



# Imperial Valley College Program Review

Org: 104, Description: Public Relations/Marketing						
Acct Description	Fund Description	Actual (09-10)	Budgeted (09-10)	Requesting	Justification	Prio
4401 Non-Instructional Supply / Ma	11001 Unrestricted - General	\$0.00	\$0.00	\$500.00	Regular office supplies	0
4401 Non-Instructional Supply / Ma	11501 Lottery Unrestricted	\$2,537.51	\$2,537.51	\$1,500.00	Graphic arts software upgrade	1
4455 Copying/Printing	11001 Unrestricted - General	\$5,471.23	\$9,724.00	\$3,000.00	Public Reports, Course Schedule substitution	1
4455 Copying/Printing	11501 Lottery Unrestricted	\$66,283.38	\$66,283.38	\$29,400.00	Zmag, Catalgs, Blackboard	1
4480 Hospitality	11001 Unrestricted - General	\$228.51	\$500.00	\$1,600.00	Luncheon for First Step	0
5210 Travel - Mileage	11001 Unrestricted - General	\$0.00	\$0.00	\$1,500.00	SDICCCA PIO Meetings	1
5220 Travel - Staff Conferences	11001 Unrestricted - General	\$3,194.18	\$3,500.00	\$3,700.00	NCMPR, CCLC	1
5630 Facility/Equipment Rental Expe	11001 Unrestricted - General	\$1,500.00	\$3,000.00	\$1,500.00	Fair, Showcase, Openhouse	1
5740 Advertising Expense	11001 Unrestricted - General	\$34,445.54	\$43,602.44	\$5,000.00	Misc. Adv.	1
5740 Advertising Expense	11501 Lottery Unrestricted	\$0.00	\$0.00	\$10,000.00	Contingencies for course schedule	1
5860 Postage	11001 Unrestricted - General	\$352.87	\$2,000.00	\$100.00	Misc. Postage	1
<b>Totals:</b>		<b>\$114,013.22</b>	<b>\$131,147.33</b>	<b>\$57,800.00</b>		

**Actual Grand Total: \$114,013.22**  
**Budgeted Grand Total: \$131,147.33**  
**Requesting Grand Total: \$57,800.00**