

Consideration of Approval to Contract for Direct Mail Marketing Campaign Services

ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a contract for direct mail marketing campaign services with Aperture Content Marketing for the Marketing, Public Relations and Government Affairs department.

BACKGROUND

A request for proposals, Project Number 19-12, was issued to procure direct mail marketing campaign services. Three (3) responses were received and evaluated by a team consisting of Marketing, Public Relations and Government Affairs staff who determined the proposal submitted by Aperture Content Marketing would provide the best value to the College.

Aperture Content Marketing has exhibited a highly satisfactory and proven record of service and has published the College's CareerFocus magazine since 2008. CareerFocus magazine is published three times per year prior to the start of each semester and is a vital tool to market and promote the College's academic and training programs, as well as provide our audience with pertinent information to make informed decisions regarding enrolling at the College.

A new direct mail marketing magazine will be published and targeted toward senior citizens (age 60+) who live within the College district, approximately 70,000 households. Aperture Content Marketing will conduct an analysis of all addresses within the district to determine the appropriate addresses to mail the targeted mailer. A 12-page, full color direct mail piece will then be designed, printed and mailed three times per year (January, May, September) and content will focus on areas of interest to that specific audience. All content is created and owned by the College. The College will also be provided with access to an online article database that can be utilized and customized, as well as an online portal and social media campaign for each issue. These digital components increase the potential reach for the customized content.

IMPACT OF THIS ACTION

The targeted direct mail piece will enhance the image of the College among this target audience, and will provide customized content directed to senior citizens to encourage engagement with the College. If it were to be produced in-house it would require additional manpower to perform the research, design and layout of the 12-page mailer, and would require a higher postage rate than offered by Aperture Content Marketing. The Marketing, Public Relations and Government Affairs team will work closely with Aperture Content Marketing to tailor the mailer to the programs and content appropriate for the target audience.

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BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated annual expenditure is \$131,000. This expenditure is funded from the Marketing, Public Relations and Government Affairs department's 2018-2019 operating budget and subsequent year budgets.

MONITORING AND REPORTING TIMELINE

The initial two (2) year award term will commence on March 5, 2019, with renewal options of three (3) one-year terms.

ATTACHMENTS

Attachment 1 - Tabulation

RESOURCE PERSONNEL

Amanda Fenwick	281-998-6160	amanda.fenwick@sjcd.edu
Patsy Laredo	281-998-6106	patsy.laredo@sjcd.edu

Project Name Direct Mail Marketing Campaign Services
Project Number RFP 19-12
Number of Evaluators 3

Stated Criteria	Criteria Explanation	Total Points Available	Aperture Content Marketing	Chas P. Young	Freed Advertising
Project Understanding and Management	Management and approach to the scope of services	90	90.00	38.00	72.00
Qualifications and Experience of Firm & Personnel	Firm's references, reputation and experience	45	43.00	32.00	42.00
Quality of Product	Project staffing plan, quality, design, and development of product	45	44.00	26.00	43.00
Business Questionnaire	Project related questions regarding performance, delivery, accounts, and additional services	30	30.00	22.00	23.00
Price Proposal	Best overall value approach for the College	90	81.00	85.00	55.00
		300	288.00	203.00	235.00
			Total Points Received		

Final Ranking

Vendor Name	Total Score
Aperture Content Marketing	288.00
Freed Advertising	235.00
Chas P. Young	203.00