

AB 104 Consortium Minutes

December 4th, 2015

2:30 – 4:30 in MIS Conference Room

In attendance: Dennis Browne, Mary Ann Sanidad, Alma Quintana, Pat Lawson-North, Randy Brown, Cindi Krokower, Frank Hernandez, Jan Bernstein-Chargin, Patty Claros (Recorder)

• Approval of Minutes of November 20, 2015

• Updates/Reminders

* Examination copies of text books/examination copy requests from Ed-Text are available
* Consortium stipend rate

• New Business

* Marketing proposal – Jan Bernstein-Chargin
  + Entrevision – Spanish advertising. $2500 to produce a spot. To buy air time at $4000 plus radio presence, totaling $6-7,000, resulting in successful campaign. Pooling resources results in more economic advertising campaign.
  + Consortium set aside approximately $11,000 for advertising
  + Outreach agreements with neighboring consortia
  + Concern about advertising in bay area where adjoining consortia have strong presence
  + TV/Radio advertising used as pilot program for Spanish audience possibly expanding allocation towards outreach
  + Cindi motioned to approve marketing proposal for up to $7000. Randy seconded. Motion passed.
  + Alma, Dennis or staff member and Randy or staff member to volunteer their help with advertising schedule.

• Old Business

• Vision Literacy proposal presentation:

* Goals is to teach skills based on CASAS
* Parents/children coordinated curriculum
* CASAS hand scored and inputted in database
* Trying to fill gap of and engage fragile learner
* In period of 12-month plan to serve 100 families in drop in center. Possible to get 50-60 information inquiries per week.
* Concept of Saturday workshops and scheduled time for setting up support programs to help people join programs more easily.
* Motion carried to approve request for funding of half to reflect January through June.

• 2015-16 budget (allocations and disbursements; modification to original)

* Ensure efficacy of all consortium members
* January 31st, first budget and progress report due

Next meeting: Friday, January 15, 2:30-4:30