



## EXECUTIVE SUMMARY

**Recommendation that the Broward College District Board of Trustees authorized an increase of fiscal authority with Graystone Group Advertising to provide job posting for faculty, administrator, and professional technical staff positions on discipline specific websites and publications/journals to attract talented and viable candidates to the College (blanket purchase order).**

**Fiscal Impact: \$9,000.00, Cumulative amount: \$181,000.00, Revenue: \$0.00**

**Presenter(s): Dr. Sophia Galvin, Vice President of Human Resources/Talent and Culture**

**1. Describe the purpose of this purchase of goods, services, information technology, construction, or use of space.** The purpose of the Graystone Group Advertising annual subscriptions is to provide job posting services in discipline specific publications/journals and websites for faculty, administrator, and professional technical staff positions. A purchase order is necessary as Graystone works with multiple vendors for which the College does not have a contract with to promote the job opportunities. Graystone incur the associated adverting costs upfront and in turn invoices the College.

This request is seeking fiscal authority to increase the PO by an additional \$9,000 to cover upcoming recruitment advertisements to June 30, 2025.

**2. Describe the competitive solicitation method used or, if none, the exemption relied on for bid waiver.** Bid waiver pursuant to FL DOE 6A14.0734(2)(f), Professional Services, including, but not limited to, artistic services, instructional services, health services, academic program reviews, lectures by individuals, attorneys, legal services, auditors, and management consultants.

**3. Describe business rationale for the purchase and how it was procured.**

**(A) What is the benefit of the purchase. If there is an ROI, describe the ROI and how calculated.** This subscription is beneficial to the organization as vendor assisted with posting positions on industry specific websites.

**(B) How does the purchase support the Strategic Business Plan.** This item ensures that talent administrators, faculty, and staff are hired to support the needs of our students.

**(C) If applicable, what is the rationale for the use of piggybacks, existing contract extensions, bid waivers in lieu of the College conducting a competitive solicitation.** Not applicable

**(D) If a competitive solicitation process was conducted by the College, describe the process.** Not applicable

**This Executive Summary is approved by:**

**Dr. Sophia Galvin**  
**Vice President of Human Resources/Talent and Culture**



## EXECUTIVE SUMMARY

**Recommendation that the Broward College District Board of Trustees authorized the renewal agreement (purchase order) with Graystone Group Advertising to provide job posting for faculty, administrator, and professional technical staff positions on discipline specific websites and publications/journals to attract talented and viable candidates to the College. Fiscal Impact: Estimated \$9,000.00 (FY2014-FY2024 cumulative amount \$172,000.00)**

**Presenter(s):** Sophia Galvin, Vice President, Talent and Culture

**What is the purpose of this contract and why is it needed?** The purpose of the Graystone Group Advertising annual subscriptions is to provide job posting services in discipline specific publications/journals and websites for faculty, administrator, and professional technical staff positions. A purchase order is necessary as Graystone works with multiple vendors for which the College does not have a contract with to promote the job opportunities. Graystone incur the associated advertng costs upfront and in turn invoices the College.

**What procurement process or bid waiver was used and why?** Bid waiver pursuant to FL DOE 6A-14.0734(2)(f), Professional Services, including, but not limited to, artistic services, instructional services, health services, academic program reviews, lectures by individuals, attorneys, legal services, auditors, and management consultants.

**Is this a budgeted expenditure from the budget established at the last June Board of Trustees meeting?** Yes.

**What fund, cost center and line item(s) were used?** FD100, CC0105, 64500:Other Services.

**Has Broward College used this vendor before for these products or services?** Yes. The \$172,000.00 cumulative approved PO amount is for services rendered from 2014-2024. Actual expenditures for the 2014-2024 time frame was \$65,103.00.

**Was the product or service acceptable in the past?** Yes.

**Was there a return on investment anticipated when entering this contract?** Yes, the services provided by Graystone will be used, as needed, throughout the recruiting activities.

**Was that return on investment not met, met, or exceeded and how?** The ROI was met. In the previous fiscal year, Graystone assisted with posting five industry specific, hard to fill jobs at a cost of \$3,687.

