

Board of Trustees Agenda Item

Board Meeting Date: 7/11/11

Title of Item: Extension of Independent Contractor Agreement with Gregory Barattini

Background and Analysis:

The international student enrollment growth over the past six years is due primarily to our increased international student recruitment efforts and to the intensive development of formal relationships with private educational advising partners or agents around the world. These agents send students overseas to undertake their college and university study. Over the past three years, we employed the services of this contractor, Gregory Barattini, who helped us to significantly increase the number of relationships we maintain with agents all over China, Indonesia, the rest of Southeast Asia and Europe. This expansion was a strong factor in the past few years in the District being able to increase international student enrollment despite the very challenging economic environment. In addition, the contractor is based in Indonesia and helped reduce the District's travel expenses by representing us at many international study abroad fairs and exhibitions.

This contract would extend the services of Gregory Barattini for a one-year period starting July 1st. Mr. Barattini is a recognized professional expert and is the only individual known to me who provides this kind of international student recruitment representation to colleges and universities. For years, he worked as the senior vice president for marketing at several large international language school chains, recently represented Santa Monica College in a similar capacity over a four-year period, and has done an excellent job for FHDA over the past three years. He fully understands what the District has to offer and how to market us abroad, and is on a first-name basis with a very large number of advising agents around the world. In addition, he is physically located in Indonesia, which allows him to travel inexpensively throughout the region including China, and saves us considerable expenses.

The contractor will provide year-round recruitment representation in Southeast and South Asia, in Turkey and in Scandinavia. Specifically, he will:

- Develop relationships for FHDA with additional new educational advising partners;
- Strengthen relationships with existing partners;
- Provide representation at large study abroad fairs and agent seminars; and
- Provide ongoing recruitment and international marketing advice.

The contractor will provide these services to FHDA and to one or two other institutions, which will equally share in travel and related expenses. He will not represent any other community college.

Recommendation: Foothill College administrators recommends board approval of the contract extension with Gregory Barattini.

Submitted by:	George Beers (x7077)
Additional contact names:	
Is backup provided?	No