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IMMEDIATE NEED REQUEST 2015 - 2016

Approved in Cabinet 4/5/16
By Bill Smith
MT-SACT
Mt. San Antonio College

Requested by: Marketing and Communication		Date to VP:	
Location	(Fill-in)	Reviewed By (Signature):	
Department or Unit:	Marketing and Communication	Uyen Mai <i>Uyen Mai</i>	
Division:	President's Office	Outcome:	
Vice President:	n/a		

	Budget Request(s)	Justification for Request(s)	Funds Requested **			Funding Approved
			Amount	One-time	Ongoing	
1.	Advertising to promote Summer and Fall enrollment	Advertising for Fall enrollment will need to start in the previous academic year to be effective. Based on feedback from trustees, Instruction and Student Services, I am proposing a multipronged advertising approach focused in four areas: (1) multilingual ads in Spanish and Mandarin, (2) outdoor campaign through billboards and bus tails designed to get a lot of eyes throughout the region (3) a digital campaign on Facebook, Instagram, Apps and Google and (4) broadcast radio ads.	\$160,000	X		
2.	Account Number(s):	11000-505000-583000-671000				
3.	Account Number(s):	11000-505000-583000-671000				
	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.