

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

RESOLUTION NUMBER 2026-35

WHEREAS, Ivy Tech conducted a Request for Proposals (RFP) in the Spring of 2026 seeking proposals for firms to provide marketing services and serve as the College's marketing agency of record; and

WHEREAS, the RFP process resulted in 19 proposals from interested Respondents; and

WHEREAS, after careful review and evaluation of all proposals by a Project team that included representation from both the College's Systems Office and Campuses, it was determined that the proposal from Williams Randall best met the needs for the requested services; and

WHEREAS, as the College is now planning to enter into a new agreement with Williams Randall ("Agreement") for a term of three (3) years, with options to renew the contract for up to two additional one (1) year renewal terms; and

WHEREAS, in addition to the services that will be provided to the Systems Office marketing team; the terms of the Agreement will be available to interested campuses and grant programs to leverage; and

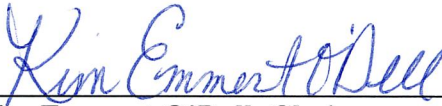
WHEREAS, while the services terms and pricing will be established for the entire term of the Agreement, the total costs of the Agreement to the College will be determined by usage and engagement with Williams Randall across the entire College which will exceed \$500,000 over the term; and

WHEREAS, the State Board of Trustees must approve any contract imposing a financial obligation on the part of 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 Board of Trustees hereby approves the College entering into a new Agreement with Williams Randall to serve as the College's Marketing and Advertising Agency of Record, and

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

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



Kim Emmert O'Dell, Chair



Michael Dora, Secretary

Dated August 6, 2026