



On Base: 95423

August 15, 2022

To: Board of Acquisition and Contract

From: Belinda S. Miles  
President, Westchester Community College

Re: Resolution authorizing the County of Westchester, acting by and through Westchester Community College to enter into an agreement with AnswerNet, Inc. for the provision to Westchester Community College of telemarketing services in furtherance of increasing enrollment at the College and retaining students for the period September 1, 2022 through August 31, 2023 for an amount not to exceed \$100,000 payable pursuant to an approved budget.

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Authority is respectfully requested for the County of Westchester (the "County"), acting by and through Westchester Community College (the "College"), to enter into an agreement with AnswerNet, Inc. ("AnswerNet") for the provision to Westchester Community College of telemarketing services in furtherance of increasing enrollment at the College and retaining students. The term of the agreement will commence on September 1, 2022 and continue through August 31, 2023 for an amount not to exceed \$100,000.00 payable pursuant to an approved budget.

On or about June 30, 2022, the College issued a Request for Proposals ("RFP") for the provision of Telemarketing services for various College campaigns in furtherance of retention and increasing enrollment. Proposals were due July 14, 2022 and the College received four proposals. The proposals were ranked using a matrix. AnswerNet's proposal was ranked highest of all the proposals and fully met the requirements of the RFP.

Pursuant to the agreement, AnswerNet will be responsible, under the direction of the College's Director of Strategic Marketing and Communications, to conduct a number of telemarketing campaigns, including, but not limited to: calling student's admitted to the College but not yet enrolled; calling students who previously attended the College but discontinued; calling students on academic probation with the goal of retaining and increasing enrollment.

The public purpose of this agreement is to ensure that the College effectively communicates its mission and services to students in furtherance of retaining students,

including students at risk of dropping out, and further increasing enrollment. The agreement will be monitored by the Director of Strategic Marketing and Communications along with other college staff.

An appropriate resolution is attached for your approval.

BSM:sg  
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 08/25/2022 - RAYMOND SCULKY, SECRETARY

RESOLUTION

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

RESOLVED, that the County of Westchester, acting by and through Westchester Community College (the "College"), is authorized to enter into an agreement with AnswerNet, Inc. ("AnswerNet") for the provision of telemarketing services in furtherance of increasing enrollment at the College and retaining students; and be it further

RESOLVED, that the agreement shall have a term commencing on September 1, 2022 and terminating on August 31, 2023. The College shall pay to AnswerNet an amount not to exceed \$100,000.00 pursuant to an approved budget; and be it further

RESOLVED, that the County Executive or his duly authorized designee is hereby authorized to execute all documents and take all actions reasonably necessary to effectuate the purposes of this Resolution.

Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/Sub Object	Trust Account	Dollars
	703	9997	4436	01		\$100,000.00

Budget Funding Year(s)      Start Date:   9/01/2022      End Date:   8/31/2023  

Funding Source      Tax Dollars \_\_\_\_\_  
 State Aid \_\_\_\_\_  
  \$100,000        Federal Aid   \$100,000    
 (must match resolution)    Other: \_\_\_\_\_

