

**APPROVAL OF CONTRACT EXTENSION FOR STATEWIDE
MARKETING/ADVERTISING SERVICES**

RESOLUTION NUMBER 2011-15

WHEREAS, the College is completing on June 30, 2011, a three-year contract with Asher Agency that was approved by the Trustees, and


WHEREAS, the College wishes to extend its contract with Asher Agency for marketing and advertising services on a statewide basis to inform the public of the College's brand attributes and encourage enrollment for those students wishing to transfer or to enter the workforce, and

WHEREAS, the contract extension with Asher Agency for the period shall not exceed \$2,500,000 per fiscal year;

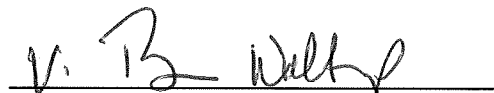
NOW THEREFORE BE IT RESOLVED, that the College enter into a three year contract extension with the Asher Agency for the period July 1, 2011 through June 30, 2014;

FURTHER 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 approved by the College General Counsel.

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



Lee J. Marchant, Chairman



V. Bruce Walkup, Secretary

Dated April 14, 2011