

Contact: Greta Johnson

**PROMOTIONAL SERVICES RECOMMENDATION**

**Action Requested:** Recommend that the Board:

- ◆ Approve the selection of a promotional services vendor. A finalist will be recommended to the Board at the February meeting as interviews are in progress at the writing of this memo.
- ◆ Authorize the Executive Director to execute the promotional services contract on behalf of the Board.

**Executive Summary:** At the October 28, 2011 pre-Board meeting breakfast with university student leadership and the Regents, the students proposed that the Board assist them in the planning and execution of a campaign to help build public awareness and sustainable support within Iowa for the vital contributions of Iowa's public universities.

In accordance with the Board Policy Manual Chapter 7.06, competitive selection for goods and services that are expected to exceed \$25,000 require written bids. In December 2011, a Request for Proposal (RFP) for promotional services was distributed. Eight proposals were received. In accordance with the established competitive process, a selection committee comprised of Board Office staff, and including Regent Greta Johnson reviewed the proposals and selected four finalist firms.

Based on information in the proposals, interviews, qualifications, organizational structure, institutional personnel and capability of the firms, the selection committee will recommend a firm to the Board.

If this promotional services firm is approved by the Board of Regents, the Executive Director will be authorized to negotiate a contract with the firm.

**Background:** The Board of Regents' Purchasing Policy may be found in Chapter 7.06 of the Policy Manual (<http://www.regents.iowa.gov/Policies/Chapter%207/Chapter%207.pdf>)