

**COMBINED/HYBRID MEETING OF THE
BUSINESS AFFAIRS AND EXECUTIVE
COMMITTEES OF THE BOARD OF TRUSTEES
Community College of Philadelphia
Wednesday, May 21, 2025 – 9:00 A.M.**

Present for the Business Affairs Committee: Ms. Mindy Posoff, Chair (presiding), Mr. Harold Epps, Mr. Timothy Ford, Pastor Mason (via zoom), Ms. Keola Harrington (via zoom), and Mr. Rob Dubow (via zoom)

Present for the Administration: Mr. Jacob Eapen, Ms. Carolyn Flynn, Esq., Mr. Derrick Sawyer, Dr. Alycia Marshall, Dr. Mellissia Zanjani, Dr. Shannon Rooney, Mr. Gim Lim, Ms. Marsia Henley, Mr. Tim Trzaska, Dr. Lipscomb, Mr. Moe Rahman and Ms. Josephine DiGregorio

Guest: Dr. Judith Gay, Vice President Emerita (via zoom)

EXECUTIVE SESSION

Ms. Posoff called the Business Affairs Committee meeting to order of 10:45 AM, highlighting the agenda and asked Mr. Eapen to proceed with agenda item one.

Ms. Posoff stated that the College continues to prioritize projects that are focused on academics and safety and that we are continually looking for opportunities to increase revenues and decrease expenses.

Please see that Attachment A contains a spreadsheet that lists the vendor/consultant, the amount, and the source of funding (i.e., Capital Budget, Operating Budget, Perkins Grant, or Bond Proceeds) which College Administration is seeking approval.

**AGENDA
BUSINESS AFFAIRS COMMITTEE
PUBLIC SESSION**

(1) Main Garage Parking Rate Increase (Action Item)

Discussion: Mr. Eapen stated that the current rates have remained unchanged since January 2015, despite increases in operational costs, maintenance expenses, and inflation over the past decade.

After a thorough review of local market conditions and a comparative analysis of parking facilities in the surrounding area, we have determined that an adjustment is necessary to ensure continued quality of service and long-term financial sustainability.

Mr. Sawyer referred to the chart below as it relates to what the College is proposing. Mr. Sawyer stated that there was a presentation to Business Affairs as it related to various options. The option that we are recommending is to increase the cash and credit rates. Typically, outsiders pay the cash and credit rate. Mr. Sawyer stated that we have a Lion Card rate for faculty, students and staff. We are also proposing to increase the after 5:00 pm and weekend rates so that we have one rate that is consistent across the board. In the past, we had lower rates for evening and weekend. Mr. Sawyer stated that the estimated revenue will be at least \$50,000 additional in parking revenue for the garage. Ms. Posoff added that on the weekends we are going to do some outreach to the community to make sure they are aware of the rates. In the past we have been consistent with the proposed increase, our rates will remain the lowest among comparable facilities in the area, ensuring affordability for our patrons while allowing us to responsibly manage ongoing and future infrastructure needs.

	Lion Card	Cash/Credit	Proposed Lion Card Rate	Proposed Cash/Credit Rate	Proposed Lion Card Rate Increase	Proposed Cash/Credit Rate Increase
30-60 Minutes	\$ 3.00	\$ 4.00	\$ 3.00	\$ 5.00	\$ -	\$ 1.00
Daily	\$ 5.00	\$ 6.00	\$ 5.00	\$ 7.00	\$ -	\$ 1.00
After 5PM & Weekends	\$ 3.00	\$ 4.00	\$ 5.00	\$ 7.00	\$ 2.00	\$ 3.00

Mr. Dubow stated that he is all for increasing the cash and credit rate, but questioned if we should increase it more and still be competitive to generate more revenue. Mr. Sawyer responded that we should increase the rates in the next few years steadily. Mr. Sawyer stated that the small increase now will be helpful. Mr. Sawyer agreed that at some point the College needs to be more aggressive, but we also don't want to affect the community, since we haven't had an increase in ten years.

Ms. Posoff stated that Mr. Sawyer did an analysis and we are still below the neighborhood. Ms. Posoff stated that we don't want to shock our students and visitors to the neighborhood, but we hope to expand the community use particularly when students are not here. Mr. Sawyer added that if we do an event, we set a higher rate comparable to a lot in the area. The last time we did an event was for the Eagles Super Bowl parade this year, and increased the rate to \$25 and that brought in a significant revenue for one day.

Staff requests that the Business Affairs Committee recommend to the Executive Committee of the Board of Trustees to implement the revised rate structure as listed above effective July 1, 2025.

Action: Mr. Rob Dubow motioned and Mr. Ford seconded the motion to recommend to the Executive Committee of the Board of Trustees to implement the revised rate structure as listed above effective July 1, 2025. The motion passed unanimously.

(2) Contract with Haverford Systems Inc. for Auditorium Lighting Replacement (Action Item)

Discussion: Mr. Eapen stated that the current theatrical lighting system installed in 1982, is over 40 years old and has undergone only a single upgrade to the control board. The original fixtures remain in use, despite their projected maximum lifespan of 10 years. Their continued operation is maintained solely by minimizing usage. The system lacks modern capabilities such as scene configuration, spotlighting, and smooth transitions, rendering it non-compliant with current theater standards. This limitation significantly impacts our ability to host professional external events, thereby affecting potential rental income. Additionally, the outdated fixtures pose a potential fire hazard due to the risk of overheating, which could lead to property damage or personal injury.

