

**SPECIAL MEETING OF THE BOARD OF TRUSTEES
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
AND RICHLAND COLLEGIATE HIGH SCHOOL**

R.L. Thornton, Jr. Administration Building

701 Elm Street

Board Room (4th floor)

Dallas, TX 75202

Tuesday, August 19, 2008

4:00 p.m.

AGENDA

- I. Certification of Posting of Notice of the Meeting
- II. Public Hearing on Tax Increase for Fiscal Year 2008-2009
- III. Citizens Desiring to Address the Board Regarding Agenda Items
- IV. Declaration of Conflict of Interest (pp. 4-7)
- V. Consideration of Bids
 1. Advertising
 2. Advertising - Amendment
- VI. Consent Agenda: If a trustee wishes to remove an item from the consent agenda, it will be considered at this time.

Financial Reports

3. Approval of Rental Payments to Reflections of Highpoint Apartments
- VII. Questions/Comments from the Board and Chancellor
- VIII. Citizens Desiring to Appear Before the Board
- IX. Executive Session: The Board may conduct an executive session as authorized under §551.074 of the Texas Government Code to deliberate on personnel matters, including commencement of annual evaluation of the chancellor, election of Board officers, and any prospective employee who is noted in Employment of Contractual Personnel.

As provided by §551.072 of the Texas Government Code, the Board of Trustees may conduct an executive session to deliberate regarding real

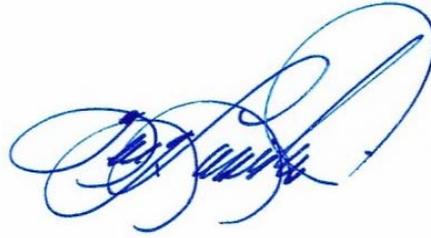
property since open deliberation would have a detrimental effect upon negotiations with a third person.

The Board may conduct an executive session under §551.071 of the Texas Government Code to seek the advice of its attorney on an investigation of an alleged ethics violation and/or on a matter in which the duty of the attorneys under the Rules of Professional Conduct clearly conflict with the Open Meetings Act. The Board may seek or receive its attorney's advice on other legal matters during this executive session.

X. Adjournment of Special Meeting

**CERTIFICATION OF POSTING OF NOTICE AUGUST 19, 2008
SPECIAL MEETING OF THE DALLAS COUNTY COMMUNITY COLLEGE
DISTRICT AND RICHLAND COLLEGIATE HIGH SCHOOL
BOARD OF TRUSTEES**

I, Wright L. Lassiter, Jr., Secretary of the Board of Trustees of the Dallas County Community College District, do certify that a copy of this notice was posted on the 15th day of August, 2008, in a place convenient to the public in the R.L. Thornton, Jr. Administration Building, and a copy of this notice was provided on the 15th day of August, 2008, to John F. Warren, County Clerk of Dallas County, Texas, and the notice was posted on the bulletin board at the Frank Crowley Courts Building, all as required by the Texas Government Code, §551.054.



Wright L. Lassiter, Jr., Secretary

Declaration of Conflict of Interest

House Bill 914 added Chapter 176 to the Local Government Code and took effect January 1, 2006. Chapter 176 provides that local government officers, such as DCCCD's chancellor and Trustees, shall file conflict disclosure statements in certain defined circumstances. It also provides that persons contracting or desiring to contract with DCCCD shall file conflict of interest questionnaires.

Local government officers, persons contracting and persons desiring to contract are required to file information on forms approved by the Texas Ethics Commission. See http://www.ethics.state.tx.us/whatsnew/conflict_forms.htm for current versions of each form. The forms must be submitted to DCCCD records administrator, Vice Chancellor Edward M. DesPlas.

The penalty for violating Chapter 176 accrues to the individual who failed to file a disclosure, not to DCCCD.

Listed below are the names of parties who were considered and/or recommended for awards in this agenda. This report is not intended or represented to be inclusive of all firms and persons contracting or desiring to contract with the Dallas County Community College District.

