

**AGENDA ITEM 5.**

***COLLEGE ILLINOIS!* PREPAID TUITION PLAN**

**MARKETING AGENT SELECTION**

**Submitted for:** Action

**Summary:** In April 2007, a Request for Proposals (RFP) for the Central Marketing Agent for the *College Illinois!* Prepaid Tuition Program was issued. In accordance with state procurement policy, it was publicly posted on the Illinois Procurement Bulletin Board. As a result, eight proposals were received by the due date of April 27, 2007.

An evaluation team comprised of five *College Illinois!* and other ISAC staff members and Commissioner Sharon Alpi received the proposals for their review. A conference call meeting was held on May 10, 2007 to discuss the proposals and score them according to the criteria established in the RFP. As a result of this meeting, the field was narrowed to four finalist firms to invite for oral presentations in the Deerfield office on May 23. Statute requires Commission approval of the marketing agent for the Prepaid Tuition Program at least once every three years. Following the oral presentations, in a unanimous decision, the team members agreed that Celtic, Inc., the incumbent vendor, should be recommended to the Commission for approval.

It was further suggested that *College Illinois!* seek a separate creative design team to assist Celtic, Inc. Consequently, a separate RFP was issued in late June to search for a firm to provide new, innovative creative concepts and implementation guidance. An evaluation team of five ISAC staff members reviewed proposals submitted by eight firms with the intent to secure a creative design firm to work with the central marketing agent on the campaign for the next enrollment period that begins in October. Four firms were selected to meet with the evaluation team to present their ideas for marketing the prepaid tuition program. The firm of Romani Bros. was the overwhelming choice of the team to fulfill the creative design role in collaboration with the central marketing agent for *College Illinois!*

**Action requested:** That the Commission approve the following resolution:

**“BE IT RESOLVED** that the Commission authorizes the Executive Director to negotiate and enter into a contractual agreement with Celtic, Inc. to serve as the central marketing agent for the *College Illinois!* prepaid tuition program.”