2012-2013 BUDGET PROPOSAL

PROGRAM NAME: **MARKETING/OUTREACH**
RESPONSIBILITY: **CHIEF STUDENT SERVICES OFFICER**

FUND CODE: **1100 GENERAL - UNRESTRICTED**
ORGANIZATION CODE: **10400 PUBLIC INFORMATION**
PROGRAM CODE: **671000 COMMUNITY RELATIONS**

FEATHER RIVER COMMUNITY COLLEGE DISTRICT

ACCOUNT CODE	ACCOUNT TITLE (Please provide specific detail supporting *Proposed Budget Request*.)	Strategic Planning Goals & Objectives (If Applicable)	2010-11 ENDING BUDGET	2010-11 ACTUAL	2011-12 ADJUSTED FINAL BUDGET	2012-13 PROPOSED BUDGET REQUEST
4320	Subscriptions		$ 125	$ -	$ 125	$ 125
4325	Supplies and other promotional materials		$ 1,667	$ 647	$ 1,667	$ 1,667
5020	Professional membership fees		$ 146	$ -	$ 146	$ 146
5050	Contracts for public relations services i.e. graphic arts for promotional material and catalog, College Bound Selection services, USA data, etc.		$ 7,750	$ 3,464	$ 8,286	$ 8,286
5055	Online contracts; Hopson's for College View Profile, etc.		$ 3,400	$ 1,188	$ 3,564	$ 3,564
5060	Postage and Shipping for marketing materials		$ 700	$ 700	$ -	$ -
5100	Staff travel to marketing and outreach activities; conferences and workshops		$ 5,001	$ 1,518	$ 5,000	$ 2,000
5905	Expenses related to marketing events, i.e. College and Career Fair on campus, Day in the Mountains, etc.		$ 3,725	$ 2,211	$ 3,725	$ 3,725
5940	Publicity to promote FRC and FRC sponsored events i.e. newspaper, radio, magazines, etc. Additional needed to print the college catalog ($8,000).		$ 26,647	$ 22,180	$ 24,997	$ 32,997