



NOTICE is hereby given that the Collin County Community College District Board of Trustees will hold a meeting of the Finance and Audit Committee (Collins, Adcock, Callison) at 5:00 p.m. on Tuesday, April 21, 2026, in Conference Room 400C at the Collin Higher Education Center, 3452 Spur 399, McKinney, Texas 75069.

Locations

Celina Campus

Collin Higher Education Center
McKinney, Texas

Courtyard Center
Plano, Texas

Farmersville Campus

Frisco Campus

McKinney Campus

Plano Campus

Public Safety Training Center
McKinney, Texas

Technical Campus
Allen, Texas

Wylie Campus

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PUBLIC COMMENT

REVIEW AND DISCUSSION ITEMS

1. 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
2. Telehealth Access Services Agreement and Next Steps

Jay Saad
Chair, Board of Trustees

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.

Collin County Community College District Board of Trustees

2026-04-X

April 24, 2026

Resource: Mary McClure
Vice President – External Relations

AGENDA ITEM: Report Out of the Finance and Audit Committee and 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

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**DISTRICT PRESIDENT'S
RECOMMENDATION:**

The District President recommends approval of the marketing and communications services contract from edVANTAGE Strategy Group beginning April 27, 2026 through August 31, 2027 at an estimated cost not to exceed \$1,500,000 with the option of contract renewal for two additional fiscal years.

SUGGESTED MOTION:

This item may come as a motion and second out of committee. A suggested motion would be, "Mr. Chairman, I make a motion that the Board of Trustees of Collin County Community College District approves of the marketing and communications services contract from edVANTAGE Strategy Group beginning April 27, 2026 through August 31, 2027 at an estimated cost not to exceed \$1,500,000 with the option of contract renewal for two additional fiscal years."

Collin County Community College District Board of Trustees

2. Finance and Audit Committee

April 21, 2026

Resource: Melissa Irby
Chief Financial Officer

DISCUSSION ITEM: Telehealth Access Services Agreement and Next Steps

DISCUSSION: Collin College has entered into a Telehealth Access Services Agreement with Baylor Scott & White Health (BSWH) to expand access to virtual healthcare services for eligible students, faculty, and staff. The agreement enables the College to provide convenient, technology-enabled healthcare resources designed to support student success, well-being, and retention.

Under the terms of the agreement, BSWH will provide access to a comprehensive telehealth platform that includes 24/7 acute care services, virtual primary care, care navigation, and behavioral health services. Services are delivered through the My BSWHealth platform and affiliated program partners, offering students, faculty, and staff timely access to medical consultations, therapy sessions, and care coordination.

Eligible participants include enrolled credit students, part-time faculty, and part-time staff. The College will provide enrollment data and conduct outreach efforts to ensure awareness and utilization of the services.

The agreement is effective through August 31, 2026.