



**BROWARD  
COMMUNITY  
COLLEGE**

*We keep you thinking.*

Office of the president

To: Members of the Board of Trustees

From: J. David Armstrong Jr., President

Date: November 28, 2007

Place: Regular Meeting of the Board of Trustees  
Broward Community College  
Boardroom 1208, Building 33  
Willis Holcombe Center  
111 East Las Olas Boulevard  
Fort Lauderdale

Subject: Agenda Item IV-C, 1a -- Waiver of Bid

Attached is a Waiver of Bid for additional funds for our communications and outreach efforts that are integral to the branding and awareness activities in which we have been engaged for more than the past year. These additional funds will allow the college to create formidable delivery strategies for our message for the winter term beginning January 7, 2008. Also attached are two documents; the first delineates how the additional funds would be used to increase the number of touch points with our audiences by extending our outreach in a variety of media. the second document illustrates how the additional funds integrate seamlessly into our current plan. The use of new dollars is highlighted in dark blue. The total cost to the college would be \$169,998.

The request for Waiver of Bid touches on several of the Education Master Plan goals including improving access to the college by reaching out to audiences so that they are knowledgeable about the resources available here. It is also closely related to Goal 9, which states that BCC will communicate the role of the college in our community of our diverse learners with a consistent message that generates awareness of the college, its degrees and its programs.

**RECOMMEND APPROVAL**

