

Purchase Request # 1
Regular Board Meeting May 22, 1018
Consideration of Approval to Purchase Media Advertising

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approve a contract to purchase media advertising from National Cinemedia, LLC for the Public Relations department.

BACKGROUND

For more than a decade, the college has targeted prospective students and parents through cinema advertising. In the “Find Your Future” campaign, these 30-second commercials feature Collin College students illustrating specific career fields strategically highlighting both transfer and workforce options. This branding campaign is designed to raise awareness of brand and name recognition for Collin College among the community during registration periods in the fall, spring and summer. In addition to the 30-second commercial and the high impact lobby promotion that we have deployed in the past, a new feature will be introduced. This year deployment of the cinema advertising will include geo-fencing theatre locations to deliver the commercial and banner ads across our target audience’s electronic devices in and out of the theatre.

This purchase cannot be competitively bid due to the contracts held between the local theaters, who are required by their contract with National Cinemedia, LLC to broadcast advertising within the theatre on the National Cinemedia, LLC platform. Reference (REF) Number 2715, has been issued in order to track the volume of spend for media advertising procured on behalf of Public Relations.

IMPACT OF THIS ACTION

The National Cinemedia theatres showing Collin College commercials are seen by more than 5.5 million moviegoers per year. In addition, a significant percentage of those viewers are among our target audiences of persons aged 13-22. In addition, many new residents in attendance become aware of Collin College. These commercials inform a captive audience about Collin College, transfer opportunities with university partners, workforce options, dual credit opportunities, and, that Collin College has the lowest community college tuition rate in the state. When the audience leaves the theatre they will continue to see Collin College commercials and banners across their electronic devices, keeping the college top of mind.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

This purchasing request is for spend authorization for \$99,733.00 for one (1) year, which is budgeted in the Public Relations 2018-2019 operating budget and subsequent year’s budgets subject to Board approval for the products and services described and in accordance with Board Policy CF (Local) and Texas Education Code Section 44.031.

MONITORING AND REPORTING TIMELINE

The term of contract will be November 30, 2018 through August 8, 2019.

RESOURCE PERSONNEL

Thomas Delamater Chief Public Relations Officer

972-599-3144