



CITY OF LONG BEACH

C-14

OFFICE OF THE CITY MANAGER

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September 18, 2018

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement, and any related documents, with California State University, Long Beach, to facilitate student internship opportunities with the Public Affairs Office in the City Manager's Department, for a period of one year, with the option to extend for additional one-year periods. (Citywide)

DISCUSSION

Over the past year, the Public Affairs Office in the City Manager's Department has expanded its role across the City of Long Beach's (City) internal and external communications function. The Public Affairs team oversees all strategy and content related to the City's brand, public engagement, media relations, event coordination, and interdepartmental communications.

As a way to assist staff with the increased workload and widen the City's public and community outreach, the Public Affairs Office has collaborated with California State University, Long Beach (CSULB) College of Liberal Arts to offer communications-focused internships with the City for upper-class undergraduates. Communications interns will focus in contributing original content to the InsideLB blog and other short-term projects such as curating content for social media, assisting with press events, and curating content for the City's various communications channels. CSULB students in specific degree programs may also use this internship to fulfill graduation requirements. The City will not incur any direct costs from the proposed agreement, as the internships will be filled by volunteers.

This matter was reviewed by Deputy City Attorney Linda T. Vu and by Budget Analysis Officer Julissa Jose-Murray on August 30, 2018.

TIMING CONSIDERATIONS

City Council action is requested on September 18, 2018, to enable the execution of the agreement in a timely manner.

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FISCAL IMPACT

There is no fiscal or local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


PATRICK H. WEST
CITY MANAGER