The outdated lighting system limits our ability to attract higher-paying professional productions. Upgrading to a modern LED lighting system with digital control would not only enhance the quality of our events but also position our venue to command higher rental fees and increase overall revenue.

We propose replacing our outdated theatrical lighting system with a state-of-the-art LED setup that aligns with current industry standards. This upgrade will significantly reduce energy consumption, enhance lighting control, and improve overall safety. The new system will be powered via Ethernet, allowing for digital control and eliminating the need for manual adjustments. The project scope includes all necessary cabling, professional installation, and a one-year workmanship warranty.

This project was competitively bid on the PennBid platform, RFP #10217. A mandatory Prebid meeting was held on March 27, 2025, with 7 bidders attending. Bid due date was April 14, 2025, which yielded 1 proposal from Haverford Systems, Inc.

Professional installation will be handled by Haverford Systems, Inc. (HSI), a member of the COSTARS state-wide cooperative purchasing program. We believe this proposal will enhance technology reliability, reduce long-term maintenance costs and address a safety hazard. The quoted cost from HSI for the panels and installation totals \$299,500 and is based on COSTARS pricing. Mr. Eapen stated that the bid came in slightly higher, but the team under Dean Karen Rege negotiated some of the lighting down in order to get a better price of \$299,500.

Staff requests that the Business Affairs Committee recommend to the Executive Committee of the Board of Trustees to approve the Auditorium Lighting Replacement by Haverford Systems, Inc. at the total cost of \$299,500. This purchase will be from the capital budget.

Ms. Posoff stated that Mr. Eapen mentioned that the actual cost was approximately \$340,000 - \$345,000. Ms. Posoff stated the cost was significantly lower, and thanked the staff who worked on this process.

Action: Mr. Ford motioned, and Mr. Dubow seconded the motion to recommend to the Executive Committee of the Board of Trustees to approve the Auditorium Lighting Replacement by Haverford Systems, Inc. at the total cost of \$299,500. These purchases will be from the capital budget. The motion passed unanimously.

(3) Contracts with The Riff Group, Wayne Moving, and Atlas Electrostatic Refinishing (Action Item)

Discussion: Mr. Eapen stated that staff seeks approval for the purchase of services related to the various offices being renovated to accommodate personnel vacating offices from 1500 Spring Garden rental space to the main campus. This helps to facilitate 177 personnel moves throughout the College. Mr. Eapen stated that one of the goals is to reuse 60% of existing furniture. The moves will foster better communication and collaboration between departments. Additionally, the employees have easier access to the departments that have relocated from 1500 Spring Garden.

In order to facilitate this move, Riff Group which is a company that does building and reconfiguration of furniture, Wayne Moving, which is moving of furniture and office materials, and Atlas Electrostatic Refinishing which is painting and upholstery work for existing furniture. Mr. Eapen stated that the Riff Group and Atlas Electrostatic Refinishing costs will be paid from the capital budget, and the Wayne Group will be paid by the operating budget. See Attachment B.

The Riff Group: Building and Reconfiguring of Furniture	\$124,379
Wayne Moving: Moving of Furniture and Office Materials	\$131,529
Atlas Electrostatic Refinishing: Painting and Upholstering of Existing Furniture	<u>\$105,279</u>
Total:	\$361,187

Mr. Eapen stated that we are in the process of moving and refinishing offices. When asked about return on investment, it is important for staff to work in modern space and the move also helps staff to collaborate. Mr. Eapen stated that Trustee Posoff got to see the refinished offices. Ms. Posoff stated she toured some of the offices on the first floor that are now using modular walls and furniture. Ms. Posoff said they are fabulous and they are going to get some student artwork. Ms. Posoff also stated that she got to see the old Controller's office, and said the upgrades and morale are fabulous. Mr. Ford stated it is important to get into modern spaces to collaborate and when staff are happy, they become more productive in a good space. Mr. Ford also asked, if all of these costs are anticipated costs or additional costs. Jacob responded that the costs have gone up in the capital budget. Mr. Eapen added that one of the things we have done, and both Chair Epps and Trustee Posoff have paused \$5,000,000 project in the capital budget. Mr. Eapen said we are reviewing the capital budget and we had a discussion this morning, and we will be coming back to the Business Affairs Committee after rebalancing the budget. Overall, we are spending within the limits, but we have to re-balance because the costs have gone up significantly. Ms. Posoff stated that with the \$5,000,000 that was paused, including \$1,000,000 to redo the boardroom we have eaten into our budget. Ms. Posoff stated that we have a running tab and in a conversation with Mr. Eapen in the morning, maybe have a special meeting in the summer to go back over the capital plans. We are also looking at what we can push in terms of capital budget.

Mr. Epps stated that there are categories where there are opportunities for local diversity. Ms. Henley responded that the Riff Group is a WBE firm, located in Yeadon, who we use quite a bit. Atlas Electrostatic Refinishing is not minority, but there are other items on the agenda for additional furnishings for modular walls will be from a WBE firm. Mr. Epps asked if they are Philadelphia based. Ms. Henley stated that none of them are based in Philadelphia, but both Wayne and Atlas are located in West Chester. Mr. Ford asked if Atlas is a large corporation. Ms. Henley stated they are small; they only have nine employees. Ms. Posoff stated that we have to go for the lowest bid, and Mr. Epps included most responsible. Ms. Posoff also asked if we are making sure if the pool is wide.

