

**COMBINED MEETING OF THE BUSINESS AFFAIRS AND  
EXECUTIVE COMMITTEES OF THE BOARD OF TRUSTEES**

**Community College of Philadelphia  
Tuesday, October 16, 2018 - 2:00 P.M.  
Teleconference**

**DIAL-IN NUMBER: 1-888-675-6779; PARTICIPANT PASSCODE: 2050590#**

**TO:** Business Affairs Committee and Executive Committee of the  
Board of Trustees

**FROM:** Donald General, Ed.D. 

**DATE:** October 15, 2018

**SUBJECT:** Tierney Proposal – Marketing and Communications Consulting  
Services

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A combined meeting of the Business Affairs and Executive Committees of the Board of Trustees will be held *via* teleconference on **Tuesday, October 16, 2018 at 2:00 P.M.** to recommend awarding a contract for Marketing and Communications Consulting Services to Tierney & Partners, Inc.

**AGENDA - PUBLIC SESSION**

**(1) Tierney Proposal – Marketing and Communications Consulting Services  
(Action Item):**

In late September 2018, Community College of Philadelphia invited proposals for marketing and communications consulting services to help the College maximize its strategic initiatives, marketing and communications efforts, public relations, and to increase enrollment and revenues in accordance with the scope and objectives indicated in this request for proposal.

The scope of services required the firms to have expertise in the following areas:

- Strategic planning
- Creative development
- Concept development
- Campaign creation
- Account management
- Partnership and collaboration
- Web strategy
- Social media strategy

The firm(s) were asked to provide a proposal on the specific tasks identified in the RFP. These included:

- Meet with staff and other stakeholders to inform a review/audit of the current state of marketing and communications work by the College.
- Determine what is effective and not effective from a marketing and communications perspective in meeting College goals, including but not limited to content, web, social media.
- Review trends, best practices and opportunities.
- Review past practices and outcomes.
- Review organizational structure, positions.
- Review relationships and outcomes with other vendors.
- Provide insight on the higher education market.
- Identify and help prioritize target audiences.
- Define the College's market/business environment and inform brand positioning.
- Identify programming to meet the needs of the student population and regional workforce needs and demands.
- Provide a written assessment of findings and recommendations.

Thirteen firms were invited to participate in this effort, including at least one self-identified (MWBE), one (WBE/DBE) and 5 (WBE). Of the 13 firms, six were Philadelphia-based firms. Although four firms indicated an intent to bid and submitted questions regarding the RFP, only one firm, Tierney & Partners, Inc. (dba Tierney Communications), submitted a proposal by the due date. Their approach is a three phase work effort with individual pricing for each phase not to exceed as follows:

Phase I – Discovery & Immersion \$50,000

Phase II – Setting the Foundation \$50,000

Phase III – Ongoing Support \$75,000

Expenses, Not-To-Exceed \$1,000

Project Total Not to Exceed \$176,000

Tierney's proposal shows a depth of experience in higher education and an understanding of the College's needs.

In accordance with the Conflicts of Interest Policy for the Community College of Philadelphia Foundation, it is disclosed that Tim Spreitzer, the Executive Vice President for Tierney & Partners, Inc. serves on the Board of Directors for the Community College of Philadelphia Foundation. In accordance with the Conflicts of Interest Policy, the College held an open competitive RFP for this contract as outlined above. Additionally, as Mr. Spreitzer serves on the Foundation Board and not the College's Board of Trustees, he has not and will not be involved in evaluating the College's decision to award the contract and will not vote on whether to approve the contract.

The staff recommends that the Business Affairs and Executive Committees of the Board of Trustees award the contract for Marketing and Consulting Services to Tierney & Partners, Inc. for an amount not to exceed \$176,000.