

ADMINISTRATION RECOMMENDATION/REPORT

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

BACKGROUND

For more than a decade, the college has targeted prospective students and parents through cinema advertising. In the “Find Your Future” campaign, these 30-second commercials feature Collin College students illustrating specific career fields strategically highlighting both transfer and workforce options. This branding campaign is designed to raise awareness of brand and name recognition for Collin College among the community during registration periods in the fall, spring and summer.

This purchase cannot be competitively bid due to the contracts held between the local theaters, who are required by their contract with National Cinemedia, LLC to broadcast advertising within the theatre on the National Cinemedia, LLC platform. Reference (REF) Number 2715, has been issued in order to track the volume of spend for media advertising procured on behalf of the Public Relations.

IMPACT OF THIS ACTION

The National Cinemedia theatres showing Collin College commercials are seen by more than 5.5 million moviegoers per year. In addition, a significant percentage of those viewers are among our target audiences of persons age 13-22.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

This purchasing request is for spend authorization for \$101,226.00 for one (1) year, which is budgeted in the Public Relations FY19 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 August 01, 2019 through July 31, 2020.

RESOURCE PERSONNEL

Thomas Delamater Chief Public Relations Officer

972-599-3144