

**APPROVAL OF CONTRACT FOR STUDENT HELP/SUCCESS CENTER
(ENROLLMENT MANAGEMENT AND STUDENT SUPPORT SERVICES)**

RESOLUTION 2015-29

WHEREAS, Ivy Tech Community College (the “College”) continues to receive hundreds of thousands of telephone, electronic and website inquiries from current and prospective students all of who have high customer service expectations;

WHEREAS, the College desires to continue to provide exceptional customer service to its current and prospective students in an efficient, cost effective and secure manner in order to engage in strategic recruitment and retention communications campaigns to increase the levels of student conversion, engagement and learning;

WHEREAS, the College seeks to continue to increase student satisfaction and success, increase conversion and retention rates and maximize financial aid utilization;

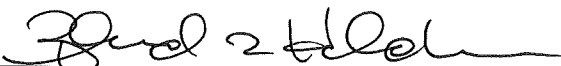
WHEREAS, Blackboard, Inc. developed a suite of services to meet the objectives of the College described above and the College entered into a partnership with Blackboard in 2012. The partnership includes managing inbound contacts from current and prospective students and enrollment management services designed to inform, engage and direct students through the College’s enrollment and financial aid process. In addition the services include outbound outreach to assist with early alert and retention efforts;


WHEREAS, After two-plus years the College has seen drastically improved customer service ratings and improved conversion rates and is much more efficiently handling the large volume of inbound interactions while improving and increasing outreach efforts;

WHEREAS, Blackboard, Inc. has proposed to continue the partnership with an agreement and provide the same and additional services to the College and freeze the current pricing for the next two guaranteed years at the following contracted rates: Year 1 (July 1, 2015 to June 30, 2016): \$6,565,150. Year 2 (July 1, 2016 to June 30, 2017): \$6,565,150. The contract includes three one year renewals with a small two percent increase should the College decide to continue the partnership beyond 2017;

NOW THEREFORE BE IT RESOLVED, the State Board of Trustees authorizes and directs the President of the College and any other appropriate designated College employee to execute a contract commencing July 1, 2015 with Blackboard, Inc. for enrollment management and student support services after the documents have been approved by the College General Counsel.

**State Trustees
Ivy Tech Community College of Indiana**


Richard Halderman, Chairman


Michael Dora, Secretary

Date April 13, 2015