

PURCHASING: (916) 568-3071 • FAX: (916) 568-3145  
ACCOUNTING OPS: (916) 568-3065 • FAX: (916) 286-3636

PURCHASE ORDER NO 0001087161

PLEASE SEE REVERSE SIDE FOR TERMS AND CONDITIONS.

Date	Revision	Page
05/11/2016		1
Payment Terms	Freight Terms	Ship Via
NET 30	Shipping Point	Best Metho
Reference:	Location / Dept	
823522 HARRELL K ROUILLES	01ADMN	

Supplier: 0000032718  
STEVENSON MEDIA  
5050 LAGUNA BLVD STE 112-528  
ELK GROVE CA 95758

Phone: (916) 538-1320

email: matt@stevensonmedia.com

Ship To: FOLSOM LAKE COLLEGE  
RECEIVING  
10 COLLEGE PARKWAY  
FOLSOM CA 95630  
United States

Bill To: 1919 Spanos Court  
Sacramento CA 95825-3981  
United States

Tax Exempt? N

Line-Sch	Item/Description	Quantity UOM	PO Price	Extended Amt	Due Date
1- 1	CUSTOM WORDPRESS MICROSITE	1.00EA	4,400.00	4,400.00	05/25/2016
2- 1	WEBSITE HOSTING WITH AUTOMATIC BACKUPS AND MALWARE SCANS (3 YEARS)	1.00EA	900.00	900.00	05/25/2016

PER PROPOSAL DATED 04-06-16

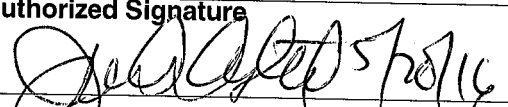
Sub Total Amount	5,300.00
Sales Tax Amount	0.00
Total PO Amount	5,300.00

BU	Acct	Fd	Org	Prog	Sub	Proj	Amount	BYear
GENFD	5100	12	FL.VI.TCHP	49990	00000	329A	5,300.00	2016

Verification of this purchase order can be made using the Los Rios Community College District web site listed below. If you have any questions, please contact the Purchasing Office at (916)568-3071.

<http://www.losrios.edu/purchasing/povalidation>

All shipments, invoices, and correspondence must be identified with our Purchase Order Number. Overshipments will not be accepted unless authorized by Buyer prior to shipment.

Authorized Signature  


Notice to vendor: You are responsible for delivering goods and delivery documents to the Receiving Department at the site. Failure to do so will delay payment processing. Vendor is responsible for obtaining verification of delivery by authorized Receiving Room personnel. Receipt of goods by other parties and failure to obtain authorized signatures may also delay payment. NOTE: PAYMENT TERMS NET 30  
MATERIAL SAFETY DATA SHEETS (MSDS) must be provided with the delivery of product as required by law.

## LOS RIOS COMMUNITY COLLEGE DISTRICT

American River College • Cosumnes River College • Folsom Lake College • Sacramento City College

### PURCHASE ORDER TERMS AND CONDITIONS

1. **APPLICABLE LAW:** The contract resulting from this order shall be governed by the laws of the State of California
2. **COMPLETION OF ORDERS:** LRCCD reserves the right to withhold payment until order is completed.
3. **DISCOUNTS:** Please show cash payment discount offered on your invoice in connection with any discount offered, time will be computed from date of delivery of the supplies or equipment, or from date correct invoices are received in the office specified by LRCCD if the latter date is later than the date of delivery. Payment is deemed to be made for the purpose of earning discount, on the date payment is mailed or on behalf of LRCCD.
4. **INVOICES:** Invoices shall be prepared and submitted in duplicate unless otherwise specified. Invoices shall contain Purchase order number, date, description of items, sizes and quantities, unit prices, extended totals, place and date of delivery. Invoices or vouchers not on printed bill heads shall be signed by the CONTRACTOR or person furnishing the supplies or services. Every invoice shall be properly itemized. If LRCCD has not received billing for product or services within a one year period LRCCD will not be held responsible for satisfying the debt.
5. **CHANGES:** No change or modification in terms, quantities, or specifications may be made without express authorization in writing from the LRCCD Purchasing Office and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto. If unit cost of any item exceeds the amount shown by 10% or \$250.00 whichever is less do not ship. Contact LRCCD Purchasing at the phone number provided.
6. **BILL OF LADING:** If Bill of Lading is applicable to this order, send originals to "Ship to" address and duplicate Bill of Lading with invoices to "Bill to" address. All correspondence, invoices, bills of lading, shipping memos, packages, etc., must show purchase order number. If factory shipment, advise factory to comply.
7. **TRANSPORTATION CHARGES:** Invoices for prepaid transportation charges must be supported by original receipted expense bills.
8. **FOB POINT AND FREIGHT CHARGES:** Unless otherwise specified on this order, all items shall be delivered FOB Destination. No charge for delivery, drayage, express, parcel post, packing, cartage, insurance, license fees, permits, or for any other purpose will be paid by LRCCD unless expressly included and itemized in the order. Unless otherwise shown, on "FOB Shipping Point" transactions, CONTRACTOR shall arrange for lowest cost transportation, prepay and add freight to invoice and furnish supporting freight bills if the amount exceeds \$50.00. On "FOB Shipping Point" transactions, should any shipments under this purchase order be received by LRCCD in a damaged condition and any related freight loss and damage claims filed against the carrier or carriers be wholly or partially declined with the inference that damage was the result of the act of the shipper such as inadequate packaging or loading or some inherent defect in the equipment and/or material, CONTRACTOR on request of LRCCD shall at CONTRACTOR's own expense assist LRCCD in establishing carrier liability by supplying evidence that the equipment and/or materials was properly constructed, manufactured, packaged, and secured to withstand normal transportation conditions. Shipments that are California intrastate in nature and where freight is to be borne by LRCCD shall be tendered to carriers with written instructions that rate and charges may not exceed the lowest lawful rates on file with the California Public Utilities Commission.
9. **PATENT INDEMNITY:** The CONTRACTOR shall hold LRCCD, its officers, agents and employees harmless from alleged liability of any nature or kind, including costs and attorney fees and expenses, for infringement or use of any copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used in connection with the contract or purchase order.
10. **TAXES:** Certain articles sold to LRCCD are exempt from certain Federal excise taxes. LRCCD will reimburse the CONTRACTOR for, or pay directly, all California State and local sales and use taxes applicable to this purchase.
11. **EQUAL OPPORTUNITY EMPLOYER:** The acceptance of this purchase order by a supplier of goods and services is a certification that such supplier complies with all provisions of executive order 11246 and is an equal opportunity employer.
12. **GENERAL SAFETY ORDERS:** All materials, supplies and services sold to LRCCD shall conform to the general safety orders of the State of California. All materials, except as otherwise specified, must be new and of the best quality of their respective kinds.
13. **INDEMNIFICATION:** CONTRACTOR shall indemnify, defend and hold harmless LRCCD, its trustees, officers, agents, employees and volunteers, from any and all claims, demands, suits, causes of action, damages, penalties, breaches of this agreement, infringement of patent rights, costs, expenses, violations of employee occupational health and safety laws, attorney fees, losses or liability, property damage, personal injuries to or death of persons, arising out of, alleged to have arisen out of, or relating in any way to CONTRACTOR's work to be performed under this agreement, except if caused solely by the negligence of LRCCD.
14. **TERMINATION:** LRCCD may terminate this agreement and be relieved of the payment of any consideration to CONTRACTOR should CONTRACTOR fail to perform the covenants herein contained at the time and in the manner herein provided. In the event of such termination LRCCD may proceed with the work in any manner deemed proper by LRCCD. The cost to LRCCD shall be deducted from any sum due the CONTRACTOR under this agreement and the balance if any, shall be paid the CONTRACTOR upon demand.
15. **ASSIGNMENT:** Without the written consent of LRCCD, this agreement is not assignable by CONTRACTOR either in whole or in part.
16. **PUBLIC WORKS PROJECTS:** CONTRACTOR must comply with Public Contract Code.
17. **CA LABOR CODE:** Pursuant to Section 1700, and following, the CONTRACTOR shall pay not less than the prevailing rate of per diem wages as determined by the Director of the California Department of Industrial Relations. Copies of such prevailing rate of per diem wages are on file at the Business Office of the Los Rios Community College District, 1919 Spanos Court, Sacramento, CA 95825. Those copies shall be made available to any interested party upon request. The CONTRACTOR shall forfeit, as penalty to the LRCCD, Fifty Dollars (\$50.00) for each calendar day or portion thereof, for each workman paid less than the stipulated prevailing rates for any work done under the contract by him/her or by any subcontractor under him, in violation of the provisions of such Labor Code.
18. **NOTICE:** Your employees may be exposed to hazardous substances during the course of their work while on LRCCD property. For additional information on the hazardous substances that your employees may be exposed to contact the LRCCD General Services Department at (916) 568-3048.
19. **INSURANCE:** CONTRACTOR shall, at all times, maintain in full force and effect the following insurance: Workers' Compensation, Commercial General Liability, Auto Liability, and Professional Liability if licensed professional. Policy limits for each shall be at least \$1,000,000 AND \$3,000,000 AGGREGATE for bodily injury, personal injury and property damage. Any combination of General Liability and Excess Coverage can be combined to meet the Aggregate. LRCCD shall be named as an additional insured on CONTRACTOR's policies. The CONTRACTOR shall provide a certificate of insurance and required endorsements to comply with this section at least 15 days prior to commencement of work under this contract. The certificate shall state that LRCCD will be given 30 days notice of any material change or cancellation in coverage.
20. **DISQUALIFIED EMPLOYEES:** CONTRACTOR shall ensure that persons who perform services on LRCCD property have not been convicted of any felony, or any controlled substance offense or any sex offense as those terms are defined by Education Code section 87008-87010. If LRCCD determines that any person employed by CONTRACTOR to work on LRCCD property is incompetent, unfaithful, intemperate, disorderly, abusive or is otherwise unsatisfactory, CONTRACTOR shall cause that employee to be removed from working on LRCCD property immediately, and that person shall not be employed again on LRCCD property.
21. **WORK AUTHORIZATION:** Prior to LRCCD's acceptance of this Agreement, CONTRACTORS who are not U.S. citizens must provide verification of (a) work authorization status from the appropriate U.S. Department of State; (b) a copy of their U.S. visa; (c) the number of days present in the U.S.; and (d) tax treaty status. LRCCD shall not make any payments to CONTRACTOR unless CONTRACTOR holds the appropriate U.S. visa. CONTRACTOR is responsible for ensuring they are in possession of the appropriate visa.
22. **WARRANTY:** CONTRACTOR expressly warrants that all materials, goods, equipment, services, and/or labor shall conform to the requirements set forth or incorporated into this order and any applicable industry standards or requirements, shall be merchantable and free from defects in workmanship, materials and/or design (including latent defects), and shall perform as specified. CONTRACTOR further warrants that all materials, goods, equipment, services, and/or labor will be fit and sufficient for the particular purposes intended by LRCCD. Unless agreed upon otherwise between LRCCD and CONTRACTOR, the warranty period shall be the longer of: (a) any express warranty included in this service agreement; (b) one year after the materials, goods, equipment, services, and/or labor are accepted by LRCCD; or (c) any warranty period provided under any applicable California law.

