

Board Information Item

	Information Packet ☐ Board Agenda Information ☐ Board Agenda Action ☐ Board Agenda Consent ☒ 10/27/2025
Subject:	Approve Bid: 26-07-3-RFP Marketing Services for iUniversity Prep
Contact Person:	David Johnson, Chief Financial Officer
Policy/Code:	CH(LEGAL); CH(LOCAL)
Priority and Performance Objective:	Priority 4: Strong Financial Stewardship and Internal System Efficiency Objective 4.2: Effective and Efficient District Operations
Summary:	The District issued a request for proposals (RFP) to establish a procurement for marketing services. The scope includes iUniversity Prep’s marketing goals and campaign objectives. A multiple award allows the district to competitively utilize marketing firms in areas they excel. The contract will begin following Board award and expire October 30, 2026. Bid specifications include three (3) annual, automatic renewal options after the initial year, provided the District appropriates the funds for the supplies or service and both parties want to continue with the final expiration date being October 30, 2029.
Attachments:	N/A
Recommendation:	The recommendation is for the Board of Trustees to award the 26-07-3-RFP Marketing Services for iUniversity Prep proposals to: CESO Communications, Leap Group Network LLC, Rhodes Branding LLC, Versa Creative Group LLC.