



## CAEP Public Meeting Agenda

**Date: February 25, 2021**

**Time: 3:00 pm – 4:30 pm**

**Zoom: Meeting ID 946 8691 2354**

The meeting will be available at both regional consortium locations via Zoom **ID 946 8691 2354**

- Allan Hancock College, 800 S. College Drive, Santa Maria, CA93455
- Lompoc Adult School and Career Center 320 North J Street, Lompoc, CA93436

### **Northern Santa Barbara County Adult Education Programs Consortium**

Board Members: Dr. Sofia Ramirez Gelpi (AHC), Margaret Lau (AHC), Elaine Webber (LUSD),  
Brian Jaramillo (LUSD)

Meeting Chair: Dr. Sofia Ramirez Gelpi

- 1. Call to Order**
- 2. Roll Call & Establishment of Quorum**
- 3. Guest Presentations**
- 4. Approval of Agenda as Presented**
- 5. Public Comment and Entity Comment\***

This section of the agenda is intended for members of the public to address the board on items involving regional Adult Education. Public comment not pertaining to specific agenda items is welcome under public comment. Testimony on specific agenda items will be welcome during consideration of the item by the Consortium Board.

### **6. Approval of Minutes/record of meetings**

- 6.1.** Approval of Minutes from October 22, 2020 Regular Meeting
- 6.2.** Approval of Minutes from November 30, 2020 Special Meeting

### **7. Presentations/Oral Reports**

#### **7.1. Member reports**

Dr. Ramirez Gelpi, Academic Dean, will provide an update on Community Education programs.  
Ms. Elaine Webber, Principal LASCC, will provide an update on Lompoc Adult School and Career Center

### **8. Action Items**

- 8.1. Approval of the 18/19, 19/20, and 20/21 (Q2) Member Expense Report due in Nova March 1 with Certification due by March 31.**
- 8.2 Approval of close out of 18/19 funds in NOVA certified by Consortia with certification due in NOVA by March 31.**
- 8.3 Approval of \$44,500 Full Capacity Marketing (FCM) Proposal LUSD-20210210 for Consortium services. Through MOU, services to be contracted by Lompoc Unified School District and to include Allan Hancock College transfer of \$44,500 to LUSD/LASCC through NOVA.**

### **9. Discussion/Information**

- 9.1. Three-Year Plan Status:** Member agencies collecting data for plan. Awaiting state template. Planning expected to begin July 2021.

### **10. New Business**

- 10.1. Consortium Name Change** – The Governing documents identify the consortium name as Allan Hancock Community College Consortium. Recommendation to discuss the name and identify possible alternate names that focus on representing both member agencies, region, etc.

### **11. Old Business**

### **12. Adjournment**

The next regular meeting of the consortium board will be held on Thursday, April 22, 2021.

## **Proposed Bi-Monthly Meeting Schedule aligned with CAEP Deadlines**

**February 2021 (Consortium Regular Meeting February 25, 3-4:30PM)**

**April 2021 (Consortium Regular Meeting April 22, 3-4:30PM)**

**June 2021 (Consortium Regular Meeting June 24, 3-4:30PM)**

### **Calendar of Events/Due Dates**

#### **February 2021**

- Feb 28: Preliminary allocations for 2021-22 and 2022-23 released by this date.

#### **March 2021**

- Mar 1: 18/19 and 19/20 and 20/21 Member Expense Report due in NOVA (Q2)
- Mar 1: Close out of 18/19 Member Funds due in NOVA
- Mar 31: 18/19 and 19/20 and 20/21 Member Expense Report certified by Consortia in NOVA (Q2)
- Mar 31: Close out of 18/19 funds in NOVA certified by Consortia in NOVA
- Mar 31: End of Q3

#### **April 2021**

- Apr 30: Student Data due in TOPSPro (Q3)

#### **May 2021**

- May 2: CFAD for 2021-22 due in NOVA

#### **June 2021**

- Jun 1: 19/20 and 20/21 Member Expense Report due in NOVA (Q3)
- Jun 30: 19/20 and 20/21 Member Expense Report certified by Consortia in NOVA (Q3)
- Jun 30: End of Q4



