



**BROWARD
COMMUNITY
COLLEGE**

We keep you thinking.

Office of the president

To: Members of the Board of Trustees

From: J. David Armstrong Jr., President

Date: November 28, 2007

Place: Regular Meeting of the Board of Trustees
Broward Community College
Boardroom 1208, Building 33
Willis Holcombe Center
111 East Las Olas Boulevard
Fort Lauderdale

Subject: Agenda Item IV-C, 1a -- Waiver of Bid

Attached is a Waiver of Bid for additional funds for our communications and outreach efforts that are integral to the branding and awareness activities in which we have been engaged for more than the past year. These additional funds will allow the college to create formidable delivery strategies for our message for the winter term beginning January 7, 2008. Also attached are two documents; the first delineates how the additional funds would be used to increase the number of touch points with our audiences by extending our outreach in a variety of media. the second document illustrates how the additional funds integrate seamlessly into our current plan. The use of new dollars is highlighted in dark blue. The total cost to the college would be \$169,998.

The request for Waiver of Bid touches on several of the Education Master Plan goals including improving access to the college by reaching out to audiences so that they are knowledgeable about the resources available here. It is also closely related to Goal 9, which states that BCC will communicate the role of the college in our community of our diverse learners with a consistent message that generates awareness of the college, its degrees and its programs.

RECOMMEND APPROVAL



Broward Community College

Waiver of Bid Request

REQUESTING DEPARTMENT: Public Relations	CAMPUS: Willis Holcombe Center
ORIGINATING COST CENTER: PR & Promotions 167105	GRANT COST CENTER (IF APPLICABLE): N/A

Pursuant to Community College Rules 6A-14.0734 and College Policy 6Hx2.7.02, the following acquisition in the amount of \$169, 998. _____ is exempt from the competitive solicitation requirement as documented herein.

Description of goods or services: Communications and outreach through advertising for Term II beginning January 7, 2008

Exempt Item Categories (check all applicable):

- Educational tests, textbooks, instructional materials and equipment, films, filmstrips, video tapes, disc or tape recordings (or similar audio-visual materials), computer-based instructional software.
- Library books, reference books, periodicals, and other library materials and supplies.
- Purchases at the unit or contract prices established through competitive solicitations by any unit of government established by law or a non-profit buying cooperative.
contract source and identification number: _____
- Food.
- Service or commodities available from a single or sole source.
- 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.
- Information technology resources defined as all forms of technology used to create, process, store, transmit, exchange and use information in various forms of voice, video and data, and shall also include the personnel costs and contracts that provide direct information technology support consistent with each individual college's information technology plan.
- Single or sole source procurements for purposes of economy or efficiency in standardization of materials and equipment.
- Items for resale.

Purpose of Acquisition of Material(s) and/or Service(s) To make prospective and current students aware of the higher education resources available at the college.

ALL SUPPORTING DOCUMENTATION MUST BE ATTACHED.

REQUESTER NAME (PRINT): Jillian Krueger Printz	REQUESTER TITLE: Special Asst. to the President for Public Relations
REQUESTER SIGNATURE: <i>Jillian Krueger Printz</i>	DATE: November 7, 2008

