



March 2, 2023

TO: THE DISTRICT BOARD OF TRUSTEES OF VALENCIA COLLEGE

FROM: DR. KATHLEEN PLINSKE
President

RE: AWARD OF ITN 2023-09, ADVERTISING AND MARKETING CONSULTANT SERVICES

On October 21, 2022, the College issued an Invitation to Negotiate (ITN) 2023-09, Advertising and Marketing Consulting Services. The ITN sought Advertising and Marketing Consultant services, which include the development of a brand-appropriate full advertising campaign as well as creative services to include media planning, buying, and analysis to support the enrollment goals of the College. The College will award a 3-year contract with the option to extend for up to an additional two (2), one (1) year periods as may be mutually agreed upon. The cost of the services will be \$250,000 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 in response to the ITN were received and opened on December 14, 2022. The following six (6) firms submitted proposals: Fry | Hammond | Barr, Inc. (&Barr), Interact Communications, Net Natives Inc, Sextant Marketing, Starmark International, Inc., and Vectra Digital, LLC.


On January 18, 2023, a public evaluation meeting was held to conduct Phase I, Evaluation of the Proposals, to review and evaluate all proposals. Eight (8) committee members reviewed, scored, and ranked the proposals based on the following criteria: business composition and qualifications, project team's professional qualifications, portfolio, related experience & references; operating plan & support, and proximity/location. Following full discussion and deliberation, the committee invited the following top three (3) ranked firms to participate in Phase II, Presentations: &Barr, Net Natives Inc, and Starmark International, Inc.

On February 1, 2023, presentations by Starmark International, Inc. and &Barr were received by the committee. Prior to the Phase II presentation date, Net Natives Inc. requested to be withdrawn from the process.

On February 3, 2023, the committee gathered for a public meeting to evaluate and score the presentations. The selection committee decided to recommend Starmark International, Inc. be awarded the contract.

RECOMMENDED ACTION:

The President recommends that in accordance with the results of the ITN-2023-09 process as presented, the District Board of Trustees of Valencia College award the contract for Advertising and Marketing Consultant Services to Starmark International, Inc. subject to the negotiation of a mutually agreeable contract.



President