

SOUTH ORANGE COUNTY REGIONAL CONSORTIUM MEETING

ITEM _____: Action Item

DATE: April 26, 2021

TITLE: USE OF CARRYOVER FUNDING FROM FISCAL AGENT 440 BUDGET

DESCRIPTION: Consortium members will determine how to spend one-time funding of the South Orange County Community College District, if the member agencies decide to adopt a Direct Funding fiscal administration model.

BACKGROUND:

The South Orange County Regional Consortium has functioned under the Fiscal Agent model since the 2015-16 fiscal year, the first year of the Adult Education Block Grant, which subsequently became the California Adult Education Programs Categorical funding source.

For approximately two years, consortium members have researched, presented and discussed the positive and negative aspects of each funding model. Part of the research included querying members about fiscal administration preferences, concerns, and funding requests to meet program and student needs.

ISSUE:

How shall the South Orange County Regional Consortium spend one-time carryover funding that was allocated to the fiscal agent, South Orange County Community College District under a fiscal agent model?

In a direct funding model, the consortium must determine how to spend the balance of the five percent set aside for fiscal agent that is carryover from current and previous fiscal years.

During the past year, consortium members have discussed creating branding and identification for the consortium within the community, as well as a social media presence that will make it easier for potential students to find and engage with consortium member agencies. The current fiscal agent researched potential marketing and social media firms that could conduct this business for the consortium. The following table represents the proposal from Mackey Creative to provide the branding, marketing and social media presence requested by the SOCRC.

The action needed with this item is to approve/disapprove engagement with Mackey Creative for branding, marketing and social media presence services and the proposed budget for these services.

Proposal to SOCRC for one time branding and marketing costs (from FS440 account)

Branding and Marketing to be provided by Mackey Creative

Category	Amount
SOCRC Branding	\$17,850
Marketing Collateral	\$ 3,150
Website Development	\$42,840
Animated Marketing Pieces for Website	\$15,645
Ongoing Animated Videos	\$ 2,100 per video
	\$81,585

Website Ongoing Maintenance & Support:

\$1,075 per year (included in the year 1 cost table above)

In addition to the website cost, the company provides ongoing services to support the maintenance of the website, and new and continued marketing efforts. All services are charged at the current hourly rate of **\$105** and billed monthly. This cost may be added to Year 2 expenses.