

# IMMEDIATE NEED REQUEST

2020-21



Requested by: (Unit, Department, Division or Vice President)				Date to VP:	
Location	(Fill-in)	Reviewed By (Signature):			
Department or Unit:	Distance Learning	Meghan Chen		Date to Cabinet:	
Division:	Library & Learning Resources	Meghan Chen		Outcome:	
Vice President:	Instruction	<i>Kelly M. Fowler</i>			

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. Advertisement to promote online CTE programs	<p>The college offers fully online certificates that await marketing to boost enrollment starting in Fall 2021 with Facebook, Instagram, and Google ads for them.            Cost: \$1,000 for Instagram/FaceBook and another \$1,000 for Google ads. Calculation: \$2,000 per program X 23 programs = \$46,000 for a Fall campaign.</p> <p>This project is a cross-unit collaboration that shows institutionalization of successful projects funded by the Improving Online CTE Pathways Grant (ended Dec. 2020). The contributors include faculty, staff, and managers of Business Division, Strong Workforce, Library &amp; Learning Resources Division, Marketing &amp; Communication. The 100% online Career Education programs are:</p> <ol style="list-style-type: none"> <li>1. mtsac.edu/accounting/online-certificate/accounting.html</li> <li>2. mtsac.edu/accounting/online-certificate/bookkeeping.html</li> <li>3. mtsac.edu/accounting/online-certificate/computerized.html</li> <li>4. mtsac.edu/accounting/online-certificate/financialplanning.html</li> <li>5. mtsac.edu/accounting/online-certificate/managerial.html</li> <li>6. mtsac.edu/ accounting/online-certificate/payroll.html</li> <li>7. mtsac.edu/cis/online-certificate/ai.html</li> <li>8. mtsac.edu/cis/online-certificate/bigdata.html</li> <li>9. mtsac.edu/cis/online-certificate/cloudcomputing.html</li> <li>10. mtsac.edu/management/online-certificate/humanresources-i.html</li> <li>11. mtsac.edu/management/online-certificate/humanresources-ii.html</li> <li>12. mtsac.edu/management/online-certificate/international-i.html</li> <li>13. mtsac.edu/management/online-certificate/international-ii.html</li> <li>14. mtsac.edu/management/online-certificate/supplychain.html</li> <li>15. mtsac.edu/paralegal/online-certificate/ediscovery.html</li> <li>16. mtsac.edu/hospitality/online-certificate/foodservices.html</li> <li>17. mtsac.edu/hospitality/online-certificate/management-ii.html</li> <li>18. mtsac.edu/hospitality/online-certificate/restaurant-management-i.html</li> <li>19. mtsac.edu/justice/online-certificate/administration-justice.html</li> <li>20. mtsac.edu/hospitality/online-certificate/management-i.html</li> <li>21. mtsac.edu/cis/cis-online-certificate/introduction-cis.html</li> <li>22. mtsac.edu/realestate/sales.html</li> <li>23. mtsac.edu/online-certificate/fire-technology.html</li> </ol>	\$46,000			

\*\* 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.