

**APPROVAL OF INCREASING THE COLLEGE'S STATEWIDE DIGITAL ADVERTISING WITH
STATWAX**

RESOLUTION NUMBER 2018-33

WHEREAS, In August 2017 the State Trustees approved Resolution 2017-38 authorizing the College entering into a contract with Statwax for digital media services, and

WHEREAS, Resolution 2017-38 limited the amount the College could spend in a fiscal year on the services provided by Statwax to no more than \$2 million in a fiscal year, and

WHEREAS, Resolution 2017-38 indicates that a review of the partnership with Statwax would take place by March 31st and that the partnership could be extended through the next year, and

WHEREAS, during this review it was apparent that the College's prospective students are increasing their use of social and digital media and that the College should increase its digital media marketing presence, and

WHEREAS, College staff recommends entering into a new contract with Statwax and increasing its digital media advertising spend through Statwax from \$2 million per fiscal year to \$2.5 million per fiscal year, and

WHEREAS, contracts exceeding \$500,000 require approval by State Board of Trustees.

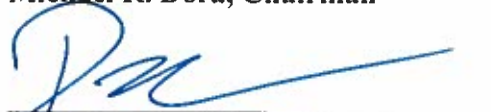
NOW THEREFORE BE IT RESOLVED, that the State Board of Trustees authorize College to increase its purchasing of digital media advertising through Statwax in an amount not to exceed \$2,500,000 per fiscal year, and

FURTHER BE IT RESOLVED, that the State Trustees do hereby authorize and direct the President and any other appropriate, designated College employee to negotiate and execute the renewal of the contract with said firm after the documents have been approved by the College General Counsel.

**STATE TRUSTEES
IVY TECH COMMUNITY COLLEGE**



Michael R. Dora, Chairman



Paula Hughes-Schuh, Vice Chair

Dated August 2, 2018

Contract for Statewide Digital Advertising

The College administration would like to renew its annual partnership with Statwax starting August 15, 2018. The partnership requires no guaranteed spend on an annual basis and only services provided will be paid for.

The agreement allows the College to utilize the expertise and buying power of Statwax to purchase and optimize digital advertising on behalf of the College. This allows all digital media buying and production efforts to be managed by one agency statewide, creating efficiencies and cost-savings for the College. The annual cost for the partnership will not exceed \$2,500,000 statewide. This spend includes actual media buys which pass through Statwax to the actual outlet where media is placed. This amount is a collective number across the entire state as Statwax will be utilized by all marketing departments, as well as additional departments throughout the College as various types of campaigns are requested. Dollars allocated by campuses across the state are combined together to increase buying power and Statwax purchases digital advertising in each market based on the dollars allocated by the campus. Advertising is targeted by the programs campuses which to feature, various campus campaign/event efforts, support for statewide Express Enrollment events, geotargeting, list targeting, and much more.

All creative for the digital advertising is included in the partnership, something in the past the College had to pay for, but will continue as no additional charge saving additional money. Also, all reporting is included in the partnership including 19 campus reports sent bi-monthly, reports per "one-off" campaigns, and additional reports as requested.

The College will provide a set budget for digital media buying for Statwax to utilize when making media buys throughout the state. Statwax will optimized purchases, used data analytics, consistently review potential student "patterns" and find cost effective ways to drive prospective students to complete a Request for Information (RFI), application, or RSVP for an event. They have effectively driven down the cost per application to a new low, nearly half that of the prior media buying agency, acquired a sizeable increase in new, first time users to the website, and contributed to the large RSVP numbers for statewide events.

There is great efficiency and continued cost-savings in continuing to move forward with a single digital media buyer who specializes in this mean of advertising. Statewide marketing teams have begun to note additional spend is being planned with Statwax in the 2018-2019 budget, having built strong and trusting relationships with the partner, and wishes to continue to work with them on a regular basis to seek expertise toward their digital media buys.

The College will seek out formal bids from Statwax and other like service providers in 2018-2019 to review and consider before renewing next year.

Thank you for your support in these efforts.