**Does this directly or indirectly feed one of the Social Enterprise tactics and how?** This item directly feed one of the Social Enterprise tactics by ensuring that talent administrators, faculty, and staff are hired to support the needs of our students.

**Did the vendor amend Broward College's legal terms and conditions [to be answered by the Legal Office] if the College's standard contract was used and was this acceptable to the Legal Office?**

The General Counsel's office has reviewed the agreement and any deviation to the College's standard terms has been deemed acceptable.

**FISCAL IMPACT:**

Description: \$9,000.00 CC0105, BU203, FD100, PG000206

03/26/24      CC0105 · Employee Recruitment      (\$9,000.00)

## Sophia Marie Galvin

Sophia Marie Galvin, Vice President, Talent and Culture      2/28/2024

**HISTORY:**

03/19/24      District Board of Trustees

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Zachariah Zachariah, Vice Chair
<b>SECONDER:</b>	Akhil Agrawal, Trustee
<b>AYES:</b>	Zachariah, Agrawal, Yarbrough, Zanotti, Kushner



**Contract No. W-2024-140-CR**

Graystone quote for recruitment advertising services for Broward College in accordance with attached statement of work for the period July 1, 2024 - June 30, 2025:

**\$9,000**

## EXHIBIT "A" TO PURCHASE ORDER STATEMENT OF WORK

### Description of Services:

Period of Service: July 1, 2024 to June 30, 2025.

As in the past, we are able to provide Broward College all of its recruitment advertising requirements, such as:

Web, Digital & Print Advertising – at the most cost effective pricing in the industry. We have a media database at our fingertips with information on over 4,500 recruitment resources including more than 3,100 Internet sites.

- Graystone places staff, faculty and administration online job postings at any media site that accepts recruitment advertising. We are able to discount these rates to our clients since we purchase large web packages that results in significant savings for the individual postings.
- Graystone is unique as advertisers go in that **our business model remains based on "no add on charges"**, i.e., layouts, typesetting, last minute cancellations, revisions, media consulting or research, electronic communication fees, etc.
- **Our Digital Strategy consists of Search Engine Marketing and Targeting Display products.** We are able to reach qualified candidates who are searching the internet or reading industry specific stories. We then deliver your message and direct them to your employment page to complete an application.  
Additional options include:
  1. Paid Social media: Facebook. LinkedIn, Instagram with lead generation advertising.
  2. Email Marketing Campaigns with hashtag emails: Once the campaign delivers we can retarget across many platforms reminding the candidates to apply.
- Graystone also places **print recruitment advertising and is the largest advertiser in the Chronicle of Higher Education.** We format our ads to save space and therefore cost. With savings in space, and therefore costs, savings of over 25% are not unusual.
- When there is a hard to fill position, we will recommend recruitment advertising sites based on our 30 years of experience and the data base noted above. **We do this at no charge to our clients.** We will also provide associated rates as well as web traffic activity to help make your selections easier.

### Total Consideration Payable for the Services:

The total consideration payable shall not exceed \$9,000.00

Recent Purchase Orders		Graystone Advertising											
Purchase Order	Number	Version	Company	Purchase Order Type	Status	Issue Option	Buyer	Supplier	Document Date	Due Date	Amount	Currency	Requisition Type
PO-025580	PO-025580		Broward College		Issued	Print	Riollano, Crystal N (77420)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	9/21/2023		9,000.00	USD	
PO-023001	PO-023001		Broward College		Closed	Print	Triana-Aristizabal, Natalia (24166)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	7/18/2022		9,000.00	USD	
PO-020828	PO-020828		Broward College		Closed	Print	Triana-Aristizabal, Natalia (24166)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	7/19/2021		9,000.00	USD	
PO-019029	PO-019029		Broward College		Closed	Print	Triana-Aristizabal, Natalia (24166)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	7/29/2020		9,000.00	USD	
PO-016735	PO-016735		Broward College		Closed	Print	Mitchell, Beau (3565)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	7/24/2019		9,000.00	USD	
PO-011876	PO-011876		Broward College		Closed	Print	Mitchell, Beau (3565)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	12/13/2017		9,000.00	USD	
PO-006853	PO-006853	1	Broward College		Closed	Print	Ramkhalawan, Sally (Terminated) (99546)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	7/8/2016		15,000.00	USD	
PO-003476	PO-003476	2	Broward College		Closed	Print	Holliday, Nicole L (Terminated) (4093)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	7/15/2015		19,000.00	USD	
PO-002756	PO-002756		Broward College		Closed	Print	Holliday, Nicole L (Terminated) (4093)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	4/7/2015		10,000.00	USD	
PO-000785	PO-000785		Broward College		Closed	Print	Holliday, Nicole L (Terminated) (4093)	GBSA,INC DBA GRAYSTONE GROUP ADVERTISING	9/8/2014		65,000.00	USD	
											163,000.00		