Mr. Epps stated that many years ago there was some attempt at the city level to balance lowest bid with best value, and he requested to re-educate the Board about what the rules require. Mr. Epps gave the example that of doing work in West Chester, the money stays in West Chester. He said we want those dollars to recycle through Philadelphia. Mr. Epps added, whenever we can that is the motivation because we are the city College of Philadelphia and encourage us to take every opportunity, we can to be responsible where we source our dollars. Sometimes there is an impediment for what makes the best overall business sense for how we allocate our businesses. Ms. Posoff asked should we go consecutively to the same vendor groups, and is there a way to highlight new vendors in all areas. Mr. Eapen stated that we do need to do more of that.

Action: Mr. Dubow motioned and Mr. Ford seconded the motion that staff requests that the Business Affairs Committee recommend to the Executive Committee of Board of Trustees purchases as related to office moves to The Riff Group for \$124,379, Wayne Moving for \$131,529, and Atlas Electrostatic Refinishing for \$105,279 for a total of \$361,187. These purchases will be from the Capital Budget for Riff Group and Atlas Electrostatic, and the operating budget for Wayne moving. The motion passed unanimously.

(4) Contract with CI Solutions: Modular Enclosed Wall Systems Purchase – Various Locations (Action Item)

Discussion: Mr. Eapen stated staff seeks approval for the purchase of enclosed wall systems from CI Solutions for various offices being renovated to accommodate new and expanding programs at CCP. Programs include CATTO, CCME and Student Financial Services. These wall systems provide moveable/reusable offices for personnel that can be reconfigured for future needs. The system provides walls, doors, windows and power/data connectivity.

The College will purchase this Haworth product through our CCP purchase agreement #81246 with a discount off Haworth Rush Program General Services Administration Contract GS-03F-057DA. The cost of \$407,650 includes \$216,500 for CCME. CI Solutions is a Minority Owned Business Enterprise.

Ms. Marsia stated that CI Solutions are on Germantown Avenue in the Chestnut Hill section of Philadelphia and they are an WBE. They have six (6) employees and 73% are unrepresented minorities.

Staff requests that the Business Affairs Committee recommend to the Executive Committee of the Board of Trustees the purchase of enclosed wall systems from CI Solutions for Modular Enclosed Wall Systems Purchase in the amount of \$407,650 which includes \$216,500 for CCME. This allocation will come from Capital Budget and CCME.

Action: Mr. Ford motioned, and Mr. Dubow seconded the motion that the Business Affairs recommend to the Executive Committee of the Board of Trustees to contract with CI Solutions for Modular Enclosed Wall Systems for various locations in the \$407,650 which includes \$216,000 for CCME. The allocation of this purchase will be made from capital budget and CCME. The motion passed unanimously.

(5) Contract with Columbus Construction, LLC for Mint Lobby Renovation (Action Item)

Discussion: Mr. Eapen stated that staff seeks approval for renovation of the historic front doors and lobby of the Mint Building at Spring Garden Street. Mr. Eapen stated that we have major challenges in opening and closing those doors. The doors are very old, and there is also a safety concern.

The College issues RFP #10228 on March 19, 2025 via Penn Bid. The pre-bid meeting was held on 04/09/2025 and four (4) bidders attended. The College received 3 responses (Attachment B). Below are the lowest responsible bidders:

Columbus Construction:	\$ 977,950
Smith Construction:	\$1,324,000
Tricon Construction:	\$1,382,442

Mr. Eapen asked that Mr. Trzaska to explain the difference between the second and the third bidders. Mr. Trzaska stated that it is an obvious concern when you see a price that is 25% less than the others. When there is a low bid is received, he meets with the contractor where we run through all the main materials and the cost associated with the project, and how they are doing the project to make sure everything is covered. Columbus Construction covered everything. When we spoke with Smith Construction, we had a copy of their bid sheet and a breakdown of the cost. It is a significant cost, so the difference was the actual doors. Mr. Trzaska stated in specifications, we called for an option for the metal *brass clad* front door. This means the door is steel and clad in brass.

The two companies with the higher price, their pricing included a full brass door. That was the difference in price of the actual cost of the doors.

Columbus did it as a specification 7. Ms. Posoff asked if you go back and say, you overbid or we didn't ask for a brass door. Mr. Trzaska responded that unless they put that in with their bid, and there is an option with your door, I can't go back and ask them to revise their price. Once the bid comes in, that's their bid. Ms. Henley stated that we also have an opportunity to ask questions. Ms. Posoff stated she asked Mr. Eapen that this isn't renovation for renovation. This is for safety & protection of the building. Mr. Trzaska stated that they are safe and that they meet the historic requirements.

Columbus is a Philadelphia based company and they have 23 employees and 22% of those employees are underrepresented minorities. Ms. Posoff asked if their ownership was diverse, and Ms. Henley responded that their ownership is not diverse, they have one white individual who is the owner.

Ms. Posoff stated that the main doors are for safety and we have to be historic, and the difference on the bids are the type of doors are brass clad.

Staff request that the Business Affairs Committee recommend to the Executive Committee of the Board of Trustees to award Columbus Construction, LLC for general construction in the amount of \$977,950. These funds will be from RACP and the Capital Budget.