## CAEP Public Meeting Minutes

Date: October 22, 2020

Time: 3:00 pm – 4:30 pm

Zoom: Meeting ID 946 8691 2354

The meeting will be available at both regional consortium locations via Zoom ID 946 8691 2354

- Allan Hancock College, 800 S. College Drive, Santa Maria, CA93455
- Lompoc Adult School and Career Center 320 North J Street, Lompoc, CA 93436

Northern Santa Barbara County Adult Education Programs Consortium

Board Members: Dr. Sofia Ramirez Gelpi (AHC), Margaret Lau (AHC), Elaine Webber (LUSD), Brian Jaramillo (LUSD)

Meeting Chair: Dr. Sofia Ramirez Gelpi

### 1. Call to Order

Dr. Sofia Ramirez Gelpi called the meeting to order at 3:00 p.m.

### 2. Roll Call & Establishment of Quorum

Roll called with the following members present: Lau, Webber, Jaramillo, Ramirez Gelpi.

All present: Quorum established; Absent: none

### 3. Guest Presentations

No guest presentations.

### 4. Approval of Agenda as Presented

On a motion by Lau, seconded by Webber, the board approved the agenda.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

### 5. Public Comment and Entity Comment\*

No public comment or entity comment.

### 6. Approval of Minutes/record of meetings

#### 6.1. Approval of Minutes from June 18, 2020 regular public meeting

On a motion by Webber, seconded by Ramirez Gelpi, the board approved the minutes from June 18, 2020.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

#### 6.2. Approval of Minutes from June 25, 2020 special meeting

On a motion by Ramirez Gelpi, seconded by Jaramillo, the board approved the minutes from June 25, 2020.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

#### 6.3. Approval of Minutes from July 7, 2020 special meeting

On a motion by Ramirez Gelpi, seconded by Lau, the board approved the minutes from July 7, 2020.

Roll call vote: Ayes: Lau, Webber, Ramirez Gelpi. Noes: none; Abstentions: Jaramillo

#### 6.4. Approval of Minutes from September 17, 2020 special meeting

On a motion by Ramirez Gelpi, seconded by Webber, the board approved the minutes from September 17, 2020.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

### 7. Presentations/Oral Reports

#### 7.1. Member reports

Dr. Ramirez Gelpi, Academic Dean, provided an update on Community Education programs.

Ms. Elaine Webber, Principal LASC, provided an update on Lompoc Adult School and Career Center

### 8. Action Items

#### 8.1. Approval of the 20/21 Member Program Year Budget and Work Plans due in Nova September 30:

Certification due by October 30

On a motion Ramirez Gelpi, seconded by Jaramillo, the board approved the 20/21 Member Program Year Budget and Work Plans.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

**9. Discussion/Information**

**9.1. Item for discussion:** Review/access official Consortium name "Allan Hancock College Consortium"

The adult education consortium has operated under the Allan Hancock College Consortium as well as Northern Santa Barbara County Adult Education Consortium.

The board agreed to keep the Consortium name "Allan Hancock College Consortium". Item 9.1 will move to an action item at the November 19, 2020 special meeting.

**9.2. Item for discussion:** Review next steps in the development of marketing collateral elements for the regional marketing campaign. The consortium board will have an opportunity to provide feedback as project takes shape.

The board will discuss again at the next consortium meeting timelines and scope of work.

**10. New Business**

Three-year plan consultant will be a discussion item at the November 19, 2020 meeting.

**11. Adjournment: Adjourned at 3:37 p.m.**

The next special meeting of the consortium board will be held on Thursday, November 19, 2020.

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Special Meeting Minutes  
Date: Monday, November 30, 2020  
Time: 2:00 p.m.  
Zoom Meeting ID: 946 8691 2354

Meeting available at both regional consortium locations via Zoom ID 946 8691 2354

- Allan Hancock College, 800 S. College Drive, Santa Maria, CA 93454
- Lompoc Adult School and Career Center 320 North J Street, Lompoc, CA 93436

**Northern Santa Barbara County Adult Education Programs Consortium**

Board Members: Dr. Sofia Ramirez Gelpi (AHC), Margaret Lau (AHC), Elaine Webber (LUSD), Brian Jaramillo (LUSD)

Meeting Chair: Dr. Sofia Ramirez Gelpi

**1. Call to Order**

Dr. Sofia Ramirez Gelpi called the meeting to order at 2:00 p.m.

