

## **ADMINISTRATION RECOMMENDATION/REPORT**

The administration recommends the Board of Trustees approve a contract for video production services with Hack Studios, Interact Communications, Inc., and Stray Dog Studios, LLC, for the Marketing, Public Relations (PR) & Government Affairs department.

### **BACKGROUND**

A request for proposals, Project Number 18-06, was issued to procure video production services. Six (6) responses were received and evaluated by a team consisting of Marketing, PR & Government Affairs and Recruitment administrators and staff who determined the proposals submitted by the top three highest ranked firms would provide the best value to the College.

The Marketing, PR & Government Affairs department is requesting long-term contracts with video production suppliers who can provide high-quality service at the best value to the College community. The department has experience with two of the three vendors, who have provided high quality video work and excellent service.

Interact Communications, Inc. produced marketing videos for the State of Texas and for another college in the region. They work exclusively with community colleges, so they bring best practices and an understanding of the market. They also provide an annual media preferences survey for the College, which is a valuable resource the department uses to make media buying decisions.

Stray Dog Studios is a Houston-based company that has produced several marketing videos for the College. They have proven themselves as a strong and flexible firm that produces outstanding videos. The College does not have a previous business relationship with Hack Studios, but their proposal and video examples were impressive. Therefore, the recommendation is to select the two highest ranked firms base on the best value scoring for the College.

### **IMPACT OF THIS ACTION**

The College has multiple departments that require use of professional video production services for a wide range of projects and events. The Marketing department does not have in-house resources to meet this need. Projects include production of videography for promotional, media, and educational projects. Videos are typically used for advertising on television and digital media, shown to prospective and/or new students, and placed on the College website. Videos have become an important and mainstream way to communicate information, especially with prospective and current students in the 16 – 30 years old age bracket.

**RFP # 18-06**  
**Regular Board Meeting October 2, 2017**  
**Consideration of Approval to Contract for Video Production Services**

**BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)**

The estimated annual expenditure is \$120,000. This expenditure is funded from the Marketing, PR & Government Affairs department's 2017-2018 operating budget and subsequent year budgets. Departments requesting specific promotional videos for their own purposes will use their departmental budget to acquire those videos.

**MONITORING AND REPORTING TIMELINE**

The initial award term will be two (2) years, ending two years from the date of the final contract execution, with renewal options of three (3) one-year terms.

**ATTACHMENTS**

Attachment 1 - Tabulation

**RESOURCE PERSONNEL**

Janet Cowey	281-991-2603	janet.cowey@sjcd.edu
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**Project Name** Video Production Services  
**Project Number** RFP 18-06  
**Number of Evaluators** 4

Stated Criteria	Criteria Explanation	Total Points Available	CTE Skills	EVA Productions	Hack Studios	Interact Communications, Inc.	Limelight Studios	Stray Dog Studios, LLC
Project Approach and Services	Management and approach to the scope of services	200	135.00	156.00	189.00	162.00	169.00	165.00
Qualifications and Experience of Firm & Personnel	Firm's references, reputation and experience	100	71.00	74.00	91.00	95.00	84.00	69.00
Price Proposal	Best overall value approach for the College	100	81.00	84.00	86.00	74.00	70.00	91.00
		<b>400</b>	<b>287.00</b>	<b>314.00</b>	<b>366.00</b>	<b>331.00</b>	<b>323.00</b>	<b>325.00</b>
<b>Total Points Received</b>								

**Final Ranking**

Vendor Name	Total Score
<b>Hack Studios</b>	<b>366.00</b>
<b>Interact Communications, Inc.</b>	<b>331.00</b>
<b>Stray Dog Studios, LLC</b>	<b>325.00</b>
Limelight Films	323.00
EVA Productions	314.00
CTE Skills	287.00