

AGENDA ITEM 8A.

**COLLEGE ILLINOIS!® PREPAID TUITION PROGRAM
CENTRALIZED MARKETING AGENT APPROVAL**

Submitted for: Action

Summary: The retention of a Central Marketing Agent is required under the Illinois Prepaid Tuition Act.

“At least once every three years, the Commission shall solicit proposals for marketing of the Illinois prepaid tuition program” (110 ILCS 979 30(e))

The three-year contract with the incumbent marketing agent expires June 30, 2016. Therefore, a new request for proposals (RFP) was published on February 2, 2016. There were five respondents to the RFP. The following three (3) respondents scored sufficiently high and were invited to in-person interviews. They presented in the following order:

1. Colman Brohan & Davis, Inc. d/b/a CBD Marketing
2. Celtic Chicago, Inc.
3. Jayne Agency, LLC

After the presentations, the ISAC evaluators were given an opportunity to adjust the scores they had provided based on the RFP, to take into account information provided during the presentations.

After the qualitative score was established, pricing was opened. We asked vendors to submit their best and final offers which reduced their pricing.

CBD Marketing, a woman owned Business Enterprise Program (BEP) vendor located in Chicago, received the greatest number of points based on the evaluation criteria stated in the RFP which included: The firm’s experience and reputation, staff qualifications and experience, organization and methodology, account service strategy and implementation, creative approach and performance results.

A combination of their qualitative score and pricing score made them the overall winner. Accordingly, management believes it is in the best interest of ISAC and College Illinois! to enter into contract negotiations with CBD Marketing.

The estimated amount of the contract is based upon past College Illinois! marketing budgets of \$1,700,000 per year. The three-year contract estimate is \$5,100,000. Per the terms of the proposed contract, ISAC will not be legally obligated to spend the entire dollar amount of the contract and the contract may be terminated by ISAC for convenience with 30 days written notice to vendor or immediately for cause.

Action requested: That the Commission approve the selection of CBD Marketing as the College Illinois! Centralized Marketing Agent and grant to the Executive Director the authority to enter into a contract with CBD Marketing subject to the completion of any pending procurement processes and successful contract negotiations.