

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

ITEM TITLE: Outreach and Promotional Services for Merritt College

SPECIFIC BOARD ACTION REQUESTED:

Request Board Authorization for the Professional Outreach and Promotional Services provided by Independent Contractor/Consultants, SHM Communications, at Merritt College.

ITEM SUMMARY:

SHM Communications, consultant Susan May, will provide promotional services to both the general and special population of current and potential Merritt College students by promoting its programs and services as follows:

- Assess web content to identify missing and/or outdated information.
- Maintain and develop new and updated content/photos for over 100+ web pages.
- Update and create/write new informational pages, calendar updates, monthly newsletters, and student, faculty and staff profiles.
- Design specific brochures for new college initiatives and grant deliverables from Career Pathways and Adult Education, Career Technical Education, etc.
- Identify new venues and strategies of promoting the college's many programs and services viewed by students, visitors, business partners, community organizations, and college visitors in conjunction with District Marketing Department.
- Continue the creation of career/outreach materials print/online for high school students, counselors, parents, businesses and organizations.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

General Unrestricted (Fund)

Total Amount of ICC No. 20936 - \$50,000

Split Funding: \$25,000 – 6-01-601-5105-1-660100-0000-00 General Unrestricted Funds

\$25,000 – 6-11-652-5105-1-601200-1084-00 Grant/Restricted Funds

BACKGROUND/ANALYSIS:

Merritt College requires increased exposure of the college's instructional and program services to the service community. Hence, focused attention on activities that increase outreach and marketing with promotional materials of the college with "student-friendly" features will increase attendance and awareness to the educational opportunities available. Merritt College also requires general public relations support that maintains its website and coordinates information and marketing strategies with the District's PIO office.

DELIVERABLES AND SCOPE OF WORK:

See above under **Item Summary** which displays specific tasks and the deliverable varied with each task. The majority are on-going.

ANTICIPATED COMPLETION DATE:

JUNE 30, 2017

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? (MERRITT COLLEGE PRESIDENT)

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

DOCUMENT PREPARED BY:

Prepared by: Norma Ambriz-Galaviz Date: 6/30/17
Dr. Norma Ambriz-Galaviz, Merritt College President

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Norma Ambriz-Galaviz Date: 6/30/17
Dr. Norma Ambriz-Galaviz, Merritt College President

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: Ronald Little
Ronald Little, Vice Chancellor for Finance and Administration

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

_____ Legal review required X Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: _____
Nitasha Sawhney, General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

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