Board of Trustees
Washtenaw Community College

	DISCUSSION

4800 E. Huron River Drive
Ann Arbor, Michigan 48105-4800

Subject: Date:
 Strategic Marketing Services Contract   June 28, 2022

BACKGROUND

Shifting demographics in recent years has fostered a need for more comprehensive, data-driven, marketing and communication strategies in response to a steadily declining traditional age student population and an increasingly competitive marketplace.

The advent of online learning has also widened WCC's service area, not only serving local students but attracting students statewide, and those from other states and countries, precipitating a more sophisticated approach to deploying digital and traditional marketing strategies and tactics to communicate WCC's unique value to the prospective students it serves.

WCC seeks a partnership with a strategic marketing firm with higher education experience to complement the current capabilities of WCC's Marketing Department with additional tools, resources and expertise to improve the college's reach and messaging for prospective students in support of the College's annual recruitment goals.

RFP Bid # 6442 (see enclosed bid summary) was issued and OHO Interactive, with staff located throughout the US, including Michigan, was the selected firm. OHO Interactive has significant higher education and community college experience and provides the best fit of marketing services at competitive rates to meet the College's strategic marketing needs. Funding for this contract is provided within the FY 2023 Marketing Department budget.

RECOMMENDATION

It is the recommendation that the Board of Trustees approve a contract with OHO Interactive in an amount not to exceed $230,000 for one year of service and at the College's discretion to renew for two additional one-year periods at the same annual cost.

IF MOVED TO ACTION, A ROLL CALL VOTE WILL BE TAKEN

Prepared by: Lori Mouton   Recommended by: _Rose B. Bellanca, Ed.D._
Title: VP of Marketing & Communications   Rose B. Bellanca, President