African American News & Issues
Albert Outdoor
Asian Business Directory
Billboard by the Day
Carrollton Leader
CBS Outdoor
Cinemark
ClearChannel Communications Outdoor
Coppell Gazette
D Magazine
Dallas Black Chamber of Commerce
Dallas Business Journal
Dallas Child Magazine
Dallas Chinese News
Dallas Chinese Times
Dallas Examiner
Dallas Family Magazine
Dallas Observer
Dallas Post Tribune
Dallas Regional Chamber
Dallas Weekly

Downtown Business News
Eclipse Magazine
El Extra
El Herald News
El Hispano News
Elite News
Facebook.com
Garland Journal News
Google.com
Greater Dallas Asian Chamber of Commerce
Greater Dallas Hispanic Chamber of Commerce
Hispanic Journal
Hobson's College Guides
KAAM-AM
KBFB-FM
KBOC-FM
KDAF-TV
KDBN-FM
KDFI-TV
KDFW-TV
KDGE-FM
KDMX-FM
KDXX-FM
KEGL-FM
KEOM-FM
KERA-FM
KERA-TV
KESN-FM
KESS-FM
KFLC-FM
KFWD-TV
KFXR-FM
KFZO-FM
KHCK-FM
KHKS-FM
KHAVN-AM
KHVI-FM
KJKK-FM
KKDA -AM/FM
KLIF-AM
KLLI-FM
KLNO-FM
KLTY-FM

KLUV-FM
KMPX-TV
KMKV-FM
KNON-FM
KNOR-FM
KOAI-FM
KODF-TV
Korean Journal
Korean Times
KPLX-FM
KRLD-AM
KRNB-FM
KSCS-FM
KSTR-TV
KTCK-AM
KTCY-FM
KTVT-TV
KTXA-TV
KTYS-FM
KUVN-TV
KVIK-FM
KVIL-FM
KXAS-TV
KXEB-AM
KXTX-TV
KYNG-FM
KZMP-FM
KZPS-FM
KZZA-FM
Lamar Advertising Co.
Lamar Transit
Mesquite News
MON-The Gazette
Msn.com
Myspace.com
National CineMedia
Oak Cliff Tribune
Park Cities News
Pegasusnews.com
Reflections of Highpoint Apartments
Senior Life Magazine
Senior News-Dallas
Sports Page Weekly

Streetwise Media
Texas Herald
Texas Monthly
The Advocate
The Today Papers (Cedar Hill, DeSoto, Duncanville and Lancaster)
The Transit Network
Titan Worldwide
Viacom Outdoor
Vietnam Weekly News
WBAP-AM
WFAA-TV
White Rocker News
WRR-FM
Yahoo.com

Submitted by Mr. Ed DesPlas, vice chancellor of business affairs

CONSIDERATION OF BIDS

Tab	Bid No.	Title and Vendor(s)	Location	Amount
1	---	Advertising	D-W	(1-year estimate) \$2,128,000
2	---	Advertising - Amendment	D-W	Included in above

TO: The Board of Trustees

FROM: Administrative Purchasing Committee

SUBJECT: RECOMMENDATION FOR AWARD
(Tab 1) ADVERTISING
SEPTEMBER 1, 2008 THROUGH AUGUST 31, 2009

BACKGROUND:

This award is for the purchase of media time and space to advertise and promote classes for which students may register. Media buys include advertisements on television, radio, Internet, outdoors and in movie theatres, malls and kiosks plus print advertisements in newspapers and other print publications. Advertisements will run daily on DART bus and light rail cars.

The purchase of advertising will be coordinated by district marketing and communications and by campus administration. Oken Media Services, under a separate contract, provides buying services to identify the best and most appropriate media sources from entities that include, but are not limited to, those listed on attached Appendix A.1.

SELECTION PROCESS:

The purchase of advertising from radio and television stations as well as newspapers, other print publications and Internet covers general and minority audiences. For each campus or district-wide promotional campaign, specific media outlets are selected based on the target audience, station ratings, costs, and availability of media time and space.

ANNUAL COST ESTIMATE: (1-year estimate)
\$2,128,000

The estimated district-wide expenditure for print advertising is \$378,000. For broadcast, outdoor and Internet advertising, the district department of marketing and communications estimates an expenditure of \$1,480,000 while the campuses estimate an expenditure of \$270,000.

CONTRACT AUTHORIZATION:

Administration recommends that the Executive Director, Public and Governmental Affairs or designee be authorized to execute contracts with, or issue work orders to, the applicable business entity as needed for various jobs. Campus expenditures will be authorized by administration at the campus level.

FUNDING: Funds are budgeted in account #23961 in district and campus marketing and communications divisions.

