

**HENRY FORD COLLEGE  
OFFICE OF THE PRESIDENT**

**CONTRACT AWARD**

**SUBJECT:** 2018-2019 Fiscal Year Marketing Media Buys

The Vice President of Strategy & Information requests contracts for marketing media buys for the 2018-2019 fiscal year. The Marketing and Communications Department designed a variety of media buy efforts in order to: sustain and expand on the HFC FutureDriven brand; increase the number of impressions (i.e., the number of individuals who see, interact, and engage with HFC marketing elements via television, digital, print, email, etc.); increase the detailed analytics HFC receives for click through rates to the HFC website; help the efforts to spur additional enrollment numbers; and further increase public awareness of the College.

The College plans to invest \$998,075 in major media buys and contracts that should result in over 72 million impressions with three advertising flights timed for the Fall 2018, Winter 2019, and Spring/Summer 2019 semesters. The Office of Marketing and Communications purchases radio, television, digital, subscription radio (e.g., Pandora), print ads, direct email marketing efforts, search engine optimization opportunities, B-roll video, banner and digital display ads, outdoor media with the ability to geo-fence around top feeder high schools, and other buys based on the medium's unique audience demographic information and purchasing behaviors.

These direct purchases help the College reach dual enrollment students, recently graduated high school students, young adults, previously admitted but not enrolled students, non-traditional students and other potential students who may be interested in enrolling at HFC. This effort also includes continuation of our agency contract with Interact Communications, which aides HFC with marketing research and collateral development for television, radio, billboards, digital and print elements. Finally, the College saves 15-20% on marketing media purchases by buying directly and avoiding the additional markups and charges added by the third-party agencies used in previous years.

The College's major media partners for 2018-2019 include:

- Heritage Media/Digital First
- Meltwater Media Distribution Service & Tracking
- Interact Communications
- Total Traffic Sponsored Weather Report on Radio
- Pandora Radio
- Arab American News
- Bewick Publications (Times-Herald)
- Entercom (CBS Radio)
- Comcast/AT&T/WOW
- Outfront Media (Billboards)
- Beasley Media Group (WRIF Radio)
- iHeart Radio


The following table lists the 2018-2019 Marketing Media Buy Recommendations for Henry Ford College for fall, winter and spring/summer that exceed the threshold for Board approval.

Marketing Media Vendor	Description of Media Buys	Amount
Heritage Media/Digital First	Banner display ads, video, 3 email blasts for enrollment periods, search engine marketing, contact list of those who clicked for retargeting efforts	\$51,650
Interact Communications	3-year contract for creative development for billboards, radio, television, program videos, digital, social media ads, collateral, and banner ad displays.	\$75,000
Pandora Radio	Mobile audio spots with digital banners; mobile display ads with banners; video everywhere; three-week flights, ages 18-35.	\$143,750
Entercom	Digital; mobile; on-air spots on WWJ-AM950, WXYT-FM97.1, WDZH-FM98.7, WYCD-FM99.5; b-roll video; website takeover days; social media marketing; social conquest.	\$242,950
Comcast/AT&T/WOW	TV spots, banner ads, CSV +, Uverse, ATT, WOW, Comcast Zones	\$150,000
Outfront Media	Mobile network, retargeting, and geo-fencing for 10 billboards and 6 posters in SE Michigan around top feeder high schools; three flights (6/4/4 weeks).	\$165,250
Beasley Media Group	Mobile app, take over days, video banner, streaming sponsor, electronic newsletter sponsor on WRIF-FM101.1	\$48,750
iHeart Radio	Radio, digital, mobile ads.	\$70,000
Total		\$947,350

**RECOMMENDATION:**

The College administration recommends contract awards to: Heritage Media/Digital First in the amount of \$51,650; Interact Communications in the amount of \$75,000; Pandora Radio in the amount of \$143,750; Entercom in the amount of \$242,950; Comcast/AT&T/WOW in the amount of \$150,000; Outfront Media in the amount of \$165,250; Beasley Media Group in the amount of \$48,750; and iHeart Radio in the amount of \$70,000 for the purchase of marketing media buys in fiscal year 2018-2019. The remaining buys will be made using the HFC purchasing and accounts payable system.

