



February 28, 2018

TO: THE DISTRICT BOARD OF TRUSTEES
OF VALENCIA COLLEGE

FROM: SANFORD C. SHUGART
President

RE: AWARD OF RFP #2018-09 FOR THE VALENCIA COLLEGE, ADVERTISING AND
MARKETING CONSULTANT SERVICES

On November 8, 2017, the College issued a Request for Proposal (RFP), RFP #2018-09. The RFP sought Advertising and Marketing Consultant services, which included the development of a brand-appropriate full advertising campaign development and execution as well as creative services to include media planning, buying and analysis to support the enrollment goals of the College. This will be a two year engagement, with options for up to three additional years. The cost of the services will be \$250K per year in agency fees and other one-time advertising campaigns. Media purchases, flowing through the selected consultant to the ultimate media outlets, totaling approximately \$2 million per year, can vary annually and are included and approved by the Board of Trustees in the annual budget.

Proposals were received and opened on December 12, 2017. The following four (4) firms submitted proposals in response to the solicitation: Evok Advertising, Guckenberger 'n Partners, Pace Communication Group, Inc. and PUSH. A public evaluation meeting was held on January 9, 2018 to review, evaluate the proposals. Five (5) committee members evaluated, reviewed, scored and ranked the proposals based on the following criteria: Qualifications in branding, creative services and advertising, agency media planning, placement and reporting experience, Project team's professional qualifications, location of the firm in relation to the Valencia College Marketing department.

After review and proposals using the ranking criteria, the evaluation committee agreed to move to the negotiation phase for the highest rank firm, PUSH, followed by Evok, Pace Communications, Inc. and Guckenberger 'n Partners.

RECOMMENDED ACTION:

The President recommends that the District Board of Trustees of Valencia College authorize the College to award RFP #2018-09 to PUSH, Inc. to serve as the Advertising Agency of record, subject to the negotiation of mutually agreeable contract. In addition, should negotiations with PUSH come to an impasse, Valencia is authorized to negotiate with the next highest ranked agency, or to issue another RFP.



President