

AGENDA REQUEST FORM
THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Meeting Date			Agenda Item Number
02/01/11	Open Agenda ___ Yes <u> X </u> No	Time Certain Request ___ Yes <u> X </u> No	F-2

TITLE:
 Career, Technical, Adult and Community Education (CTACE) Period Three: Marketing Expenditures March through June 2011

REQUESTED ACTION:
 Approve the CTACE Planned Marketing Expenditures for Period Three – March through June 2011.

SUMMARY EXPLANATION AND BACKGROUND:

Through the various components of the CTACE marketing and promotion activities, the community is made aware of the many opportunities to enroll in Post Secondary Career & Technical, Adult General and Community Education Programs, courses and activities for workforce/career development & enhancement, adult literacy, and personal improvement at Broward 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 District CTACE Marketing Committee, in partnership with Omni Advertising, our advertising agency of record, developed the planned expenditures for March through June 2011.

CTACE marketing and promotion efforts will continue implementing effective strategies that focus on promoting and driving potential students to Browardeducator.com, Browardtechcenters.com and Mycommunityschool.com. During March through June 2011, the CTACE marketing and promotion expenditures will consist of: targeted radio, TV, direct mail, billboards, on-line banners, e-mail blasts, text messaging, and the district's phone robot. Marketing and promotion expenditures during this period also include search engine marketing, website maintenance, production services, and social media management.

The funding to cover the cost of the CTACE marketing and promotion expenditures during the third period of 2011 will be derived from an allocation of \$67,500 from the Workforce Education Fund and contributions from student fees collected by the technical, adult and community schools. The technical centers will contribute \$73,500; the community schools will contribute \$35,700 and the adult centers will contribute \$14,000. The total CTACE marketing and promotion expenditures during the months of March, April, May and June 2011 is \$190,700.

SCHOOL BOARD GOALS:

- ___ •Goal One: Raise achievement of all students to ensure graduation from high school and readiness for postsecondary education.
- ___ •Goal Two: Improve the health and wellness of students and personnel.
- ___ •Goal Three: Provide a safe and secure physical and technological environment for all students and employees.
- ___ •Goal Four: Promote innovation, which focuses on best practices and quality efforts that improve our best-in-class position.
- ___ •Goal Five: Recruit, develop, retain, and recognize high performing and diverse faculty and personnel.
- X •Goal Six: Build strong partnerships with family, business, community and government at the classroom, school, area, and district level.
- ___ •Goal Seven: Ensure district's leadership as an environmental steward through innovative ecology and energy conservation programs.

FINANCIAL IMPACT:
 The financial impact to the District is \$190,700. The source of funding is Workforce Education and student fees. There is no additional financial impact to the District.

EXHIBITS: (List)
 CTACE Planned Marketing Expenditures – March through June 2011
 Enrollment & PCP Report

BOARD ACTION: APPROVED	SOURCE OF ADDITIONAL INFORMATION: Sayra Hughes 754-321-2978 John Miracola 754-321-8444
(For Official School Board Records' Office Only)	Name Phone

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Leontine J. Butler, Ed.D., Deputy Superintendent
 Curriculum *Leontine J. Butler*

FEB 1 - 2011

Approved in Open Board Meeting on: _____

By: *Byron G. Williams* School Board Chair