  
 John S. Satkowski, JD  
 Vice President of Financial Services

  
 Russell A. Kavalhuna, JD  
 President

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**CONTRACT AWARD**

**SUBJECT:** Fire Alarm System – Child Development Center

The Executive Director of Facilities Services requests a contract for the labor, materials, equipment and services necessary to replace the fire alarm system in the Child Development Center (CDC). A new fire detection and alarm system is required in order to complete the CDC renovation project and comply with state fire codes. The new system includes a fire alarm panel with outputs that connect to the College's Metasys building control system, smoke detectors installed in all program use areas, a carbon monoxide detector and duct smoke detectors for heating systems, and weatherproof horns/strobes at the outdoor play areas.

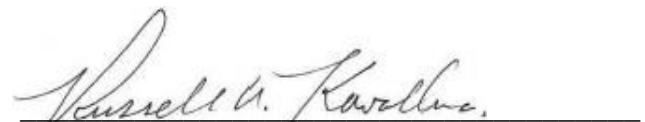
The College requested quotes from its two, authorized fire alarm system contractors. The quote results appear below.

Tyco SimplexGrinnell	\$40,988
National Time & Signal	60,500

**RECOMMENDATION:**

The College administration recommends a contract award to Tyco SimplexGrinnell for \$40,988.00 for the purchase and installation of a fire alarm system in the Child Development Center, in accordance with Quote #321441398 dated March 6, 2018.

  
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John S. Satkowski, JD  
Vice President of Financial Services

  
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Russell A. Kavalhuna, JD  
President

**HENRY FORD COLLEGE  
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**CONTRACT AWARD**

**SUBJECT:** Blanket Purchase Order Approvals, Additional Orders

At the Board of Trustees meeting on June 18, 2018, the Board approved a list of blanket purchase orders for the 2018-2019 fiscal year. Any additions to that list with dollar amounts exceeding \$13,618 require Board approval, in accordance with Board Policy #2450 and Administrative Guideline #6320A. The College administration requests Board approval for the four new blanket orders described below. These specialized services are required to help support the efforts of IT Services to transition the College from an old, outdated and limited GroupWise e-mail system to Microsoft Office 365 for e-mail, calendaring, and productivity tools.

#	Vendor Name	Description	Department	Amount
1	Insite Business Solutions	Implementation Svcs: Office 365 Technical Environment	IT Services	\$18,000
2	Insite Business Solutions	Implementation Svcs: Office 365 Security Requirements	IT Services	15,450
3	Software Insite	Training Services: Office 365 Process Improvements	IT Services	21,450
4	Software Insite	Training Services: Office 365 Tools and Functions	IT Services	16,350

The implementation services provided under Blanket Order #1 include defining the enhancements to the current IT environment needed to support the migration from GroupWise to Office 365. The consultant will develop project plans, project communications plans, training plans, e-mail design, recommendations for mail and calendaring process transitions, and preliminary training materials.

Under Blanket Order #2, the consultant will review security requirements for Office 365, transfer that knowledge to HFC IT staff, and then deploy the necessary security measures to meet those requirements. In addition, the consultant will also determine if additional security assessments may be required beyond e-mail/productivity systems. Project plans, project communications plans and training plans will be developed relative to the determined security requirements.

Training services provided under Blanket Order #3 focus on identifying ways for the College to more fully utilize the features included in Office 365, beyond email and calendars. The consultant will help identify business processes that can be enhanced by using various Office 365 tools. Training includes hands on exposure for participants with a focus on growing their understanding of Office 365. The consultant will help identify key business processes for improvement and design potential solutions that will enable expanded use of Office 365.

Services provided under Blanket Order #4 include providing multiple types of e-mail and calendar training, communications, and supporting the migration and cutover process, providing immediate post-cutover support to users as they begin to learn and leverage the Office 365 package, and coordinating post-support issue resolution.

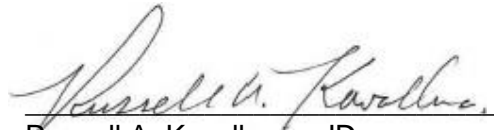
The recommended consultants, Insite Business Solutions, Inc. and Software Insite Inc., are related firms located in Michigan. They are Microsoft Certified Partners and Microsoft Authorized Education Partners. The firms received strong recommendations from other IT consultants used by the College and from an internal vetting process conducted by IT Services. The firms' principal

consultants and CEOs will perform the tasks and deliverables on the College's project, along with a project manager and software engineers. The College requests a sole source award.

**RECOMMENDATION:**

The College administration recommends the approval of two blanket purchase orders to Insite Business Solutions and two blanket purchase orders to Software Insite Inc. for consulting services to implement Microsoft 365 software.

