

**APPROVAL OF A CONTRACT FOR STATEWIDE DIGITAL ADVERTISING WITH STATWAX**

**RESOLUTION NUMBER 2017-38**

**WHEREAS**, the College desires to continue to maximize targeted digital marketing opportunities with the goal of increasing inquiries and applicants to the College, and

**WHEREAS**, the College will benefit from partnering with an Indiana agency with expertise in the field to purchase digital media and maximize buying power and optimization, and

**WHEREAS**, during the spring of this year College staff reviewed Indiana companies that specialize in digital media and piloted digital buying with Statwax,

**WHEREAS**, based on this review College staff recommends entering into an annual agreement with Statwax, to manage digital media buying and

**WHEREAS**, the costs to the College associated with this agreement and utilizing Statwax in purchasing digital media advertising shall not exceed \$2,000,000 per fiscal year, and

**WHEREAS**, a review of the partnership will take place by March 31<sup>st</sup> of each year and if both parties agree the partnership may be extended through the next year and this review process shall happen each year;

**NOW THEREFORE BE IT RESOLVED**, that the State Board of Trustees authorize and direct the College President, or her designee, to execute an agreement with Statwax, with the costs associated with the agreement and the purchasing of digital media advertising not to exceed \$2,000,000 per fiscal year, after review by the College's General Counsel.

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

  
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**Michael Dora, Chairman**

  
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**Lillian Sue Livers, Secretary**

**Dated: August 3, 2017**