PROPOSAL TO CONDUCT AN EOPS SPECIAL PROJECT
UNDER SECTION 56231 OR 56293 TITLE V

Project Title: EOPS Visual Material

College: Santa Barbara City College

Address: 721 Cliff Dr. Santa Barbara, CA 93109

(805) 965-0581

EOPS Special Project Funds Requested: $10,000

Duration of Project 9 mos Starting Date 9/1/86

Statement of Assurance (EOPS) Special Projects

The college applying for funds under Section 56231 or 56293 of Title V Regulations, Chapter 2.5 (commencing with Section 56200) of Division 7, Part VI agrees to the following assurance.

That the Extended Opportunity Programs and Services (EOPS) project described in this proposal shall be established and maintained in accordance with the Title V sections mentioned above, the State of California Education Code and Administrative Code unless otherwise authorized by the chancellor's Office.

Work produced with funds from this agreement shall become the property of the State of California with all copyright entitlements.

EOPS SPECIAL PROJECT COORDINATOR
Name: Manuel Figuera
Signature: [Signature]
Title: Special Prog. Advisor
Phone: (805) 965-0581, ext. 385

EOPS DIRECTOR
Name: William J. Borden
Signature: [Signature]
Title: Dean, Student Services
Phone: (805) 965-0581, ext. 279

SUPERVISING ADMINISTRATOR FOR EOPS
Name: Lynda Fairly
Signature: [Signature]
Title: Vice-Pres., Student Aff.
Phone: (805) 965-0581, ext. 398

DISTRICT BUSINESS MANAGER
Name: Dr. Charles L. Hanson
Signature: [Signature]
Title: Business Manager
Phone: (805) 965-0581, ext. 35

SUPERINTENDENT/PRESIDENT OR AUTHORIZED DESIGNEE
Name: Dr. Peter R. MacDougall
Signature: [Signature]
Title: Superintendent/President
Phone: (805) 965-0581, ext. 21

Encl. 3
Item 3.4
12/11/86
ABSTRACT

Project Title: EOPS Visual Material
Project Coordinator: William J. Cordero, Dean-Student Services
College: Santa Barbara City College

In an attempt to expand the scope and visibility of EOPS programs throughout the state, this project's emphasis will be to develop a package of visual material consisting of posters, folders and fliers, done professionally and in a determined amount of time. In many instances EOPS Programs are not well publicized due to the lack of well developed visual material. This project will attempt to fulfill that need.

Objective of Project

The objective of this project is to increase the awareness of all aspects of EOPS Programs to our actual campuses and communities as well. This visual material will increase that needed awareness and serve as a communication medium between our programs and future recipients. In the long run, this material will serve as a public relations tool also. The material will include:

A) Two different full color posters, pleasing to the eye and publicizing our EOPS Programs.

B) Two different 8½" x 11" fliers to be used as a first-hand publicity medium on campuses and communities.

Procedure for Project

This project, consisting of a well developed package of visual material, will be done professionally and will be made easily accessible to all our campuses of the state. The project will be conceived, developed and shipped to Sacramento by the coordinator of the project. The project will be started in the beginning of the fiscal year 1986-87 and will be finished by May 29, 1987.

Expected Impact or Contribution

This project will enhance the perception of EOPS locally and statewide. The visibility of our programs will increase greatly and campuses' faculty, staff, students and administrators will accept us as an integral part of our educational accomplishments and educational institutions.

Budget

<table>
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<tr>
<th>Description</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Production of two different Posters (1,000 each)</td>
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<tr>
<td>Production of two different fliers (20,000 each)</td>
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<td>Salary</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$10,900</strong></td>
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PROJECT NARRATIVE

A. NEED

In an attempt to address the need to publicize the many unique services that EOPS programs offer, this project's emphasis will be to develop visual materials that will be adaptable to all college campuses.

Safely stated, many EOPS programs lack the visibility necessary to increase public awareness, and attract those target populations (low income, minority) that it seeks to serve. With the advent of state mandated enrollment fees, combined with such aspects as increasing high school drop-out rates, declining number of high school age students and the displacement of working adults from the labor force (due to technological advancements) EOPS programs and community colleges face the reality that direct steps must be taken to insure that all who could be served by EOPS are, in fact, made knowledgeable.

Funding of the visual materials component would assist in trying to remedy misconceptions about EOPS as well as "market" this valuable college service. Used as a public relations vehicle, EOPS visual materials once standardized and used statewide would project the image that EOPS programs are a positive collective whole statewide, instead of an isolated singular entity randomly scattered throughout college districts.

B. OBJECTIVES

The objectives of this project are:

- To increase public and legislative awareness of all aspects of EOPS.
- To increase communication between EOPS and its varied target groups (i.e., low income; minority; and educationally/economically disadvantaged re-entry adults).
- To increase the marketing potential of EOPS programs.

