

## **ADMINISTRATION RECOMMENDATION/REPORT**

The administration recommends that the Board of Trustees approve a contract with Steel Advertising for media buying and placement services for the external relations department.

### **BACKGROUND**

The external relations department utilizes an external agency for media buying and placement services to maximize digital and traditional advertising opportunities for the College. Houston is a top eight designated market area (DMA) and is, therefore, an expensive market in which to purchase media. With more than forty colleges, universities, and institutions offering higher education credentials vying for available advertising inventory in Houston, it is imperative that the College partner with an agency who has connections in the market to reach our target audience, promote enrollment and completion, maximize our budget and secure added value media.

The College's media footprint in the Houston DMA includes placements in English and Spanish, across radio, television, and digital platforms. The College utilizes previous media preferences surveys, agency intel tools, as well as audience and demographic studies to make informed decisions about the best placement for college-advertising that delivers a broad mix of media supporting the College brand while generating enrollment.

By utilizing an external agency for media buying and placement services, the College can receive additional value through leveraging with other agency clients and using agency software products. These software products allow agencies to identify opportunities and monitor the various media outlets to ensure they are delivering advertising as specified, within budget, and on time.

Request for proposals (RFP) No. 23-20 was issued on May 1, 2023, to procure media buying and placement services, which complies with the competitive procurement requirements per Texas Education Code §44.031(a). Sixteen responses were received and evaluated by a team comprised of representatives from marketing, public relations, and outreach and recruiting who determined the proposal submitted by Steel Advertising will provide the best value to the College.

### **IMPACT OF THIS ACTION**

Steel Branding has extensive experience in buying and placing media in the Houston DMA. The external relations department will work with Steel Advertising to develop a strategic and integrated media plan to promote the College in the digital space, and on television and radio, which complement other marketing tactics being conducted in house. Steel Advertising and the team assigned by the external relations department will determine the appropriate key performance indicators for each campaign and will monitor and refine tactics to maximize the allotted budget. Through conversations with their media partners, Steel Advertising has also indicated they can secure an added value of 49 percent (175+ million impressions) for the College. This significantly increases our reach and frequency in the market, within the established annual budget.

**Purchase Request #7**  
**Regular Board Meeting August 7, 2023**

**Consideration of Approval to Contract for Media Buying & Placement Services**

**BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)**

The estimated annual expenditure is \$2,870,000 and will be funded from the marketing department's 2023-2024 operating budget and subsequent year budgets.

**MONITORING AND REPORTING TIMELINE**

The initial term will commence on October 1, 2023 through August 31, 2025 with three one-year renewal options.

**ATTACHMENTS**

Attachment 1 - Tabulation

**RESOURCE PERSONNEL**

Amanda Fenwick	281-998-6160	amanda.fenwick@sjcd.edu
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**RFP 23-20**  
**RFP Media Buying & Placement Services**  
**Attachment 1 – Tabulation**

**QUALIFICATIONS**

#	Vendors	Section 1: Experience of Firm	Section 2: Experience of Personnel	Section 3: Scope Understanding	Section 4: Media Buying Plan	Section 5: References	Section 6: Price Proposal	Total Points	Short List
	<i>Total Points</i>	20	10	25	20	10	15	100	
1	<b>Steel Advertising</b>	18.32	8.68	22.10	17.20	8.00	7.04	<b>81.34</b>	<b>Yes</b>
2	<b>The Davis Group, Inc.</b>	15.60	7.68	21.30	16.18	8.00	7.28	<b>76.04</b>	<b>Yes</b>
3	<b>Love Advertising</b>	16.60	8.30	20.25	16.24	6.82	7.80	<b>76.01</b>	<b>Yes</b>
4	<b>Carlberg Branding &amp; Advertising</b>	16.80	8.08	18.10	15.04	8.60	7.52	<b>74.14</b>	<b>Yes</b>
5	MediaComp, Inc.	13.76	6.96	17.25	12.44	7.60	6.49	64.50	No
6	Versa Creative	11.84	6.28	15.85	12.20	7.00	9.15	62.32	No
7	EducationDynamics	16.08	8.04	16.75	10.48	6.52	3.41	61.28	No
8	Gilbreath Communications, Inc.	14.48	6.60	16.75	13.56	2.40	6.26	60.05	No
9	mediate.ly	13.36	7.28	19.50	12.64	0.40	4.67	57.85	No
10	AdCellerant d_b_a Techint Labs	12.80	6.80	16.10	12.56	4.32	5.02	57.60	No
11	RO2 Media	11.84	6.92	16.00	10.96	5.40	5.48	56.60	No
12	AlwaysOn Digital, LLC	10.40	4.92	13.60	12.16	6.36	7.30	54.74	No
13	AUDIENCEX	12.80	6.60	15.80	12.24	0.00	4.90	52.34	No
14	Strategies 360	11.96	6.60	14.72	11.88	0.80	4.75	50.71	No
15	VisionPoint Marketing	12.44	4.20	16.50	8.40	0.00	3.20	44.74	No
16	Texas Street Media, LLC	5.60	1.60	8.00	6.00	4.00	1.80	27.00	No

**FINAL SCORES**

#	Shortlist Vendors	Qualification	Presentation	Final Score
	<i>Total Points</i>	100	20	120
1	<b>Steel Advertising</b>	<b>81.34</b>	<b>18.88</b>	<b>100.22</b>
2	Love Advertising	76.01	17.00	93.01
3	The Davis Group, Inc.	76.04	14.00	90.04
4	Carlberg Branding & Advertising	74.14	10.84	84.98