

Date of Board Meeting: August 15, 2023
Subject: Title V Ocelot Contract Addendum
Recommendation: Approve the purchase of additional Ocelot services

Background and Rationale:

WCJC received a five-year, \$3,000,000 Title V Hispanic Serving Institution (HSI) grant. The goal of the Title V HSI grant is to increase the completion, persistence, and transfer rates of students, particularly Hispanic students and FTIC students. To facilitate attainment of the grant goals and objectives, the grant budget includes the annual purchase and maintenance of software. This year the grant budget requires purchase of over \$50,000 for software and a minimum of \$40,000 for each of the remaining years.

The request is to amend the College's current Ocelot contract to add Chatbot services and campaign texting to better engage students and build awareness of the Title V services and events. The Chatbot feature provides students with on-demand support and answers to questions during off hours. One grant objective is for 80% of our students to meet twice per semester with a career advisor. The unlimited text campaigns and one-to-one texting services will help us reach that objective.

The proposed addendum includes the following:

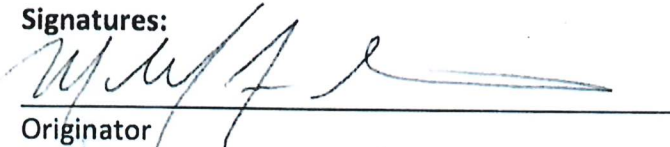
- Payment 1: \$8,000 for services from 8/15/23 to 12/14/23
- Payment 2: \$24,000 for services from 12/15/23 to 12/14/24
- Payment 3: \$24,000 for services from 12/15/24 to 12/14/25

Cost and Budgetary Support: Grant Funded; \$56,000 spread over three years

Strategic Priority Alignment: Student Success Community Impact
 Resource Optimization Institutional Excellence

Resource Person(s): Dr. Mike Adkins, Director of Academic & Career Advising and Title V Grant

Signatures:


 Originator

8/3/23
 Date

Leigh Ann Collins
 Digitally signed by Leigh Ann Collins
 Cabinet-Level Supervisor Date: 2023.08.03 11:16:05-05'00'

8-3-23
 Date

President's Approval:


 President

8-3-23
 Date



Addendum 1 (4428) to Contract #4048

This addendum updates Contract #00004048 by adding Ocelot products for 2 years and 5 months to align with the existing 3-year contract (Term Dates: 12/15/2022 – 12/14/2025) between Wharton County Junior College and CareerAmerica, LLC dba Ocelot.

1. TOTAL CONTRACT

Item	Description	Unit Amount	Total Amount
Chatbot: Enrollment Management	Price includes 5 Chatbots for the Enrollment Management package and an additional Chatbot for Career Services. Standard Enrollment Management package includes: Financial Aid, Admissions, Student Accounts, Registrar and Academic advising.	\$24,000.00	\$56,000.00
Texting: Subscription	Unlimited SMS texting to 2,500 students is included with the Enrollment Management package. Additional 5000 texting contacts are available for purchase at \$4,000 annually	\$0.00	\$0.00
Chatbot: Career Services	Included in the purchase price of the Enrollment Management package.	\$0.00	\$0.00
LiveChat: Subscription	25 LiveChat Agent licenses are included in the price for the Enrollment Management package. Additional LiveChat licenses may be purchased in bundles of 25.	\$0.00	\$0.00
Integrations: Banner	Wharton County Junior College may choose to activate a banner integration at their discretion.	\$0.00	\$0.00
Chatbot: Implementation Fee	One-time Set-Up Charge for Student Engagement Platform	\$15,000.00	\$15,000.00
Discount: Implementation Fee Waived	Set-Up Fee has been waived	\$-15,000.00	\$-15,000.00

Shipping & Handling 0.00

Sales Tax 0.00

TOTAL AGREEMENT PRICE \$56,000.00

New Contracts: Year 1 (multiyear contracts) and one-year contracts have a Net 30 Payment Term after Signature/Approval. Subsequent year invoices will be sent 90 days prior to the due date.

Renewal contracts - Invoices will be sent 90 days prior to the due date.

2. ORDER ADD-ONS

This contract includes the flexibility to order additional services – including but not limited to custom developed technology solutions - within the Term of this agreement. Item(s) will be invoiced separately and will be bound to this agreement, or a new agreement, as indicated by Ocelot.

3. TERM

Start Date: 8/15/2023 End Date: 12/14/2025

4. PAYMENT

- Payment 1:** \$8,000 due 8/15/23 (services from 8/15/23 to 12/14/23)
- Payment 2:** \$24,000 due 12/15/23 (services from 12/15/23 to 12/14/24)
- Payment 3:** \$24,000 due 12/15/24 (services from 12/15/24 to 12/14/25)

We encourage ACH Payments to our JP Morgan Chase Checking Account:

Bank Routing Number: 102001017
Account Number: 918618601
Account Name: CareerAmerica, LLC

For Check Remittance, please send to:
CareerAmerica, LLC
P.O. Box 103211
Pasadena, CA 91189-3211

5. SIGNATURES

Wharton County Junior College

Ocelot



Signature

	Name	Ross Thompson
	Title	CFO
	Date	6/27/2023