

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends that the Board of Trustees approves a contract for the printing of the Register Now Postcard from ColorDynamics, Inc. for the Communications Department.

BACKGROUND

The Register Now Postcard is mailed three times a year to serve as a reminder and notification of upcoming registration dates to the community. This reminder is one of the primary registration communications sent to the service area, making it a valuable tool for informing residents about class registration opportunities.

Invitation To Bid Number FY2025-ITB-002 was issued to procure the printing of the Register Now Postcard for the Communications Department. Three responses were received and evaluated by a team consisting of Communications Department staff. The proposal submitted by ColorDynamics, Inc. is recommended as the best value to the District based on evaluation scores.

IMPACT OF THIS ACTION

The Register Now Postcard is a vital communication tool that increases awareness of upcoming class registration opportunities and encourages timely enrollment. By reaching residents directly, the postcard helps to boost registration rates and foster a sense of community engagement.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

This purchasing request is for spend authorization of \$400,000 for three years, which is budgeted in the Communications Department's FY25 operating budget and subsequent years' budgets, subject to Board approval. The current contract spend is \$269,072.

MONITORING AND REPORTING TIMELINE

The contract term is February 1, 2025 through January 31, 2028.

RESOURCE PERSONNEL

Dr. Jay Corwin, SVP of Student and Community Engagement
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