

Purchase Request #6
Regular Board Meeting October 4, 2021
Consideration of Approval to Contract for Turnkey Magazine Services

ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a contract with Aperture Content Marketing for turnkey magazine services for the external relations department.

BACKGROUND

Aperture Content Marketing has exhibited a highly satisfactory record of service with the College. Aperture has published the CareerFocus magazine for San Jacinto College for more than a decade. The magazine is published and distributed three times per year prior to the start of each long semester (fall, spring, and summer), and is a vital tool to market and promote the College. Printing the CareerFocus magazine allows the College to customize content that provides pertinent information so potential students, current students, and families can make informed decisions regarding enrolling at the College. While Aperture designs, prints, and mails the publication to every household in the College district, as well as every student and employee that resides outside of the College district, all content is created and owned by the College. The external relations department works with College and department leadership and staff to create the story concept for each issue. The team then interviews subjects, writes the articles, takes the photos, and designs the ads.

CareerFocus magazine also includes an online component and social media campaign for each issue. These digital components increase the potential reach for the magazine's customized content, which reaches an audience outside of the College district.

Request for proposals #22-03 was issued on August 5, 2021 to procure turnkey magazine services. Four responses were received and evaluated by a team comprised of representatives from marketing and public relations who determined the proposal submitted by Aperture Content Marketing will provide the best value to the College.

IMPACT OF THIS ACTION

CareerFocus magazine enhances the College's image, promotes enrollment possibilities, and increases potential reach to an audience within and outside of the College district. If the magazine were to be produced in-house it would require additional manpower to perform the research, design and layout of the magazine, and the mailing would be at a higher postage rate than offered by Aperture. This magazine is a syndicated product, of which most of the production is performed on the College's behalf. The external relations team will continue to work closely with Aperture to tailor the magazine content to promote and enhance the image of San Jacinto College.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated annual expenditure is \$322,350 and will be funded from the marketing and public relations 2021-2022 operating budget and subsequent year budgets.

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MONITORING AND REPORTING TIMELINE

The initial two-year award term will commence on October 10, 2021, with renewal options of three one-year terms.

ATTACHMENTS

Attachment 1 – Evaluation Summary

RESOURCE PERSONNEL

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ATTACHMENT NO. 1

**RFP 22-03 Turnkey Magazine Services
Evaluation Summary**

Stated Criteria	Maximum Value	Aperture Content Marketing	Mittera Group Inc	Versa Creative	LP Printing
Qualifications and Experience of Firm	60	56	58	50	33
Qualifications and Experience of Personnel	40	37	35	33	8
Project Understanding, Approach, and Management	140	127	130	106	47
References	40	37	33	23	13
Price Proposal	120	120	92	72	88
Total (100 x 4 Evaluators)	400	377	348	284	189

Final Ranking

	Vendor Name	Total Score
1	Aperture Content Marketing	377
2	Mittera Group Inc	348
3	Versa Creative	284
4	LP Printing	189