Action: Mr. Dubow motioned and Mr. Ford seconded the motion to recommend to the Executive Committee of the Board of Trustees to award Columbus construction, LLC for the general construction in the amount of \$977,950. This motion passed unanimously.

(6) Contract with Harmelin Media (Action Item)

Ms. Posoff stated that this agenda item is regarding a contract with Harmelin Media and these numbers are in our budget, and Harmelin Media is a third-party distributor. We push our ad and media money to Harmelin, and they execute it. They take a \$4,500 fee for being our distributor to the media. Full disclosure, we wanted to mention this because it is a big line item, to Harmelin Media is one of two in the city that actually does this work.

Discussion: Dr. Rooney stated that the staff periodically review Harmelin media advertising with the Business Affairs Committee. The last such update was provided May 18, 2022.

Dr. Rooney stated that the upcoming advertising push will promote enrollment for the fall semester, including for the Navy partnership programs Advanced Welding for Shipbuilding and Non-Destructive Testing. It also includes campaigns for CATC, workforce programs and other credit programming. The buy, which spans dozens of individual payments through Harmelin Media, includes advertising on television and streaming media platforms, paid search and social, visibility marketing on transit and via out-of-home opportunities and through sponsorships. The total budgeted spend for FY 2024-2025 is approximately \$1,515,000.

Dr. Rooney stated that Kris Henk is the Executive Director of Marketing and Creative Services, and she is intimately involved in this day-to-day. Ms. Henk is in attendance at this meeting via zoom.

Dr. Rooney stated that the College produces our own creative, except in the instance where we are doing television advertising. The display ads that you see, the interstitial things you may see on YouTube occasionally are being produced by our team in-house. The way we get value out of those is that we work with Harmelin Media to place our creative in the marketplace, and that also includes when we do television, they are part of the conversation as well. What Harmelin does with CCP, we share with them the budget which is approved through Business Affairs Committee, so we are going to show you how we allocate the roughly \$1.5 million that has already been approved, and how Harmelin uses that budget to help us meet our goals. Harmelin does the research, negotiate, plan, purchase and place our media live.

Dr. Rooney presented the 2024-2025 Media Buy Allocation (See Attachment C).

Dr. Rooney stated that in terms of logistics, we do this twice a year around our key enrollment periods. When we allocate our budget which most of our advertising dollars has to go to visibility. In our paid marketing, we are trying to make sure everyone knows about this big beautiful rebrand that we did in our new tagline and our new logo. Also, by blanketing the marketplace, we are making our follow-up messages more salient, so that when you see targeted digital advertising, or when you see stories about us in the media that we are placing, or when you receive an invitation to an event to promote enrollment on campus. Dr. Rooney stated that we generally reserve between 15 and 20% of the budget to support programmatic ads. This is a conversation that happens annually with previous Provost Marshall's office, and we will be doing something similar going forward to identify programs that we can support specifically advertising that happens through targeted digital ads and search.

Dr. Rooney stated that to Mindy's point, what you would see if you were looking at this budget without necessarily have some of this detail, you would see invoices that are going to Harmelin at very high amounts. For example, Harmelin says we will spend a certain amount of money on transit, and a certain amount of money on social media.

Dr. Rooney pointed out the reason her team likes working with Harmelin is because they are a buying power in the city and nationally is powerful enough that any time that we are placing an ad buy with them, they throw in an added value. We receive an annual report at the end of each year. The value last years was \$265,000. When we put a three-month ad buy with Septa, for example, you may see those ads go for four months. Another example is you may see we bought 12 bus shelters and they throw in three or four additional shelters.

When we want to work with big national companies like Meta who have sole ownership of all the transit advertising for Septa, it makes more sense for us to go through Harmelin. 22% of the budget was spent on Google. That was programmatic advertising. Other billboards around the city which are almost universally owned by Clear Channel, they actually let us select which specific billboards we want to use. Harmelin's actual fee, and they work on a commission basis, their fee (we are paying) is 1%. Overall, what we are giving Harmelin is a low amount of money.

Dr. Rooney stated that the rest of the spend will look like to support Fall enrollment. Transit and OTT which is another kind of streaming media, is also a big chunk. When we do these TV buys, they are expensive. Dr. Rooney also stated that last year we did a TV buy to support the new brand. That is already budgeted for and it is in production. It will roll out later this summer to support Fall enrollment. The rest of the buyout looks similar in terms of how we break out our outdoor advertising, social, and other additional kinds of streaming. Again, that direct fee of Harmelin is 1%.

Ms. Henley stated that Harmelin is not based in Philadelphia, they are based in Bala Cynwyd. Harmelin is women owned and it not as diverse as we like.

Mr. Epps asked, how do you measure the value to us? Dr. Rooney stated that is part of our monthly invoicing, they show us where we landed. They tell us used impressions. We can track back to visits to our website. Anything that we do that is digital leads back to a landing page, and we make adjustments as needed. We can measure that by our programmatic buys. Kris Henk stated that Outdoor/get impression, and TV is measuring up to estimated impressions. Mr. Epps asked how long is the relationship with Harmelin. Dr. Rooney stated the it predates her, Mr. Eppen stated it predates him, and Ms. Henley said it predates her as well.

