

From: Scott Perry <Scott.Perry@sjvc.edu>
Sent: Tuesday, October 30, 2018 5:30 PM
To: Nick Gomez
Cc: Scott Hager; Russ Lebo
Subject: Budget Meeting - Follow Up
Attachments: Shirt & Hat Guys 2-18.pdf; FB Ads 8-18.pdf

- Student Scholarships
 - Follow up with Wendi O. and Anthony on the best method for forecasting
- Public Relations
 - See Attached
 - The marketing budget provided to me did not include a budget value for public relations
 - Marketing is coding Facebook to public relations

Check Date	Expense
9/25/2018	\$ 30,432
8/29/2018	\$ 39,253
7/24/2018	\$ 41,370
6/26/2018	\$ 23,248
5/22/2018	\$ 19,719
4/24/2018	\$ 15,698
3/27/2018	\$ 3,190
2/28/2018	\$ 3,600
1/23/2018	\$ 451

- Marketing also coded shirts and hats to public relations
 - \$23,574.77 in a single invoice
- Dues and Subscriptions
 - Split between AMEX and Other 2018 YTD
 - AMEX: \$66,119
 - Other: \$483,485
 - Variance to Budget 2018 YTD
 - Actual: \$535,859
 - Budget: \$416,283
 - Variance: \$119,576
 - 2017 had a monthly average of \$49K compared to the monthly average of 2018 at \$60k
 - BPPE increase in fees
 - 2019 Budget needs to reflect current information, not averages
 - In process
- CAO Salaries
 - I don't have access to CAO salary data, but I will follow up with Russ to get more information for these variances:
 - Teaching and Learning
 - Administration
 - Facilities
- Population variance between forecast and actual:

	9/1/2018		
Description	Forecast	Actual	Variance
Beg Pop	4,547	4,552	5
Starts	619	573	-46
Reentry	79	55	-24
Drops	198	160	-38
Grads	367	297	-70
End Pop	4,680	4,723	43

- - Actual starts and reentries were 70 students less than we forecasted
 - Actuals drops and graduates were 108 students less than we expected
 - The net difference is actually an increase in the ending population as compared to our forecast
- Tuition Options Fee
 - Update budget to \$300k annually
 - In process

Thank you,

Scott Perry | Director of Finance
 p:559.302.2083 | m:559.936.1232
 San Joaquin Valley College



Invoice

SHIRT AND HAT GUYS INC.
 OBA: SMITH PROMOTIONS
 559-734-4473
 9803 W. GROVE AVE.
 VISALIA CA. 93291

Date	Invoice #
2/1/2018	11480

Bill To
SJVC 5607 Avenida de los Robles Visalia, CA 93291

Ship To

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
			2/1/2018			

Quantity	Item Code	Description	Price Each	Amount
597	District DT5000 T Shirt	Heather Grey Xsmall	3.85	2,298.45T
1,041	District DT5000 T Shirt	Heather Grey Small	3.85	4,007.85T
1,253	District DT5000 T Shirt	Heather Grey Medium	3.85	4,824.05T
1,165	District DT5000 T Shirt	Heather Grey Large	3.85	4,485.25T
862	District DT5000 T Shirt	Heather Grey XL	3.85	3,318.70T
413	District DT5000 T Shirt	Heather Grey 2XL	4.85	2,003.05T
105	District DT5000 T Shirt	Heather Grey 3XL	4.85	509.25T
58	District DT5000 T Shirt	Heather Grey 4XL	4.85	281.30T
		Sales Tax	8.50%	1,846.87

Payments/Credits		\$0.00
Total		\$23,574.77
Balance Due		\$23,574.77

Facebook Ads (August 2018)

	Campus Spend	CAT/GL/EXT
Atascadero	\$ 1,208.60	66250 - 1784
Aviation	\$ 4.96	66250 - 0484
Bakersfield	\$ 4,571.47	66250 - 0284
Rancho Cordova	\$ 1,779.19	66250 - 0884
Delano	\$ 1,927.67	66250 - 1584
Fresno	\$ 2,054.25	66250 - 0384
Hanford	\$ 225.14	66250 - 0984
Hesperia	\$ 1,178.07	66250 - 1084
Lancaster	\$ 415.08	66250 - 1284
Madera	\$ 1,523.20	66250 - 1484
Modesto	\$ 4,597.00	66250 - 0784
Online		66250 - 0684
Ontario	\$ 3,887.71	66250 - 0584
Porterville	\$ 377.67	66250 - 1684
Temecula	\$ 3,315.01	66250 - 1184
Visalia	\$ 3,367.02	66250 - 0184
TOTAL	\$ 30,432.04	



