

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

<b>Meeting Date</b> <u>6/19/07</u>	<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
		<b>Agenda Item Number</b> <u>FF-1</u>

<b>TITLE:</b>	<b>Career, Technical and Adult/Community Education (CTACE) Marketing Plan for 2007-08</b>						
<b>REQUESTED ACTION:</b>	<b>Approve the 2007-08 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 2007-08 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><li>• Unrestricted targeted advertising for special promotional efforts as identified,</li></ul> <p>The proposed 2007-08 CTACE Marketing Budget represents a \$188,565 decrease from Board approved 2006-07 budget.</p>						
<b>SCHOOL BOARD GOALS:</b>	<p><input type="checkbox"/> •Goal One: All students will achieve at their highest potential. <input type="checkbox"/> •Goal Two: All schools will have equitable resources. <input checked="" type="checkbox"/> •Goal Three: All operations of the school system will demonstrate best practices while supporting student achievement. <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 \$2,271,435. The sources of funds are workforce education, student fees, operating funds from the technical, adult and community schools, and career, technical and adult education grants. There is no additional financial impact to the district.</p>						
<b>EXHIBITS: (List)</b>	<p>None</p>						
<b>BOARD ACTION:</b> <div style="text-align: center; font-weight: bold; font-size: 1.2em;">APPROVED</div> <small>(For Official School Board Records' Office Only)</small>	<table border="1" style="width: 100%; border-collapse: collapse;"><tr><td colspan="2"><b>SOURCE OF ADDITIONAL INFORMATION:</b></td></tr><tr><td>John Miracola</td><td style="text-align: right;">754-321-2647</td></tr><tr><td>Name</td><td style="text-align: right;">Phone</td></tr></table>	<b>SOURCE OF ADDITIONAL INFORMATION:</b>		John Miracola	754-321-2647	Name	Phone
<b>SOURCE OF ADDITIONAL INFORMATION:</b>							
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Name	Phone						

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

Dr. Earlean C. Smiley, Deputy Superintendent  
Curriculum & Instruction/Student Support

Approved in Open Board Meeting on:

**JUN 19 2007**

By:

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School Board Chair

Revised November 28, 2006

JFN/ECS/JM/D.Borzillo