio advertisement campaigns and associated web landing page development.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

SB-73 – Clean Energy Job Creation Fund of the California Clean Energy Jobs Act.

BACKGROUND/ANALYSIS:

Proposition 39 Clean Energy Workforce Program Grant is an ambitious program of work that will build a sustainable regional network of community colleges and their partners to prepare the energy efficiency workforce of the future. These program improvement funds will be used to support participating programs in the form of energy efficiency and clean energy related supplies and equipment, faculty professional development activities, curriculum or professional development or other activities that aid to the growth or strengthening of a program. Funds are also specifically help outreach for the programs to increase enrollment and skill acquisition to grow the clean energy workforce.

DELIVERABLES AND SCOPE OF WORK:

Specifically Flying A Media will provide the following services:

1. Develop 'branding' - a suitable program name, identity, URL name and registration, logo and brand identity for the Bay Area region clean energy collaborative of community colleges
2. Landing page web site development roll out. This will include the design, creation and testing of the live site coordinated with the radio advertisements. The web site will have links directing individuals to the college programs in their area.
3. Media Plan and Implementation – for Fall 2016 enrollment period to drive target audience to each of the college's related Prop 39 programs.
4. Monitor, analyze, and optimize the marketing campaign to maximize the effective elements and make recommendations for future enrollment periods.
5. Work with Prop 39 Project Director to monitor and measure the initial results and assist in growing the program in subsequent enrollment periods.

ANTICIPATED COMPLETION DATE:

Funds must be spent by December 31, 2016

ALTERNATIVES/OPTIONS:

None

EVALUATION AND RECOMMENDED ACTION:

Approval

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

YES _____ No XX

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

PRESIDENT PATRICIA STANLEY, LANEY COLLEGE

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

DOCUMENT PREPARED BY:

Prepared by: Peter Crabtree, Dean Date: June 30, 2016

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Patricia Stanley, President Date: June 30, 2016

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: _____ **Date:** _____
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: _____ **Date:** _____
Dr. Jowel Laguerre, Chancellor