



SOUTHERN ILLINOIS UNIVERSITY
OFFICE OF THE BOARD OF TRUSTEES

July 16, 2012

Mr. John Simmons, Chair
Dr. Ed Hightower, Vice Chair
Mr. Mark Hinrichs, Secretary
Mr. Jesse Cler
Mr. David Hamilton
Dr. Roger Herrin
Hon. Don Lowery
Dr. Donna Manering
Ms. Marquita Wiley

Dear Board Members:

The Chair of the Board of Trustees of Southern Illinois University has requested a special meeting of the full Board. This meeting has been scheduled for Thursday, July 19, 2012, at 9 a.m., in the Special Events Room of Birger Hall, Southern Illinois University Edwardsville.

The public portion of the meeting is expected to consist of a discussion regarding the Approval of Purchase: Marketing Communications Services, SIUC. Then it is expected that a motion will be made to close the meeting to the public for the purpose of considering imminent and/or pending court proceedings against or on behalf of the Board.

Please contact me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Misty Whittington". The signature is written in a cursive, flowing style.

Misty Whittington
Executive Secretary
of the Board

Enclosures

cc: President Glenn Poshard
Chancellor Rita Cheng
Chancellor Julie Furst-Bowe
President's Staff
Reporters

AGENDA

Meeting of the Board of Trustees
of Southern Illinois University
Thursday, July 19, 2012
9:00 a.m., Special Events Room, Birger Hall
Southern Illinois University Edwardsville
Edwardsville, Illinois

Roll Call

OPEN MEETING ITEMS

- A. Approval of Purchase: Marketing Communications Services, SIUC
- B. Motion to Close the Meeting to the Public (Executive Session)

EXECUTIVE SESSION

- A. Consideration of and information regarding certain matters stated in the meeting notice.

Adjournment

Southern Illinois University
Board of Trustees
July 19, 2012

APPROVAL OF PURCHASE: MARKETING COMMUNICATIONS SERVICES, SIUC

Purchase contracts, over the bid limit, require the approval of the Illinois Procurement Policy Board (PPB) before SIU Board of Trustees can approve the purchase. On June 4, 2012, SIUC sent the proposed extension to the purchase contract with Lipman Hearne for communications and marketing services to the PPB anticipating approval in time for it to be placed on the July 12, 2012, SIU Board of Trustees' agenda for consideration. The Board agenda was scheduled to be distributed the morning of June 29, 2012, to allow ten days' notice on the agenda. SIUC did not receive the PPB's notice of approval of the purchase contract until later on June 29, 2012, so the contract could not be included on the regular meeting agenda.

A request to consider the contract for discussion as a Current and Pending matter at its July 12, 2012, meeting was not approved by the Board of Trustees.

This matter is submitted for review by the full Board at this special meeting.

Summary

This matter seeks approval to purchase marketing communications services for Southern Illinois University Carbondale. The proposed services would begin on or about July 1, 2012. A July 1, 2012, award date is needed to perform work for the next Fall's recruitment cycle.

In its May 12, 2011, meeting, the Board of Trustees authorized the procurement of professional marketing and communications services including the design, production and implementation of a strategic, data driven, comprehensive marketing campaign. Services also included negotiating contracts on behalf of the University with media outlets for strategic positioning in television, radio, newspaper, billboards, web-based, mobile (smart phone) and display advertising.

Upon completion of a Request for Proposal process, Lipman Hearne Incorporated, Chicago, Illinois, was chosen to provide the services, and a one year contract was executed with options for renewal up to four additional one-year periods. SIUC wishes to exercise the option to renew the contract for an additional year at a cost of \$2 million. The services will be funded from existing resources including the University's marketing initiative fund and departmental advertising and marketing funds consolidated to support this coordinated recruitment initiative.

Rationale for Adoption

Prior to 2011, the University had significantly underinvested in an effective and comprehensive marketing plan, instead relying on inadequate, fragmented and often conflicting marketing messages. As a part of efforts to more effectively recruit students, the University is working to create stronger brand awareness and adopt proven recruitment strategies that are consistent with the University's mission of access and research. This effort incorporates a new, yet familiar visual identity as well as new messaging for prospective applicants.

This purchase is necessary to retain a marketing communications firm that can provide a range of communications services, including, but not limited to, the following:

- consulting on marketing, advertising, enrollment, public relations, and related strategies;
- developing marketing, advertising, and communications plans;
- conducting research on marketing, advertising, communication, and other related activities;
- designing websites and web architecture for academic and administrative units;
- developing strategies for web, social media, mobile applications and other emerging technologies;
- designing print publications, streetscape, products, displays, and other promotional or recruitment items;
- creating content and messaging for both electronic, mobile, web, and print materials;
- creating campaigns for recruitment, promotion, public relations and other related activities;
- creating and validating new concepts for marketing, recruitment, and advertising campaigns;
- creating advertisements for web, print, video, email, mobile, and other related media;
- producing video for web, mobile, television, movie theater, and other related media; and
- training staff on marketing, advertising, enrollment, and related strategies and initiatives; and
- negotiating and purchasing advertising on behalf of the University.

Considerations Against Adoption

University officers are aware of none.

Constituency Involvement

Not applicable in this matter.

Resolution

BE IT RESOLVED, By the Board of Trustees of Southern Illinois University in regular meeting assembled, That:

(1) The purchase of marketing communications services from Lipman Hearne Incorporated, Chicago, Illinois, for Southern Illinois University Carbondale for one year beginning on or about July 1, 2012 at an approximate cost of \$2 million be and is hereby approved.

(2) Funding for this purchase will come from the University's marketing initiative fund and reallocated funds.

BE IT FURTHER RESOLVED, That the President of Southern Illinois University be and is hereby authorized to take whatever action may be required in the execution of this resolution in accordance with established policies and procedures.