Facebook, Inc.
1601 Willow Rd
Menlo Park, CA 94025
United States
EIN/TIN: 20-1665019

INVOICE

Invoice #: 23207792
Invoice Date: 04-SEP-2018
Billing Period: AUG-18
Account Id / Group: 770646379668626
Payment Terms: NET 30

Page: 1 of 1

BILL TO: San Joaquin Valley College, Inc
5607 Avenida De Los Robles
VISALIA, CA 93291

ATTN: Accounts Payable

Advertiser: Phillip Barnes
PO Number: 0

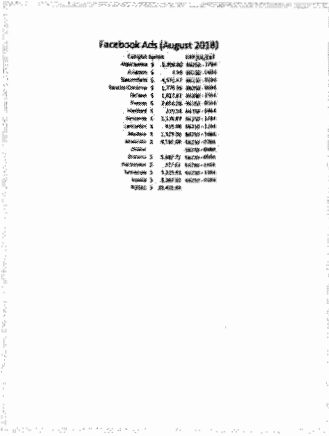
Line#	Description - Advertising Services	Total
1	2018 Q2 Real SJVC Grads (Conversions)	13,987.56
2	2018-04 - BAK VT Push	561.44
3	2018-04 - DEL Push	1,010.59
4	2018-04 - MOD Push	1,567.20
5	2018-05 - ATA	1,002.17
6	2018-07 - MAD Push	1,011.26
7	Events (Lead Gen)	443.25
8	Instagram - 2018 Q2 Real SJVC Grads (Conversions)	3,806.19
9	Instagram - 2018-04 - BAK VT Push	59.27
10	Instagram - 2018-04 - DEL Push	228.34
11	Instagram - 2018-04 - MOD Push	290.75
12	Instagram - 2018-05 - ATA	206.43
13	Instagram - 2018-07 - MAD Push	227.60
14	Instagram - Events (Lead Gen)	337.29
15	Instagram - Remarketing (Conversions)	1,328.90
16	Remarketing (Conversions)	4,203.82
17	Remarketing (Lead Gen)	159.98

Signature:

Email: josephh@sjvc.edu

INVOICE NUMBER MUST BE REFERENCED ON ALL PAYMENTS

Facebook, Inc. is a Delaware Corporation - TIN 20-1665019 Remit Check/Payment To: Facebook, Inc. Attention: Accounts Receivable 15161 Collections Center Drive Chicago, IL 60693 United States Payment@fb.com		Wire Transfer Instructions: Bank of America N.A. 315 Montgomery Street 13th Floor San Francisco, CA 94104 United States Acct Name: Facebook, Inc. Acct Num#: 1499725400 ABA# for Wire: 026009593 SWIFT Code: BOFAUS3N	ACH Instructions: Bank of America N.A. 315 Montgomery Street 13th Floor San Francisco, CA 94104 United States Acct Name: Facebook, Inc. Acct Num#: 1499725400 ABA# for ACH: 122000030	Subtotal: 30,432.04 Freight: 0.00 Tax @0%: 0.00
		Invoice Total: 30,432.04		
		Invoice Currency: USD		







Facebook Ads - August 2018 Invoice

Adobe Sign Document History

09/10/2018

Created:	09/05/2018
By:	Phillip Barnes (phillip.barnes@sjvc.edu)
Status:	Signed
Transaction ID:	CBJCHBCAABAAduRGkFMn0vwoGcFXI8B59b_-mnG_b3f4

"Facebook Ads - August 2018 Invoice" History

-  Document uploaded by Phillip Barnes (phillip.barnes@sjvc.edu) from Acrobat
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-  Document viewed by Joseph Holt (josephh@sjvc.edu)
09/05/2018 - 9:24:13 AM PDT- IP address: 66.193.200.90
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Signature Date: 09/10/2018 - 3:20:33 PM PDT - Time Source: server- IP address: 66.193.200.90