

Board of Trustees Agenda Item

Board Meeting Date: June 18, 2012

Title of Item: Krause Center for Innovation: Contract for Strategy, Planning & Marketing

Background and Analysis:

The KCI staff is small and cannot do the work this contract entails. The projects that the contractor will complete require business skills, as well as an understanding of academic relationships. The KCI is short of staff to accomplish its strategic and business planning, marketing outreach, program replication efforts, and grant development, all of which are key strategic goals. The contractor has both the required business skills and the educational background to execute on the project scope.

Project Area focus: All projects focus on strategic and business planning, creating and executing on the marketing plan, supporting KCI development and fundraising efforts (including grant proposal development), and recommending KCI operational improvements. (See attached Statement of Work).

This position will be funded through the KCI Operations Fund 844129, at the Foothill De Anza Community College Foundation.

Recommendation: (specify if information only)

Recommend approval of the attached ICA for Lianne Freeman from August 1 through December 31, 2012.

Submitted by:	John Mummert, VP, Workforce Development and Institutional Advancement
Additional contact names:	Gay Krause, ED, Krause Center for Innovation
Is backup provided?	Yes

114080-581017-5214-699000

Foothill - De Anza Community College District

INDEPENDENT CONTRACTOR AGREEMENT

De Anza College ☐ Foothill College ☒ District Office ☐ District PO No: _____

This Agreement entered into this 1st day of August, 2012 is made between the Foothill-De Anza Community College District, hereinafter referred to as the "DISTRICT", and the following named independent contractor; hereinafter referred to as the "CONTRACTOR", based upon Board Policies BP 3140, BP3143, AP 3140, and AP3143 and the following legal citations:

- A. Government Code Section 53060 authorizes the engagement of persons to perform special services as independent contractors; and
- B. Public Contract Code 20651 requires advertised sealed bids for public projects of \$15,000 or more and most other services of \$62,400 or more. If sealed bids are required, this form of agreement cannot be used;
- C. The public interest, convenience, necessity and general welfare will be served by this Agreement.

If this agreement has a total cost of \$20,000 or more, it is not valid and services shall not commence unless and until the Board of Trustees grants approval. Do not use this form for public project contracts of \$15,000 or more.

1. CONTRACTOR INFORMATION:

Contractor's Name Liane Freeman

Address [REDACTED] City [REDACTED] Zip [REDACTED]

Business Phone 408-568-1006 Fax No [REDACTED] Home [REDACTED]

Social Security Number [REDACTED] *Fed. Tax I.D. Number [REDACTED]

***CONTRACTOR MUST PROVIDE W-9**

Business License Number [REDACTED]

Are you a current or former employee of the DISTRICT? Yes ☐ No ☒

If yes, date last worked _____

If yes, specify last work location _____

Work Assignment _____

Are you related to any employee(s) in the DISTRICT? Yes ☐ No ☒

If yes, please identify the individual(s) _____

2. CONTRACTOR SELECTION PROCESS:

Describe how you selected this contractor and why this contractor is the best source for these services. Board Policy 3140 requires at least three written competitive quotations for public projects greater than \$1000 and other purchases greater than \$5000. If you did not obtain competitive quotes, provide justification. Advertised competitive bidding by District Purchasing Services is legally mandated for most services in excess of the bid threshold (currently \$62,400) and for all public projects of \$15,000 or more pursuant to Public Contract Code 20651.

3. CONTRACTOR SERVICES, FEE, AND CONTRACT STARTING AND ENDING DATES:

A. Description of services and deliverables to be provided by contractor (refer to and attach contractor's signed proposal or quotation if possible):

See Attached Statement of Work

B. Contractor Fee for Services: \$ 50,830.00

(Indicate a fixed fee to be paid for all of the described services or indicate hourly or other periodic billing rate(s) plus a maximum total dollar cost, i.e. the "not to exceed" amount, to be paid to the contractor. If travel or other expenses will be reimbursed they should conform to Board Policy AP3152.)

Will contractor also be reimbursed for expenses? YES ☒ or NO ☐ If yes, state maximum reimbursement amount to be paid in addition to contract fee shown above:
\$ 1,000.00

TOTAL COST OF THIS INDEPENDENT CONTRACT WILL NOT EXCEED \$ 51,830.00
INCLUDING CONTRACTOR TRAVEL OR OTHER EXPENSE REIMBURSEMENTS. [Total cannot exceed \$14,999 for public projects. Board approval required prior to commencement of other services if the total cost exceeds \$20,000.]

C. Contract Starting Date August 1, 2012 Contract Ending Date December 31, 2012

Note: It is not permissible to split the contracted services into two or more contracts within one fiscal year for the purpose of avoiding the requirement for Board of Trustees approval.

4. DISTRICT OBLIGATIONS OTHER THAN PAYMENT, IF ANY:

5. PAYMENT TERMS: Unless other payment terms are specified in this section, payment terms are Net 30 days computed either from the date of delivery and acceptance of the contract services or from the date of receipt of correct and proper invoices prepared in accordance with the terms of the contract, whichever date is later.

6. STANDARD TERMS AND CONDITIONS:

A. CONTRACTOR is solely responsible for the content and sequence of the work. DISTRICT will not provide any training or instruction to CONTRACTOR or its employees.

