

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

**RESOLUTION NUMBER 2024-17**

**WHEREAS**, in June 2021, with approval from the State Board of Trustees (“Board”) in Resolution 2021-31, Ivy Tech Community College (“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**, in June 2023, the State Board of Trustees approved an additional \$1.7 million be added to the Contract in Resolution 2023-18; and

**WHEREAS**, in December 2023, the State Board of Trustees approved an additional \$2.55 million be added to the Contract in Resolution 2023-44; and

**WHEREAS**, the College desires to increase the value of the Contract to cover the remainder of the initial contract term, and

**WHEREAS**, the College anticipates an additional \$4.25 million dollars with a reasonable variance in the final amount to be determined by number and types of engagements needed throughout the remainder of the initial contract term, and

**WHEREAS**, the Board 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 Board authorizes 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 Board authorizes and directs the College President or her designee or an appropriate designated College employee, to execute the amendment to the Contract with said firm after the documents have been approved by College Counsel.

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



Andrew Wilson, Chair



Michael Dora, Secretary

**Dated: June 6th, 2024**