

**AGREEMENT FOR THE COLLEGE'S BRAND
EVOLUTION MARKETING AGENCY**

RESOLUTION NUMBER 2021-31

WHEREAS, In June 2020, with the approval and support of the State Trustees, Ivy Tech launched its most extensive brand research project ever, and

WHEREAS, findings from interviews with Board members, the President of the College, qualitative research and quantitative research showed some perception gaps the College can address, and

WHEREAS, it was determined, based on the research, changing the name Ivy Tech Community College would not change perceptions, but instead defining a clear message regarding outcomes would have a positive effect on influencing perceptions and that a brand evolution was the best direction to take, and

WHEREAS, the College sought a marketing agency to partner with to assist with the evolution of the Ivy Tech Community College brand, and

WHEREAS, after a thorough request for information/pricing and review process, including input from Ivy Tech campus marketing leads, the College staff recommends entering into a new agreement with Williams Randall, and

WHEREAS, the recommendation is for the College to have the ability to enter into an agreement for up to five (5) years totaling up to \$4.7 million dollars over that five-year span, 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 College to enter into an agreement with Williams Randall to serve as Ivy Tech's brand evolution marketing agency, and

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

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



Terry W. Anker, Chairman



Andrew Wilson, Secretary

Dated August 5, 2021