



## TUCSON UNIFIED SCHOOL DISTRICT

MEETING OF: April 5, 2016

TITLE: Approval to Purchase Marketing and Recruitment Services in excess of \$250,000 using existing contracted vendors from Request for Proposals (RFP) 15-72-C19

ITEM #: 15

Information:

Study:

Action: X

PURPOSE:

- Approval to Purchase Marketing and Recruitment Services in excess of \$250,000 using existing contracted vendors from Request for Proposals (RFP) 15-72-C19. Total spend over the next four (4) years under this contract is estimated to be \$725,000.

DESCRIPTION AND JUSTIFICATION:

When this RFP was awarded in 2015, estimated spend for this contract was below the \$250K Governing Board approval threshold. Because additional dollars are being allocated, the estimated spend for this contract over the next four years is going to exceed \$250,000 per year, requiring Governing Board approval.

The Communications Department requests an increase due to additional marketing dollars being allocated for individual Magnet Schools. With District, Magnet and individual schools now using this RFP contract it's estimated the district will spend approximately \$125,000 for 2016 for recruitment. This contract covers both television and digital marketing. Communications and Magnets have found this method of advertising to be very effective since the district implemented it in 2015.

For the remaining years (17, 18,19), Communications plans to budget a combined \$200,000 per year to market enrollment, Magnet schools and Advanced Learning Experiences (upon approval from the plaintiff's and Special Master during the budgeting process).

RFP No. 15-72-C19 was issued to procure Marketing and Recruitment Services for the District. The District entered into a contract for these services in March of 2015. The existing contract is currently in use and is potentially valid until December 31, 2019 with renewals for a term no longer than five (5) years. The recommended offerors were determined to have submitted proposals most advantageous to the District and pricing offered was deemed fair and reasonable.

The awarded vendors for this contract are KVOA and Telemundo for television and digital marketing.

An Executive Summary is included with this agenda item to summarize the RFP details. The Notice of Request for Proposals was sent to 113 vendors through AZPurchasing.org, the District bidding service. Twelve (12) vendors responded with offers and sixty-eight (68) no bids were received through AZPurchasing.org.

Stephanie Boe, Director of Communications, will be present to answer questions regarding the need for advertising using this existing contract.

Diana Kerfoot, Purchasing Manager, will be present to answer questions regarding the procurement process for this existing contract.

BOARD POLICY CONSIDERATIONS:

Governing Board Policy DJ-Purchasing Policies.

