

**APPROVAL OF RENEWING THE CALL FULFILLMENT SERVICES CONTRACT  
WITH THE JACKSON GROUP**

**RESOLUTION NUMBER 2018-34**

**WHEREAS**, Ivy Tech Community College began using The Jackson Group for call/fulfillment services in July of 2008, and

**WHEREAS**, in August 2010 the State Trustees approved Resolution 2010-43 authorizing the College entering into a contract with The Jackson Group for call/fulfillment services, and

**WHEREAS**, the contract with The Jackson Group entered into in 2010 was for an initial term of two (2) years with the option to renew the contract for additional three (3) year terms at the discretion of the College, and

**WHEREAS**, the contract with The Jackson Group was renewed for three (3) years by the College in 2015 and is now eligible to be renewed by the College again, and

**WHEREAS**, the staff of the College recommends the renewal period be for one (1) year, and

**WHEREAS**, under this agreement The Jackson Group is providing the following critical services for the College:

- Daily print fulfillment including acceptance packets, viewbooks, diplomas, deans list letters, and much more
- Provides Delivra, an email service, for Ivy Tech to email current students, prospects, applicants and gainful employment disclosures
- Worksmart Suite: system that provides users access to inventoried items for shipment, office stationary, variable templates for postcards and flyers
- Design and Print services: ongoing design for flyers, brochures, etc., and printing of items, and

**WHEREAS**, College staff recommends renewing the contract for one (1) year with the Jackson Group and requests approval to spend funds in an amount not to exceed \$1,750,000 annually, and

**WHEREAS**, contracts exceeding \$500,000 require approval by State Board of Trustees

**NOW THEREFORE BE IT RESOLVED**, that the State Board of Trustees authorize the College to renew its contract with The Jackson Group for an additional one (1) year period with an authorization to spend funds under the agreement in an amount not to exceed \$1,750,000 annually, 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

## **Contract for Statewide Print Fulfillment Partner**

The College administration would like to renew its partnership with Jackson Group starting August 15, 2018. The partnership requires no guaranteed spend on an annual basis and only services provided will be paid for.

The agreement allows the College to continue to utilize the existing integration of data platforms, print fulfillment, mailings, email provider, design, and print services on behalf of the College.

The annual cost for the partnership will not exceed \$1,750,000 statewide. This spend includes daily print fulfillment and postage for prospects, applicants, dual credit applicants and others, in the forms of the acceptance packets, viewbooks, award letters, wheel of value, veterans brochures and others. In addition, mailings are sent for diplomas, FAFSA filers, those on Standards of Academic Progress (SAP), Deans List, Exit Counseling, Tax Intercept, and more. Jackson Group also provides Delivra, an email service, where users can email to prospects, applicants or imported lists, plus this is the College's method of distributing gainful employment disclosures. Lastly, Jackson Group provides Worksmart Suite, a system where users can order inventoried items; create postcards, posters, banners and flyers, as well as invites and stationary.

Additional spend being requested supports the need for design services and support for the 19 campuses at a more cost effective way than outsourcing to a single agency. Jackson Group's design and print services continue to be low cost, and they provide services at an expected level of turnaround time and quality.

Jackson Group is thoroughly integrated with our systems, including Banner and Hobsons Radius. During the nightly data updates, Jackson Group receives updated information from both systems and generates the daily fulfillment as listed, saving time and resources for such automated services. They can analyze incoming data for inconsistencies and provides another option if data needs to be validated.

The College needs fulfillment in a timely manner for the majority of print and email notifications to students, prospective students and graduates. With automated data feeds and thorough understanding of the student journey with the College, Jackson Group continues to be a reliable, flexible, trusted partner.

There is great efficiency in continuing to move forward with a single print fulfillment partner. Statewide marketing teams utilize Jackson Group's services as well, but the majority of spend is supported by Systems Office as a service to the campuses.

The relationship, projects and daily fulfillment is complex. Both the College and Jackson Group work from one agreed upon "playbook" which can be reviewed at this link: [www.ivytech.edu/jgplaybook](http://www.ivytech.edu/jgplaybook). This further outlines the processes, ownership, standards and documents both parties agreed to, and work from, on a daily basis.

The College will seek out formal bids from Jackson Group and other like service providers in 2018-2019 to review and consider before renewing next year.  
Thank you for your support in these efforts.

renewal of the contract with said firm after the documents have been approved by the College General Counsel.

**STATE TRUSTEES  
IVY TECH COMMUNITY COLLEGE**

  
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**Michael R. Dora, Chairman**

  
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**Paula Hughes-Schuh, Vice Chair**

**Dated August 2, 2018**