Mr. Dubow asked if we ever went out for a competitive process? Ms. Henk responded that there was a competitive process when Ms. Lynnette Brown-Sow was here, and Harmelin was chosen at that time. Ms. Henk stated that MayoSeitz is the other large agency in the city. Ms. Posoff confirmed that they are the two large agencies. Dr. Rooney stated when she was with Temple, they switched from Temple to MayoSeitz, and she thinks they will be switching back to Harmelin.

Ms. Posoff requested a presentation regarding where the distribution is and how it matches the needs of the community. Dr. Shannon responded yes.

Pastor Mason stated that he is familiar with Harmelin for many years and stated they are a great agency. Pastor Mason said that the challenge is that they are not very diverse other than being women owned.

Pastor Mason asked when was the last time we went out to market to bid out our agency services, and since most of our enrollment is ethnic, he was concerned that many of the minority owned media outlets in the city are not on their buy sheet to do independent buys.

Pastor Mason asked when was the last time CCP bid out this service, and asked if we had a minority-owned consultant that works in alignment with them to make sure that we are getting the most out of this city when it comes to recruitment in areas where we are strong. Dr. Rooney responded that to her knowledge there is not a minority-owned firm in the city that does this work. Dr. Rooney estimated that it is over 10 years since we went out to bid. Dr. Rooney clarified that their presence or absence on the buy sheet for Harmelin is our choice. We work directly with the Tribune and WURD because we are negotiating with them more than an Ad Buy. For example, with WURD we do Ad Buys for the radio, also when we work with them, we invite them to campus as part of a large sponsorship where they doing live broadcasts.

Pastor Mason stated that there may be other options that are better for us than media that is skewed toward 55 plus. Pastor Mason stated that he is curious as to what the real buying demos are out there. Ms. Posoff stated that we can come back and you can really target the demos (Google demo, Meta data), and also the scope the population that meta reaches. Also, you can bring that back to the group around those demographics to match them around its programs. Pastor Mason said it makes sense as long as we follow up and follow through, because there are other things, he asked about that we still haven't followed up or followed through on, and we are about to unleash a \$1.5 billion in spending, and he is concerned about where we are placing these dollars, and if you are using the Sun and the Tribune and where we think minority spending should go for our school. Ms. Posoff stated that maybe a conversation can happen this summer. Pastor Mason agreed.

Action: Mr. Ford motioned and Mr. Epps seconded the motion to recommend to the Executive Committee of the Board of Trustees the approval for payments for advertising through Harmelin Media in the amount of \$1,515,010. These funds will be from the operating budget. The motion passed unanimously.

**(7) Agreement with Association of Community College Trustees (ACCT)
(Action Item)**

Discussion: Ms. Flynn stated that the Agreement with Association of Community College Trustees (ACCT) to provide comprehensive search services to assist the Board of Trustees in search for a new President. The comprehensive search services became effective approximately April 21, 2025.

Dr. Gay asked why this is not going directly to the Board? Why does it have to go to the Executive Committee? Ms. Flynn stated that because it is being executed by the Board Chair and its expense, we recommended that it is approved by the Business Affairs Committee first. Board approval is not required because of the amount of the contract but because it would be signed by the Board and not by the Interim President. We went from Business Affairs, and then we are asking the Executive Committee immediately following this meeting to approve it so that it can be signed today.

Ms. Flynn stated that services to be provided by ACCT staff/consultant(s) include: candidate recruitment; processing of candidate applications; In-Depth Summary Reference Reports on up to three final candidates (presented orally only); HireRight credit, civil, and criminal background reports on up to three final candidates; technical assistance; and preparation of candidate review materials. The College has the option of consultant facilitation of meetings and interviews via interactive video teleconference sessions. Up to three on-site visits by the Consultant to facilitate meetings in-person are included in the search fee.

The fees for the services will be \$53,500 plus travel expenses.

Staff requests that the Business Affairs Committee recommend to the Executive Committee of the Board of Trustees the approval to contract with Association of Community College Trustees (ACCT) in the amount of \$53,500, plus travel expenses. This expense will be paid from the operating budget.

Action: Mr. Epps motioned and Mr. Epps seconded the motion to recommend to the Executive Committee of the Board of Trustees that the Agreement with Association of Community College Trustees (ACCT) to provide comprehensive search services to assist the Board of Trustees in its search for a new President. The comprehensive search services became effective on or about April 21, 2025. The motion passed unanimously.

(8) Silicon Welding Equipment (Information Item)

Ms. Flynn stated that the following is an information item only.

We are bringing to the Business Affairs Committee's attention a modification related to the naval pipeline equipment expenses that have been previously approved by both the Business Affairs and Executive Committees. We have subsequently learned that the Silicon Welding equipment can only be leased by the manufacturer and not sold since the equipment is very innovative. We want to inform the Business Affairs and Executive Committees that the amount of the lease is \$47,760 for a 3-year lease.

The Business Affairs Committee and Executive Committee had approved the purchase of this equipment for \$55,000. It is our opinion that we don't require Board approval of the lease as a separate item since the lease \$47,760. Mr. Eapen stated that the lease is for three (3) years.

(9) Next Meeting – Business Affairs Committee of the Board of Trustees (Information Item)

The next meeting of the Business Affairs Committee is scheduled for Wednesday, June 18, 2025 at 9:00 A.M.

The Business Affairs Committee adjourned at 10:15 am.