C. PROCEDURES/ACTIVITIES

In order to achieve the project objectives the following visual materials will be produced:

- Two different full color posters depicting aspects and activities of EOPS.
- Two different standardized fliers which can be mass produced for distribution on campuses and in communities.
D. PROJECT MANAGEMENT

The project will be under the direct supervision of William J. Cordero, Dean, Student Services, at Santa Barbara City College. The Coordinator/producer of the visual materials will be Manuel Unzueta, EOPS Special Program Advisor at Santa Barbara City College. In addition to his EOPS duties, Manuel is a world-renowned artist, certificated instructor at SBCC and UCSB, and has been involved in community activities for the past fifteen years.

The Project Director will meet weekly with the visual materials Producer to insure that all aspects of the component are on schedule, and discuss/resolve problems that may occur. In addition, every sixty (60) days a status report will be sent to the Special Project Coordinator, updating all activities that have taken place to date.

The project Coordinator will be expected to put in no less than eight (8) hours per week on the visual materials component. Total number of hours for the entire project should not exceed three hundred twenty (320).

E. LOCATION/FACILITIES

The central location site for this Special Project component will be the EOPS main office, Student Services Building, Room SC-8. The visual producer will also enlist the services of the college Art Department (Room H-215), campus Print Shop (Room A-114), to assist him in the completion of this project.

In addition, several local off-campus graphics and printing agencies will be used, for photo-typesetting, design, layout and full color printing. For example, A typical Graphic Services and Kwik-Kopy Printing.
F. EVALUATION

As described in the PROJECT MANAGEMENT section, the project director will be responsible for the overall activities of the visual materials component. All items, time schedules, and materials will be reviewed, approved/disapproved under his direct jurisdiction. All items will be subjected to objective scrutiny by officials on the Santa Barbara City College campus departments are:

- College Information - Jim Williams
- Graphics - Rob Reiley/John Morrisohn

G. DISSEMATION

Once all visual materials have been satisfactorily produced, it will be the responsibility of the project coordinator/producer to ship all items to the Chancellor's Office. Dissemination of items to college EOPS departments will be at the discretion of the Chancellor's Office.

Again, this Special Project should enhance the image of all EOPS programs statewide and can be used to increase a program's visibility. It is suggested that these visual materials be placed in a wide variety of places within a community, such as:

- shopping centers (grocery stores, etc.)
- educational agencies (county schools, high schools)
- community service agencies (Welfare, Unemployment Offices, etc.)
- non-profit organizations (Minority, Women, Legal Aid centers)
- other (laundromats, gas stations, billboards, etc.)

H. BUDGET

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PROPOSAL TO CONDUCT AN EOPS SPECIAL PROJECT UNDER SECTION 56231 OR 56293 TITLE V

Project Title: EOPS Publicity Videos
College: Santa Barbara City College
Address: 721 Cliff Drive Santa Barbara, CA 93109

EOPS Special Project Funds Requested: $34,200
Duration of Project 9 mos Starting Date 9/1/85

Statement of Assurance (EOPS) Special Projects

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EOPS SPECIAL PROJECT COORDINATOR
Name: Mario S. Balibrea
Signature: [Signature]
Title: Producer
Phone: (805) 965-0581 Ext. 278

EOPS DIRECTOR
Name: William J. Cordere
Signature: [Signature]
Title: Dean, Student Services
Phone: (805) 965-0581 Ext. 279

SUPERVISING ADMINISTRATOR FOR EOPS
Name: Lynda Fairly
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Phone: (805) 965-0581 Ext. 398

DISTRICT BUSINESS MANAGER
Name: Dr. Charles L. Hanson
Signature: [Signature]
Title: Business Manager
Phone: (805) 965-0581 Ext. 357

SUPERINTENDENT/PRESIDENT OR AUTHORIZED DESIGNEE
Name: Dr. Peter R. MacDougall
Signature: [Signature]
Title: Superintendent/President
Phone: (805) 965-0581 Ext. 211
ABSTRACT

Project Title: EOPS Publicity Videos

Project Coordinator: William J. Cordero-Dean, Student Services

COLLEGE: Santa Barbara City College

In an attempt to address a major deficiency of the vast majority of EOPS programs, and to combat decreasing enrollment patterns in community colleges statewide, this project's emphasis will be to continue to develop a public relations/marketing component, that will be adaptable to all campuses. In many instances, community colleges suffer from an image problem, one that assumes that they are merely extensions of high schools or vocational learning centers only. EOPS programs, at the vanguard of providing help for disadvantaged people, are viewed by campuses as an additional source of revenue, a program without standards or a program for minority students only.

-- In many institutions EOPS is not accepted as an integral component of the institution's educational plan.

-- Many institutions are not committed fiscally or operationally to EOPS personnel and services.

