



On Base: 110908

Date: April 9, 2025

To: Board of Acquisition & Contract

From: Belinda S. Miles
President

Re: Authority to amend an agreement with JenSpark, Inc, doing business as Spark451, for the provision of services for Print and Digital Design Branding for Enrollment, Retention of and Completion by Students, by extending the term thereof for one (1) additional year on the same terms and conditions and without adding any additional cost to the Agreement.

By Resolution approved on September 08, 2022, your Honorable Board authorized the County of Westchester ("County"), acting by and through Westchester Community College ("College" or "WCC"), to enter into an agreement with JenSpark, Inc. ("Jenspark") pursuant to which Jenspark agreed to provide graphic design services in furtherance of increasing enrollment at the College and retaining students for a total amount not-to-exceed Two Hundred Seventy Thousand (\$270, 000.00) Dollars, for a term commencing on September 1, 2022, and expiring on August 31, 2025. The Agreement was subsequently executed.

The parties now desire to amend the agreement in order to extend the term thereof for one (1) additional year, from September 1, 2025 through August 31, 2026, at the same rates and without adding any cost to the agreement.

The public purpose of this Agreement is to ensure that the College effectively markets and communicates its services in furtherance of expanding enrollment. This proposed amendment is in the best interests of the College as it provides for the continuation of WCC's services for Print and Digital Design Branding for Enrollment, Retention of and Completion by Students.

Except as otherwise specifically amended hereby, all other terms and conditions set forth in the Agreement shall remain in full force and effect.

A resolution is herewith attached for your Honorable Board's consideration.

BSM:cm

RESOLUTION

Upon a communication from Belinda S. Miles, President, Westchester Community College, be it hereby

RESOLVED, that the County of Westchester, acting by and through Westchester Community College ("WCC"), is authorized to amend an agreement with JenSpark, Inc, doing business as Spark451 ("JenSpark"), pursuant to which JenSpark agreed to provide graphic design services in furtherance of increasing enrollment at the College and retaining students for a total amount not-to-exceed Two Hundred Seventy Thousand (\$270,000.00) Dollars, for a term commencing on September 1, 2022 and expiring on August 31, 2025, in order to extend the term of the agreement from September 1, 2025 through August 31, 2026, on the same terms and conditions and without adding any additional cost to the Agreement; and be it further

RESOLVED, that except as otherwise specifically amended hereby, all other terms and conditions set forth in the Agreement shall remain in full force and effect; and be it further

RESOLVED, that the County Executive or his duly authorized designee is hereby authorized to execute all instruments and take all actions reasonably necessary to implement this Resolution.

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Sub Unit	Object/ Sub Object	Trust Account	Potential Revenue Dollars

Budget Funding Year(s) _____ Start Date 9/1/2025 End Date 8/31/2026
(must match resolution)

Funding Source _____

Tax Dollars _____

State Aid _____

Federal Aid _____

(must match resolution)

Other: (Revenue) _____