

**NEW AGREEMENT FOR THE COLLEGE'S STATEWIDE
DIGITAL ADVERTISING WITH STATWAX**

RESOLUTION 2021-3

WHEREAS, it is apparent that the College's prospective students are increasing their use of social and digital media and even more so during this unexpected pandemic and that the College should continue its digital media marketing presence, and

WHEREAS, in June 2020, the State Trustees adopted Resolution 2020-10 approving a contract with Statwax for digital media services for a term of three (3) years and options to extend two (2) additional years with an amount spent not to exceed \$2.5 million per year, and

WHEREAS, the efforts with Statwax have proven very successful especially during these times we are in and are expected to continue, and

WHEREAS, individual campus marketing staff are increasing financial commitments and making additional purchases with Statwax, and

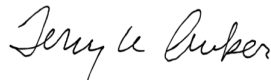
WHEREAS, the College staff recommends that the amount authorized to be spent with Statwax annually be increased to \$3,250,000, and

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 the College to increase the amount of digital media advertising purchased through Statwax in an amount not to exceed \$3,250,000 total per fiscal year throughout the life of the Statwax contract utilizing already budgeted funds, 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 an amendment of the contract with said firm after the documents have been approved by the College Counsel.

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



Terry Anker 02/04/2021 16:29 EST



Andrew Wilson 02/04/2021 14:36 EST

Dated February 4, 2021