

**APPROVAL OF CONTRACT FOR MARKETING & ADVERTISING AGENCY OF RECORD
SYSTEMS OFFICE**

RESOLUTION NUMBER 2023-18

WHEREAS, in June 2021 the College entered into a contract (“Contract”) with Williams Randall to serve as the College’s advertising agency of record; and

WHEREAS, the Contract is for a term of four (4) years, with an option to renew for an additional one (1) year term, and

WHEREAS, since the start of the Contract, the College has conducted qualitative and quantitative research, including but not limited, interviews with Board members, the College President, as well as other College leadership and stakeholders; and

WHEREAS, the findings from this research unveiled some perception gaps that the College can address, and

WHEREAS, the College determined that expanding marketing efforts to include digital marketing as well as Workforce & Careers-based campaigns will greatly benefit the College’s goals and mission; and

WHEREAS, after a thorough request for information/pricing and review process of different prospective marketing partners, College leadership determined that expanding the resources and scope of the existing Contract will best and most efficiently meet the College’s goals, and

WHEREAS, the College desires to increase the anticipated value of the Contract to include up to an additional \$1.7 million dollars over the amount spent to for AY24’ Contract term, and

WHEREAS, the State Board of Trustees must approve any contract by the College exceeding \$500,000 unless the obligation was previously approved by the Board through the allocation of funds.

NOW THEREFORE BE IT RESOLVED, That the State of Board Trustees authorize the College to increase the previously approved spend amount of the Contract for the purposes set forth above, and

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

**STATE BOARD OF TRUSTEES
IVY TECH COMMUNITY COLLEGE
OF INDIANA**



Andrew Wilson, Vice Chair



Kim Emmert O'Dell, Secretary

Date June 8, 2023