**2. Roll Call & Establishment of Quorum**

Roll called with the following members present: Lau, Webber, Jaramillo, Ramirez Gelpi.

All present: Quorum established; Absent: none

**3. Approval of Agenda as Presented**

On a motion by Ramirez Gelpi, seconded by Lau, the board approved the agenda.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

**4. Public Comment and Entity Comment**

No public comment or entity comment.

**5. Action Items**

**5.1 Approval of the July 1, 2019 to June 30, 2020 Instructional Hours and Expenses by Program Area**

On a motion by Ramirez Gelpi, seconded by Lau, the board approved certification of the July 1, 2019 to June 30, 2020 Instructional Hours and Expenses by Program Area.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

**5.2 Approval of the 18/19, 19/20, and 20/21 Member Expense Report (Q1).**

On a motion by Ramirez Gelpi, seconded by Jaramillo, the board approved certification of the 18/19, 19/20, and 20/21 Member Expense Report (Q1).

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

**6. Adjournment: Adjourned at 2:05 p.m.**

The next regular meeting of the consortium will be held on Thursday, February 25, 2021.

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In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Marina Washburn at (805-922-6966 x 3588). Please make requests 48 hours prior to the meeting in order to make reasonable arrangements to ensure accessibility to this meeting.

\*Public comment forms are available at the meeting. If you are unable to attend and wish to make public comment, contact Marina Washburn at (805-922-6966 x 3588). The CAEP Consortium Public Meetings are scheduled alternate fourth Thursdays of the month at 3:00 pm.

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- Zoom Topic: CAEP Meeting ID 946 8691 2354 Meeting URL: <https://cccconfer.zoom.us/j/94686912354>
  - Phone one-tap: US: +16699006833,,96046898402# or +12532158782,,96046898402#
  - Join by Telephone – For higher quality, dial a number based on your current location.
  - Dial US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592
  - International numbers Skype for Business (Lync) <https://cccconfer.zoom.us/skype/96046898402>

## CAEP Consortium Fiscal Reporting 01 Allan Hancock College Consortium

2020-21 Fiscal Year

### Certification

#### Certification Authority

Sofia Ramirez Gelpi

Dean, Academic Affairs

Quarter 1 Status	Quarter 2 Status	Quarter 3 Status	Quarter 4 Status
Certified	Uncertified	Uncertified	Uncertified

### Fiscal Report Submittal Status

Member Agency	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<a href="#">Allan Hancock Joint CCD</a>	Submitted	Submitted	Not Submitted	Not Submitted
<a href="#">Lompoc Unified</a>	Submitted	Submitted	Not Submitted	Not Submitted

### Allan Hancock Joint CCD

Allan Hancock Joint CCD Q1 Report (7/1 - 9/30)

Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$10,897	\$10,945	99.56%	\$109,450	9.96%	\$98,553
2000 - Non-Instructional Salaries	\$40,904	\$122,438	33.41%	\$816,250	5.01%	\$775,346
3000 - Employee Benefits	\$16,820	\$30,656	54.87%	\$204,375	8.23%	\$187,555
4000 - Supplies and Materials	\$21,306	\$17,562	121.32%	\$175,615	12.13%	\$154,309
5000 - Other Operating Expenses and Services	\$46,670	\$27,375	170.48%	\$273,750	17.05%	\$227,080
6000 - Capital Outlay	\$0	\$11,572	0%	\$46,289	0%	\$46,289
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$6,768	\$8,129	83.26%	\$81,286	8.33%	\$74,518
<b>Totals</b>	<b>\$143,365</b>	<b>\$228,676</b>	<b>62.69%</b>	<b>\$1,707,015</b>	<b>8.4%</b>	<b>\$1,563,650</b>

#### Corrective Action Plan

Due to COVID 19, hiring new staff and launching marketing campaigns were put on hold while programs were relaunched as ERT. We are currently working on removing registration barriers and developing new student support strategies to implement in Spring.