-- Many institutions have not recognized or accepted the responsibility to serve disadvantaged students.

-- Many institutions do not understand the categorical nature of EOPS programs.

-- Many communities throughout the state know little, if anything, about the EOPS programs at their community colleges.

-- Many potential EOPS students have a faulty perception of EOPS programs.

Objective of Project

The objective of this project is to increase the awareness of opportunities and/or services that the community college system and EOPS programs can offer to the citizenry of California. It is the intent of this project to promote education and encourage low income, disadvantaged and ethnic minorities to enroll in post-secondary institutions for the betterment of not only their lives, but the lives of their children as well. It is also the intent of this project to take positive actions to inform others that programs such as EOPS are valuable vehicles for academic success and satisfaction.

Procedures of Project

This project will design a "public relations/marketing" component that will be adaptable to all campuses. The project will consist of producing four thirty-second public spot announcements for television. In addition, one ten minute video production will be made discussing all aspects of the EOPS function.
ABSTRACT

The PSAs and video will be produced so that any campus in the state can use them to promote its campus. Productions will attempt to identify a typical EOPS program. Each individual campus would be able to splice in personalized messages, etc. regarding its own campus.

The most unique aspect of this project will be the use of highly visible personalities to do the lead in each of the productions. Individuals such as Nell Carter, Mr. "T", Pat Morita, Will Sampson and John Travolta, etc. are strong possibilities to "star" in these productions.

Expected Impact or Contribution

EOPS and community colleges have the very strong possibility of having highly visible "star quality" personalities endorsing their mission. If this can become a reality, this project would enhance the perception of EOPS and community colleges locally and statewide. Campus faculties, administrators, and state legislators would become more aware of EOPS existence and acceptance by significant others. Recruitment of EOPS eligible students should increase by having "star" endorsement.

FUNDING OF THIS PROJECT CAN ONLY BE POSITIVE FOR EVERYONE -- ALL EOPS PROGRAMS, ALL 106 CAMPUSES AND THE COMMUNITY COLLEGES CHANCELLERY.

Budget

Producer/Writer/Director/Editor $ 22,000
Assistant to the Producer 2,000
Production Crew 2,400
Travel 2,500
Telephone and Mailing 500
Cassettes 300

Post Production (editing, equipment rental, special effect, graphics, etc.) 4,500

TOTAL $ 34,200
PROJECT NARRATIVE

A. NEED

In an attempt to address a major deficiency of the vast majority of EOPS programs statewide, this project's emphasis will be to develop a "public relations/marketing" component that will be adaptable to all campuses. In many instances, EOPS programs are viewed as an additional source of revenue, a program without standards, a program for minority students only and a program of temporary employees. Additionally, the following observations have been made:

- In many institutions EOPS is not accepted as an integral component of the institution's educational plan.
- Many institutions are not committed fiscally or operationally to EOPS personnel and services.
- Many institutions have not recognized or accepted the responsibility to service disadvantaged students.
- Many institutions do not understand the categorical nature of EOPS programs.

While the aforementioned issues may have been of concern in the past, it is incumbent upon "today's influential thinkers" (individuals who will select projects to be funded) to take positive action to remedy the statewide problem. With the institution of enrollment fees and the implementation of matriculation plans, many factors will be working against the goals and objectives of EOPS. Transition models, computerization of office models, unique counseling models, etc. will be for naught if EOPS programs do not achieve campus acceptance. In addition, EOPS legislative scrutiny will be at an all time high. Decision makers affecting the future of EOPS must be positively influenced over a period of time to assist them to develop a true understanding and appreciation of EOPS and its' accomplishments.

The need to fund the development of a "public relations/marketing" component adaptable to all campuses is fundamental to the future of EOPS. I believe at this moment in EOPS history and the tenor of the attitude in Sacramento, a modest sum should be allocated to address this very important concern. The possible alternative of some campuses attempting to influence their legislators individually can be counter-productive, as one program is pitted against another for comparison purposes to determine quality and success of EOPS in general. This has happened in the past and will continue to happen in the future unless a collective "we" works together to resolve the problem.

The project that I propose is one that deals with two fundamental problems facing the campuses - retention and recruitment of minority and low income students. Post-Secondary Hispanic retention and transfer rates are especially alarming. I believe EOPS is uniquely qualified to spearhead this program which addresses problems which have reached significant proportions on California campuses, while at the same time giving EOPS more viability and positive visibility within the structure of the community college educational network.
B. **OBJECTIVES**

The objectives of this project area:

- To increase access for low income students consistent with state mandated enrollment fees and policies.

- To motivate the low income and minority student to remain in school and to continue in a program of higher education.

- To educate the general public and in particular the low income and minority population to the tremendous opportunities and advantages offered by the community colleges.

- To increase awareness on the part of the drop-out student of the importance of returning to school.

- To recruit high school graduates, especially minority and low income, to the community college programs.

