ADMINISTRATION RECOMMENDATION/REPORT

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

BACKGROUND

The media advertising is live-action, on-screen advertising in various theatres throughout Collin County. The on-screen advertising runs from December into August during each contract period. Reference Number (REF) 2715 was issued to procure media advertising on behalf of Public Relations. Tracking of spend volume is accomplished through the Purchasing Department's eProcurement system. The system is set to automatically notify the contract owner when 85% of the approved expenditure is reached, which triggers the contract owner to analyze current and future spend.

Media advertising is exempt from the competitive bidding requirements mandated by Chapter 44.031 of the Texas Education Code.

IMPACT OF THIS ACTION

Thirty second commercials will appear at nine theatres on 142 screens for a total of more than 2 million impressions for 20 weeks of advertising in 2017-2018.

In-theater advertising through National Cinemedia captures an audience of prospective students and families, as well as community members at large. This investment will assist in exposing students to Collin and may assist in recruitment by influencing their decision to attend this college. Additionally, these ad flights are designed to leave viewers with a positive impression about Collin College.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

This purchasing request is for spend authorization for $96,900.00 which will be budgeted in the Public Relations 2017-2018 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 December 1, 2017 through August 16, 2018.

RESOURCE PERSONNEL

Thomas Delamater   Chief Public Relations Officer   972-599-3144