

**Purchase Request #5**  
**Regular Board Meeting March 4, 2024**

**Consideration of Approval to Contract for Direct Mail Magazine Services**

## **ADMINISTRATION RECOMMENDATION/REPORT**

The administration recommends that the Board of Trustees approve a contract with Academic Marketing Services, LLC, dba Aperture Content Marketing for direct mail magazine (senior focus) services for the external relations department.

## **BACKGROUND**

Academic Marketing Services will provide turnkey magazine services geared specifically toward senior residents (age 55+) living in the San Jacinto College taxing district as well as to San Jacinto College retirees. Content will be provided from the external relations department; however, Academic Marketing Services is responsible for the design, printing, and shipping of the physical copies of the publication three times per year (winter, summer, and fall). Additionally, Academic Marketing Services creates an online edition that is viewable across multiple devices and provides website and platform analytics.

Request for proposals #24-18 was issued on December 15, 2023, to procure direct mail magazine services, which complies with the competitive procurement requirements per Texas Education Code §44.031(a). Eight responses were received and evaluated by a team comprised of representatives from external relations who determined the proposal submitted by Academic Marketing Services will provide the best value to the College.

## **IMPACT OF THIS ACTION**

The direct mail magazine publication enhances the overall awareness and impression seniors have of the College and the offerings geared toward this audience. The publication is used to educate and inform readers of the various activities, classes, and stories that may impact them and their families. Content focuses on lifelong learning services and classes, students and faculty members that are in the same age range as the readership, and various topics that are of specific interest to this audience.

While the readership of this publication may not be one of the College's main student groups, they do influence others that are within the target audience. Some content may focus on programs geared toward younger students, but it is presented in a manner to be of interest to the specified audience and the role they may have in the higher education decision-making process. Stories may contain anecdotal, factual, and or statistical information that the readership could share with those interested in attending the College.

This product is an awareness piece that places the College at the forefront of residents' minds three times per year. The content is geared toward the specific audience, it is relevant, timely, and specific to their needs.

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**BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)**

The estimated annual expenditure is \$200,000, for a total estimated contract value of \$400,000, and will be funded from the external relations department's 2023-2024 operating budget and subsequent year budgets.

**MONITORING AND REPORTING TIMELINE**

The initial two-year award term will commence on March 5, 2024 through March 4, 2026 with three one-year renewal options.

**ATTACHMENTS**

Attachment 1 - Tabulation

**RESOURCE PERSONNEL**

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**RFP #24-18**  
**Direct Mail Magazine (Senior Focus)**  
**Attachment 1 – Tabulation**

**QUALIFICATIONS**

#	Vendors	Section 1: Firm Experience	Section 2: Personnel Experience	Section 3: Project Understanding	Section 4: References	Section 5: Exceptions to RFP	Total Points
	<i>Total Points</i>	<i>10</i>	<i>30</i>	<i>15</i>	<i>10</i>	<i>5</i>	<i>70</i>
1	Aperture Content Marketing	9.90	27.00	13.80	7.74	5.00	<b>63.44</b>
2	Tulip Media Group	8.40	26.70	12.45	9.20	2.60	<b>59.35</b>
3	Roberts Printing, Inc.	8.80	22.80	7.80	7.00	5.00	<b>51.40</b>
4	Mittera Group Inc	9.30	22.80	10.95	7.80	1.90	<b>52.75</b>
5	Southwest Precision Printers	8.00	24.00	10.05	7.40	5.00	<b>54.45</b>
6	LP Printing	7.40	19.20	6.30	3.70	5.00	<b>41.60</b>
7	Versa Creative	8.40	23.10	7.50	2.80	5.00	<b>46.80</b>
8	Creative Direct Marketing Group	4.20	15.60	7.50	3.20	5.00	<b>35.50</b>

**FINAL SCORES**

#	Vendors	Qualification Score	Price Score	Final Score
	<i>Total Points</i>	<i>70</i>	<i>30</i>	<i>100</i>
1	Aperture Content Marketing	63.44	20.11	<b>83.55</b>
2	Tulip Media Group	59.35	16.04	<b>75.39</b>
3	Roberts Printing, Inc.	51.40	22.56	<b>73.96</b>
4	Mittera Group Inc	52.75	20.84	<b>73.59</b>
5	Southwest Precision Printers	54.45	18.79	<b>73.24</b>
6	LP Printing	41.60	30.00	<b>71.60</b>
7	Versa Creative	46.80	19.34	<b>66.14</b>
8	Creative Direct Marketing Group	35.50	7.87	<b>43.37</b>