Starting late fall, a systematic shooting schedule will be worked out so as to complete the filming by March 30, 1987. The editing and selection of music, sound effects, etc. will then begin and by mid-Spring 1987 (June 15), all commercials, the video cassette will be ready for use by the campuses and their respective television stations. At some later point in time, the PSA's could be developed for use on radio stations. Counselors may also use the video cassette in recruiting as well as in conducting classroom sessions and seminars related to retention and transfer issues at the community college level.

It is the belief of this project that many misconceptions and improper images of EOPS exist and hinder its campus acceptance and student accomplishments. Numerous positive EOPS actions take place at every campus statewide; however, as happens all too much in our lives, the negative aspects - real or imaginary - get the most attention and become the foundation of perceived reality as to the contribution of the program. This project believes by taking positive actions to inform others, EOPS can and will be viewed as the quality and needed program that it really is.
C. PROCEDURES/ACTIVITIES

This project will develop a "public relations/marketing" component that will be adaptable for use by the community colleges state wide in a program designed to develop awareness of the importance of continuing education for the three target groups: drop-out students, minority groups and low income groups. The component will consist of four television public service announcements, a 14 to 17 minute educational video cassette.

In order to successfully market the program and to successfully reach the target groups the public personalities to be used in the television commercials will be high visibility performers in the entertainment and sports field. Since the identification factor is so important in public relations, and in order to be most effective, the performers selected will be successful minority individuals.

Contacts have been made and are being made to high visibility, youth-oriented-appeal performers. For example, individuals such as Nell Carter, Mr. "T", Pat Morita, Will Sampson and John Travolta, etc.

All the filming, editing, scoring, transferring of tape materials, and titling will be done this fall and winter so that the television commercials, and the educational video cassette will all be finished by June 15, 1987.
D. PROJECT MANAGEMENT

The project will be under the direct supervision of William J. Cordero, Dean Student Services/Director EOPS at Santa Barbara City College. In addition to working for Santa Barbara City College for fifteen years, he has had extensive personal experience in public relations and marketing. He has operated many successful businesses, been elected to public office and currently owns and operates two businesses that rely heavily on marketing for their success. He knows his community well, maintains excellent working relationship with area business executives, local public figures and key state legislators.

Working under the Project Director will be Mario Balibrera, Production Director. It is the responsibility of the Production Director to see that all aspects of the production function smoothly, on time and within budget. These include:

- **Pre-Production:** selection of on-camera principles, contracts, site selection, script writing, rehearsing, coordination of production staff.
- **Production:** directing the actual filming, retakes, conducting interviews for educational videotape.
- **Post Production:** directing all work associated with the editing, selection and editing of music and sound effects tracks, timing, titling, transferring and all other necessary tasks so as to have the entire project finished by next mid May.

Mr. Balibrera is an international and national award winner with an extensive and highly successful background in the production of motion pictures and television. He is from UCLA's graduate Dept. of Motion Pictures, and brings to the project solid and proven experience as well as an impressive list of accomplishments.

ASSISTANT TO THE PRODUCER

The assistant will provide much needed help in each of the following areas: typing, and mailing letters, information packets related to the project, phone communications related to the coordination of tentative shooting schedules, location scouting and coordination, keeping a video log on all taped materials, time coding all tapes; helping in the coordination of equipment and personnel during actual shootings; helping in the area of transferring original materials to dubs; keeping a timed log on all taped materials as they are being edited and re-edited, according to coded numbers.
E. LOCATION/FACILITIES

Headquarters: EOPS Office, Room SC-8, Santa Barbara City College, Student Services Bldg.; Phone: (805) 956-0581, ext. 278

Sites/Activities:
All shooting will be done on location, either at the Santa Barbara City College or at an appropriate site such as Dodger Stadium, Los Angeles. The City College location would be readily and visually identifiable as a college campus NOT as Santa Barbara City College, so as to be useful to other campuses.

All editing, transferring, scoring and post production work will be done in the Media Department facilities at Santa Barbara City College (Room H-327), except those services which may require the capability of a local production facilities.
F. EVALUATION

The Project Director will meet on a weekly basis with the Production Director and the production staff. He will review all materials to be used in the productions, which includes such as script, music, location sites, and the like. The Project Director will monitor the progress of the productions in order to ascertain and ensure that the productions in progress have high quality, effectiveness, are meeting the time specifications, and are within budget. He will also send sixty day status reports to the state clearly describing the projects and their progress.

G. DISSEMINATION

All finished materials (commercials, educational videocassettes) will be made available to the State Chancellor's Office. Community College Districts would then be notified by the Chancellery of their availability with a brief explanation as to how to adapt, if necessary, the materials to their respective college.

H. BUDGET

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<td>Post Production (editing, equipment rental, special effect, graphics, etc)</td>
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