

**Agendum
Oakland University
Board of Trustees Formal Session
April 12, 2021**

**MEDIA CONSULTING, PLANNING, BUYING AND STEWARDSHIP APPROVAL
FOR TRADITIONAL AND DIGITAL PROJECT
A Recommendation**

- 1. Division and Department:** University Communications and Marketing Department.
- 2. Introduction:** In order to provide state of the business media consulting, planning, purchasing and stewardship services for the University, representatives (Trustee Fey, Vice President for Communications and Marketing, Director of Marketing, Purchasing Buyer, and a bid committee) actively sought bids and considered 11 vendor proposals for this purpose, with consultation from an independent third party, Sam Chiodo, who advised from an outside-agency perspective and guided in the assessment of the agencies. As a result of the extensive review and interview process, Brogan & Partners Convergence Marketing (Brogan) was the unanimous choice to be the selected agency. Brogan was the strongest choice after each phase of the selection process and began their work with a two (2) year agreement in March 2019 with an option for additional years. Following the highly satisfactory completion of the two (2) years of work, it is recommended that the University exercise its option to extend the agreement for an additional three (3) years.

Brogan has been an excellent partner with UCM, undergraduate admissions, graduate admissions as well as placing the buys for major advancement events and academic units.

The three (3) year extension of the agreement will exceed the President's approved spending authority and therefore requires Board of Trustees approval.
- 3. Previous Board Action:** None.
- 4. Budget Implications:** The cost of the original two (2) year agreement was \$841,211. The anticipated cost for the three (3) additional years is \$1,295,000. With a ten percent contingency, the total cost of the extension is \$1,439,000. The General Fund budget has already incorporated the cost of this agreement and extension.
- 5. Educational Implications:** The work has been and will continue to be critical to the recruitment of graduate and undergraduate students as well as advertising major advancement events.
- 6. Personnel Implications:** None.
- 7. University Reviews/Approvals:** This recommendation was formulated by the Vice President for Communications and Marketing and reviewed by the Purchasing Department, Office of Legal Affairs, Vice President for Finance and Administration, and President.

**Media Consulting, Planning, Buying and Stewardship Approval
for Traditional and Digital Project
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8. Recommendation:

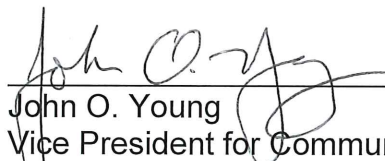
RESOLVED, that the Board of Trustees approves the University's exercise of its option to extend the existing agreement with Brogan & Partners Convergence Marketing as the media consulting, planning, buying and stewardship vendor for an additional three (3) years at a total cost of \$1,439,000; and, be it further

RESOLVED, that the Board of Trustees authorizes the President, the Vice President for Communications and Marketing, and their respective designees, to perform all acts and deeds and to execute and deliver all contracts, instruments and documents required by this resolution that are necessary, expedient and proper in connection with the University's exercise of its option; and, be it further

RESOLVED, that said contracts, instruments and documents shall be reviewed by and be in a form acceptable to the Vice President for Legal Affairs and General Counsel prior to execution, and be in compliance with the law and with University policies and regulations and conform to the legal standards of the Vice President for Legal Affairs and General Counsel.

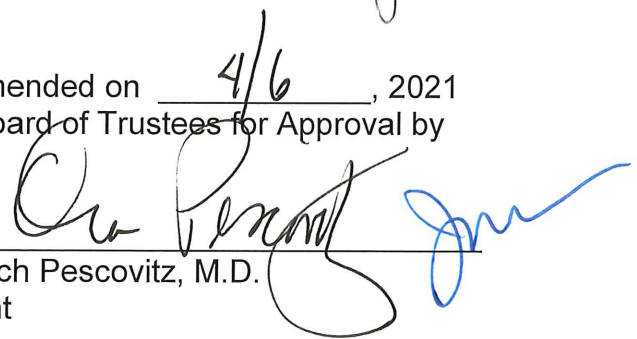
9. Attachment: None.

Submitted to the President
on April 2, 2021 by



John O. Young
Vice President for Communications & Marketing

Recommended on 4/6, 2021
to the Board of Trustees for Approval by



Ora Hirsch Pescovitz, M.D.
President