



June 19, 2014

TO: THE DISTRICT BOARD OF TRUSTEES
of Valencia College

FROM: SANFORD C. SHUGART
President

RE: REQUEST TO DESIGNATE FUND BALANCE FOR ENROLLMENT MARKETING
CAMPAIGN AND COMMUNITY RELATIONS

Valencia College requests that the board designate \$350,000 from fiscal year 2013-2014 funds for the Enrollment Campaign to increase enrollment (\$290,000) and new Community Relations investments (\$60,000).

RECOMMENDED ACTION:

The President recommends that the Board of Trustees of Valencia College approve the designation of \$350,000 of operating fund balance for the cost of the enrollment campaign and community relations investment as presented.



President