

ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a contract for advertising creative services with Freed Advertising for the Marketing, Public Relations and Government Affairs department.

BACKGROUND

The Marketing, Public Relations and Government Affairs department utilizes the services of an advertising agency for the purpose of creating the College's advertising campaign and the corresponding assets. Due to the diverse and ever-changing area it serves, the College faces many opportunities and challenges. As the cost of higher education increases, more students and their families are looking to community colleges for lower costs, proximity to home and work, and the ease of transferability between community colleges and four-year colleges and universities.

The College advertising campaign must reflect all of the above mentioned aspects, as well as the College's current brand, tagline, and branding philosophy. Additionally, the advertising campaign should highlight the diversity of our students, inspire and empower our students and prospects, elevate the prestige of the College, and reinforce the College's position as a top community college in the nation. All creative concepts and content will be tested with the College's students and staff.

A request for proposals, Project Number 18-31, was issued to procure advertising creative services. Thirteen (13) responses were received and evaluated by a team consisting of Marketing and Recruitment personnel who determined the proposal submitted by Freed Advertising best met the needs of the College and would provide the best value.

IMPACT OF THIS ACTION

The Marketing, Public Relations and Government Affairs department will work with Freed Advertising to develop an advertising campaign that will promote the College online, as well as in traditional media spaces (television, radio, print, and outdoor). It is anticipated that the advertising campaign will launch in spring 2019 to promote summer and fall 2019 enrollment.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated annual expenditure is \$100,000. This expenditure is funded from the Marketing and Public Relations' 2018-2019 operating budget and subsequent year budgets.

MONITORING AND REPORTING TIMELINE

The initial award term be one (1) year, beginning on October 2, 2018, with renewal options of four (4) one-year terms.

RFP #18-31
Regular Board Meeting October 1, 2018
Consideration of Approval to Contract for Advertising Creative Services

ATTACHMENTS

Attachment 1 - Tabulation

RESOURCE PERSONNEL

Teri Crawford	281-998-6151	teri.crawford@sjcd.edu
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Project Name: Advertising Creative Services
Project Number: RFP 18-31
Number of Evaluators: 6

Evaluation Criteria	Total Points Available	11/11 Media	1265 Creative	Barber Shop Marketing, The	Ellis Creative Group	Freed Advertising	Gilbreath Communications	Imagina Communications	Interact Communications, Inc.	JOHNMALOVE Marketing + Communications	LMG Marketing Group	Moving Image Studios	Studio Brand Collective	Zenfilm
Project Understanding and Management	90	56	71	71	58	86	63	68	68	69	80	56	79	57
Qualifications and Experience of Firm	150	68	112	108	87	137	110	85	111	123	125	84	131	100
Qualifications and Experience of Personnel	30	17	23	22	21	28	21	19	25	23	27	16	25	21
Price Proposal	90	60	76	65	55	79	57	71	58	80	80	70	77	64
60 Points Each x 6 Evaluators	360	201	282	266	221	330	251	243	262	295	312	226	312	242
Total Points Received														

* The top four firms were invited to the presentation phase.

Presentation	Total
40 Points Each x 6 Evaluators	240

PRESENTATION SUMMARY*	
Proposer	Score
LMG Marketing Group	217
Freed Advertising	212
JOHNMALOVE Marketing + Communications	202
Studio Brand Collective	196

FINAL SCORES	
Proposer	Score
Freed Advertising	542
LMG Marketing Group	529
Studio Brand Collective	508
JOHNMALOVE Marketing + Communications	497