#### Summary of Activities:

Despite the lower than expected enrollment numbers, most CAEP classes are in session.

Status  
Submitted

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Allan Hancock Joint CCD Q2 Report (10/1 - 12/31)

Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$24,526	\$10,945	224.08%	\$109,450	22.41%	\$84,924
2000 - Non-Instructional Salaries	\$91,613	\$122,438	74.82%	\$816,250	11.22%	\$724,637
3000 - Employee Benefits	\$34,309	\$30,656	111.92%	\$204,375	16.79%	\$170,066
4000 - Supplies and Materials	\$24,998	\$17,562	142.35%	\$175,615	14.23%	\$150,617
5000 - Other Operating Expenses and Services	\$89,087	\$27,375	325.43%	\$273,750	32.54%	\$184,663
6000 - Capital Outlay	\$0	\$11,572	0%	\$46,289	0%	\$46,289
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$13,227	\$8,129	162.72%	\$81,286	16.27%	\$68,059
<b>Totals</b>	<b>\$277,760</b>	<b>\$228,676</b>	<b>121.46%</b>	<b>\$1,707,015</b>	<b>16.27%</b>	<b>\$1,429,255</b>

#### Corrective Action Plan

In the coming quarter, strategic marketing and outreach project plans will launch.

Status  
Submitted

#### Allocation Year Closeout: 2018-19

I have reviewed the financial reports for my agency and confirm that all funds for this allocation year have been spent.

##### 2018-19 Reverted Funds:

\$0

##### 2018-19 Status

Closed

##### Submitting Authority

Dr. Sofia Ramirez Gelpi Ph.D., Dean, Academic Affairs

Margaret Lau, Dean, Academic Affairs

Marina Washburn, Director

Allan Hancock Joint CCD Q3 Report (1/1 - 3/31)



Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$24,526	\$10,945	224.08%	\$109,450	22.41%	\$84,924
2000 - Non-Instructional Salaries	\$91,613	\$122,438	74.82%	\$816,250	11.22%	\$724,637
3000 - Employee Benefits	\$34,309	\$30,656	111.92%	\$204,375	16.79%	\$170,066
4000 - Supplies and Materials	\$24,998	\$17,562	142.35%	\$175,615	14.23%	\$150,617
5000 - Other Operating Expenses and Services	\$89,087	\$27,375	325.43%	\$273,750	32.54%	\$184,663
6000 - Capital Outlay	\$0	\$11,572	0%	\$46,289	0%	\$46,289
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$13,227	\$8,129	162.72%	\$81,286	16.27%	\$68,059
<b>Totals</b>	<b>\$277,760</b>	<b>\$228,676</b>	<b>121.46%</b>	<b>\$1,707,015</b>	<b>16.27%</b>	<b>\$1,429,255</b>

Status  
Unsubmitted

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Allan Hancock Joint CCD Q4 Report (4/1 - 6/30)

Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$24,526	\$76,615	32.01%	\$109,450	22.41%	\$84,924
2000 - Non-Instructional Salaries	\$91,613	\$448,938	20.41%	\$816,250	11.22%	\$724,637
3000 - Employee Benefits	\$34,309	\$112,406	30.52%	\$204,375	16.79%	\$170,066
4000 - Supplies and Materials	\$24,998	\$122,931	20.34%	\$175,615	14.23%	\$150,617
5000 - Other Operating Expenses and Services	\$89,087	\$191,625	46.49%	\$273,750	32.54%	\$184,663
6000 - Capital Outlay	\$0	\$11,572	0%	\$46,289	0%	\$46,289
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$13,227	\$56,900	23.25%	\$81,286	16.27%	\$68,059
<b>Totals</b>	<b>\$277,760</b>	<b>\$1,020,987</b>	<b>27.21%</b>	<b>\$1,707,015</b>	<b>16.27%</b>	<b>\$1,429,255</b>

Status  
Unsubmitted

## Lompoc Unified

Lompoc Unified Q1 Report (7/1 - 9/30)

Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$96,601	\$167,014	57.84%	\$668,055	14.46%	\$571,454
2000 - Non-Instructional Salaries	\$39,621	\$66,074	59.96%	\$220,246	17.99%	\$180,625
3000 - Employee Benefits	\$34,727	\$60,885	57.04%	\$304,427	11.41%	\$269,700
4000 - Supplies and Materials	\$12,489	\$37,387	33.4%	\$149,548	8.35%	\$137,059
5000 - Other Operating Expenses and Services	\$68,369	\$122,349	55.88%	\$271,886	25.15%	\$203,517
6000 - Capital Outlay	\$0	\$0	100%	\$0	100%	\$0
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$11,990	\$22,175	54.07%	\$73,918	16.22%	\$61,928
<b>Totals</b>	<b>\$263,797</b>	<b>\$475,884</b>	<b>55.43%</b>	<b>\$1,688,080</b>	<b>15.63%</b>	<b>\$1,424,283</b>

Status  
Submitted

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Lompoc Unified Q2 Report (10/1 - 12/31)

Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$180,347	\$300,625	59.99%	\$668,055	27%	\$487,708
2000 - Non-Instructional Salaries	\$61,075	\$110,123	55.46%	\$220,246	27.73%	\$159,171
3000 - Employee Benefits	\$61,309	\$121,771	50.35%	\$304,427	20.14%	\$243,118
4000 - Supplies and Materials	\$15,130	\$89,729	16.86%	\$149,548	10.12%	\$134,418
5000 - Other Operating Expenses and Services	\$81,519	\$149,537	54.51%	\$271,886	29.98%	\$190,367
6000 - Capital Outlay	\$0	\$0	100%	\$0	100%	\$0
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$19,018	\$33,263	57.17%	\$73,918	25.73%	\$54,900
<b>Totals</b>	<b>\$418,398</b>	<b>\$805,048</b>	<b>51.97%</b>	<b>\$1,688,080</b>	<b>24.79%</b>	<b>\$1,269,682</b>

#### Corrective Action Plan

New programming to be implemented spring 2021 and to include additional salaries, benefits, and materials/supplies.

Status

Submitted

#### Allocation Year Closeout: 2018-19

I have reviewed the financial reports for my agency and confirm that all funds for this allocation year have been spent.

##### 2018-19 Reverted Funds:

\$0

##### 2018-19 Status

Closed

##### Submitting Authority

Margarita Reyes 3346417, Director Fiscal Services

Lompoc Adult School and Career Center Elaine Webber, Principal

Brian Jaramillo, Director

John Grelick IV, Budget Analyst

#### Lompoc Unified Q3 Report (1/1 - 3/31)

Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$180,347	\$467,639	38.57%	\$668,055	27%	\$487,708
2000 - Non-Instructional Salaries	\$61,075	\$165,185	36.97%	\$220,246	27.73%	\$159,171
3000 - Employee Benefits	\$61,309	\$197,878	30.98%	\$304,427	20.14%	\$243,118
4000 - Supplies and Materials	\$15,130	\$127,116	11.9%	\$149,548	10.12%	\$134,418
5000 - Other Operating Expenses and Services	\$81,519	\$163,132	49.97%	\$271,886	29.98%	\$190,367
6000 - Capital Outlay	\$0	\$0	100%	\$0	100%	\$0
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$19,018	\$51,743	36.76%	\$73,918	25.73%	\$54,900
<b>Totals</b>	<b>\$418,398</b>	<b>\$1,172,691</b>	<b>35.68%</b>	<b>\$1,688,080</b>	<b>24.79%</b>	<b>\$1,269,682</b>

Status  
Unsubmitted

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Lompoc Unified Q4 Report (4/1 - 6/30)

Object Code	Year to Date (YTD) Expenditure	YTD Forecast	% Expended of YTD Forecast	Project Budget	% Expended of Overall Budget	Budget Remaining
1000 - Instructional Salaries	\$180,347	\$668,055	27%	\$668,055	27%	\$487,708
2000 - Non-Instructional Salaries	\$61,075	\$220,246	27.73%	\$220,246	27.73%	\$159,171
3000 - Employee Benefits	\$61,309	\$304,427	20.14%	\$304,427	20.14%	\$243,118
4000 - Supplies and Materials	\$15,130	\$149,548	10.12%	\$149,548	10.12%	\$134,418
5000 - Other Operating Expenses and Services	\$81,519	\$271,886	29.98%	\$271,886	29.98%	\$190,367
6000 - Capital Outlay	\$0	\$0	100%	\$0	100%	\$0
7000 - Other Outgo	\$0	\$0	100%	\$0	100%	\$0
Indirect Costs	\$19,018	\$73,918	25.73%	\$73,918	25.73%	\$54,900
<b>Totals</b>	<b>\$418,398</b>	<b>\$1,688,080</b>	<b>24.79%</b>	<b>\$1,688,080</b>	<b>24.79%</b>	<b>\$1,269,682</b>

