



WEST BASIN MUNICIPAL WATER DISTRICT
17140 S. Avalon Blvd., Suite 210
Carson, CA 90746

AGENDA NO. 11

MARCH 3, 2010 – Communications

Gray (Chair), Kwan

MARCH 22, 2010 – Board Meeting

Prepared by: Darryl Ramos-Young

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

CONSENT CALENDAR

SCHOLARSHIP PROGRAM UPDATE

SUMMARY:

The West Basin Municipal Water District (West Basin) Board of Directors Scholarship Program has been promoted throughout the service area. A series of intentionally timed program announcements and reminders were issued by telephone and email targeting high school college & career counselors, principals, school district superintendents, college financial aid officers, chambers of commerce, civic leaders, legislators, and media contacts. This resulted in the program's promotion over a wide range of social networks and traditional media resources (see Exhibit "A").

Applications were due on February 26, 2010 and staff will provide an oral update of applicant numbers within the West Basin divisions at the Communications Committee meeting. Similar to last year, the Inglewood Educational Foundation will be reviewing applications and make award recommendations for Division II. A West Basin Scholarship Selection Committee composed of staff members has been formed and will review applications and make award recommendations for Divisions I, III, IV and V.

West Basin Directors will receive award recommendations and copies of applications for consideration on Wednesday, March 17 and can conduct applicant interviews from March 22-April 2, if so desired. Scholarship recipients will then be contacted in April and invited to a Special Board meeting convened to recognize their student achievement (date to be determined). West Basin Directors will also have the option of presenting student awards at Scholarship Award Ceremonies at the school campus, pending school approval, during May and June.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 3: Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

Funding for the scholarship program are included in the Fiscal Year 2009-10 Public and Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on March 3, 2010 and agendized to the March 22, 2010 Board meeting Consent Calendar.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Publicity Samples

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