

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of December 13, 2016**

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

Consider a Contract with Flying A Media for Spring 2017 Enrollment Campaign for Berkeley City College, College of Alameda, Laney College and Merritt, through regional clean energy program marketing from Prop. 39 regional funds.

**SPECIFIC BOARD ACTION REQUESTED:**

Approval of contract for Flying A Media, amount is not to exceed \$130,000.

**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 for advertising campaigns needed for the Spring 2017 semester and a portion of the Fall 2017 semester, consisting of the following elements: For Laney College: Revise and update website with additional content, additional logos and additional partner school information, including Spanish language content; Implement four-week radio campaign to begin 12/26/16 on terrestrial radio and online radio on both English and Spanish stations targeting Adults and Men 18-34 in SF Bay Area, San Jose, Santa Cruz and Santa Rosa. Will include approximately 7-8 radio stations. Spanish stations will be focused to support partners in Monterrey, Santa Rosa and Santa Jose. Media plan details and creative materials to be approved by Laney; and search engine optimization, paid search and targeted display in above defined geographic area, distribution, campaign planning, implementation, optimization and analytics review. Cost not to exceed \$60,000. For the Peralta Colleges: Six (6) weeks of coverage utilizing AC Transit inventory and market poster inventory as follows: 7 Posters, 28 Junior Posters, 15 Tails, 5 Queens, 55 units in total, transit coverage will be distributed per Seminary Garage, units start 12/26/16 and conclude 1/23/17 (4 weeks); Television spots scheduled on KTVU-TV with primary placement in 10 O'clock News program, scheduled in two (2) flights, 1/2/17 through 1/20/17 (approximately 19 days) and 8/14/17 and run through 9/1/17 (approximately 19 days). Campaign Investment not to exceed \$70,000. Total cost for both campaigns not to exceed \$130,000. The Chancellor recommends approval.

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

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

Funded through regional clean energy program marketing from Prop. 39 regional funds and General Fund Public Information funds and Enrollment Management funds.

**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, plus radio and television spots as described above.

**ANTICIPATED COMPLETION DATE:**

The Spring Enrollment advertising campaign will be completed mid January 2017.

**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)**

Dean Crabtree and Executive Director Heyman

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

**DOCUMENT PREPARED BY:**

Prepared by:   Diana Fitzgerald   Date:   December 9, 16  

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

**DOCUMENT PRESENTED AND APPROVED BY:**

Presented and approved by:   Jeffrey Heyman   Date:   December 9, 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

**CHANCELLOR'S OFFICE APPROVAL**

Approved, and Place on Agenda

Not Approved, but Place on Agenda

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