# Los Rios Community College District

## Requisition

Page 1 of 1

Req. No. **823522**  
 P.O. No.

Vendor Code
Approved by / Date
Reviewed by / Date
Dispatched Method / Date

DATE 4-6-16 VENDOR Stevenson media  
 ADDRESS 5050 Laguna Blvd suite 112-528  
 CITY EIK Grove STATE CA ZIP 95758  
 E-MAIL info@stevensonmedia.com  
 PHONE 916-538-1320 FAX \_\_\_\_\_

DELIVERY INSTRUCTIONS	
N/A	
Department Building Location	
FLC	CTE
College/District Location	Department
KHA/CTE	6/30/16
Division	Date Required

ITEM	DESCRIPTION GIVE COMPLETE DESCRIPTION, ITEM NUMBER, COLOR & SIZE	ORDERED		AMOUNT	
		QUANTITY	UNIT	UNIT PRICE	TOTAL PRICE
	*Use additional paper if necessary and please reference requisition number. DO NOT USE A SECOND REQUISITION.				
1	Custom wordpress microsite				\$5300
2	(see attached quotes)				
3	Website Design & Development				
4	for CTE Programs				
5					
6					
7					
8					
9					
10					
11					
12					
13					

FLC BUSINESS SERVICES  
 Returned  
 2016 APR 18 A 7:41

**Purchases Charged to Categorical Programs, Grants or Special Projects**  
 This purchase is in compliance with the requirements of CTE Transitions  
Kim Harrell Program Name 329 A  
 For grants/special projects \_\_\_\_\_ Project/Grant Number \_\_\_\_\_  
 Program Director/Coordinator Signature \_\_\_\_\_  
Pathway development to FLC  
 Program Goal/Objective Number/Explanation \_\_\_\_\_

2016 MAY  
 Tax 6  
 Total  
 5300  
 FLC BUSINESS SERVICES

I hereby certify the items/services listed above are to be obtained in accordance with District Policy, Conflict of Interest Code, P-8611 and all other applicable district, state, and federal policies, rules, regulations and laws.

REQUESTED BY: Kim Harrell TYPED/PRINT DATE 4-6-16  
 REQUESTED BY: Kim Harrell SIGNATURE DATE 4-6-16  
~~REQUESTED BY: Kim Harrell SIGNATURE DATE 4-6-16~~

AUTHORIZED: Kathleen Gurklein DEAN OR AUTHORIZED SIGNATURE DATE 4/18/16  
 APPROVED: \_\_\_\_\_ VICE PRESIDENT, ADMINISTRATION DATE \_\_\_\_\_

5100  
GENFD/5890/12 / FL.VI. TCHP

Bus. Unit	Account	* Fund	Org	
44990	00000	2016	329 A	\$ 5300 -
Program	Sub-Class	BY	Proj/Grnt	Amount
/	/	/	/	

\* Asset Location - For equipment purchases over \$200 (Accounts 6480, 6490, 6491, 6493, 6495, and computers) complete the area below indicating the final location where equipment will be housed.  
 Location Code \_\_\_\_\_ Dept. \_\_\_\_\_  
 Building \_\_\_\_\_ Room No. \_\_\_\_\_

**Instructions on Reverse**



# A PROPOSAL FOR **Folsom Lake College**

- **Wordpress Microsite**

**Prepared for Kim Harrell**

Revised April 6, 2016

Valid for 90 days from Issue Date

2 Pages

**Presented by Stevenson Media**

5050 Laguna Blvd Suite 112-528

Elk Grove, CA 95758

916.538.1320 / [info@stevensonmedia.com](mailto:info@stevensonmedia.com)

LOS RIOS COMMUNITY COLLEGE DISTRICT  
SERVICE AGREEMENT

(Information on the purchase order and the back of this form are part of this Agreement. Please read this important information.)

