



Westchester Community College

State University of New York

On Base: 86978

August 18, 2021

To: Board of Acquisition and Contract

From: Dr. Belinda S. Miles
President

Re: Authority to extend an agreement with Thompson & Bender LLC, for the provision of full-service advertising services for Westchester Community College for two months at a total additional cost of \$10,000.

Authority is requested from your Honorable Board to authorize the County of Westchester, acting by and through Westchester Community College (the "College"), to extend an agreement with Thompson & Bender LLC ("Thompson & Bender") for two months for the provision of full-service advertising services for Westchester Community College at an additional cost of \$10,000.

The term of the current agreement commenced on September 1, 2018 and shall expire on August 31, 2021. The College needs additional time to prepare and distribute a new Request for Proposal for these services. The College currently pays Thompson & Bender a fee of \$60,000 per year payable in monthly installments of \$5,000 per month. Any additional work that is not included in the scope of work is billed at a negotiated hourly rate not to exceed \$125 per hour. The current contract provides an amount payable to Thompson & Bender that does not exceed \$170,000 for the three-year term. Accordingly, the College is requesting that the Contract be extended through October 31, 2021 at an additional cost of \$10,000.00.

Under the terms of the current agreement Thompson & Bender is responsible for the planning, buying, designing, placing, and production of advertisements for multi-faceted advertising campaigns. Advertisements are placed in various media, including print, radio, television, and the internet. Thompson and Bender works under the direction of the College-Community Relations Director, and interacts 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.

An appropriate resolution is attached for your approval.

BSM:sg
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 08/26/2021 - RAYMOND SCULKY, 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 extend an agreement with Thompson & Bender LLC (“Thompson & Bender”), for the provision of full-service advertising services for Westchester Community College for an additional two months; and be it further

RESOLVED, that the expiration date of the agreement shall be extended from August 31, 2021 to October 31, 2021. That the contract shall be increased by \$5,000 for each of the two additional months resulting in a total increase of \$10,000. The total amount payable to Thompson & Bender shall increase from a not to exceed amount of \$170,000 for the three-year term to a not to exceed amount of \$180,000 for the new term of thirty-eight months, 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		\$10,000

Budget Funding Year(s) Start Date: 9/1/2018 End Date: 10/31/2021
 (must match resolution)

Funding Source: Tax Dollars \$2,400
 State Aid \$2,700
\$10,000 Federal Aid _____
 (must match resolution) Other \$4,900 (Tuition)

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

APPROVED BOARD OF ACQUISITION & CONTRACT - 08/26/2021 - RAYMOND SQUILKY, SECRETARY