

# STATE BOARD FOR COMMUNITY COLLEGES AND OCCUPATIONAL EDUCATION

August 9, 2023

**TOPIC:** Pikes Peak State College Spending Authority Request for AdPro LLC

**PRESENTED BY:** Dr. Lance Bolton

## RELATIONSHIP TO THE STRATEGIC PLAN:

- Transform the student experience
- Redefine our value proposition through accessibility, affordability, quality, and closing equity gaps while remaining agile.

## EXPLANATION

For the last five years, PPSC has had a contract with Twelve Legs Marketing to provide services for the college's marketing and communication department. Since we were reaching the end of our contract with Twelve Legs Marketing, the decision was made to go out to Request for Proposals (RFP), which is a thorough competitive bid process.

The RFP committee was made up of college representatives from Student Services and two staff members from Marketing and Communications. After a review of the RFP responses and listening to presentations along with questions and answers from the two top vendors, the decision was made to move forward with AdPro LLC. The contract will be renewable on an annual basis for five (5) years with service to the PPSC Marketing and Communication department.

The AdPro LLC contract provides a digital marketing platform for the college in regard to outreach, communication with students, and community members. These services will include:

- advertising strategy, generation, and placement across multiple channels (search, social, audio, video)
- analytics on placed media
- recommendations for best practices in the industry and our market to improve overall marketing effectiveness

AdPro LLC Contract Amounts	
Year 1 Initial Term (FY24)	\$260,000.00
Year 2 (FY25)	\$260,000.00
Year 3 (FY26)	\$260,000.00
Year 4 (FY27)	\$260,000.00
Year 5 (FY28)	\$260,000.00
Total for the contract term which is the later of the effective date or 7/1/2023 – 6/30/2028	\$1,300,000.00

**RECOMMENDATION:**

Staff recommends the approval for PPSC to proceed with the new contract with AdPro LLC, with a do not exceed amount of \$1,300,000. Staff also recommends that the Board delegate to the System Vice Chancellor of Finance and Administration the authority to sign the contract and related documents on the condition that all Board and State processes are followed.