



On Base: 95799

August 31, 2022

To: Board of Acquisition and Contract

From: Belinda S. Miles
President, Westchester Community College

Re: Resolution authorizing the County of Westchester, acting by and through Westchester Community College, to enter into an agreement with JenSpark, Inc. dba Spark451 for Graphic Design services for the College's print and digital marketing and communications for the period September 1, 2022 through August 31, 2025 for an amount not to exceed \$270,000.00 payable pursuant to an approved budget with the College having the option to extend the agreement for one additional year.

Authority is respectfully requested for the County of Westchester (the "County"), acting by and through Westchester Community College (the "College"), to enter into an agreement with JenSpark, Inc. d/b/a Spark451 ("JenSpark") for graphic design services in furtherance of increasing enrollment at the College and retaining students. The term of the agreement will commence on September 1, 2022 and continue through August 31, 2025 for an amount not to exceed \$270,000.00 pursuant to an approved budget, with the College having the option to extend the agreement for one additional year at the same rates.

On or about June 1, 2022, the College issued a Request for Proposals ("RFP") for the provision of Graphic Design services for print and digital marketing and communications for a four-year period commencing on or about August 1, 2022. At least six entities were contacted directly in addition to the RFP being placed on the County website. Proposals were due June 27, 2022 and the College received three proposals. The proposals were ranked using a matrix. JenSpark's proposal was ranked highest of all the proposals and fully met the requirements of the RFP.

Pursuant to the agreement, JenSpark will be responsible, under the direction of the College's Manager of Creative Communications, to provide Graphic Design services for the College's print and digital marketing and communications in furtherance of the College's goals of building the institutional brand and identity of the College, strengthen admissions communications, expand the target geographies for recruitment in furtherance of expanding recruitment and retention of student enrollment.

The public purpose of this agreement is to ensure that the College effectively markets and communicates its services in furtherance of expanding enrollment. The agreement will be monitored by the College's Manager of Creative Communications Director of Strategic Marketing and Communications along with other college staff.

An appropriate resolution is attached for your consideration and approval.

BSM:sg
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 09/08/2022 - RAYMOND SCULKY, SECRETARY

RESOLUTION

Upon a communication from the President of Westchester Community College, be it hereby

RESOLVED, that the County of Westchester, acting by and through Westchester Community College (the "College") is authorized to enter into an agreement with JenSpark, Inc. d/b/a Spark451 ("JenSpark") for the provision of Graphic Design services in furtherance of building the institutional brand and identity of the College and increasing enrollment at the College; and be it further

RESOLVED, that the agreement shall have a term commencing on September 1, 2022 and terminating on August 31, 2025 with the College having the option to extend the agreement for one additional year at the same rates. The College shall pay to JenSpark an amount not to exceed \$270,000.00 pursuant to an approved budget; and be it further

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

Account to be Charged/Credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	010	0110	3603	01		FY 22-23 \$90,000
	010	0110	3603	01		FY 23-24 \$90,000
	010	0110	3603	01		FY 24-25 \$90,000

Budget Funding Year(s) Start Date: 9/01/2022 End Date: 8/31/2025

Funding Source

\$ 270,000.00
(must match resolution)

Tax Dollars \$66,757.00
State Aid \$62,770.00
Federal Aid _____
Other: \$140,473.00(Tuition)