

**Purchase Request #3
Special Called Meeting August 4, 2020
Consideration of Approval of Additional Funds for
Promotional Products**

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approve the expenditure of additional funds for the purchase of promotional products from Authentic Promotions, Big Hit Creative Group, 4imprint, and Logotology for the District.

BACKGROUND

This contract provides for the purchase of promotional products such as, but not limited to, banners, tablecloths, pens, cups, totes, flash drives, and backpacks. These purchases are made by departments District-wide with Student Life, Human Resources, Public Relations, and Recruitment & Programs, placing the majority of the orders.

Invitation to Bid Number 4109 was issued and awarded in January 2018 to procure promotional items for the District.

IMPACT OF THIS ACTION

The promotional products purchased are used to thank and incentivize current students, recruit new students, introduce and promote services, motivate employees, and expand advertising exposure. Additional funding is requested due to the additional promotional products needed for the Wylie Campus, Technical Campus, and the District.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The Board approved the original contract in January 2018 for a total amount of \$600,000. This purchasing request is for spend authorization for an additional \$300,000, which is budgeted in the District's FY20 operating budget and subsequent year's budgets subject to Board approval.

MONITORING AND REPORTING TIMELINE

The term of the contract is March 1, 2018 through February 28, 2021.

RESOURCE PERSONNEL

Jay Corwin

Chief Student Success Officer

972-549-6320