No. 45424

Attachment to Purchase Order No. \_\_\_\_\_

This Agreement entered this 5<sup>th</sup> day of May by and between the Los Rios Community College District (District) and (CONTRACTOR), Matthew Stevenson CONTRACTOR No. \_\_\_\_\_ Social Security No. \_\_\_\_\_

Business Name (if different) Stevenson Media FIN No. 27-4984865

Check One: Sole Proprietorship  Partnership \_\_\_\_\_ Corporation \_\_\_\_\_ Check One: U.S. Citizen  Resident Alien \_\_\_\_\_ Non-resident Alien \_\_\_\_\_

Telephone No. 916-538-1320 (SSN or FIN No. must be provided for payment)

Address 5050 Laguna Blvd Ste 112-528 City and State Zip Elk Grove, CA 95758

Are you now or have you been an employee of the District? Yes \_\_\_\_\_ No  If yes, Date \_\_\_\_\_ Location \_\_\_\_\_

Are you related to an employee of the District? Yes \_\_\_\_\_ No  If yes, who \_\_\_\_\_

GENERAL CONDITIONS:

1. **Scope of Work.** CONTRACTOR shall perform specific services as set forth below (attach separate schedule if necessary, and reference the attachment). The term of this Agreement is from (date) May 5, 2016 to (date) Jun 10, 2016 CONTRACTOR shall perform its services hereunder in accordance with the professional standard of care, skill and diligence customarily followed by consultants performing similar professional services on projects of comparable scope and quality.

2. **Compensation.** For its services hereunder, CONTRACTOR shall be paid a sum of money not to exceed \$ 5300, during the term of this Agreement. Payment of this amount shall be made in accordance with established District payment schedules, and is contingent upon the CONTRACTOR submitting an invoice to the District Accounts Payable Office, and upon receipt of verification of services satisfactorily rendered (receiver) by the appropriate College/District Administrator. Payment terms are: Paid per invoices Payment will be mailed to address on purchase order. CONTRACTOR agrees that none of the terms and conditions associated with its acceptance of this Agreement shall apply to, modify, or be incorporated into this Agreement, and the DISTRICT's acceptance of CONTRACTOR's goods, materials, equipment, services and/or labor or other items covered by or delivered under this Agreement shall not constitute acceptance of any additional or different terms and conditions on behalf of CONTRACTOR.

3. **Termination.** The DISTRICT shall have the right to terminate this Agreement with or without cause. The District may terminate the Agreement for convenience at any time and for any reason by giving thirty (30) days written notice of such termination to CONTRACTOR. In the event of termination for convenience, CONTRACTOR shall immediately cease rendering services and promptly deliver to the DISTRICT copies of all prepared work product, and CONTRACTOR shall only be entitled to payment for hours actually worked and direct costs incurred, plus a 10% mark-up on direct costs incurred, or the pro-rata share of the contract price, whichever is less. The DISTRICT may terminate the Agreement for cause which shall be effective immediately upon written notice. In the event of a termination for cause, CONTRACTOR shall not be entitled to any further payment, if any becomes due, until the Project is completed. The DISTRICT may proceed with the work in any manner deemed proper by DISTRICT, and all the DISTRICT's costs incurred by the District shall be deducted from any sum otherwise due CONTRACTOR under this Agreement and the balance, if any, shall be paid to CONTRACTOR upon completion of the work. The DISTRICT reserves all rights, including all rights to recover damages, inclusive of attorneys' fees, from CONTRACTOR, in the event of a termination for cause.

4. **Integration, Amendments.** This Agreement (front & back) and the purchase order constitute the entire Agreement by the parties. No other representations, whether oral or written are part of this Agreement except that the following document(s) are part of this Agreement: Proposal for FLC Wordpress microsite All amendments to this Agreement must be in writing and signed by authorized representatives of both parties.

5. **Independent CONTRACTOR not Agent.**

- a. CONTRACTOR, and its agents and employees, in the performance of this Agreement, shall be independent contractor(s) and no relationship of employer-employee exists between these parties and the DISTRICT.
- b. CONTRACTOR shall be responsible for determining the means, methods, or sequence used to complete the work required under this Agreement. CONTRACTOR shall be responsible for and accountable to the DISTRICT for the final product or service to be provided.
- c. If, in the performance of this Agreement, any third persons are employed by CONTRACTOR, such persons shall be entirely and exclusively under the direction, supervision, and control of CONTRACTOR. Except as may be specifically provided elsewhere in this Agreement, all terms of employment, including hours, wages, working conditions, discipline, hiring, and discharging, or any other terms of employment or requirements of law, shall be determined by CONTRACTOR. It is further understood and agreed that CONTRACTOR shall issue W-2 or 1099 Forms for income and employment tax purposes, for all of CONTRACTOR's employees, assigned personnel and subcontractors.
- d. Except as otherwise provided in this Agreement, CONTRACTOR is qualified to accomplish the work required in this Agreement and the DISTRICT will provide no training to CONTRACTOR.
- e. Except as otherwise provided in this Agreement, CONTRACTOR's ability to market or provide services to any other client shall not be limited by the DISTRICT.
- f. Except as otherwise provided in this Agreement, CONTRACTOR is to provide all necessary tools and materials.
- g. Prior to DISTRICT's acceptance of this Agreement, CONTRACTOR shall (a) identify their status as a sole proprietorship, partnership, or corporation, and (b) provide the DISTRICT with a copy of IRS Form W-9, Request for Certification of Federal Taxpayer Identification Number.
- h. CONTRACTOR agrees that, upon request, CONTRACTOR shall provide any documentation requested by the DISTRICT as evidence that appropriate taxes have been paid. If CONTRACTOR fails to pay appropriate taxes or to provide requested documentation, CONTRACTOR hereby agrees to indemnify the DISTRICT against any penalties and taxes levied against the DISTRICT by a taxing agency, and to reimburse the DISTRICT for such penalties and taxes.

Signature below by CONTRACTOR indicates that all parts of this Agreement have been read, understood and accepted.

Name of CONTRACTOR (Printed) Matthew Stevenson

Signature of CONTRACTOR Matthew Stevenson Date 5-5-2016 Requisition # 823522

DISTRIBUTION: White: CONTRACTOR Green: Purchasing Canary: Accounting Pink: Business Office Goldenrod: Originator

**LOS RIOS COMMUNITY COLLEGE DISTRICT**

1919 Spanos Court, Sacramento, CA 95825

Phone (916) 568-3071 FAX (916) 568-3145

Purchasing Department

lrccdpurchase@losrios.edu



Sacramento City College

American River College

Cosumnes River College

Folsom Lake College

**CONFLICT OF INTEREST STATEMENT**

This is to certify that the undersigned employee(s) has/have no economic interests which may foreseeably be materially affected by having participated in the development of the specifications for service, equipment and/or material represented by the referenced requisition.

