

IMMEDIATE NEED REQUEST 2017-18

Approved in Cabinet 1/7/20

Bill Smoggi



Requested by: (Unit, Department, Division or Vice President)		Marketing	
		Date to VP:	
Location	(Fill-in)	Reviewed By (Signature):	
Department or Unit:	Marketing and Communication		
		Date to Cabinet:	
Division:	President's Office		
		Outcome:	
Vice President:			

Budget Request(s)		Justification for Request(s)	Funds Requested **			Funding
(List in Priority Order)		An "Immediate Need" is a shortfall in funding that, unless funded immediately, could cause a program to cease to function.	Amount	One-time	Ongoing	Approved
1.	Radio Advertising	Radio advertising would be beneficial to the college to encourage (1) Early consideration of the college, (2) Awareness of the new Promise+Plus program which requires students to start during Summer instead of Fall, and (3) Awareness of Summer/Fall 2020 programs at Mt. SAC. Radio allows us to reach a wide-range of age groups across district.	\$60,000			
	Account Number(s):	11000-505000-583000-671000		X		
2.						
	Account Number(s):					
3.						
	Account Number(s):					

** Please provide documentation to support the amount requested, such as price quotes from vendor, copy of catalog, etc. Also, include any ancillary costs, such as maintenance, annual software upgrades, etc.

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