

---

## 4.2

### Action/Information Item

#### *Outreach Committee*

#### Public Awareness Campaign Update

---

Staff will provide an update on the selection of a public relations contractor and a proposed funding level for Commission consideration and approval.

***Recommended Action:*** Approval of the proposed funding level for the 2005-2006 Cal Grant Public Awareness Campaign.

***Responsible Staff:*** Carole Durante, Manager  
Public Relations Branch

---

**Cal Grant Public Awareness and Outreach Campaign  
Request For Proposal (RFP) Update**

---

The Cal Grant Public Awareness & Outreach Campaign RFP was distributed by EDFUND on behalf of the Commission. Firms with higher education and outreach experience that wished to participate in the RFP were asked to submit proposals.

Firms were asked to submit proposals to develop and implement a Cal Grant public awareness, advertising, and marketing plan for 2005-06 at three funding levels: \$1.0 million, \$1.5 million, or \$2.0 million with proposed activities for each funding level.

At the time this Agenda went to print, the RFP Evaluation Panel was in the process of reviewing proposals submitted and selecting a proposed contactor. Staff will provide an update on the selection of a public relations contractor at the meeting as well as a proposed funding level.