**Procurement Services**

6400 NW 6th Way  
Fort Lauderdale, Florida, 33309  
Telephone: 954.201.7455  
Fax: 954.201.7330  
broward.edu/community/vendor

**PURCHASE ORDER**

**PO-026412**

PLEASE NOTE THE FOLLOWING: Purchase Order (PO) number MUST appear on all cartons, packing slips, and invoice documents. Deliveries or invoices that do not clearly indicate PO numbers may be returned, and may result in delayed payments.

Date	Change Notice	Page
04/10/2024		1 of 1

**Supplier:**

GBSA,INC DBA GRAYSTONE GROUP ADVERTISING  
2710 North Avenue  
Suite 200  
Bridgeport, CT 06604-2352  
United States of America

**Ship to:**

Broward College  
3501 SW Davie Road  
Central Receiving, Bldg 23  
Davie, FL 33314  
United States of America

**Memo Line:**

Ref. BC Contract #W-2024-140-CR expires 06/30/25

Price Quote provided by Graystone

Contact Person - End User Dept.:  
Nicki Anderson - Talent & Culture  
(954) 201-7449 / nanders1@broward.edu

End User Department shall be solely responsible for audits / verifying all supplier invoices are in accordance with established prices linked above, prior to authorizing payments.

PROVIDE THE FOLLOWING GOODS/SERVICES IN FULL ACCORDANCE WITH TERMS, CONDITIONS, SPECIFICATIONS, AND PRICING OF ABOVE REFERENCED CONTRACT.

**INSURANCE REQUIREMENTS:**


Service related suppliers agree to comply with Insurance Requirements as determined by the College. Certificates of Insurance (COI) listing Broward College as an additional insured should be mailed to the Procurement department or e-mailed to ProcureContract@broward.edu.

**PURCHASE ORDER TERMS & CONDITIONS:**

Supplier agrees to comply with Purchase Order Terms and Conditions as found at <http://www.broward.edu/community/vendor/Pages/default.aspx>, or to agreed upon Contract Terms on file.

<b>REFER ALL INQUIRIES TO:</b> Riollano, Crystal N +1 (954) 2015156 x0	<b>DELIVERY DUE:</b>	<b>DELIVERY SCHEDULE:</b> M-F 7:00 a.m. - 3:30 p.m.
<b>CONTRACT NUMBER:</b> SUP_CON-000001841	<b>PAYMENT TERMS:</b> Net 30	<b>FREIGHT TERMS:</b> DESTINATION

Goods Lines							
Line Number	Supplier Item Identifier	Description	Requested Delivery Date	Quantity	Unit of Measure	Unit Price	Line Amount
1		To advertise faculty, administrator and PTS positions in specific journals, publications and websites.		900000	Each	0.01	9000.00

Seller agrees to abide by all provisions of Section 202 of Executive Order 11246, as amended by Executive Order 11375, relative to the Equal Employment Opportunity for all persons without regard to race, color, religion, sex or national origin, and the implementing rules and regulations pertaining to thereto.		<b>TOTAL</b>	<b>\$9,000.00</b>
	AUTHORIZED SIGNATURE		

INVOICES THAT DO NOT REFLECT THE PURCHASE ORDER MAY BE RETURNED OR RESULT IN DELAYED PAYMENTS.

TAX EXEMPTION  
FLORIDA: 85-8012557374C-7

**MAIL INVOICES TO:**  
Broward College  
Accounts Payable  
6400 NW 6 Way, 3rd Floor  
Fort Lauderdale, FL 33309  
United States of America  
For Accounts Payable Questions Only:  
954.201.5315  
**Tax ID#: 59-1216107**