Status

Unsubmitted



California  
Community  
Colleges

**NOVA**  
PLAN. INVEST. TRACK.

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NOVA Site Version: 4.28.11



full capacity marketing, inc.  
*elevate your brand*

## **CONTRACT**

**Between**

**Lompoc Unified School District And  
Full Capacity Marketing, Inc.**

This Contract is between the Lompoc Unified School District (herein referred to as "LUSD" and Full Capacity Marketing, Inc, a marketing and communications company and California Corporation that specializes in education and workforce communications, herein referred to as "FCM". LUSD is a member of the Allan Hancock Community College Consortium (herein referred to as "Consortium"), which is tasked by the Chancellor's Office and the California Department of Education with implementing AB 86 Section 76, Article 3, the Adult Education Block Grant (AEBG) renamed to California Adult Education Program (CAEP). All of the terms and conditions hereinafter set forth.

### **Background and Purpose**

- A. Consortium wishes to recruit adult learners to Consortium programs due to low enrollments; and
- B. FCM specializes in education and workforce communications and student campaigns; and
- C. LUSD seeks to hire FCM to supports efforts in serving students and attracting new students to Consortium programs.

### **Conditions**

FCM will deliver items noted in Appendix A.

### **Term**

The term of this contract shall be from March 16, 2021 – December 31, 2021 ("Term") with an option to extend for additional deliverables as needed. During the Term, this contract may be modified at any time by a mutually written amendment agreed to by the parties. Additional funds may be added by modifying the contract with new work plan reflecting tasks mutually agreed upon by both parties.

### Termination

LUSD and FCM may terminate this Contract at any time by giving 14 days notice to the other Party by certified mail, return receipt requested, at such party's address provided below.

### Scope of Services

#### FCM Roles and Responsibilities:

1. FCM will facilitate a kickoff meeting with Consortium leadership team to identify clear project goals.
2. FCM will develop a project plan within 48 hours after the kickoff meeting and get agreement from LUSD on the campaign timeline.
3. FCM will complete campaign deliverables as noted in Appendix A based on the agreed upon timeline.
4. FCM will keep LUSD apprised of progress made on all deliverables and the project plan via a weekly report.

#### LUSD's Roles and Responsibilities:

1. LUSD will review and provide input on all of FCM deliverables as noted in Appendix A.
2. LUSD will provide written approval on FCM deliverables in Appendix A based on the agreed upon project plan.

### Compensation and Method of Payment

FCM will send to LUSD via email three invoices in the following amounts: Invoice 1, \$22,250 at the signing of the Agreement; Invoice 2, \$11,125 upon delivery of the marketing and communications plan; and \$11,125 upon delivery of the campaign website. The Contract total amount will not exceed \$44,500.

### Agreement

Now, therefore, in consideration of the foregoing and of the mutual consideration and agreements hereinafter contained, the parties hereto agree as follows:

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of this 16th day of March 2021.

### Signatures



Celina Shands  
President/Chief Executive Officer  
Full Capacity Marketing, Inc.  
270 N. El Camino Real #285  
Encinitas, CA 92024  
Date: 2/17/21

\_\_\_\_\_  
Douglas L. Sorum  
Interim Assistant Superintendent of Business Services  
Lompoc Unified School District  
1301 North A Street  
Lompoc, CA 93436

Date: \_\_\_\_\_





Allan Hancock Community College Consortium  
Partner, Student & Employer Engagement  
**APPENDIX A SCOPE OF WORK**





**Allan Hancock Community College Consortium  
Brand Strategy: Partner, Student & Employer Engagement  
February 2021**

The Allan Hancock Community College Consortium ("Consortium") is composed of Allan Hancock College and the Lompoc Unified School District/Lompoc Adult School and Career Center. The Consortium is tasked by the Chancellor's Office and the California Department of Education with implementing AB 86 Section 76, Article 3, the Adult Education Block Grant (AEBG) renamed to California Adult Education Program (CAEP).

