

**AUTHORIZATION OF CONTRACT FOR STATEWIDE ADVERTISING SERVICES**

**RESOLUTION NUMBER 2005-31**

**WHEREAS**, the College, wishing to contract for advertising services on a state-wide basis to inform the public of the College's new name (Ivy Tech Community College of Indiana) and its expanded mission, solicited proposals from 12 advertising agencies doing business in Indiana, and

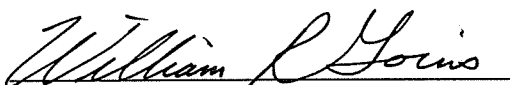
**WHEREAS**, the College, by and through this process, has identified the Asher Agency from Fort Wayne, Indiana, as the best firm to provide those services and now wishes to contract with the Asher Agency for the 2005-2006 fiscal year, and

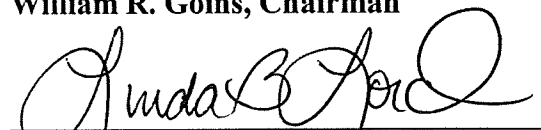
**WHEREAS**, both statewide and regional funds of the College will be used to support this statewide image/identity advertising effort, and

**WHEREAS**, the contract for advertising services with the Asher Agency shall not exceed \$1,300,000.00;

**NOW THEREFORE BE IT RESOLVED**, that the State Board of Trustees authorize and direct the College President, or his designee, to execute a contract not to exceed the stated amount after the contract has been reviewed by the College's Interim General Counsel.

**State Trustees  
Ivy Tech State College**

  
William R. Goins, Chairman

  
Linda B. Lorch, Secretary

**Dated June 9, 2005**