AGENDA ITEM IV-C
NOV 28 2007
ENCLOSURE 1-a

**BCC Term II Media
 Communications and Outreach Budget**

Medium	Size/Length	Duration	Dayparts	Description	Gross Cost	Frequency	Total Gross Cost
Television							
Comcast Cable- Broward County	:60's, :30's, :15's packages pending	4 weeks	Entertainment and Cultural News	Adults 18-34: MTV, VH1, Comedy Central, Cartoon, TLC, BET, Mun2	\$ 20,000.00	1	\$ 20,000.00
Radio							
WMIB-FM 103.5 The Beat	:60's, :30's, :15's packages pending	2 weeks	AM Drive, Midday, PM Drive, Evening, Weekend	Daypart Mix: 50% Drivetime / AM Drive, 40% Midday / PM Drive Target audience Adults 18-34, try to tie into local website & streaming	\$ 4,633.00	2	\$ 9,266.00
WMGE-FM 94.9 Hurban	packages pending	2 weeks	AM Drive, Midday, PM Drive, Evening, Weekend	Target audience Adults 18-34, try to tie into local website & streaming	\$ 4,633.00	2	\$ 9,266.00
WHYI-FM 100.7 Top 40	packages pending	2 weeks	AM Drive, Midday, PM Drive, Evening, Weekend	Target audience Adults 18-34, try to tie into local website & streaming	\$ 4,633.00	2	\$ 9,266.00
Sub-total television \$							20,000.00
Outdoor							
Bus Transit Advertising	King Size	4 weeks		40 buses on rotated routes throughout Broward County. Net cost.	\$ 10,200.00	1	\$ 10,200.00
Cine Media		6 months		Re-new movie theater advertisement, current contract ends on Jan 3, 2008. Renewal will go from Jan08 - Jun08.	\$ 35,000.00	1	\$ 35,000.00
Starflites		4 weeks		Public panels	\$ 12,000.00	1	\$ 12,000.00
Mail Advertising	Various	Minimum 4 weeks		Cost and rates will be based on inventory which vary by each individual mall: Broward, Coral Springs, Galleria, Pembroke and Sawgrass Mills	\$ 15,000.00	1	\$ 15,000.00
Sub-total outdoor \$							72,200.00
Direct Mail							
Enrollment Brochure					\$ 15,000.00	1	\$ 15,000.00
Eblasts					\$ 5,000.00	2	\$ 10,000.00
Sub-total misc \$							25,000.00
Production							
TV, Radio, Print, Banner, Collateral					\$ 25,000.00		\$ 25,000.00
Grand Total \$							169,998.00

AGENDA ITEM IV-C

NOV 28 2007

ENCLOSURE 1-a

Client: Broward Community College
 Schedule: July 07 - June 08
 Type of Media: magazines/print/radio/TV/outdoor/on-screen/ Web
 Revised Date: 11/5/07

InterMedia
 5203 NW 33 Avenue
 Fort Lauderdale, FL 33309
 954-485-5448

Media / Description	2007							2008							Total Cost									
	July	August	September	October	November	December	January	February	March	April	May	June	July	August										
ONLINE																								
Monday dates:	25	2	9	16	23	30	6	13	20	27	3	10	17	24	31	7	14	21	28	4	11	18	25	
WFLA.com																								
MiamiFL Lauderdale only																								
cost/mon																								
\$ 35,000.00																								
SunSend.net.com																								
400,000 impressions per Month																								
cost/mon																								
Added Value																								
TweetLinkSouthFlorida.com																								
20,000 impressions per Month																								
cost/mon																								
Added Value																								
\$ 35,000.00																								
TELEVISION																								
Monday dates:	25	2	9	16	23	30	6	13	20	27	3	10	17	24	31	7	14	21	28	4	11	18	25	
WFTL - CW 39																								
30 second, 6 weeks																								
cost/mon																								
\$ 19,125.00																								
Reduced to cover NACAC College Guide costs																								
WFLG - ABC 10																								
30 second, 6 weeks																								
cost/mon																								
\$ 19,125.00																								
Reduced to cover NACAC College Guide costs																								
WISV - Telemundo 51																								
30 second, 6 weeks																								
cost/mon																								
\$ 14,700.00																								
Reduced to cover NACAC College Guide costs																								
Comcast Cable, Broward County																								
Norcross, BE1, MTV, MUNI, VH1, You, G4																								
cost/mon																								
\$ 18,150.00																								
Reduced to cover Herald Living & Learning four color cost																								
Term2 Communications & Outreach																								
\$ 20,000.00																								
\$ 81,400.00																								