APPENDIX A.1
Advertising Outlets
09/1/08 – 8/31/09

Newspaper, Magazines and Specialty Publications

The Advocate
African American News & Issues
Asian Business Directory
Carrollton Leader
Coppell Gazette
D Magazine
Dallas Black Chamber of Commerce
Dallas Business Journal
Dallas Chinese News
Dallas Chinese Times
Dallas Child Magazine
Dallas Examiner
Dallas Family Magazine
Dallas Observer
Dallas Post Tribune
Dallas Regional Chamber
Dallas Weekly
Downtown Business News
Eclipse Magazine
El Extra
El Heraldo News
El Hispano News
Elite News
Facebook.com
Garland Journal News
Google.com
Greater Dallas Asian Chamber of Commerce
Hispanic Journal
Hobson's College Guides
Korean Times
Korean Journal
Mesquite News
MON-The Gazette
Msn.com
Myspace.com
Oak Cliff Tribune
Park Cities News
Pegasusnews.com
Senior Life Magazine
Senior News-Dallas
Sports Page Weekly
Texas Herald
Texas Monthly
The Today Papers (Cedar Hill, DeSoto, Duncanville and Lancaster)

Vietnam Weekly News
White Rocker News
Yahoo.com

Radio and Television

KDAF-TV	KDFI-TV
KDFW-TV	KERA-TV
KFWD-TV	KSTR-TV
KTVT-TV	KTXA-TV
KUVN-TV	KXAS-TV
KODF-TV	WFAA-TV
KXTX-TV	KDBN-FM
KBFB-FM	KDMX-FM
KDGE-FM	KEOM-FM
KDXX-FM	KESN-FM
KEGL-FM	KHKS-FM
KERA-FM	KHYI-FM
KESS-FM	WBAP-AM
KHCK-FM	KKDA -AM/FM
KFLC-FM	KLLI-FM
KFZO-FM	KLUV-FM
KHVN-AM	KOAI-FM
KJKK-FM	KRLD-AM
KLIF-AM	KSCS-FM
KLNO-FM	KBOC-FM
KLTY-FM	KXEB-AM
KNON-FM	KZMP-FM
KPLX-FM	WRR-FM
KRNB-FM	KAAM-AM
KFXR-FM	KNOR-FM
KVIL-FM	KTCY-FM
KMVK-FM	KTYS-FM
KTCK-AM	KODF-TV
KVIK-FM	KZZA-FM
KYNG-FM	KMPX-TV
KZPS-FM	KDXX-FM

Outdoor, Movie Theatre, Electronic Messaging on DART Bus and Light Rail

ClearChannel Communications Outdoor	Titan Worldwide
Viacom Outdoor	Streetwise Media
Billboard by the Day	Albert Outdoor
National CineMedia	
Cinemark	

The Transit Network
Lamar Transit
Lamar Advertising Co.
CBS Outdoor

TO: The Board of Trustees

FROM: Administrative Purchasing Committee

SUBJECT: RECOMMENDATION FOR AMENDING AWARD
(Tab 2) ADVERTISING
SEPTEMBER 1, 2008 THROUGH AUGUST 31, 2009

RECOMMENDATION:

Administration recommends adding the Greater Dallas Hispanic Chamber of Commerce to Appendix A.1, Advertising Outlets for Newspaper, Magazines and Specialty Publications of the 2008 – 2009 Advertising Award that was approved by the board on August 19, 2008.

FINANCIAL REPORT NO. 3

Approval of Rental Payments to Reflections of Highpoint Apartments

It is recommended that authorization be given to pay rental agreements to Reflections of Highpoint Apartments not to exceed \$77,600 for the period August 12, 2008 through July 31, 2009. This will provide eight rental apartments for sixteen international students from Egypt for a collaborative training program hosted by Richland and El Centro Colleges.

Background

Community Colleges of International Development (CCID) has issued a sub-award to the District for a collaborative partnership with Brookhaven, El Centro, and Richland to serve twenty-two students from Egypt. The focus of the grant is to provide training in technical workforce education courses in the area of allied health, engineering and information technology. Housing is required by the grant. Therefore, apartment rental including utilities of water and electricity will be paid by the grant. The leases will be in the students' names and the students will bear all responsibility for other services and for any damages.

This recommendation is for the students who will be at Richland and El Centro Colleges. The rental arrangement for the students who will be at Brookhaven College did not require board approval since it was within the parameters of Vice Chancellor of Business Affairs approval.

Students arrive August 9, 2008, and will stay with host families the first weekend. Host families will help the students settle into their apartments on August 12. This arrangement is retroactive by one week. Details from the grantors needed to finalize arrangements for the apartments were not available until too late to submit the agreement for the August 5, 2008, Board meeting.

This recommendation has undergone the following administrative review:

- An assessment from the director of purchasing that this work was not suited to solicitation of formal bids or quotes;
- Approval of the form and substance of the arrangement from DCCCD's legal counsel;
- Assurance from the chief business officer, Ed DesPlas, that relevant provisions of the *Board Policy Manual* have been observed;
- Approval of the substance of the arrangement by Ed DesPlas.

Estimated expenditures for 12 months for the housing, including deposits and application fees are \$77,600. Financial resources are budgeted in account #13-10-

538585-22321.

Submitted by Mr. Ed DesPlas, vice chancellor of business affairs