*(Pursuant to District Regulation R-8323 and District Policy P-8611*

*This form must be signed and submitted with the Purchase Requisition (GS Form 127) for those transactions listed below.)*

- ❖ Sole Source
- ❖ Professional Service Agreements

- ❖ Service Agreements (GS Form 78: Rev. 2/2012)
- ❖ Selection Committee Recommendations (formal process)

**READ CAREFULLY BEFORE SIGNING:**

Kim Harrell 5-6-16  
Employee/Date

\_\_\_\_\_  
Selection Committee Member/Date

823522  
Requisition Number

\_\_\_\_\_  
Selection Committee Member/Date

\_\_\_\_\_  
Selection Committee Member/Date

\_\_\_\_\_  
Selection Committee Member/Date

\_\_\_\_\_  
Selection Committee Member/Date

\_\_\_\_\_  
Selection Committee Member/Date

OFFICIAL USE ONLY:	
PURCHASE ORDER#	
BUYER/DATE:	

**LOS RIOS COMMUNITY COLLEGE DISTRICT  
INDEPENDENT CONTRACTOR vs. EMPLOYEE CHECKLIST**

This questionnaire is to be used to determine if an individual is an independent contractor or employee. The individual should be consulted where necessary to answer all questions. If you believe that the individual qualifies as an independent contractor, submit a requisition, service agreement, checklist, and any explanatory attachments. The contract will not be valid until a Purchase Order is issued, and no agreements should be made nor should work commence before that time. Due consideration should be given to all questions, since the penalty to the originating department for misclassification is approximately 50% of the contract amount. For more information see the District Purchasing Guide. If you have any questions or require assistance, please contact the Director, Accounting Services at the District Office.

- |  | Y                        | N                                   |
|--|--------------------------|-------------------------------------|
| 1. Has this person ever been employed by the District? If so, please explain when and in what capacity _____.  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Does the work include teaching, training, facilitating, counseling, curriculum development, workshops, seminars, or any other function related to education? If so, please explain _____. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3. Will the District exercise any control, direction or supervision of the contractor? If so, please explain _____.  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

If the answer to any of the above questions is "Yes" this person should be classified as an employee. If you believe that independent contractor status can still be justified, please attach a statement explaining why, and continue to question #4. If the answer to all of the above questions is "No", continue to question #4.

- |   |                          |                                     |
|---|--------------------------|-------------------------------------|
| 4. Must this individual perform the services (as opposed to the individual subcontracting or assigning the work to others)? Please explain to what extent the individual may or may not hire/subcontract others to do the work _____. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 5. Has this individual worked for the District as an independent contractor in the past? If so, please explain the nature of past services (for what period, continuous vs. intermittent, how many hours, etc.) _____.                | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6. Can the contractor quit for any reason other than the District's breach of contract?   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 7. Can the District terminate the contract for any reason other than the contractor's breach of contract?   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

If the answer to three or more of these questions 4 through 7 are "Yes" this person should be classified as an employee. If you believe that independent contractor status can still be justified, please attach a statement explaining why and continue to question #8.

- |   |                                     |                          |
|---|-------------------------------------|--------------------------|
| 8. Does the individual operate an independent trade or business, offering these same services to the general public? If so, please ask the individual what proportion of their annual revenues are obtained from the District:<br>Less than 25%- _____ Between 25% & 50% _____ Over 50% _____ | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 9. Does this individual have a substantial investment in his/her business, maintain facilities, own/rent equipment, etc.?   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 10. Does the individual provide all materials, supplies, and support services necessary for performance of this service? If no, please explain _____.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 11. Does the individual bear the cost of any travel and business expenses incurred to perform this service (no District reimbursement)?   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

If the answer to questions 8 through 11 is "Yes", and the answer to questions 1 through 7 is "No", this individual can be classified as an independent contractor.

The above information has been compiled and reviewed per District Guidelines:

Originator: Kim Harrell Date: 4-28-16

LOS RIOS COMMUNITY COLLEGE DISTRICT  
Service Agreement Certification Form

Requisition No 823522  
Description of Services articulation website development

As of January 1, 2003, Education Code Section 88003.1 restricts the District's ability to contract for services. Before a requisition can be processed, the following certificate must be completed indicating that the required service meets the Ed Code criteria.

**Section I**

The requisition will not go forward for processing unless you answer yes to at least one of the questions below:

- |  | Yes                                 | No                                  |
|--|-------------------------------------|-------------------------------------|
| 1. Is this a continuing Service Agreement that was in place before January 1, 2003?  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 2. The Legislature has specifically mandated or authorized the service to be contracted out.   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 3. The necessary services are either unavailable within the District workforce, cannot be satisfactorily performed by employees, or are very highly specialized. | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 4. The services are incidental to a contract for the purchase of real or personal property, for example a service contract for office equipment.                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 5. Contracting out is necessary to avoid a conflict of interest or other legal problem, or where an outside perspective is needed.                               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6. The service is needed to respond to an emergency. The contract shall be no longer than sixty days.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7. The contractor will provide equipment, materials, facilities or support services that could not feasibly be provided by District staff.                       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 8. The services are so urgent, temporary or occasional that the delay in the District's hiring process would frustrate the purpose.                              | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

**Section II**

If the services do not fall within one of the above exceptions, the requisition will not go forward unless you answer yes to all of the following questions:

- |  |                                     |                          |
|--|-------------------------------------|--------------------------|
| 1. There clearly will be actual overall cost savings.  | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| a. The District must consider the salaries and benefits of additional staff and the cost of additional space, equipment and materials. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| b. The District shall not include the District's indirect overhead costs, unless those costs would be exclusively caused by the work.  | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| c. The District shall include the District's costs of supervising, inspecting or monitoring the contractor.                            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 2. The services are not being contracted out solely to save money.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 3. The contract does not cause the displacement of District employees.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 4. The savings must be large enough that market fluctuations will not tip the balance.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 5. The amount of savings must clearly justify the size and duration of the contract.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 6. The contract must be publicly bid.  | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 7. The contract includes specific qualifications of the staff that will perform the work and includes nondiscrimination provisions.    | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 8. There is minimal risk of contractor rate increases.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 9. The contract is with a firm.  | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 10. The potential economic advantage of contracting out is not outweighed by the public interest in having the work done in-house.     | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

If the services do not qualify under Section I or II, then the services must be completed by District staff and the requisition cannot be processed.

Certified by: Kim Hassell  
(Dean or other Authorized Signature)

Date: 4-28-16





# A PROPOSAL FOR **Folsom Lake College**

- **Wordpress Microsite**

**Prepared for Kim Harrell**

Revised April 6, 2016

Valid for 90 days from Issue Date

2 Pages

**Presented by Stevenson Media**

5050 Laguna Blvd Suite 112-528

Elk Grove, CA 95758

916.538.1320 / [info@stevensonmedia.com](mailto:info@stevensonmedia.com)

# Custom Wordpress Microsite

\$5,300

- **Responsive Design** - Layout resizes to fit most phone, tablet, and computer screens
- **Website Accessibility** - Section 508 / WCAG 1.0 Compliance
- **Faster page loads** - We perform load speed optimization of graphics, scripts, and fonts
- **Optimized for Search Engines** - Content and code written with search engines in mind.
- **Browser Support** - Optimized for current desktop browser versions of Firefox, Chrome, Safari and Internet Explorer. We accommodate full support for browsers up to 3 years old.

