

**INCREASING THE COLLEGE'S
STATEWIDE DIGITAL ADVERTISING WITH STATWAX**

RESOLUTION NUMBER 2019-29

WHEREAS, In August 2017 the State Trustees approved Resolution 2017-38 authorizing the College entering into a contract with Statwax for digital media services, and

WHEREAS, Resolution 2017-38 limited the amount the College could spend in a fiscal year on the services provided by Statwax to no more than \$2 million in a fiscal year, and

WHEREAS, Resolution 2017-38 indicates that a review of the partnership with Statwax would take place by March 31st and that the partnership could be extended through future years, and

WHEREAS, Resolution 2018-33 increased the amount the College could spend in a fiscal year on the services provided by Statwax to no more than \$2.5 million in a fiscal year, and

WHEREAS, during this year's review it was apparent that the College's prospective students are increasing their use of social and digital media and that the College should increase its digital media marketing presence, and

WHEREAS, the College staff recommends entering into a new agreement with Statwax and increasing its digital media advertising spend through Statwax to no more than \$2.75 million per fiscal year, and

WHEREAS, the State Board of Trustees must approve any contract by the College exceeding \$500,000 unless the obligation was previously approved by the Board through the allocation of funds.


NOW THEREFORE BE IT RESOLVED, THAT THE State of Board Trustees authorize College to increase its purchasing of digital media advertising through Statwax in an amount not to exceed \$2,750,000 per fiscal year, and

FURTHER BE IT RESOLVED, that the State Trustees do hereby authorize and direct the President and any other appropriate, designated College employee to negotiate and execute the renewal of the contract with said firm after the documents have been approved by the College General Counsel.

**STATE BOARD OF TRUSTEES
IVY TECH COMMUNITY COLLEGE**



Paula Hughes-Schuh, Chair



Marjanne Glick, Secretary

Dated August 8, 2019