The purpose of the Consortium is to oversee the development and implementation of the CAEP plans within the geographic boundaries of the Northern Santa Barbara County to address the adult education needs of the region. The Consortium is charged with improvement of adult education service integration, improvement in student transitions to post-secondary education and workforce, alignment of adult education services in the region among adult education providers and the Workforce Development Board programs, and engagement of providers and stakeholders in the development of adult education plans.

Consortium leadership met with Full Capacity Marketing (FCM) to discuss primary goals of rebranding the Consortium in order to **support better alignment of regional resources for adult learners and attract them into pathways**. The Consortium recently contracted with BW Research Partnership to provide a regional analysis of the key needs of students and employers. Additionally, the Consortium hired a marketing firm to develop a "creative brief" that identifies overall marketing objectives and target audiences. The document appears to be a high level summary without detailed psychographic data that identifies and validates learner motivators and barriers to engagement; these types of data points are necessary in order to verify campaign messages will engage the Consortium's multiple target audiences.

Given the available data, **FCM recommends the following scope of work to better serve students with a coordinated strategic marketing and communications plan and regional campaign tailored to the partners, students and employers of the service area.**

***FCM's Methodology***

FCM uses a highly collaborative process with all of our customers to ensure we have complete unification and consensus on goals, strategies, and creative direction, in conjunction with our proprietary customer-centric methodology (Figure 1, next page). This methodology is driven by market data to make informed decisions about what message platforms and communication mediums most resonate with the identified target audiences. FCM is a research-driven firm that leverages data from districts' and colleges' research and planning offices, as well as primary research through qualitative and quantitative data collection.



For the Consortium’s rebranding strategy and campaign, FCM would develop profiles of students likely to enroll using both demographic and psychographic data that identify the key motivators and barriers to enrollment. FCM specializes in psychographic modeling to create individualized student personas that reflect the different segments of students targeted in a campaign. This is an especially effective method for capturing the nuances within a unique region like northern Santa Barbara. The psychographics and personas support decision making in creating the right messages that influence, persuade and engage.

Additionally, the BW Research report would provide FCM with important data about the needs of regional employers in order to engage this important target audience in a campaign to provide work-based learning and job placement opportunities for the Consortium’s adult learners. FCM would also utilize the BW Research report to create an inventory of critical partners in the region to engage in the campaign as a Consortium “proud partner.”

This research approach will provide FCM with the necessary insights to create a campaign name and tagline that resonates across the three primary target audiences (partners, students, employers). FCM would create a messaging platform for each target audience that includes: the pain points of the target audience that the Consortium can solve; calls to action for each target audience in how to engage with the campaign and the Consortium; and the value propositions for engagement. These targeted messages will then be transferred to a microsite that FCM would design and develop in order to capture contact information of the target audiences and create leads for the Consortium.

As part of this project, FCM will create a comprehensive marketing and communications plan to drive target audiences to the microsite via tactics such as digital ads, a mobile-friendly student pathway tool and social media to name a few. It is too premature to know the exact tactics to maximize engagement and enrollments without first undertaking the necessary market research.



## ***Summary of Deliverables & Estimated Budget***

Noted below is a summary of deliverables based on FCM's customer-centric methodology, along with an estimated budget.

### ***Summary Project Deliverables & Budget:***

- **Research/Messaging/Plan: \$23,750**
  - Capture and evaluate demographic and psychographic data
  - Create personas of adult learners specific to northern Santa Barbara
  - Develop an inventory of current community partners and services that could support the campaign and the mission of the Consortium
  - Identify key campaign themes and messaging platforms to engage partners, adult learners and employers
  - Marketing and communications plan and recommendations to execute a successful campaign
  - Strategy sessions to review recommendations and create a ROI scorecard
- **Creative: \$20,750**
  - Campaign logo and brand guidelines
  - Microsite design and content development to capture leads

**Total Budget: \$44,500**

### **About FCM**

Established in 2002 and incorporated in 2003, Full Capacity Marketing, Inc. (FCM) is woman-owned California Corporation headquartered in San Diego with offices in Washington, DC. FCM specializes in three vertical markets including workforce, education and economic development and was awarded the 2017 Best Public Sector Marketing Company in California by Corp America; FCM's CEO is the 2017 Marketing CEO of the Year in the Pacific Coast USA.

