

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: February 27, 2008

Place: Regular Meeting of the Board of Trustees
Broward Community College
Judson A. Samuels South Campus
Building 81- Multi-Purpose Room
7200 Pines Boulevard
Pembroke Pines, Florida

Subject: Agenda Item VIII - F - Marine Technology Advertising Expenditures

Brief Description: Request approval to purchase local advertising for the BCC Marine Technology Program for \$189,500. The new Marine Engineering Management Program at BCC is ready to begin recruitment promotions by using a strong advertising campaign and proper selection of different advertising vehicles. In addition to the BCC Marine web site and on-air campaign, production of brochures, postcards and flyers will aid to recruit prospective students. Source of funding is from the Community-Based Job Training Grant that has been assigned to the Marine Technology Program.

Benefit to BCC: Increased enrollment on launch of new Marine Program.

Relationship to College Master Plan: Through Workforce Development.

For Reapproval F

**REQUEST FOR PRESIDENT'S APPROVAL
TRANSMITTAL SHEET**

To: President

Date: January 31, 2008

Issue:

AGENDA ITEM VIII-F

FEB 27 2008

Background/Analysis:

ENCLOSURE

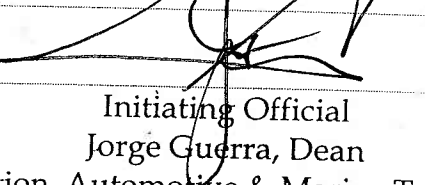
As a brand new Marine Engineering & Management Program at BCC, we are ready to promote it to our service area. This will be accomplished by a strong advertising drive reaching out to prospective students. This program will be modeled similar to the successful BCC Automotive Technology Program which began in January of 2006. Properly selecting the different advertising vehicles used is critical. Therefore, several research analyses were done via "Rankers" for the selection of each station. A branding campaign will be placed utilizing signage, collateral material, community and industry "Outreach". Effectiveness and "Search Engine Optimization" will be performed for the launch of a BCC Marine website along with an on-air commercial campaign for the start of the January, 2008 semester.

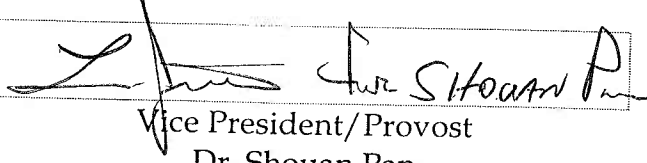
Fiscal Impact:

The fiscal impact for this purchase is \$189,500. The source of funding is from the Community Based Job Training Grant that has been assigned to the Marine Technology program.

Minority:

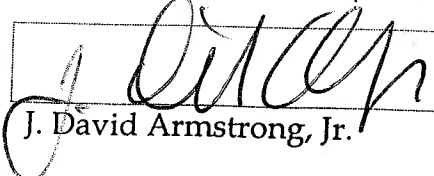
Broward:

 Initiating Official Jorge Guerra, Dean Aviation, Automotive & Marine Tech., SC

 Vice President/Provost Dr. Shouan Pan Provost, SC

Staff Position: Recommend approval.

President's Approval (attachments may require signature as indicated):

 J. David Armstrong, Jr.	2/8/08 Date
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BCC MARINE TECHNOLOGY PROGRAM

Media Type	June 2007- December 07	January-08	Minority Outreach
Collateral			
Banner Advertisements	\$247		
Website	\$6,000		
Brochure Printing	\$4,500		
DVD Printing	\$2,000		
US Postage	\$500		
Small Tradeshow Display	\$2,800		
Muvico 24 Theater Adv	\$0		
Print	\$0		
On-site Promotions			
Boat Show Program Book ad	\$2,100		
Marina Career Fair	\$0		
Cumming Career Fair	\$0		
BRACE Luncheon Promotion	\$0		
South Campus Open House	\$0		
Miscs. Promotions	\$0		
Outdoor Billboards	\$0		
Broward County Transit Buses	\$0		
Radio	\$0		
WBGG-FM 105.9	\$15,555		
WPOW-FM 96	\$3,600	\$4,000	\$7,600
WMIB-FM 103.5	\$6,120	\$3,000	\$9,120
WHDR-FM 93.1	\$8,005	\$5,100	
WKIS FM	\$8,500	\$3,000	
WEDR-FM 99.	\$5,530	\$5,100	\$10,630
Broadcast Television	\$0		
My CW Channel- 33	\$0		
Cable	\$38,250		\$1,500
Theater Advertising			
InterMedia Advertising Agency	\$53,000		\$53,000
Talent Fee	\$200		
Production			
:30 Television Commercial	\$0		
Website Production	\$0		
Inter Net Advertising			
Pay Per Click			
Mailing list	\$0		
Contingency			
6% Contingency	\$11,893		
Total Investment Cost	\$168,800	\$20,200	
Total Cost		\$189,000	
Aggregate Minority Expenditure			\$81,850
Percentage of Presidential Transmittal			43.30%

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ENCLOSURE