

## EXECUTIVE COMMITTEE



### ACTION ITEM #1.3

Goal #4: Branding

SUBMITTAL DATE: August 8, 2007

**SUBJECT:** Increased Advertising Contribution for the 2007 Riverside College & Career Fair

**RECOMMENDED MOTION:** That the Workforce Development Board (WDB) Executive Committee approve the increased advertising contribution from \$500 to \$1,000 for the Riverside College & Career Fair event to be held October 15, 2007.

**BACKGROUND:** The Riverside County Workforce Development Board (WDB) previously approved a \$500 advertising contribution to the 2007 Riverside College & Career Fair. The WDB has been involved with the Riverside College & Career Fair for the past two years, and the Fair will mark its third year of making connections between students, colleges and businesses. The College and Career Fair will bring in over 2,500 high school students from the Alvord and Riverside Unified School Districts, as well area private schools. Representatives from Inland Empire colleges and universities will also be present. Additionally, students learn about career paths based on local businesses and industries.

EXECUTIVE COMMITTEE  Date: 8/8/07 Approval: Yes/No	BOARD OF SUPERVISORS CONCURRENCE  Required: No
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