COLLEGE OF SOUTHERN IDAHO
BOARD OF TRUSTEES

EXECUTIVE SESSION

July 16, 2007

5:00 PM

TAYLOR ADMINISTRATIVE BUILDING
PRESIDENT’S BOARDROOM

The Board will meet in accordance with Idaho Code 67-2345 (b) to conduct deliberations concerning personnel; (c) to conduct deliberations concerning real property; and (f) to consider and advise its legal representatives in pending litigation or where there is a public awareness of probable litigation.
Recruitment

- South Central Head Start serves 573 children and their families

- Head Start centers are located in the following communities:
  Twin Falls, Rupert, Burley, American Falls, Hansen, Wendell, Buhl,
  Shoshone, Jerome and Hailey

- Enrollment priority is given to:
  Families whose income is below the income guidelines
  Children who are 4 by September 1, 2007
  Children with disabilities
  Children with special needs or who are at high risk
  Head Start can also accept up to 10% over income children with a diagnosis of a disability

- Income Guidelines for 2007:
  Size of family unit
  
  2  $13,690
  3  $17,170
  4  $20,650
  5  $24,130

  For each additional family member add $3,480

- Recruitment for the 2007-2008 program year is currently taking place with final acceptance being completed prior to classes starting on August 28th

- Options provided are:
  Part Day/ Part Year - 2 days of class a week for 4 hours
  Full Day/ Full Year – 5 days per week up to 10 hours a day
  Double Session-4 days of class per week for 3 1/2 hours
  School District Collaboration-number of days of class determined by IEP
The College of Southern Idaho has been introduced to a radio and television branding campaign by Axcess Media from Dallas, Texas. Axcess has generated music themes and production elements for nationwide businesses and single-market advertisers more than 30 years. Axcess is working locally through KMVT Television to make its services available to local clients. Several CSI representatives attended a recent, personalized presentation that resulted in a proposed music concept for the college.

The campaign would be initiated with a $3,000 ad shoot on the CSI campus by Axcess videographers and producers in late August or early September. KMVT Television would then bear the cost of the actual creation of the campaign and the commercial elements – music beds, graphics, etc. – that would be used in broadcast media thereafter.

CSI would contract with KMVT Television to spend $30,000 for one-year’s worth of advertising of the campaign. Thereafter, CSI would be free to use the campaign in any Twin Falls market broadcast applications with no spending minimums or limitations.

The total cost of the contract is $33,000.

Doug Maughan
Public Relations Director
College of Southern Idaho
208-732-6262
ANNUAL AGREEMENT

to use THE AXCESS GROUP campaign

1. This agreement establishes an annual contract between College of Southern Idaho (Advertiser) and KMVT-TV for the advertising campaign approved this date.

2. College of Southern Idaho (Advertiser) agrees to schedule and pay for $30,000 net in commercial airtime during the contract year, which shall begin upon delivery of the advertising campaign to advertiser, but no later than six (6) months from the date of this agreement, and shall end 12 months later.

3. In return, KMVT-TV agrees to provide, for the term of this agreement, an advertising campaign for use by College of Southern Idaho (Advertiser) licensed by THE AXCESS GROUP to KMVT-TV.

   Prevailing rates and all standard KMVT-TV advertising contract terms and conditions according to schedule confirmation will apply.

4. College of Southern Idaho (Advertiser) agrees to pay $3,000 for costs associated with the production of the video portion of the advertising campaign consisting of one (1) thirty second full-sing television commercial.

5. College of Southern Idaho (Advertiser) has the right to use this music campaign, associated lyrics and branding statement and video in the Twin Falls DMA only. This is a twelve (12) month, noncancelable contract. In the event Advertiser fails to schedule and pay for the agreed amount of advertising time during the term of this agreement, then the balance of the agreed amount becomes due and payable immediately.

6. College of Southern Idaho (Advertiser) has the option to renew this advertising and music licensing agreement at the end of this twelve (12) month term, on terms and at a rate to be determined mutually by advertiser and KMVT-TV. All intellectual property rights in the music, lyrics, branding statement and video components are owned by THE AXCESS GROUP, INC. and are exclusively licensed by term and area of use. Advertiser agrees to cease all use of the music, lyrics and branding statement provided by Axcess after the termination of this agreement and any renewals thereof.

__________________________________________  __________________
Accepted by Advertiser                      Date

__________________________________________  __________________
Accepted by KMVT-TV                          Date