## 4 Primary Sections

- Home page that tells about the purpose and benefits of CTE.
- 1 section for students
- 1 section for members of the community
- 1 section for educators

## 14 Secondary Pages

- 2 pages for articulations and documents
- 4 pages for resources
- 1 overview page for CTE programs
- 7 pages for each CTE Pathway with text, photos, and links to each program

## Content Acquisition

<i>1 Content Meeting on-location</i>	<b>\$160</b>
<i>Content Outline &amp; Sitemap</i>	<b>\$1120</b>
<i>Photo acquisition &amp; Image Retouching</i>	<b>\$240</b>

## Design & Development

<i>Design Prototyping</i>	<b>\$480</b>
<i>Custom Template Design &amp; Development</i>	<b>\$2,000</b>
<i>1 Project Review Meeting on-location</i>	<b>\$160</b>

## Maintenance & Updates

<i>Google Analytics Setup</i>	<b>\$240</b>
<i>Website Hosting with automatic backups and malware scans (3 years)</i>	<b>\$900</b>
<i>Training and Content Updates available at \$80/hr</i>	



**UPTOWNSTUDIOS**  
 410 Alhambra Blvd.  
 Sacramento, CA 95816  
 916.446.1082 fax 498-8911  
 www.UptownStudios.net

**CONTRACT NUMBER:**

**16-0827**

**DATE:** 3/28/16

**CONTACT:** Tina

**SBE Micro Business #:**

**CMAS #:**

**CLIENT PHONE:** cell 916-955-1820

**FAX:**

**SUBMITTED TO:** Folsom Lake College - Tech Prep

10 College Parkway  
 Folsom CA 95630

**CONTACT:** Amy Jones **EMAIL:** jonesa@flc.losrios.edu

**PROJECT NAME: WEB DESIGN:** Create an Articulation Database custom website that is responsive in design.

**SCOPE OF WORK:**

**RECOMMENDED SITE OPTIONS:**

- A1. Website Design - Responsive Wordpress Custom Template..... \$2,500
- A2. WEBSITE DEVELOPMENT - setup and build online site..... \$5,000

**INCLUDES:**

- Contact Us Form
- Basic Search Engine Optimization Services
- Basic Site Search
- Basic Google Analytics Set Up
- Live Twitter or Facebook Feed Sign Up Form
- 1 hour of Wordpress Training
- A3. Content Migration and Launch (up to 20 pgs) ..... \$1,750
- A4. WordPress Blog Installation and Integration ..... \$600
- A5. Wordpress Accessibility Plug in (ADA Compliance)..... \$850
- A6. Testimonial or Fact Rotator..... \$350
- A15. Copy writing \$150 billed per Hour
- A16. Photography \$150 billed per hour

**Site design total cost..... \$11,050**

**B. POST LAUNCH WEBSITE MAINTENANCE AND MANAGEMENT**

- B1. Web Hosting Per Year..... \$340
- B2. Domain registration/transfer for 5 Years ..... \$150
- B3. Training Per hour - via webinar, or at Uptown Studios..... \$150
- B4. Website Maintenance and Management per Month..... \$350
- B7. Create Fillable PDFs - Each Page..... \$175
- B8. Design E-mail blast..... \$1,500

**PROOFS INCL:** **2** **PLEASE NOTE:** If you exceed this number of proofs, additional charges may be applied as necessary.

**WE PROPOSE:** We hereby agree to furnish the work requested, complete in accordance with above specifications, for the sum of: **\$11,050 for site development and implementation - post launch items extra**

**DELIVERY DATE:**  
to be arranged

**PAYMENT TERMS:**  
Net 30

All work to be completed in a professional manner using standard procedures. Any alterations or deviation from specifications shall be billed as extra costs and will be executed only upon written orders. **Proofing / Proofreading** is the responsibility of the buyer of any designed goods. All errors made by Uptown Studios shall be corrected at no charge BEFORE final production. Uptown Studios is not responsible for errors after buyer has approved the design. Client revisions beyond scope of work and Sales Tax are extra. Accounts over 30 days late are subject to 1.5% a month service charge. Client to pay all collection fees and attorney's fees if account requires collection or legal action. You give Uptown Studios permission to use any creative materials produced as part of our design portfolio. - UPON FULL PAYMENT ALL CREATIVE/SITE/DATABASE INFO BECOMES YOUR PROPERTY. THIS DOES NOT APPLY TO USAGE RIGHTS OR FEES THAT APPLY TO STOCK PHOTOGRAPHY, VIDEO, OR MUSIC OR THIRD PARTY SOFTWARE. This contract can be cancelled at any time in writing by either party. Property will be transferred upon complete payment.

**ACCEPTANCE BY CLIENT:**

Please sign and return original or e-approval to Uptown Studios • Fax: 916.498.8911 • Tina@uptownstudios.net

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **P.O. Number:** \_\_\_\_\_

# Website Design & Development

Proposal for

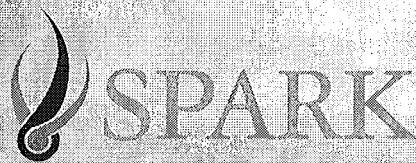


FOLSOM LAKE COLLEGE  
CTE PROGRAM

**Presented by Spark Inbound Marketing | March 30, 2016**

SparkInboundMarketing.com | (805) 528-1200

1310 Van Beurden Drive, Suite 101, Los Osos, CA 93402



Our mission is to support organizations  
with transformational ideas that  
ignite excitement and results.

## Your Team

**Cristi Spahr**  
Director of Client  
Success

Drives all things  
strategy, content,  
search, conversions, and  
automation. Primary  
client contact. Always on.

**Stephanie  
Gabriel**  
Creative Director

Brings the visitor and  
user experience to  
life with functional,  
beautiful design.

**Nathan Jones**  
Web Developer

Experienced in  
responsive web dev,  
email coding, and  
marketing automation  
integrations.

**Dani Potts**  
Project Manager

Keeps the Spark wheels in  
motion. Maintains project  
schedules, milestones,  
and quality. Taskmaster.

## Clients

APCD  
Benepay  
Boutique Hotel Collection  
Bridge Partners  
Cal Poly  
Central Coast Aquarium  
Certain  
Cliffs Resort  
Compli  
Donor Alliance

Dry Creek Joint  
Elementary School  
District  
East West Natural  
Medicine Center  
Embarcadero Inn  
Fontanta Unified  
School District  
H2O Engineering  
HeroHomes

Lavi Industries  
Lowers Risk Group  
Lowers & Associates  
Meathead Movers  
Morro Bay Community  
Foundation  
Napa Valley Unified  
School District  
Preferred Strategies  
Proforma Screening

REC Solar  
Redwood City School  
District  
Revive MD  
San Luis Auto Salvage  
SeaCrest  
SeaVenture Beach Hotel  
SLO County Parks  
Sycamore Mineral Springs  
Valencia Apartments

# Samples

## H2O ENGINEERING

[h2oengineering.com](http://h2oengineering.com)

**Content Management System:**  
Wordpress

**Highlights:**  
Fully responsive design; custom  
interactive map



## SYCAMORE

[sycamoresprings.com](http://sycamoresprings.com)

**Content Management System:**  
Wordpress

**Highlights:**  
Fully responsive design; photo galleries;  
integration with reservation system;  
custom gift card system

## SEAVENTURE

[seaventure.com](http://seaventure.com)

**Content Management System:**  
Wordpress

**Highlights:**  
Fully responsive design; custom gift  
card system; blog; email marketing  
integration



## MORRO BAY COMMUNITY FOUNDATION

[morrobaycommunityfoundation.org](http://morrobaycommunityfoundation.org)

**Content Management System:**  
Wordpress

**Highlights:**  
Fully responsive design; simple user-  
friendly CMS setup



March 30, 2016

## **THANK YOU**

We appreciate the opportunity to provide you with this proposal to design and develop a new website for the Folsom Lake College CTE Program. Spark Inbound Marketing is a 16 year-old full-service marketing agency. Our clients span across industries, from technology and business services to hospitality and education. Some of our education sector clients include Redwood City School District, Dry Creek Joint Elementary School District, Fontana Unified School District, Napa Valley Unified School District, and AGC California—Construction Education Foundation. It would be our pleasure to work alongside Heather at Sounding Board Marketing and Communications to develop a beautiful and functional new site for the Folsom Lake College CTE Program!

