



Westchester Community College

State University of New York

63075

May 7, 2018

To: Board of Acquisition and Contract

From: Dr. Belinda S. Miles
President

Re: Authority to enter into an agreement with Thompson & Bender LLC, for the provision of full-service advertising services for Westchester Community College for a three (3) year period commencing on September 1, 2018 and in an amount not to exceed \$180,000.00.

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 on September 1, 2018 and shall expire on August 31, 2021. The College shall pay to Thompson & Bender a fee of \$60,000.00 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 \$180,000 for the 3 year term and shall be payable pursuant to a proposed budget.

On March 26, 2018, the College issued a Request for Proposals ("RFP") for the provision of full-service advertising services for Westchester Community College. The College also forwarded a copy of the RFP to four (4) vendors. Proposals were due April 13, 2018 and the College received two (2) proposals. Thompson & Bender proposed an annual fee of \$60,000.00 and the second proposer, Sound Communications, LLC, proposed an annual fee of \$81,000.00. Thompson & Bender's proposal was not only the lowest in cost, but was ranked the highest 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 attract students to its campus and off-site centers. The agreement will be monitored by Westchester Community College personnel.

An appropriate resolution is attached for your approval.

BSM/jpi
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 06/07/2018 - USA MPAJ 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 on September 1, 2018 and shall expire on August 31, 2021. The College shall pay to Thompson & Bender a fee of \$60,000.00 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 \$180,000.00 for the three (3) year term, payable pursuant to an approved budget; 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		\$180,000

Budget Funding Year(s) Start Date: 9/1/2018 End Date: 8/31/2021
 (must match resolution)

Funding Source: Tax Dollars \$43,200
 State Aid \$48,600
\$180,000 Federal Aid _____
 (must match resolution) Other \$88,200 (Tuition)

Contractor Federal I.D. No./
 Social Security No.: _____
 Vendor No.: _____
 Encumbrance No.: _____

APPROVED BOARD OF ACQUISITION & CONSTRUCTION 09/01/2018 - LESLIE M. RUJAJ, SECRETARY