



# Westchester Community College

State University of New York

47476

June 29, 2015

To: Board of Acquisition and Contract

From: Dr. Belinda S. Miles  
President, Westchester Community College

Re: Authority to enter into an agreement with Thompson & Bender LLC, for the provision of full-service advertising services for Westchester Community College.

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Authority is requested from your Honorable Board to authorize the County of Westchester, acting by and through Westchester Community College (the "College"), to enter into an agreement with Thompson & Bender LLC ("Thompson & Bender"), for the provision of full-service advertising services for Westchester Community College. The agreement shall commence September 1, 2015 and shall expire August 31, 2018. The College shall pay to Thompson & Bender a fee of \$54,900 per year payable in monthly installments. Any additional work that is not included in the scope of work will be billed at a negotiated hourly rate not to exceed \$125 per hour. The total amount payable to Thompson & Bender shall not exceed \$170,000 for the 3 year term.

On February 24, 2015, the College issued a Request for Proposals ("RFP") for the provision of full-service advertising services for Westchester Community College. Proposals were due April 6, 2015 and the College received six (6) proposals. Thompson & Bender's proposal was the lowest in cost and fully met the requirements contained in the RFP.

Pursuant to the agreement, Thompson & Bender will be responsible for the planning, buying, designing, placing, and production of advertisements for multi-faceted advertising campaigns. Advertisements will be placed in various media, including print, radio, television, and the internet. Thompson and Bender will work under the direction of the College-Community Relations Director, and interact with College personnel responsible for a variety of areas such as credit courses and programs along with noncredit courses and programs, and including but not limited to: Division of Continuing Education, Educational Opportunity Center, English Language Institute, Mainstream (Institute for Mature Learners), and the College Extension Centers.

The public purpose of this agreement is to ensure that the College effectively communicates its mission to the public and continues to be attract students to it campus and off-site centers.

An appropriate resolution is attached for your approval.

BSM:me  
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 07/29/2015 - JOAN COCCIARDI, SECRETARY

**RESOLUTION**

Upon a communication from the President of Westchester Community College, be it hereby

**RESOLVED**, the County of Westchester, acting by and through Westchester Community College (the "College"), is authorized to enter into an agreement with Thompson & Bender LLC ("Thompson & Bender"), for the provision of full-service advertising services for Westchester Community College; and be it further

**RESOLVED**, that the agreement shall commence September 1, 2015 and shall expire August 31, 2018. The College shall pay to Thompson & Bender a fee of \$54,900 per year payable in monthly installments. Any additional work that is not included in the scope of work will be billed at a negotiated hourly rate not to exceed \$125 per hour. The total amount payable to Thompson & Bender shall not exceed \$170,000 for the 3 year term; 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	0110		4425		\$170,000

Budget Funding Year(s)      Start Date: 9/1/2015      End Date: 8/31/2018  
 (must match resolution)

Funding Source:      Tax Dollars                \$45,900          

Contractor Federal I.D. No./  
 Social Security No.:

State Aid                \$45,900          

          \$170,000                Federal Aid      \_\_\_\_\_

Vendor No.:

(must match resolution)

Other                \$78,200 (Tuition)          

Encumbrance No.: \_\_\_\_\_