

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

RESOLUTION NUMBER 2025-30

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, the College plans to exercise the option to renew for an additional (1) year term; and

WHEREAS, the College anticipates the cost for the renewal term to be \$3,373,000 with a reasonable variance in the final amount to be determined by number and types of engagements, 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 renewing its contract 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**

A handwritten signature in dark ink, appearing to read "Andrew Wilson", written over a horizontal line.

Andrew Wilson, Chair

A handwritten signature in dark ink, appearing to read "Michael Dora", written over a horizontal line.

Michael Dora, Secretary

Dated August 7, 2025