## **PROJECT SUMMARY**

This proposal details the following overarching deliverables:

1. A professional new website with a modern design to showcase Folsom Lake College CTE Program's purpose and benefits for students, community members and educators, and to provide an effective portal for information-gathering and registration information.
3. A custom-configured content management system using the Wordpress platform that will allow you to easily maintain and manage your website content moving forward.
4. A responsive design that will allow for optimal viewing across browsers and devices.

The complete scope of work, based on current assumptions, is outlined below.

## Site Map and Planning

## SCOPE OF WORK

### Site Map

For purposes of this proposal we are working from the list of sections and pages you provided as well as the American River College CTE website. We will consult with you to finalize the site map.

### Project Management & Spark Team Support

Spark will provide a dedicated project manager to work directly with Sounding Board Marketing & Communications to ensure your goals are met. The Spark team includes: Cristi Spahr, founder of Spark; Stephanie Gabriel, creative director and designer; Dani Potts, project manager; and Nathan Jones, web developer and Wordpress expert.

---

## Design

### Website Template Designs

We will provide complete custom design of all templates as identified in the site map. The design process begins with the home page and once approved, we'll build out each of the interior templates. The design process includes one major revision and up to five minor revisions for each template. A major revision is defined as disregarding the initial comp and creating a new one. A minor revision is defined as changing colors and fonts, rearranging design elements, and other minor changes. Note that once the home page is approved, those styles (colors, fonts, design elements) will flow onto the subpages and cannot be completely disregarded.

For purposes of this proposal we assume there will be 9 unique templates.

1. Homepage template
2. Students overview page
3. Educators overview page
4. Community Members overview page
5. CTE Pathways overview page
6. High School Articulation overview page
7. Resources
8. General subpage (CTE Pathway Details pages)
9. Contact form page/application information



## Development

### Content Management System

We will build your site on the widely-recognized Wordpress open source content management system (CMS) with custom-built tools that will enable you to self-manage the content of the site. Since it is open source, the entire code and contents of the website will be 100% owned by you. There is no licensing fee required.

### Responsive Design

The website will be built in a responsive layout and will be optimized at the server-side to allow for optimal viewing across popular devices, platforms, and browsers.

### Summary of Functionality

We have budgeted the following key functionality as part of your website:

- Wordpress content management system
- 1 contact form
- Site search
- Links to downloadable PDF documents throughout the site

---

## Content

### Content Integration

All final approved content will be provided by Sounding Board Marketing & Communications. Spark will integrate your content into the CMS for you before the launch of the site. For budgeting purposes we are estimating 25 pages of content integration. Additional pages can be added for a charge of \$120 per page.


---

## On-Page SEO

### On-Page SEO

Working from your final site map, will perform necessary keyword research and strategic planning to create a keyword-to-site map. The keyword-sitemap will form the SEO foundation of the website and is a critical planning document for the site as a whole. It will include the metadata, URLs, and keyword priorities for each page of the website.

We will also:

- Implement all metadata and URLs as specified in keyword-sitemap
  - Optimize pages for social sharing with OG images in place
  - Provide text alternatives for non-text content
  - Optimize file names and alt tags for all assets
- 

## **Website Launch & Training**

### **CMS Training**

We will provide a two-hour training session on the use of the content management system once the site is complete. We also provide 30 days of free support after the launch of the site to help you successfully adopt the content management system.

### **Analytics**

We will install Google Analytics tracking script and any other tracking scripts required for your website and marketing programs.

### **Web Hosting**

Spark recommends local web hosting provider, Digital West. We will assist you in creating a new hosting account with Digital West and will handle the details necessary to launch your new website in that environment. (Monthly hosting fees are covered in "ongoing costs" section of this proposal.) Optionally, you can select your own website host and provide us with necessary credentials to access the server. The website host must be Wordpress friendly.

### **Guarantee**

We stand behind the quality of our work. For the first 30 days after the launch of the web site, we will fix all problems and offer support at no charge. We will also fix any problems that were entirely our mistake for the life of the website.

## MILESTONES

Below is a conservative estimated timeframe for the key milestones of the project.

Weeks	Milestone	Responsible
1	Finalize Site Map	Sounding Board/Spark/FLC
2-3	Template Designs	Spark
4-5	Feedback/Approvals of Template Designs	FLC feedback/approve Spark revise/finalize
5	Content due	Sounding Board
6-9	Site Development	Spark
10	Content Population, Mobile Readiness, Multi-Platform Testing	FLC
11-12	Client QA, Testing, Approval	Spark
12	Site Launch	Spark
13	CMS Training	Spark to train FLC staff

## BUDGET

### Design & Development Costs

Custom website design & development per scope of work described above:

**\$23,500**

Terms: 25% billed upfront, 25% upon approval of template designs, 25% upon buildout of CMS, final amount due at time of website launch

### Ongoing Costs

Website Hosting est. \$850 annually through Digital West of San Luis Obispo

Website Maintenance \$120/hour billed in 15 minute increments; required 15-60 minutes of monthly maintenance to backup and update Wordpress ongoing

### Add-Ons

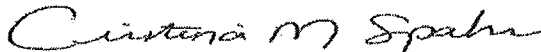
Tagline design: \$750

Spark will design 3 initial concepts for incorporating "Career Technical Education" into the existing Folsom Lake College logo for use on this website. Client will provide vector files for the existing FCL logo. Project rate includes 3 rounds of revisions to chosen logo layout.

---

We look forward to working with you on this project. Feel free to contact me with any questions.

Sincerely,



Cristi Spahr  
President  
Spark Inbound Marketing  
(805) 528-1200 office  
(805) 235-4151 cell

Name \_\_\_\_\_

Signature of Acceptance \_\_\_\_\_

Date \_\_\_\_\_



# **B43Productions**

(Sounding Board Marketing & Communications)  
Proposal for Folsom Lake College  
*CTE Video Project*

**REQUESTED SERVICES:**

- One 3-4 minute CTE program overview video
- One 2-3 minute video highlight FLC CTE continuation from High School level CTE
- Seven 2 minute videos featuring each CTE program
- Five photos per each CTE sector = 35 photographs

**EXPECTED EXPENSES:**

- *Video Coverage/Producing: 7 days = \$7000*
- *Editing Videos: 7 days = \$7000*
- *Photography/Editing Services: \$3000*
- *Travel: approx. = \$800*
- *(If voice-over and additional writing is requested, additional costs will apply- \$500 per video).*

**TOTAL EXPECTED EXPENSES: \$17,800**

**POTENTIAL PROJECT:**

- *Eight 1-2 minute Success Testimonial "Stories" = additional \$2500*

X \_\_\_\_\_

Administrator  
Folsom Lake College



X \_\_\_\_\_

Rebecca Leroux  
B43Productions

**Rates:**

*4 hours <= .5 day*

*4 hours >= 1 day*

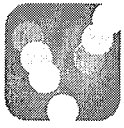
*Shooting/Editing/Producing: \$125/hr.*

*Please note: This proposal is an estimate of charges. Editing/Shooting/Producing are subject to change depending on circumstances. Payment is due within 30 days of product completion.*



