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BROWARD COLLEGE

Define yourself.

To: Members of the Board of Trustees

From: J. David Armstrong Jr., President

Date: June 23, 2009

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

Subject: Agenda Item V-B-3 - Enrollment Boost/Branding 2009-2010 Academic Year

Brief Description:

Attached is a Waiver of Bid request for branding and enrollment boost activities during the 2009-2010 academic year. Using the funds available, public relations and student affairs have created an advertising program that reaches out to our multi-cultural audiences online, and with transit, on-screen and print advertising.

Benefit to BC:

Expending these dollars will enhance awareness of the college, the teacher education baccalaureate degrees, our online degrees, and our continued commitment to our students to keep access to higher education in Broward County within their reach.

Relationship to College Master Plan:

Master Plan Goal #9 - Communicate the role of the college in the community by coordinating consistent messages that reflect the vision, mission and core values of the college and generate awareness of the quality of its curriculum, its programs and its accessibility.



Broward Community College

Waiver of Bid Request

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

Pursuant to Community College Rules 6A-14.0734 and College Policy 6Hx2.7.02, the following acquisition in the amount of \$150,000. _____ is exempt from the competitive solicitation requirement as documented herein.

Description of goods or services: Advertising/branding activities for 2009-2010 academic year

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 enhance awareness of the college, the teacher education baccalaureate degrees, our online degrees, and our continued commitment to our students to keep access to higher education in Broward County within their reach.

ALL SUPPORTING DOCUMENTATION MUST BE ATTACHED.

REQUESTER NAME (PRINT): Jillian Krueger Printz	REQUESTER TITLE: Special Assistant to the President for Public Relations
REQUESTER SIGNATURE: <i>Jillian Krueger Printz</i>	DATE: June 23, 2009

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**Broward College
2009-2010 Media Plan**

	Branding	Enrollment	Cost Per Insertion/ week/flight	# Insertions	Dates (week of)	Gross Cost	Gross Total
Newspaper							
Sun Sentinel Education Quarterly - 1/2 Page Full Color, 1/2 Page Advertorial	X	X	\$7,179	2	8/3 12/7	\$14,359	
Miami Herald Living & Learning - 1/2 Page Full Color	X	X	\$6,647	2	7/20 11/2	\$13,294	
Newspaper Total							\$27,653
Minority Newspaper							
Caribbean Today - 1/2 Page B&W	X		\$1,176	6	7/27 9/7 10/5 11/2 2/1 3/29	\$7,059	
Caribbean American Commentary - 1/4 Page Full Color	X		\$1,176	6	7/20 9/7 10/12 11/16 2/1 3/22	\$7,059	
South Florida Times - 1/4 Page Full Color	X		\$1,416	6	7/20 9/7 10/12 11/16 2/1 3/22	\$8,499	
En USA - 1/4 Page B&W	X		\$406	6	7/27 9/14 10/5 11/16 2/1 3/29	\$2,435	
Portada Florida - 1/4 Page	X		\$795	5	7/27 9/28 11/30 2/1 3/29	\$3,975	
Minority Newspaper Total							\$29,027
Out Of Home							
Buses - 30 Kings, 2 King Kongs (10 Kings bonus)		X	\$13,200	2	7/13 - 8/9 10/19 - 11/15	\$26,400	
Movie Theaters - Oakwood 18, Sawgrass 23, Magnolia 16, Cinemark Davie		X	\$1,525	24	6/29 - 8/23 11/2 - 12/27 5/3 - 6/27	\$36,593	
Out Of Home total							\$62,993
Interactive							
Pay Per Click		X	\$2,500	12	July through June (12 months)	\$30,000	
Search Engine Optimization - IT will handle in-house							
Interactive Total							\$30,000
Total							\$ 149,673

*Minority Percentage:

19.4%

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Waiver of Bid – Vendor Location

June - 2009

Broward County

Bus Transit

CineMedia (movie theaters)

Sun-Sentinel City Link

SS Education Quarterly

En USA

El Sentinel

El Venezolano

South Florida Times

Portada

IN FOCUS

Miami-Dade County

Miami Herald Living & Learning

Caribbean Today

Caribbean American Commentary

Online N/A

Waiver of Bid – Minority Vendors

En USA

El Venezolano

South Florida Times

Portada

IN FOCUS

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