

ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a contract for geofencing services with CLARUS Corporation for the Marketing, Public Relations and Government Affairs department.

BACKGROUND

A request for proposals, Project Number 19-03, was issued to procure geofencing services. Eight (8) responses were received and evaluated by a team consisting of Marketing, Public Relations and Government Affairs staff who determined the proposal submitted by CLARUS Corporation would provide the best value to the College.

The College uses a wide variety of advertising and outreach initiatives, including several digital tactics. Geofencing campaigns are a type of digital tactic well suited to community colleges because of the ability to hyper-target and track ad performance. The ads are served on mobile phones and tablets, while also being displayed on laptops or desktop computers.

Geofencing campaigns are typically used to reach applicants who have not yet converted to enrolled students, to notify prospects about open houses for programs that interest them, to remind students when tuition is due, and other types of outreach. It has also been used to pick up internet protocol addresses at high school graduation ceremonies to encourage graduates to apply and enroll at the College, and also at the Houston Ship Channel to reach incumbent mariners.

IMPACT OF THIS ACTION

Geofencing campaigns are a good value for the College's overall advertising budget because it is very efficient, highly versatile, and can be used to directly target prospective and current students. As more strategic uses are identified for this form of advertising, the College can reach targeted populations and increase enrollment. Without the use of geofencing, the College must rely solely on much broader digital methods of outreach that are not as cost-effective or focused.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated annual expenditure is \$200,000. This expenditure is funded from the Marketing, Public Relations and Government Affairs department's 2018-2019 operating budget and subsequent year budgets, along with a variety of other departmental budgets, depending on the target audience and purpose of the campaign.

MONITORING AND REPORTING TIMELINE

The initial one (1) year award term will commence on March 5, 2019, with renewal options of four (4) one-year terms.

ATTACHMENTS

Attachment 1 - Tabulation

RESOURCE PERSONNEL

Teri Crawford	281-998-6152	teri.crawford@sjcd.edu
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Project Name Geofencing Services
Project Number RFP 19-03
Number of Evaluators 3

Stated Criteria	Criteria Explanation	Total Points Available	25th Hour Communications, Inc	AW Marketing Group	CLARUS Corporation	Houston Chronicle	MediaComp, Inc	MediaCross, Inc	The Ward Group	Winstar Interactive Media
Company Profile/Firm History and Background	Firm's history and years in business.	60	48.00	43.00	55.00	51.00	43.00	41.00	48.00	45.00
Project Approach and Services	Management and approach to the scope of services	60	50.00	47.00	55.00	49.00	44.00	44.00	51.00	43.00
Qualifications and Experience of Firm & Personnel	Firm's references, reputation and experience	90	71.00	45.00	85.00	72.00	62.00	61.00	69.00	65.00
Price Proposal	Best overall value approach for the College	90	51.00	52.00	89.00	70.00	53.00	42.00	46.00	57.00
		300	220.00	187.00	284.00	242.00	202.00	188.00	214.00	210.00
			Total Points Received							

Final Ranking

Vendor Name	Total Score
CLARUS Corporation	284.00
Houston Chronicle	242.00
25th Hour Communications, Inc	220.00
The Ward Group	214.00
Winstar Interactive	210.00
MediaComp, Inc	202.00
MediaCross, Inc	188.00
AW Marketing Group	187.00