

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

1. Finance and Audit Committee

April 21, 2026

Resource: Mary McClure  
Vice President – External Relations

**DISCUSSION ITEM:** Consideration of Approval of the Marketing and Communications Services Contract from edVANTAGE Strategy Group Through Fiscal Year 2027 with the Option of Contract Renewal for Two Additional Fiscal Years

**DISCUSSION:** The District released Requests for Proposals for consulting services to provide comprehensive marketing and communications services in support of Collin College’s strategic priorities. These services will focus on strengthening institutional branding, enhancing community engagement, and advancing enrollment growth through data-informed and targeted outreach strategies.

The selected consulting firm will assist the College in evaluating current messaging effectiveness and developing strategic marketing initiatives aligned with long-term master planning and student success goals. Key components of the engagement include the development of targeted communication strategies, including both broad-based broadcasting and audience-specific narrowcasting approaches, to better reach diverse populations across the Collin College service area.

The scope of work includes the creation and execution of integrated marketing campaigns designed to:

- Enhance the College’s brand recognition and visibility
- Increase overall student enrollment
- Expand awareness of long-term master planning initiatives
- Improve outreach to key demographic groups, including traditional students, adult learners, continuing education participants, and senior populations

The consulting firm will also develop and deploy multi-channel advertising strategies utilizing digital platforms, social media, direct mail, print media, radio, and television to ensure consistent and effective messaging across all communication channels.

In addition, the engagement includes conducting market research and facilitating community engagement efforts such as surveys and focus groups to inform data-driven decision-making and continuous improvement of marketing strategies.

Services would begin April 27, 2026 through August 31, 2027 at an estimated cost not to exceed \$1,500,000 and is budgeted in the External Relations Department's annual operating budget with the option of contract renewal for two additional fiscal years subject to Board approval.