



Westchester Community College

State University of New York

May 14, 2013

33963

To: Board of Acquisition and Contract

From: Joseph N. Hankin
President

Re: Authority to enter into an agreement with Karen Spencer Design, Inc. for the provision of design services for Westchester Community College publications for a two (2) year term

Westchester Community College (“WCC”) issued a request for proposals seeking design services for Westchester Community College publications for a two (2) year term commencing June 1, 2013 (“RFP”). The RFP asked that each proposer provide an estimated cost for four (4) specific WCC publications along with hourly rates for different publication design services. WCC received four (4) written proposals. Karen Spencer Design, Inc. (“Spencer”), the firm that WCC has worked with for the last six years, submitted a proposal that was slightly more expensive than 2 of the other proposers but that was still competitive in nature. Additionally, they have a proven track record of excellence in their previous six years of providing services to WCC. Based on WCC’s past experience with Spencer and the positive feedback received from multiple sources, I recommend continuing WCC’s relationship with this vendor.

The proposed agreement would commence on or about June 1, 2013 and continue for two (2) years, payable pursuant to the hourly rates contained in Schedule “A”. The total amount payable to Spencer shall not exceed \$60,000 annually for a total amount not to exceed \$120,000.

The public purpose of this agreement is to provide design services for WCC’s numerous publications. The value of entering into this agreement will be tracked based on feedback received from WCC’s Marketing Committee and Board of Trustees.

Attached is an appropriate resolution for your approval.

JNH:me
Attachment

RESOLUTION

Upon a communication from Joseph N. Hankin, President, Westchester Community College, be it hereby

RESOLVED, that the County of Westchester acting by and through Westchester Community College is hereby authorized to enter into an agreement with Karen Spencer Design, Inc. ("Spencer") for the provision of design services for Westchester Community College publications for a two (2) year term commencing on or about June 1, 2013; and be it further

RESOLVED, that the total amount payable to Spencer shall not exceed \$60,000 annually for a total amount not to exceed \$120,000, payable at the rates contained in Schedule "A"; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby authorized to execute all instruments and take all actions reasonably necessary to implement this Resolution.

Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	010	34	0110	3604		\$120,000

Budget Funding Year(s) Start Date: 06/01/2013 End Date: 05/31/2015
(must match resolution)

Funding Source: Tax Dollars \$27,600 Contractor Federal I.D. No./
 State Aid \$31,200 Social Security No.:

\$120,000 Federal Aid _____ Vendor No.:

(must match resolution) Other \$61,200 (Tuition) Encumbrance No.: _____

SCHEDULE "A"

	(per hour)
<u>Graphic Design/Creative Layout</u>	<u>\$89</u>
<u>Production Layout</u>	<u>\$65</u>
<u>Illustration Charts/Imagery</u>	<u>\$65</u>
<u>Photo Retouching/Color Correction</u>	<u>\$70</u>
<u>Photoshoot Art Direction</u>	<u>\$70</u>
<u>Copywriting</u>	<u>\$70</u>

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/30/2013 - JOMARY VIEIRA, SECRETARY