Mr. Epps opened the Executive Committee at 10:20 am

EXECUTIVE COMMITTEE
PUBLIC SESSION

Based on the recommendations of the Business Affairs Committee and the Executive Committees of the Board of Trustees approved the following action items:

- (1) Main Garage Parking Rate Increase
- (2) Contract with Haverford Systems, Inc for Auditorium Lighting Replacement
- (3) Contracts with: Riff Group, Wayne Moving, Atlas Electrostatic Replacement
- (4) Contract with CI Solutions: Modular Enclosed Wall Systems Purchase – Various Items
- (5) Contract with: Columbus Construction, LLC for Mint Lobby Renovation
- (6) Contract with: Harmelin Media
- (7) Agreement with: Association of Community College of Trustees (ACCT)

Ms. Posoff motioned, and Mr. Epps seconded the motion to approve the above items presented to the Executive Committee of the Board of Trustees. The motion passed unanimously.

The Executive Committee of the Board of Trustees meeting adjourned at 10:30 am.

ATTACHMENT A
FUNDING FOR ACTION ITEMS
MEETING OF THE BUSINESS AFFAIRS
COMMITTEE OF THE BOARD OF TRUSTEES

AGENDA: May 21, 2025

Agenda No.	Vendor/Consultant	Amount	Source
2	Haverford Systems, Inc.	\$299,500	Capital Budget
3	The Riff Group Wayne Moving Atlas Electrostatic Refinishing	\$124,379 \$131,529 \$105,279	Capital Budget Operating Budget Capital Budget
4	CI Solutions	\$407,650 (Includes \$216,000 for CCME)	Capital Budget & CCME
5	Columbus Construction, LLC	\$977,950	RACP & Capital Budget
6	Harmelin Media	\$1,515,000	Operating Budget
7	Association of Community Colleges (ACCT)	\$ 53,500	Operating Budget

ATTACHMENT B

Mint Building Renovation

Columbus Construction		Smith Construction Inc.		Tricon Construction N	
	\$977,950		\$1,324,000		\$1,382,442
	0		0		0
	\$0		\$0		\$0
UnitPrice	TotalCost	UnitPrice	TotalCost	UnitPrice	

	\$977,950	\$977,950		\$1,324,000	\$1,324,000	\$1,382,442
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ATTACHMENT C

2024-2025 Media Buy Out Allocation



2024–2025 Media Buy Allocation

May 21, 2025

RISE FROM WITHIN



COMMUNITY COLLEGE OF PHILADELPHIA

Summary

RISE FROM WITHIN



Summary

The College produces its own creative for all advertising with the exception of TV. Based on our budget, Harmelin works with us to research, negotiate, plan, purchase, place and manage the media buy. Following is an overview of how a typical annual media buy is allocated.

Approved 2024–2025 Annual Budget: \$1.515M



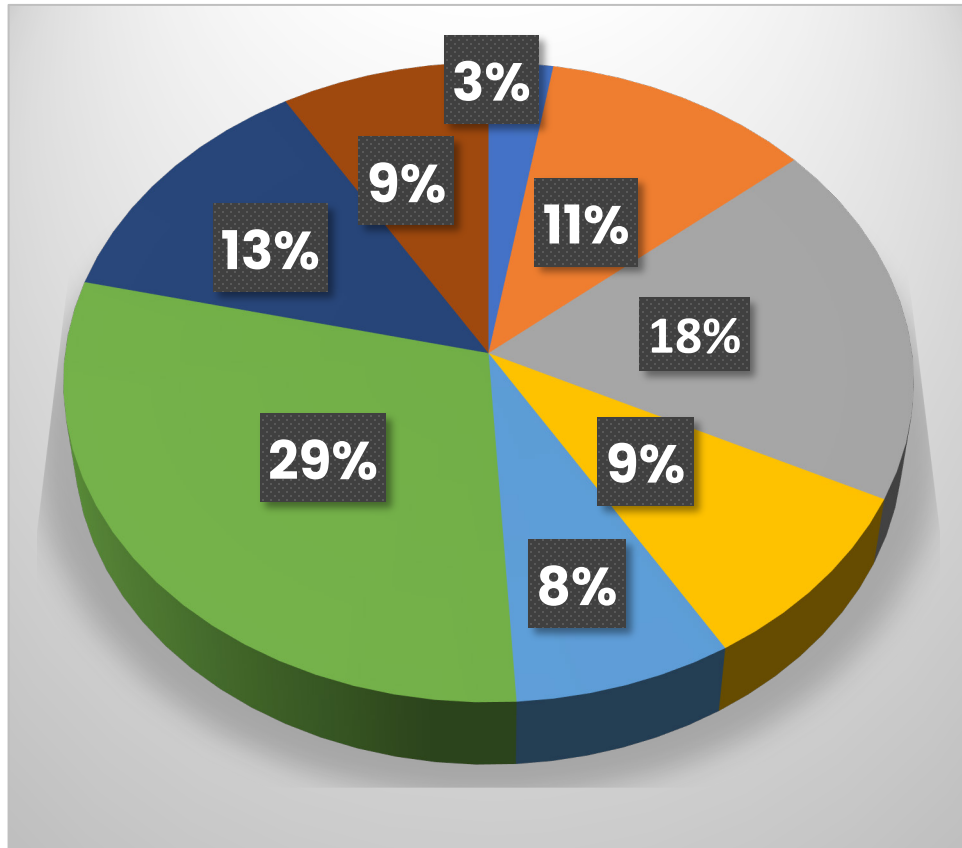
Process

The annual buy is placed around key enrollment periods with two purchase orders per academic year. The primary focus is on visibility/enrollment and saturating the market with the new College logo and brand.

