

**HACC, CENTRAL PENNSYLVANIA'S COMMUNITY COLLEGE
PROPOSAL RESULTS FOR RFP13-08
INTEGRATED MARKETING COMMUNICATIONS SERVICES**

**ONE (1) YEAR CONTRACT FOR INTEGRATED MARKETING COMMUNICATION
SERVICES FOR ALL CAMPUSES**

BE IT RESOLVED THAT THE BOARD OF TRUSTEES

Authorizes the President and/or Vice President of Finance to enter into a one (1) year contract with Interact Communications, Inc. for integrated marketing communication services for all campuses for \$260,000.00.

<u>Vendor</u>	<u>Amount</u>
<u>Interact Communications, Inc.</u> <u>Onalaska, WI</u>	<u>\$260,000.00</u>

BACKGROUND

In addition to advertisement, fifty-three (53) vendors were solicited. Seven (7) vendors submitted a proposal. Interact Communications, Inc. is the recommendation of the evaluation team based on their provider qualifications, project plan, interview, and cost solution, when compared to the other vendors. Interact Communications, Inc. will assist in lead generation by increasing student recruitment efforts and enrollment; and in expanding overall awareness of the College.