

**AGENDA REQUEST**  
**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**

Meeting Date <b>6/6/06</b>	<b>Open Agenda</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>Time Certain Request</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Agenda Item Number <b>FF- 2</b>

<b>TITLE:</b>	<b>Career, Technical and Adult/Community Education (CTACE) Marketing Plan for 2006-07</b>						
<b>REQUESTED ACTION:</b>	<b>Approve the 2006-07 CTACE Marketing Plan for adult workforce and lifelong learning programs/courses</b>						
<b>SUMMARY EXPLANATION AND BACKGROUND:</b>	<p>The School Board annually approves the comprehensive marketing plan for the promotion of post secondary technical, adult general and community education programs, courses and activities offered through the District's technical centers, adult centers and community schools. Over 200,000 students enroll annually as a result of the District's marketing and promotion efforts. The marketing plan provides the community with opportunities to learn about and enroll in technical, adult and community education workforce and lifelong learning programs, courses and activities for career, professional and personal growth. A committee appointed by the North Central Area Superintendent, developed the 2006-07 CTACE Marketing Plan, in partnership with Omni Advertising. The company serves as our Agency of Record, responsible for negotiating media buys, developing print and broadcast media creatives, monitoring the implementation of the marketing plan, and providing data to assess the effective use of the funds. The total marketing plan consists of print, broadcast and specialty advertising including:</p> <ul style="list-style-type: none"><li>• The <i>Broward Educator</i>, a publication mailed to every Broward County household prior to each of the five registration periods, plus an on-line edition hosted by the <i>Sun Sentinel</i>.</li><li>• Targeted radio, television, outdoor, and local community newspaper advertising.</li><li>• Direct mail, Yellow Page advertisements, and special events.</li></ul> <p>The 2006-07 CTACE marketing expenditures shall not exceed the 2005-06 expenditures.</p>						
<b>SCHOOL BOARD GOALS:</b>	<p><input type="checkbox"/> •Goal One: All students will achieve at their highest potential.</p> <p><input type="checkbox"/> •Goal Two: All schools will have equitable resources.</p> <p><input checked="" type="checkbox"/> •Goal Three: All operations of the school system will demonstrate best practices while supporting student achievement.</p> <p><input type="checkbox"/> •Goal Four: All stakeholders will work together to build a better school system.</p>						
<b>FINANCIAL IMPACT:</b>	<p>The financial impact shall not exceed the 2005-06 level of \$2,460,000. The sources of funds are student fees, school operating funds, and the Adult and Community Education Grant. The District's contribution to support this item is included in the CTACE Department's budget. There is no additional financial impact to the District.</p>						
<b>EXHIBITS: (List)</b>	None						
<b>BOARD ACTION:</b> <div style="text-align: center; font-size: 1.5em; font-weight: bold; margin: 10px 0;">APPROVED</div> <p style="font-size: 0.8em;">(For Official School Board Records' Office Only)</p>	<b>SOURCE OF ADDITIONAL INFORMATION:</b> <table style="width: 100%; border: none;"><tr><td style="width: 60%;">Frank Vodolo</td><td style="width: 40%; text-align: right;">754-321-2130</td></tr><tr><td>John J. Miracola</td><td style="text-align: right;">754-321-2647</td></tr><tr><td style="font-size: 0.8em;">Name</td><td style="font-size: 0.8em; text-align: right;">Phone</td></tr></table>	Frank Vodolo	754-321-2130	John J. Miracola	754-321-2647	Name	Phone
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**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
Curriculum & Instruction/Student Support  
Dr. Earlean C. Smiley, Deputy Superintendent

Approved in Open Board Meeting on:                     JUN . 6 2006                    

By:                     *Byzanti J. ...*                     School Board Chair