B. CONTRACTOR shall indemnify, defend and hold the DISTRICT, its Board of Trustees, officers, agents and employees harmless from any and all claims, damages, losses, causes of action and demands, including reasonable attorney's fees and costs, incurred in connection with or in any manner arising out of CONTRACTOR'S performance of the work contemplated by this Agreement. Acceptance of this Agreement constitutes that the CONTRACTOR is not covered under the DISTRICT'S general liability insurance,

- employee benefits or worker's compensation. It further establishes that the CONTRACTOR shall be fully responsible for such coverage.
- C. The CONTRACTOR shall assume all expenses incurred in connection with the performance of this contract and the DISTRICT shall not be responsible for payment of any other expenses. The payment terms specified in Paragraph 4 above, unless otherwise indicated and agreed to in writing by the CONTRACTOR and the DISTRICT, shall be the only obligation of the DISTRICT. While engaged in carrying out and complying with any of the terms and conditions of this Agreement, CONTRACTOR is not entitled to any right or privilege applicable to an officer or employee of the DISTRICT or of the State of California.
 - D. Any system or documents developed, produced or provided under this contract, including any intellectual property discovered or developed by contractor in the course of performing or otherwise as a result of its work, shall become the sole property of the District unless explicitly stated otherwise in this contract
 - E. Payments to the CONTRACTOR pursuant to this Agreement will be reported to Federal and State taxing authorities as required. DISTRICT will not withhold any sums from compensation payable to CONTRACTOR. CONTRACTOR is independently responsible for the payment of all applicable taxes. An IRS form 1099 will be provided to the CONTRACTOR at the end of the calendar year.
 - F. Payment Of Prevailing Wages: Except for projects of \$1000 or less, if CONTRACTOR provides public project services such as carpet laying or building construction, alteration, demolition or repair CONTRACTOR shall pay all workers on the District project the prevailing wage pursuant to the California Labor Code, Sections 1770 through 1777.7. A copy of the prevailing wage rate determination available online at www.dir.ca.gov/dlsr/statistics_research.html. The determination is issued by the California Department of Industrial Relations.
 - G. This Agreement constitutes the entire agreement between the parties. There are no understandings, agreements, or representations of warranties, expressed or implied, not specified in this Agreement. This Agreement applies only to the current proposal as attached. Modification or termination of this contract requires mutual agreement by both parties.
 - H. Upon mutual agreement in writing or the parties hereto, this Agreement may be terminated at any time for any reason.
 - I. The parties to the Agreement, under penalty of perjury, hereby certify that all of the above items and attachments are to the best of their knowledge true and correct statements.

AGREEMENT OF CONTRACTOR: I agree to perform the services described above for the payment indicated. I understand that while performing contract services I am not an employee of the Foothill-De Anza Community College District because I follow an independent trade or profession, and will not be subject to control and direction as to the details and means for accomplishing the anticipated result of my service.

Frank J. Freeman
Contractor

5/17/2012
Date

APPROVED:

This document certifies that I and my assigns have reviewed the appropriate legal and procedural guidelines pertinent to determination of independent contractor status, including IRS Revenue Ruling 87-41, have analyzed their application to the position described on the accompanying documents, and have concluded that the hiring of the subject individual to perform the functions described does indeed constitute correct and legal independent contractor status.

Greg Krause
Authorized College/District Requestor/Budgeter

5/17/2012 5/29/12
Date

STREANOR KEVIN McETRY
College/District Employee with Authority to Sign Contract

5/30/12
Date

K. McGleay 5-30-12
Date Approved by Board of Trustees.

[Required prior to commencement of services if the total cost is \$20,000 or more.]

FOAP : 114080-581017 - 699000

Organization: Krause Center for Innovation
Contractor Statement of Work
August 2012 through December 2012

Date: May 17, 2012

Name of Organization: Krause Center for Innovation

Senior Level Manager: Gay Krause (Executive Director)

Telephone: 650-949-7113

Email: krausegay@fhda.edu

Project (s) Focus: KCI Strategy, Marketing, and Planning

Duration (start/complete dates): August 1, 2012 through December 31, 2012

Payment: Payment schedule based on task completion;
partial payments made each month. Paid through
KCI operations fund 844129

Project Scope (major areas of work)

- KCI strategy and initiatives
- KCI Business Plan for revenue stream
- Phase 2 of Community Education Program
- 2012-13 marketing plan
- KCI marketing collateral
- Web site strategy and content
- Social Media Plan and implementation
- KCI development and fundraising efforts (includes partnership plans, grant proposal management)

Specific Tasks and Timeline

Strategy

- Implement selected initiatives (relating to marketing and business development) outlined in 2012-13 strategic plan, (Aug-Dec 2012)

Marketing

- Implement marketing plan initiatives outlined in 2012 marketing plan for 2012 (Aug - Dec 2012)
- Coordinate and manage the development of all KCI collateral and its distribution (brochures, newsletters, flyers, and other media)
- Coordinate and manage KCI website strategy and its content (Aug – Dec 2012)
- Implement key initiatives of 2012 Social Media Plan (Aug – Dec 2012)
- Plan and coordinate KCI/Rambus Innovation Awards event (Oct – Nov 2012)

Business Development

- Implement Business plan for KCI custom programs and Community Education classes to increase KCI revenue stream (Aug – Dec 2012)
- Make recommendations on how to plan and coordinate grant opportunities if they are a strategic fit: CaMSP, Silicon Valley Community Foundation, and Texas Instruments. Write grant proposals.
- Make recommendations to ED on Phase 1 of replication plan if replication is feasible. (Sept 2012)
- Attend up to 10 events to provide information to funders, industry, educators and visitors