  
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John S. Satkowski, JD  
Vice President of Financial Services

  
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Russell A. Kavalhuna, JD  
President

## **STAFF RECOMMENDATIONS**

Recommended action: Move to approve the following staff recommendations at HFC:

### **Resignation (A-1)**

Kathleen Fox, appointed 7/1/00, Manager, Workforce and Professional Development, submitted 7/31/18, effective 8/17/18.

Tamiko Ogburn, appointed 10/30/17, Training and Development Manager, Office of Human Resources, submitted 6/25/18, effective 7/13/18.

Morgan Peterson, appointed 1/3/18, Lab Associate II (Part-Time), Student Outreach and Success, submitted 8/6/18, effective 8/9/18.

Julie Powell, appointed 1/6/16, Nursing Instructor, School of Health and Human Services, submitted 6/17/18, effective 7/31/18.

Tessa Raymond, appointed 9/5/17, International Admissions III, Admissions and Recruiting, submitted 6/13/18, effective 8/2/18.

Rebecca Vincent, appointed 10/30/17, Cashier, Skylight Café, submitted 7/10/18, effective 7/10/18.

### **Retirement (B-1)**

Janette Artushin, Workforce and Professional Development, Project Manager, 21 years of service, effective 9/30/18.

Zanib Hazamy, Enrollment Services, Enrollment Associate III, 22.5 years of service, effective 7/16/18.

Harold Kelley, Facility Services, Leave of Absence, 32 years of service, effective 6/30/18.

Annette Klauke, Campus Safety, Department Secretary, 30 years of service, effective 7/31/18.

Kim Schopmeyer, School of Liberal Arts, Sociology Instructor, 33 years of service, effective 7/30/18.

### **Appointment (C-1)**

Wafaa Aburahma, International Admissions Associate III, Admissions and Recruiting, \$19.54 per hour, Step 4, effective 8/14/18, 12 Months; replaces Jessica Dubey who is on a Child Care Leave of Absence.

Denise Allen, Radiography Instructor, School of Health and Human Services, \$73,849, MA, Step 7, 10 Months, effective 8/21/18; BA degree from Ferris State University with a major in allied health education, MA degree from University of Phoenix with a major in business administration; replaces Sharon Wu who retired.

### Appointment (C-1) (continued)

Hanan Fadallah, ELI Instructor, School of Liberal Arts, \$72,333 (prorated), PhD, Step 5, 10 Months; BA degree from Lebanese University with a major in English Language and Literature; MA degree from Wayne State University with a major in education; PhD from Wayne State University with a major in curriculum and instruction. This is a temporary, full-time assignment for the Fall 2018 semester.

Sara Gonzalez-Herrera, Instructional Admissions Associate III, Admissions and Recruiting, \$19.54 per hour, Step 4, effective 8/14/18, 12 Months; replaces Tessa Raymond who resigned.

Steven Schaar, Lab Associate III – Biology, School of Science, Technology, Engineering and Mathematics, \$19.54 per hour, Step 4, effective 8/14/18, 12 Months; replaces Christy Ward who resigned.

Lauren Wallace, Culinary Arts Instructor, School of Business, Entrepreneurship, and Workforce Development, \$73,849, MA, Step 7, effective 8/21/18 10 Months; BA degree from Baker College with a major in business administration; MS degree from American InterContinental University with a major in business administration. Ms. Wallace was temporary, full-time during the Winter 2018 semester.

### Reappointment to Professional Staff (D-1)

James Anderson, School of Business Entrepreneurship and Workforce Development, Trades Instructor, effective 8/21/18; REASON: Reappointment to temporary, full-time faculty for the Fall 2018 semester.

Christine Johnson, School of Health and Human Services, Physical Therapy Instructor, effective 8/21/18; REASON: Reappointment to temporary, full-time faculty for the 2018-2019 Academic Year.

Glenn Wisniewski, School of Business Entrepreneurship and Workforce Development, Trades Instructor, effective 8/21/18; REASON: Reappointment to temporary, full-time faculty for the Fall 2018 semester.

### Salary Schedule Change of Status (E-1)

Pamela Stewart, English Instructor, School of Liberal Arts from Level MA, Step 2 Schedule HFCC Federation of Teachers, to Level MA30, Schedule HFCC Federation of Teachers; REASON: Completed requirements for a MA degree in TESOL, effective 8/21/18.