The secondary goal is program-specific marketing with targeted digital ads to support program goals set by the provost.



2023–2024 Media Buy Allocation



Transit (SEPTA—Intersection) = 29%

Social (Meta—Facebook and Instagram) = 18%

Lifestyle (Pizza Boxes) = 13%

Search (Google) = 11%

Display (Digital) = 9%

TV (OTT and Broadcast) = 9%

Outdoor (Clear Channel) = 8%

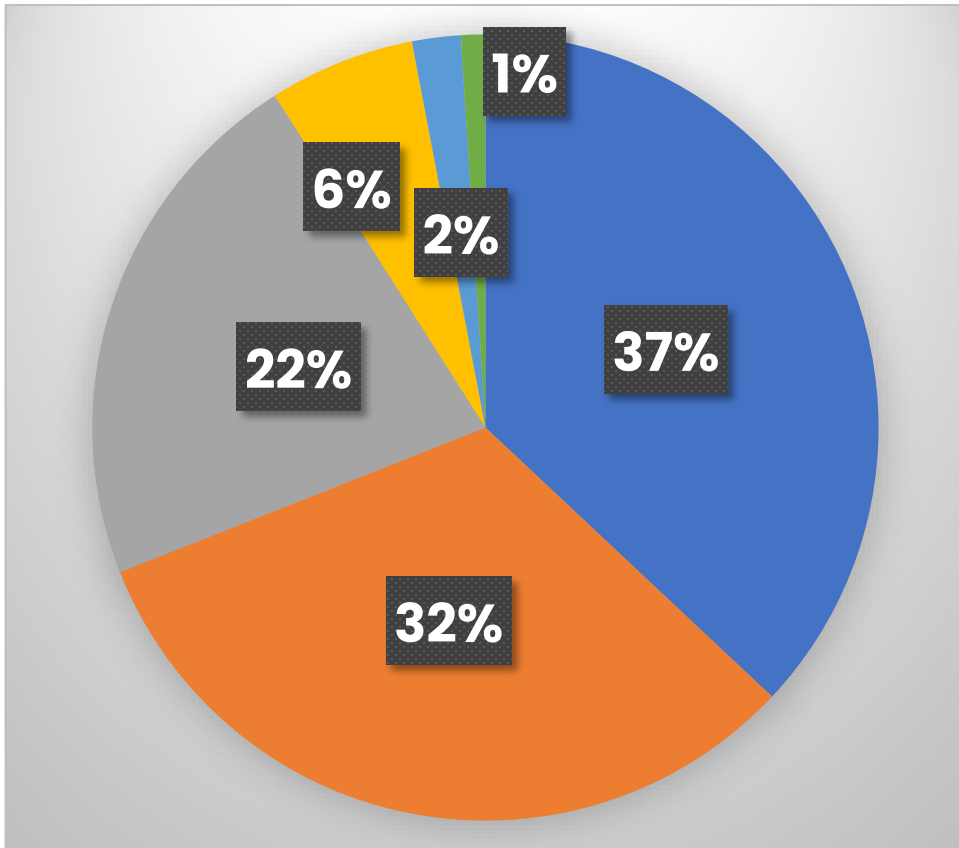
Print = 3%

Total spend: \$1,573,465

Total added value: \$264,809



Spent YTD (July 2024 through April 2025)

