



Agenda Item Details

Meeting	Jun 28, 2023 - Regular Meeting of the Board of Trustees
Category	13. CONSENT - SCHOOL OF CONTINUING EDUCATION
Subject	13.07 Amended Agreement with Full Capacity Marketing for School of Continuing Education's Outreach and Engagement Efforts
Type	Action (Consent)
Recommended Action	It is recommended that the Board of Trustees authorizes the approval of an amended agreement with Full Capacity Marketing for School of Continuing Education's outreach and engagement efforts.

Prepared by: Madelyn Arballo

BACKGROUND

On April 13, 2022, the Board of Trustees approved an agreement with Mt. SAC's School of Continuing Education (SCE) and Full Capacity Marketing (FCM) to develop various outreach and engagement efforts with goals to support and increase student enrollments, particularly in response to enrollment declines during the pandemic. Due to a variety of high touch interventions as well as from outreach efforts by FCM, SCE's enrollment has surpassed pre-pandemic and pandemic levels. FCM has a statewide footprint in education, workforce, and economic development, particularly with adult education.

Project outcomes thus far include:

- An analysis of demographic and psychographic research to identify key market segments for proactive outreach and the development of a campaign theme (Build a Better Life).
- Campaigns, digital advertising, and mailers have generated over 2,000 leads.

ANALYSIS AND FISCAL IMPACT

The previous agreement term was from May 2, 2022 - June 30, 2023 in the amount of \$199,434. SCE would like to amend the current agreement with Full Capacity Marketing to continue efforts to create and deliver effective outreach strategies centered on adult education student enrollments. The amendment will extend the current contract through September 30, 2023, at a rate of \$12,500 per month for three months, for a revised total contract amount estimated at \$236,934. Deliverables for this phase include targeted outreach for adult learners resulting in increased enrollment.

Funding Sources

Restricted General Fund - Strong Workforce Program.
Restricted General Fund - California Adult Education Program.
Restricted General Fund - Student Retention, Outreach, and Engagement.
Restricted General Fund - Student Equity and Achievement.

All matters listed under Consent Calendar are considered by the Board of Trustees to be routine or sufficiently supported by back-up information as to not require additional discussion. Consent Calendar items will be enacted by one motion. There will be no separate discussion on these items prior to the time the board votes on them, unless a Board member requests a specific item be removed from the Consent

Calendar for discussion and a separate vote. Public comment on Consent Calendar items from anyone completing a card will be heard prior to the board's vote on the Consent Calendar.

Motion & Voting

It is recommended that the Board of Trustees approves the Consent Calendar, as presented.

Motion by Peter Hidalgo, second by Judy Chen Haggerty.

Final Resolution: Motion Carries

Yea: Jay Chen, Judy Chen Haggerty, Laura Santos, Manuel Baca, Gary Chow, Peter Hidalgo

Abstain: Student Trustee