

***Collin County Community College District Board of Trustees***

2021-05-2-3

May 25, 2021

Resource: Steve Matthews  
Vice President, External Relations

**AGENDA ITEM:** Consideration of Approval of Costs Related to the Execution of the College's Marketing Plan

**DISCUSSION:** The college has developed a marketing plan to promote awareness of the college and its programs as well as increase student recruitment and retention. The college is preparing to execute a Fall 2021 digital advertising initiative by market segment. Market segments include high school seniors and parents, under/unemployed adults, technical programs, and BAT cybersecurity. The cost for this portion of the plan is \$87,418.92.

The total cost of the marketing plan to date is \$116,499.03.

Attachments:

High school seniors' digital ad proposal  
Underemployed adult digital ad proposal  
Technical program digital ad proposal  
BAT cybersecurity digital ad proposal

**DISTRICT PRESIDENT'S RECOMMENDATION:** The District President recommends approval of the Fall 2021 digital advertising by market segment proposals prepared by the Clarus Corporation.

**SUGGESTED MOTION:** "Mr. Chairman, I make a motion that the Board of Trustees of Collin County Community College District approves the Fall 2021 digital advertising by market segment proposals prepared by Clarus Corporation."