FCM is driven to create high standards and results for our customers no matter the size of the budget, as exemplified by a 16-year successful track record with a long list of federal, state and local customers in elevating brands and missions. Our successful education campaigns inform students how to develop workplace and career skills and to encourage them to pursue their career pathways and educational goals, as well as capture the attention of business and industry about the power of the mission of education.

While FCM has a national focus in workforce and education, the corporation has been entrenched in the California education market for the past ten years supporting statewide, regional and local branding, marketing and communications projects and initiatives to help students succeed and employers find qualified talent. Our education customer base includes the California Community Colleges Chancellor's Office, Adult Education Block Grant Office, DOING WHAT MATTERS for Jobs and the Economy (DWM), Strong Workforce Program, and projects for key field talent including regional consortia, sector navigators, deputy sector navigators, and individual colleges, along with their partners such as adult schools, workforce development boards, American Job Centers of California, community-based organizations, chambers of commerce, industry associations and economic development agencies. FCM has been awarded contracts with a multitude of California regional consortia, AEBG consortia and local colleges for branding, marketing and communications deliverables.

FCM has earned more than 65+ global Davey Awards for its workforce and education campaigns and communications deliverables, the gold standard in marketing and communications among small global firms. The Davey Awards is judged and overseen by a 700+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media such as Disney, Microsoft, MTV Yahoo! and Condé Nast to name a few.

Learn more about FCM at [www.FullCapacityMarketing.com](http://www.FullCapacityMarketing.com)

#### **Lead Contact**

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**MEMORANDUM OF UNDERSTANDING BETWEEN**  
**LOMPOC UNIFIED SCHOOL DISTRICT**  
**AND ALLAN HANCOCK JOINT COMMUNITY COLLEGE DISTRICT**

**THIS MEMORANDUM OF UNDERSTANDING** herein referred to as “Agreement” is between Lompoc Unified School District (here after referred to as LUSD) and Allan Hancock Joint Community College District (here after referred to as the AHJCCD).

The purpose of this Agreement is to outline the terms of the Northern Santa Barbara California Adult Education Program (CAEP) Consortium’s (Consortium) rebranding strategy and to document the shared expenses for consultant services.

WHEREAS the Consortium is composed of members Allan Hancock Joint Community College District and Lompoc Unified School District/Lompoc Adult School and Career Center.

WHEREAS the Consortium is tasked by the Chancellor’s Office and the California Department of Education with implementing AB 86 Section 76, Article 3, the Adult Education Block Grant (AEBG) renamed to California Adult Education Program (CAEP).

WHEREAS the purpose of Consortium is to oversee the development and implementation of the CAEP plans within the geographic boundaries of the Northern Santa Barbara County to address the adult education needs of the region

WHEREAS the Consortium’s Three-Year-Plan calls for rebranding Adult Education in the region.

WHEREAS the primary goal of rebranding the Consortium is to support better alignment of regional resources for adult learners and attract them into educational pathways.

WHEREAS LUSD will contract with a consultant to develop a consortium rebranding strategy.

Now THEREFORE THE PARTIES DO AGREE THAT the Memorandum of Understanding (MOU) as identified above will result in the following:

- The AHJCCD consortium director will work closely with LUSD/LASCC and the consultant on the rebranding project
- The identified contract (#LUSD-20210210) is with Full Capacity marketing (FCM)
- LUSD will pay the consultant directly.
- AHJCCD will transfer \$44,500, the agreed upon portion of the contract, to LUSD/LASCC via the established California Adult Education Program (CAEP) Budget Allocation Amendment in the NOVA system.

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Douglas L. Sorum  
Interim Assistant Superintendent of Business Services  
Lompoc Unified School District

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Date