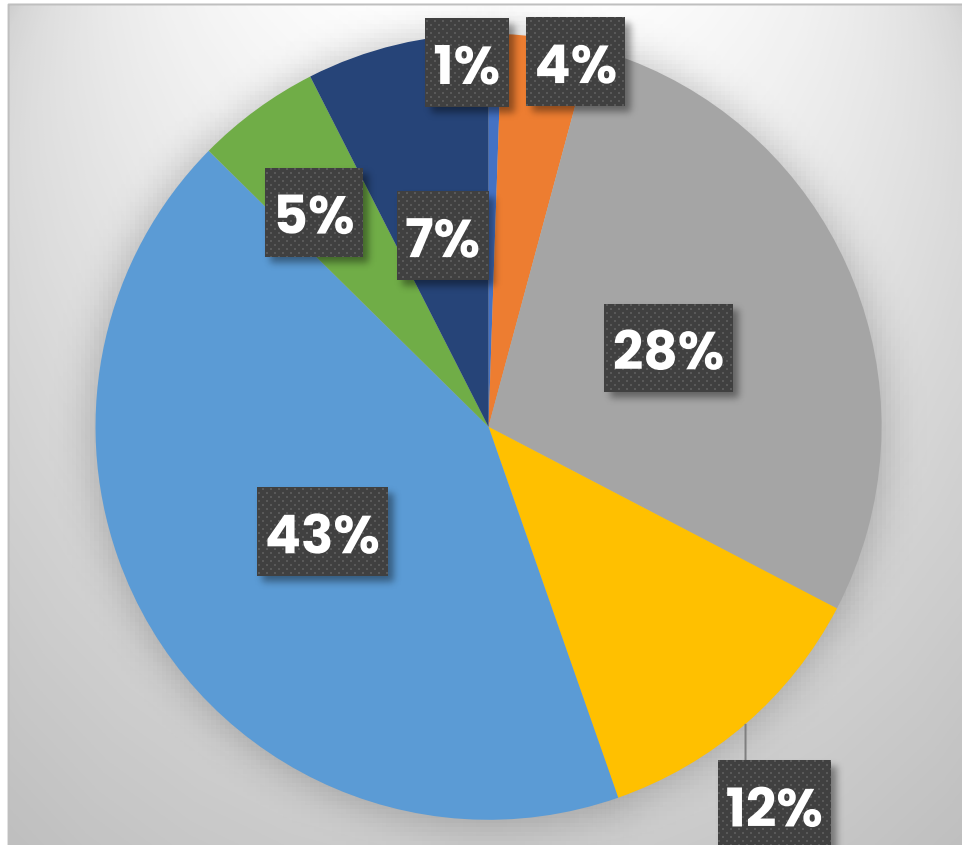


Social (Meta—Facebook and Instagram) = 37%
Transit (SEPTA—Intersection) = 32%
Search (Google) = 22%
Outdoor (Clear Channel) = 6%
Social (LinkedIn) = 2%
Direct to Harmelin = 1%

Total spend: \$690,000



Estimated Spend (May and June 2025)



Transit (SEPTA—Intersection) = 43%
OTT (55%) and Broadcast (45%) TV
= 28%

Outdoor (Clear Channel) = 12%

Search (Google) = 7%

Social (Meta—Facebook and
Instagram) = 5%

YouTube = 4%

Direct to Harmelin = 1%

Estimated spend: \$825,000



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About Harmelin Media

Founded in 1982, Harmelin is one of the largest independent media firms in the U.S. It is a woman-owned and led business with more than \$900M in gross annual billings and 250+ employees.



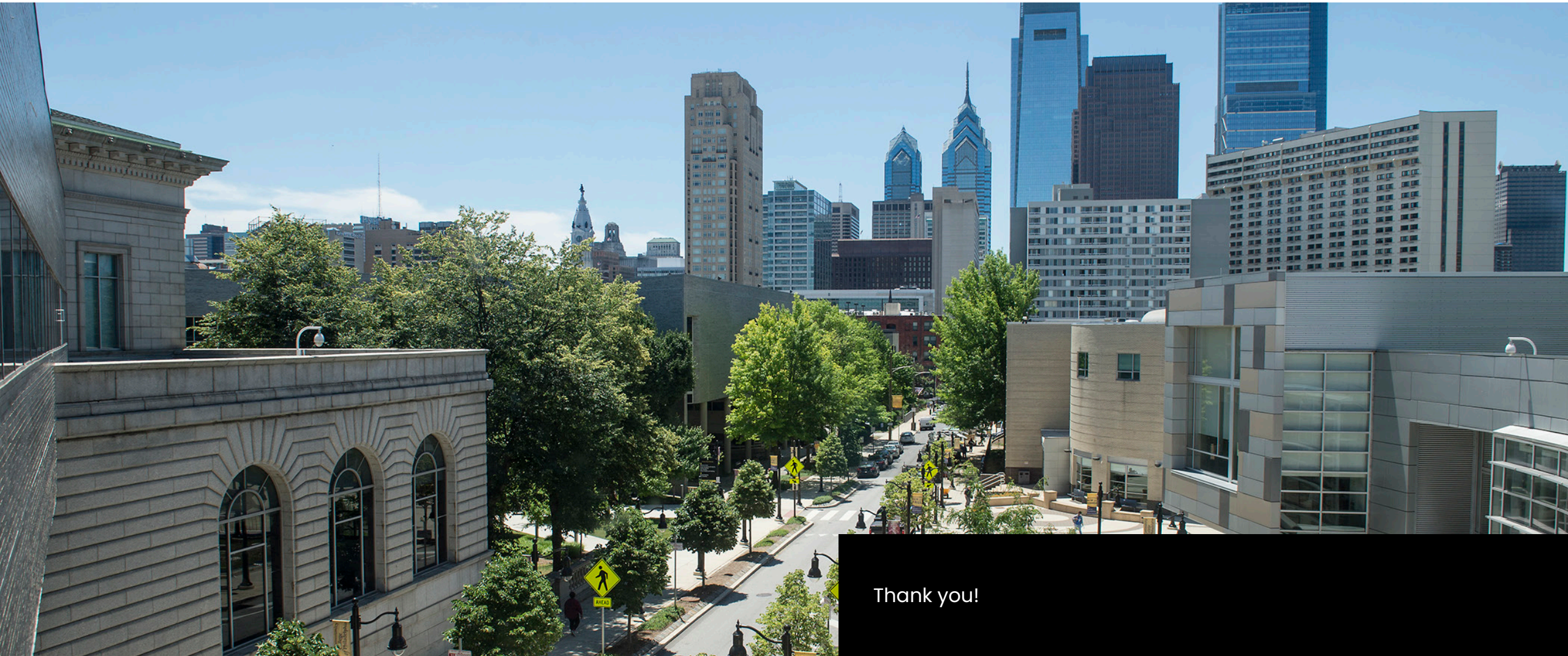
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Questions and discussion

RISE FROM WITHIN



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Thank you!

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