APPROVAL OF CONTRACT FOR CALL/FULFILLMENT CENTER SERVICES

RESOLUTION NUMBER 2010-43

WHEREAS, Ivy Tech Community College continues to receive record numbers of telephone, e-mail, and web inquiries from prospective students, and continues to expand communication efforts to ensure a smooth enrollment process and continued retention, and

WHEREAS, the statewide call/fulfillment center launched in 2008 per resolution 2008-38 has proven successful and resulted in cost-savings, efficient and timely fulfillment and more effective and timely communication through the use of technology, and

WHEREAS, streamlining the statewide fulfillment operation continues to result in cost savings for bulk mailings and the printing of fulfillment materials, and

WHEREAS, the statewide call/fulfillment operation is now being utilized by the College’s financial aid, workforce & economic development, student affairs and registrar departments for efficient and cost-effective printing and fulfillment, and

WHEREAS, the State Board’s approval for a three-year contract extension with Total Response (The Jackson Group) to continue comprehensive call/fulfillment center services is required because the estimated annual cost of services is $1,500,000, and

WHEREAS, Total Response was selected in 2008 after review of four proposals by a cross functional team of admissions and marketing staff members and has provided excellent services to the College for the past two years;

NOW THEREFORE BE IT RESOLVED, that the State Board of Trustees of the College authorizes and directs the President of the College, or any other officer of the College designated by the President, to sign a three-year contract extension with Total Response (The Jackson Group) for continued comprehensive call/fulfillment center services, which contract is to include detailed pricing for call center agents, printing of fulfillment items, a communication system for prospects, data tracking, and actual fulfillment operations.

FURTHER BE IT RESOLVED, that any action that is authorized under this resolution and that was taken, before the date of this resolution, by the President of the College, or any other officer of the College designated by the President, is ratified and validated.

State Trustees
Ivy Tech Community College of Indiana

Kaye H. Whitehead, Chairman

Anne K. Shane, Secretary

Dated August 12, 2010