

AGENDA ITEM 15.

SELECTION OF COLLEGE ILLINOIS![®] 529 PREPAID TUITION PROGRAM CENTRAL MARKETING AGENT

Submitted for: Action

Summary: On April 21, 2010, the Illinois Student Assistance Commission (ISAC) issued a Request for Proposals (RFP) seeking a central marketing agent to assist the Commission in promoting the College Illinois! 529 Prepaid Tuition Program to diverse audiences across the state of Illinois.

A widespread marketing and public relations initiative results in expanded public awareness of the benefits of prepaying college tuition. Additionally, increased program participation is an important factor in improving the financial soundness of the program for current and future participants. The central marketing agent's role is to help program administrators inform and educate the public about this program thereby increasing enrollment and allowing the program to continue to grow.

The procurement was done in compliance with procurement laws. ISAC staff used criteria covering areas such as firm reputation, staff experience, and account service strategy and methodology – as well as the quality of the firm's ability to market itself to the agency in printed and live presentations – to evaluate proposals.

Based upon the recommendations of the evaluation team, management is now seeking the approval of the Commission to execute and deliver an agreement with the firm Colman, Brohan, Davis.

The integrated marketing communications firm Colman, Brohan, Davis offers services in the realm of branding, strategic planning, media planning and buying, public and media relations, as well as web 2.0 expertise such as social media execution and full-service website management. In their twenty-two years of experience, this firm has successfully marketed higher education organizations and financial services such as the Lake Forest MBA program, DeVry University and the Keller Graduate School of Management and Discover Card and ABN-AMRO.

Action requested: That the Commission approve the following resolution:

“BE IT RESOLVED that the Illinois Student Assistance Commission (ISAC) authorizes the Executive Director or Chairman to execute and deliver an agreement with Colman, Brohan, Davis to provide marketing services to ISAC on terms and conditions that the Executive Director or Chairman deem in the best interests of ISAC; provided, however, in no event shall the term of any agreement with Colman, Brohan, Davis exceed three (3) years including renewals and extensions and the estimated fees payable shall not exceed \$3,500,000;

“BE IT FURTHER RESOLVED that, subject to the limitations set forth in the paragraph above, the Chairman or Executive Director are, and each of them is, hereby authorized to do or perform all such acts and to execute all such documents and other instruments as they or any of them deem necessary, convenient or desirable to consummate the transactions contemplated by this Resolution and all of the acts and doings of the Chairman and Executive Director which are in conformity with the intent and purposes of this Resolution, whether heretofore or hereafter taken or done, shall be and are hereby approved, confirmed and ratified.”