***This is an estimate and is subject to change.***

3.29.16



**SOUNDING  
BOARD**  
Marketing & Communications

RESONATE YOUR MESSAGE

**Estimate for Services:**  
**Folsom Lake College CTE Programs Website**

**Submitted By:**  
**Sounding Board Marketing & Communications**  
Heather McGowan, Principal & Owner  
1215 Muirkirk Court Folsom, CA 95630  
(916) 673-8868  
[www.sounding-board.net](http://www.sounding-board.net)

**March 29, 2016**



## INTRODUCTION

Folsom Lake College (FLC) hosts a number of Career and Technical Education (CTE) programs that lead to a variety of Associates degrees and certificates in 15 industry sectors. Folsom Lake College has the opportunity to market the college's CTE programs to its feeder high schools and middle schools and increase enrollment in these programs, as well as provide clear information about the ways in which the high school CTE programs articulate with FLC's CTE programs.

## SCOPE OF WORK

Folsom Lake College (FLC) is seeking consulting and services for developing a website and website content, as well as video and photography, to market the college's CTE programs to its feeder high schools and middle schools. In the information that follows, Sounding Board Marketing & Communications has outlined the estimated costs for consultation and other services related to carrying out the above-listed scope of work.

## OVERALL APPROACH

Open and timely communications will occur throughout the course of the contract in order to ensure the timeliness and high quality completion of the deliverables outlined below. Please note that the frequency of communications and interactions are client-driven—should the weekly telephone appointments and/or monthly meetings be cumbersome for the client's schedule, then the client can choose to forgo these meetings. These communications will occur in the following ways:

**Kick Off Meeting:** One two-hour meeting facilitated by the Principal and Owner of Sounding Board Marketing & Communications, Heather McGowan and the FLC CTE representatives responsible for overseeing the activities outlined in the final workplan. During this kick off meeting, the scope of work, timelines, activities, and assumptions will be confirmed and refined, if necessary. This will serve as a means to keep communications open and continuous. This meeting can be conducted in person, by phone and/or virtually.

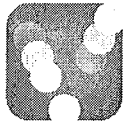


**Weekly Telephone Appointments:** The Principal of Sounding Board Marketing & Communications will conduct 30-minute weekly telephone appointments with the FLC CTE's point of contact for the contract, and/or individual staff members and/or contractors involved with different activities of the contract. During these weekly telephone appointments, updates will be discussed and timelines will be reviewed. These appointments do not preclude the FLC CTE from other telephone or email communications with Sounding Board Marketing & Communications.

**Review and approval:** The FLC CTE's point of contact and/or additional program staff will be provided drafts of the printed deliverables as defined in the final workplan.

**On-Going Communications:** Sounding Board Marketing & Communications will ensure that communications with the FLC CTE's point of contact and relevant staff are timely, ongoing and open in order to meet project specifications and deadlines. One way that this will occur is via a detailed week-by-week work plan that will be developed at the beginning of the contract, and weekly status reports throughout the life of the contract that outline the activities completed for each week, and the upcoming week's activities and deliverables by Sounding Board Marketing & Communications the FLC CTE. In addition, Sounding Board Marketing & Communications will develop a Basecamp project management environment to post project-related documents, update timelines, and obtain and keep a record of client feedback and communications. Additional communications may occur via email and telephone communications, in addition to already-scheduled meetings and other communications.





**SOUNDING  
B O A R D**

Marketing & Communications

**PROPOSED SERVICES AND ESTIMATED COSTS**

The proposed services and estimated costs as outlined below reflect the consultant's best-faith estimate based on the services discussed with the client. Where possible, a variety of options are outlined in order to provide the client a range of choices based on the services needed and available budget. The final contract will outline the final timeline—including the maximum number of months associated with maintenance plans, where applicable—for these services.

**WEBSITE CONTENT DEVELOPMENT**

Sounding Board Marketing & Communications will write the content for up to 30 pages within the FLC CTE website, including CTE program overviews, audience-specific information, home page, and contact page information. Estimate includes up to 30 hours of services for message/voice development, research, drafts and revisions.

**ESTIMATE FOR WEBSITE CONTENT DEVELOPMENT: \$4,500**

**VIDEO PRODUCTION & PHOTOGRAPHY**

Please see attached proposal from B43 Productions. \*This total does not include the add-on services described in the proposal.

**ESTIMATE FOR VIDEO PRODUCTION: \$17,800\* N/A**

**WEBSITE DEVELOPMENT**

Please see attached proposal from Spark Inbound Marketing. \*This total does not include the add-on services described in the proposal.

**ESTIMATE FOR WEBSITE DEVELOPMENT: \$23,500\***

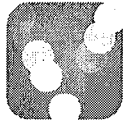
**PROJECT MANAGEMENT SERVICES**

Services/Outcomes: Develop timeline in coordination with FLC CTE point of contact; serve as project manager and conduit between FLC CTE and the website developer, videographer and photographer, providing review and oversight of project quality and timelines. Client can decline this service and choose to interface directly with the subcontractors.

**ESTIMATE FOR PROJECT MANAGEMENT: \$2,250**

N/A

**TOTAL ESTIMATE: \$48,050.00**



**SOUNDING  
BOARD**  
Marketing & Communications

RESONATE YOUR MESSAGE

**WORK SAMPLES:**

**Sounding Board Marketing & Communications:** Please review case studies and samples of work found at <http://sounding-board.net/case-studies> as well as the following link:  
<http://sounding-board.net/writing-samples> Password is SBMCWriting.

**B43 Productions:** Please review work samples at the following links:

[STEAM video](#)

[Eich MS](#)

[CALSA event](#)

[RCSD ELD](#)

[SLC Gala](#)

**Spark Inbound Marketing:** Please review work examples included in the attached website proposal.



TERMS OF ESTIMATE

Please note that this is an estimate, based on assumptions made by Sounding Board and its contractors derived from similar work completed for similar clients. Final costs for services are dependent on the agreed-upon final scope of work by Folsom Lake College and will be reflected in the final contract.

The rates outlined above are inclusive of Sounding Board Marketing & Communication's costs related to travel/mileage to meetings, weekly written and emailed status reports, weekly telephone appointments, and office expenses (fax, postage, telephone/internet). An additional \$150/hour will apply to work that needs to be completed outside the scope defined in the final contract and workplan (please refer to estimates provided by B43 and Spark Inbound Marketing for per hour rates for hours over those provided in their respective estimates, as well as travel costs, if applicable). An estimate for those services will be provided prior to beginning any additional work or services.

Estimate is valid within 30 days after the stated date of the estimate. Sounding Board Marketing & Communications reserves the right to adjust this estimate if a contract is not executed within this 30-day time period.

Please sign this Estimate and Scope of Work and attached contract and email back to hvmcgowan@sounding-board.net so the project may be scheduled and the final contract can be executed.

Consultant

Folsom Lake College

Signature  
Heather V. McGowan  
Principal & Owner  
Sounding Board Marketing & Communications  
1215 Muirkirk Court | Folsom, CA 95630  
916.673.8868  
Date: 03.25.2016

(authorized signature)  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Folsom Lake College  
10 College Parkway | Folsom, CA 95630  
Phone Number: \_\_\_\_\_  
Date: \_\_\_\_\_



## BACKGROUND INFORMATION

Sounding Board is known for providing communication and marketing solutions that are creative, thoughtful, and drive positive results for our clients.

