



Agenda Item Details

Meeting	Mar 23, 2021 - REGULAR MEETING OF THE BOARD OF TRUSTEES
Category	5. CONSENT CALENDAR - CHANCELLOR'S OFFICE
Subject	5.3 Consider Ratification of an Independent Contractor Agreement for SEMWORKS in the Amount of \$54,900. Interim Chancellor Carla Walter
Type	Action (Consent)
Preferred Date	Mar 23, 2021
Absolute Date	Mar 23, 2021
Fiscal Impact	Yes
Dollar Amount	54,900.00
Budgeted	Yes
Budget Source	General Fund 1-01-112-5105-1-660200-0000-00
Recommended Action	Approve Ratification of an Addendum to the Independent Contractor Agreement for SEMWORKS in the Amount of \$54,900

TO: Peralta Board of Trustees

FROM: Carla Walter, Interim Chancellor

PREPARED BY: Maisha Jameson, Board Clerk

BACKGROUND/ANALYSIS:

Vendor's Name: SEM Works

Given the decline in enrollment District-wide, SEM Works has been brought on board to provide support to the colleges and districts related to strategic enrollment management. SEM Works is a company focused on helping institutions of higher education achieve success with sustainable strategic enrollment management and marketing solutions. SEM Works serves its clients through consulting, research, and professional development. This expertise is timely and is one of the ways in which the District is making intentional efforts to understand its declining enrollment so that it is better positioned to address it.

DELIVERABLES/SCOPE OF WORK:

Dr. Jim Black of SEM Works will provide remote consulting services to include the following:

1. A situational analysis of current strategies/practices/plans/goals/data related to student enrollment.
2. A comprehensive enrollment management review of services, and associated structures, policies, processes, systems, practices, and strategies resulting in recommendations for optimizing operational performance, as well as the identification of strategic opportunities, strategy options, and recommended priorities for advancing a more holistic and integrated approach to enrollment management.
3. A detailed webinar report of findings and recommendations from the situational analysis and the enrollment management review.

4. A survey of prospective students that provides a systematic collection and analysis of insights into the pre-enrollment experience at the four colleges. The survey would aim to strategically target recruitment and marketing efforts. Such a survey will produce actionable data from various student subpopulations, which will provide strategic intelligence regarding effective recruitment outreach, yield strategies, and prospective student communications. In addition, the survey will assess perceptions of the colleges and their positioning relative to competitors with a view to informing (a) opportunities for new student markets, (b) reasons inquiries, and applicants choose to attend a PCCD institution or not, and (c) the development of a targeted student marketing strategies

ANTICIPATED COMPLETION DATE:

June 30, 2021

EVALUATION AND RECOMMENDED ACTION:

The Interim Chancellor recommends ratification.

MARC -SEMWORKS for \$54,900 - 3.2021- 3 Full Packet - unsigned.pdf (1,074 KB)

All matters listed under the 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 that a specific item be removed from the Consent Calendar for action 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. All Board approved contracts are subject to final negotiation and execution by the Chancellor.

Motion & Voting

Approve the Ratification of the Monthly Contract Report in Accordance with Administrative Policy 6340

Motion by Bill Withrow, second by Kevin Jenkins.

Final Resolution: Motion Carries

Yea: Nicky Gonzalez Yuen, Linda Handy, Cindi Napoli-Abella Reiss, Bill Withrow, Kevin Jenkins, Dyana Delfin Polk, Yiru Ni