

ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a contract with VisionPoint Marketing for geofencing services for the external relations department.

BACKGROUND

The College uses a wide variety of advertising and outreach initiatives, including several digital tactics. Geofencing campaigns are a type of digital tactic well-suited to community colleges because of the ability to target and track ad performance. The ads are served on mobile phone, tablets, and computers at targeted addresses.

Request for proposals #24-14 was issued on January 29, 2024, to procure geofencing services, which complies with the competitive procurement requirements per Texas Education Code §44.031(a). Seventeen responses were received and evaluated by a team comprised of representatives from external relations who determined the proposal submitted by VisionPoint Marketing will provide the best value to the College.

IMPACT OF THIS ACTION

Geofencing campaigns are a strategic form of advertising that work well for specific lists of well-defined targets, such as applicants in the enrollment funnel, to remind them of the next step, and to ultimately enroll in classes. Geofencing allows the College to utilize an efficient and effective outreach method instead of solely relying on broader digital methods of outreach.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated annual expenditure is \$300,000 and will be funded from the external relations department's 2023-2024 operating budget and subsequent year budgets.

MONITORING AND REPORTING TIMELINE

The initial one-year award term will commence on or after April 2, 2024, with four one-year renewal options.

ATTACHMENTS

Attachment 1 - Tabulation

RESOURCE PERSONNEL

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RFP #24-14
Geofencing Ad Services
Attachment 1 – Tabulation

QUALIFICATIONS

#	Vendors	Section 1: Qualifications	Section 2: Scope / Project	Section 3: Sample Media Plan	Section 4: References	Section 5: Exceptions	Qualification Score
	<i>Total Points</i>	<i>15</i>	<i>25</i>	<i>15</i>	<i>10</i>	<i>5</i>	<i>70</i>
1	Q1Media, Inc	13.88	23.44	14.25	9.38	5.00	65.94
2	Mason Interactive Inc.	14.25	24.06	14.25	8.00	5.00	65.56
3	VisionPoint Marketing	14.63	24.38	13.88	8.63	4.00	65.50
4	Recon Digital Media	12.38	23.13	13.13	7.13	5.00	60.75
5	Carnegie Dartlet LLC	14.81	23.13	13.13	3.50	5.00	59.56
6	25th Hour Communications, Inc.	13.31	21.56	10.50	8.38	5.00	58.75
7	Phame Marketing, Inc.	11.63	20.00	12.19	6.88	5.00	55.69
8	Winstar Interactive Media	11.25	18.13	11.44	9.13	5.00	54.94
9	Townsquare Media San Angelo	11.63	19.06	11.06	7.38	5.00	54.13
10	Smart1Marketing	10.88	18.44	11.06	7.75	4.56	52.69
11	San Antonio Television, LLC DB	10.88	18.75	12.00	6.50	4.50	52.63
12	Higher Ed Marketing, LLC	11.44	21.25	10.69	3.75	5.00	52.13
13	Advantage Marketing	11.06	16.88	10.31	8.50	4.75	51.50
14	Mediawrkz Inc.	10.13	20.31	9.19	6.88	5.00	51.50
15	AlwaysOn Digital, LLC	10.69	17.50	10.13	6.63	5.00	49.94
16	Versa Creative	9.00	11.88	6.56	6.50	5.00	38.94
17	Creative Direct Marketing Group	7.50	11.25	5.44	0.00	5.00	29.19

FINAL SCORES

#	Vendors	Qualification Score	Price Score	Final Score
	<i>Total Points</i>	<i>70</i>	<i>30</i>	<i>100</i>
1	VisionPoint Marketing	65.50	24.64	90.14
2	Q1Media, Inc	65.94	23.84	89.78
3	Higher Ed Marketing, LLC	52.13	30.00	82.13
4	Mason Interactive Inc.	65.56	12.47	78.03
5	Smart1Marketing	52.69	25.33	78.02
6	Winstar Interactive Media	54.95	22.31	77.26
7	25th Hour Communications, Inc.	58.75	17.95	76.70
8	AlwaysOn Digital, LLC	49.94	25.10	75.04
9	Carnegie Dartlet LLC	59.56	15.44	75.00
10	Phame Marketing, Inc.	55.69	18.75	74.44
11	San Antonio Television, LLC DB	52.63	21.54	74.17
12	Recon Digital Media	60.75	12.67	73.42
13	Townsquare Media San Angelo	54.13	17.54	71.67
14	Mediawrkz Inc.	51.50	14.22	65.72
15	Versa Creative	38.94	18.10	57.04
16	Advantage Marketing	51.50	0.40	51.90
17	Creative Direct Marketing Group	29.19	11.12	40.31