

**APPROVAL OF CONTRACT FOR MARKETING & ADVERTISING AGENCY OF RECORD
SYSTEMS OFFICE**

RESOLUTION NUMBER 2023-44

WHEREAS, in June 2021, with approval from the State Board of Trustees in Resolution 2021-31, the College entered into a contract (“Contract”) with Williams Randall to serve as the College’s advertising agency of record; and

WHEREAS, the Contract is for a term of four (4) years, with an option to renew for an additional one (1) year term, and

WHEREAS, in June 2023, the State Board of Trustees approved an additional \$1.7 million be added to the Contract; and

WHEREAS, the College desires to increase the anticipated value of the Contract to include up to an additional \$2.55 million dollars for the AY24 Contract term, and

WHEREAS, the State Board of Trustees must approve any contract by the College exceeding \$500,000 unless the obligation was previously approved by the Board through the allocation of funds.


NOW THEREFORE BE IT RESOLVED, that the State of Board Trustees authorize the College to increase the previously approved spend amount of the Contract for the purposes set forth above not to exceed \$8.95 million, and

FURTHER BE IT RESOLVED, that the State Trustees do hereby authorize and direct the College President or her designee or her appropriate designated College employee, to execute the amendment to the Contract with said firm after the documents have been approved by College Counsel.

**STATE BOARD OF TRUSTEES
IVY TECH COMMUNITY COLLEGE
OF INDIANA**



Andrew Wilson, Chair



Michael Dora, Secretary

Dated December 7, 2023