**Mission:** Sounding Board Marketing & Communication's mission is to increase public confidence in public education and improve opportunities for education organizations to succeed through proactive communication and marketing.

**Values:** Sounding Board Marketing & Communications believes in collaboration, respect, professionalism, honesty and integrity, and delivering high quality results to every client.

**Philosophy:** The name "Sounding Board" has two meanings: the client is the expert for their organization; and the consultant is the sounding board upon which the client can have their ideas and expertise translated into messages that will resonate with their audiences. Sounding Board Marketing & Communications spends time listening to its clients, then brings forward ideas to address the client's needs, collaborates with the client throughout the project, and develops and implements results-oriented, effective and successful strategies that bring measurable results and outcomes.

**Size & Location:** Size-1 full-time employee; Location-Folsom, CA. Sounding Board Marketing & Communications contracts with highly-qualified contractors that understand and specialize in the education industry for graphic design, video production and website development, when needed.

**Date Founded & Number of Years in Operation:** Founded in 2009; six years

**Commitment to Professional Education:** Heather McGowan, Principal & Owner of Sounding Board Marketing & Communications, recently earned her Accreditation in Public Relations, which requires maintenance of this credential through maintain and commitment to the sound and ethical practice of public relations every three years. Maintenance can be achieved through lifelong learning, participating in industry events, giving back to local Accreditation programs, or some combination of the above.



**Other Services Offered:** Additional services provided by Sounding Board Marketing & Communications include:

- **Marketing and Branding Strategic Services**
- **Communications Audits and Strategic Services**
- **Capacity Building (Trainings and Workshops):** Customer Service, Crisis Communications, Social Media, Writing Compelling Website Content, Communication & Public Relations, Marketing Material Development, Media Relations, School Site Communication (For Principals and Teachers)
- **Social Media Strategy and Deployment:** Available to clients that have an already-established marketing/communications strategy and/or communications program.
- **Strategic Message Development:** Press releases, website content, copywriting/editing, marketing content, branding messaging
- **Crisis Communications:** Crisis communications plan development, crisis communications services
- **Media Relations:** Press releases, media pitching
- **Project Management of Graphic Design Services**
- **Project Management of Video Production Services**



ABOUT HEATHER MCGOWAN, MA APR  
PRINCIPAL & OWNER, SOUNDING BOARD MARKETING & COMMUNICATIONS

Heather McGowan, Principal and Owner of Sounding Board Marketing & Communications since 2009, has nearly 20 years of experience developing and executing effective and successful communications and marketing strategies for elected officials, education (K-12 and higher education), and non-profit organizations. Sounding Board Marketing & Communications provides strategic, creative, and general marketing and communication consulting services that exceed clients' unique goals and deliver results that motivate her clients' audiences to act, change, and/or otherwise change behaviors for a greater good.

Heather's management experiences include working with large and small committees, and directing the work of staff members. Past and present clients of Sounding Board Marketing & Communications include, but are not limited to, Redwood City School District, Cupertino Union School District, Napa Valley Unified School District, Fontana Unified School District, Sunnyvale School District, Saratoga Union School District, Folsom Cordova Unified School District, Washington Unified School District (West Sacramento), Sacramento County Office of Education, Orange County Department of Education, NextEd (formerly LEED-Linking Education & Economic Development), HomeAid Sacramento, and the Associated General Contractors of CA Construction Education Foundation. Heather also facilitates capacity-building trainings and workshops on crisis communications, social media, effective website content, and public relations.

***Education & Credentials***

**Accreditation in Public Relations (APR)**—Universal Accreditation Board, 2015, New York, NY

**Master of Arts, Educational Leadership and Policy Studies (emphasis in Higher Education Leadership)**—California State University, Sacramento, May 2004, Sacramento, CA

**Bachelor of Arts, Political Science**—San Jose State University, May 2000, San Jose, CA

***Professional Associations and Volunteer Experiences***

2015-present: Central Valley Regional Chair, California School Public Relations Association

2005-present: Member, California School Public Relations Association

2011-present: Member, National School Public Relations Association

2011-2013: Judge, New York School Public Relations Association's Annual Excellence in Communications Award

2009-2012: Steering Committee Chair, Founding President, and Vice President of Marketing, Folsom Cordova Education Foundation

2009-2012: Board member and Nominating Committee Chair, San Jose State University Alumni Association



### **Awards**

2007, 2010, and 2012-Excellence in Communications Award, CalSPRA  
2006-Best of the Web, Center for Digital Education

### **Relevant Professional Experiences**

**Instructor** –University of California, Davis Extension, Sacramento, CA (2010-2011)

- Taught Essentials of Marketing Course, which provided students an overview of basic marketing concepts including the following: Market Research, Market Analysis, Buyer Behavior, Segmentation, Product Life Cycle, Product Development, Pricing, Distribution Strategy, Promotion and Branding.
- Developed a basis for students to evaluate new market opportunities and to examine existing products or services. Facilitated students' understanding of the pros and cons of different marketing methods or approaches.

**Director of Marketing and Communications** – LEED-Linking Education and Economic Development (now NextEd), Sacramento, CA (2008-2010)

- Developed and implemented the short- and long- term marketing and communications strategic plan to advance the organization's mission, vision, brand, and goals.
- Led, implemented, and performed LEED's traditional, electronic and social communications strategies, including writing and editing print and electronic content.
- Coordinated and managed the design, artwork, writing, printing, editing, and distribution of organizational, programmatic and event publicity for audiences from 250 to over 1,500.

**Public Information Officer** – Folsom Cordova Unified School District, Folsom, CA (2005-2008)

- Established and implemented an annual communication plan that proactively communicated the district's goals and objectives, including marketing and collateral materials.
- Consulted and trained district employees on effective and appropriate public relations and marketing to ensure that departmental/school goals were met.
- Established the District's award-winning monthly electronic newsletter sent to over 1,500 district employees, and over 18,000 parents, community partners and civic leaders.
- Performed media relations, including serving as district spokesperson.
- Wrote, edited produced and coordinated the distribution of annual reports.
- Reviewed and approved department and school messages for district's mass communications.
- Wrote and edited communications (letters, presentations, speeches, website content) for a variety of audiences, including civic and business leaders, parents, and employees.



**Chief of Staff** – San Jose City Councilmember Forrest Williams, San Jose, CA (2001-2003)

- Authored and edited reports, memoranda, newsletter articles, brochures, and press releases.
- Organized and conducted community and education forums, community resource fairs, receptions, and events.
- Coordinated and performed event publicity and photography.
- Researched and wrote policy briefings, analyses, and proposals.
- Supervised and managed five full-time staff members and college interns.

**Senior Council Assistant** – San Jose City Councilmember Charlotte Powers, San Jose, CA (1999-2001)

- Authored and edited reports, memoranda, newsletter articles, and brochures.
- Coordinated a newsletter, website, event flyers, and other print and electronic publications.
- Organized and conducted community and education forums, community resource fairs, receptions, and events.
- Coordinated and performed event publicity and photography.
- Researched and wrote policy briefings, analyses, and proposals.

**Council Assistant** – San Jose City Councilmember Charlotte Powers, San Jose, CA (1996-1998)

- Coordinated a newsletter, website, event flyers, and print and electronic publications.
- Coordinated and performed event publicity and photography.