ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a one-year contract with Academic Marketing Services, LLC, dba Aperture Content Marketing for direct mail magazine (CareerFocus) services for the external relations department.

If the administration and Aperture Content Marketing are unable to agree to an executable contract, the administration requests delegation to discontinue negotiations and proceed to negotiate with the next highest-ranking vendor(s) until a contract is reached or all proposals are rejected. This action will authorize the Chancellor or her designee to approve a contract preventing extended delays with the award of this project.

BACKGROUND

Request for proposals (RFP) #26-20 was issued on August 13, 2026, to procure turnkey magazine services, which complies with the competitive procurement requirements per Texas Education Code §44.031(a). Five responses were received and evaluated by a team comprised of representatives from external relations and student services departments who determined the proposal submitted by Aperture Content Marketing will provide the best value to the College.

The CareerFocus magazine is published and distributed three times per year prior to the start of each long semester (fall, spring, and summer) and is a vital tool to market and promote the College. Printing the CareerFocus magazine allows the College to customize content that provides pertinent information so potential students, current students, and families can make informed decisions regarding enrolling at the College. Aperture Content Marketing will design, print, and mail approximately 270,000 copies of each edition, distributed to every household in the College's district, as well as every student and employee that resides outside of the College's district. The CareerFocus magazine also includes an online component and social media campaign for each issue. These digital components increase the potential reach for the magazine's customized content, which reaches an audience outside of the College's district.

The external relations department provides the content (articles, photos, ads) and also uses these assets in other marketing efforts. Each issue is posted on the College's online newsroom and shared via email to the College's employees and the Community Connection e-newsletter.

IMPACT OF THIS ACTION

Approval of this request enhances the overall awareness and impression that residents in the taxing district have of the College and provides a space to market the class offerings. The publication is used to educate and inform readers of the various activities, classes, and stories that may impact them and their families. The content focuses on classes, students and faculty members, and various topics that are of specific interest to this audience.

Content that is focused on programs is presented in a manner that will be of interest to the varied audiences and the role they may have in the higher education decision-making process. Stories

may contain anecdotal, factual, and/or statistical information that the readership could either weigh when making their own decision or share with those interested in attending the College.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated annual expenditure is $400,000 for the initial one-year award term, to commence on or after January 20, 2027, with four one-year renewal options, and will be funded from the external relations department's 2026-2027 operating budget and subsequent year budgets.

MONITORING AND REPORTING TIMELINE

Vendor performance and pricing are monitored throughout the contract period.

ATTACHMENTS

Attachment 1 – Tabulation

RESOURCE PERSONNEL

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RFP #26-20
Direct Mail Magazine Services
Attachment 1 – Tabulation

QUALIFICATIONS

#	Vendors	Section 1: Qualifications & Exp. of Firm	Section 2: Scope Understanding	Section 3: Sample Products	Section 4: References	Section 5: Contract Exceptions	Section 6: Price Proposal	**Total Points**
	Total Points	*10*	*25*	*20*	*10*	*5*	*30*	*100*
1	**Aperture Content Marketing**	9.58	23.29	16.83	7.77	5.00	30.00	**92.47**
2	**AC Printing LLC**	8.67	20.96	13.20	6.68	5.00	25.95	**80.46**
3	**On-Target Marketing & Advertising**	9.20	21.50	17.67	9.33	*0.00	18.75	**76.45**
4	**Busy Bee LLC**	7.88	23.04	15.00	7.42	5.00	14.36	**72.70**
5	**Big Hit Creative Group**	7.90	17.58	8.27	5.77	5.00	13.73	**58.25**

**On-Target Marketing & Advertising did not accept the College's restricted contract terms*