

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approves the expenditure of additional funds for the purchase of research and discovery leading to website redesign services from Yes& Lipman Hearne for the Continuing Education and Communications departments.

BACKGROUND

Yes& Lipman Hearne is currently working on the redesign of the District website. Continuing Education (CE) was included as part of the RFP, but spend authorization for research and discovery used to inform the redesign of the CE website was not included in the initial Board approval for the redesign of the District website. RFP 4451 for Redesign of District Website was awarded to P'unk Ave in August 2021. P'unk Ave was acquired by Yes& Lipman Hearne in 2022.

IMPACT OF THIS ACTION

The redesign of the CE website will better serve our target audience of prospective and current students, and the community. It will be user-friendly, simple to use, visually pleasing, and consistent with today's website standards.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The Board has approved a total spend authorization of \$300,000. This purchasing request is for spend authorization for an additional \$100,000, which is budgeted in the Communications Department's FY23 operating budget. Total spend to date is \$289,200 which includes \$89,200 of operating budget and \$200,000 of CARES funds.

RESOURCE PERSONNEL

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