

**HENRY FORD COLLEGE  
OFFICE OF THE PRESIDENT**

**BID AWARD**

**SUBJECT:** Lenovo IdeaPad Laptops  
Sealed Bid #20319

The faculty of the Workforce and Professional department request a contract for the purchase of (36) Lenovo 15.6" IdeaPad L340-15IWL Laptop Computers, (36) Microsoft Basic Optical Mice, and (36) Case Logic Laptop Cases. The department will provide these notebook bundles to students enrolled in the Michigan Advanced Technician Training (MAT2) program. Students will receive and use instructional materials on the notebooks and they will keep the notebooks for use at work and home after they complete their training.


The College invited bid submissions under Sealed Bid #20319. The bid responses appear below.

SDF Professional Computers	\$24,489.00
B & H Photo Video	25,757.64
Staples Business Advantage	26,287.56
Office Depot	26,637.48
Marco Technologies	28,164.61
Canton Computer	28,203.68
Howard Technology	28,944.00
Zones	29,146.32
CDW-G	32,436.00
Access Interactive, CDI Technologies, Clary Business Machines, Connection, Deltek, FireFly Computers, PCMG, Y&S Technologies	No Reply

**RECOMMENDATION:**

The College administration recommends a contract award to SDF Professional Computers for \$24,489.00 for the purchase of thirty-six (36) Lenovo 15.6" IdeaPad L340-15IWL Laptop Computers and accessories requested by the Automotive Technology department in accordance with the specifications of Sealed Bid #20319.

  
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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:** Siemens Industrial Automation Simulator Systems

The faculty of the School of Business, Entrepreneurship, and Professional Development requests a contract for the purchase of twelve (12) Siemens S7-1200 Simulator Systems and two (2) Siemens Software Trainer Packages for student use in the Electrical Technology department. The simulator is a complete training rig identical to the units used for Siemens factory training courses and is designed for automation training, engineering and testing. The unit provides students with a realistic industrial environment by bringing together the key components of most programmable logic controllers (PLC) and drive applications including the sensors, I/O, communications, motor with brake, and the system operator panel. A PLC is a digital computer used for automation of electromechanical processes, such as control of machinery on factory assembly lines. Unlike general-purpose computers, the PLC is designed for multiple inputs and output arrangements, extended temperature ranges, immunity to electrical noise, and resistance to vibration and impact. To run the simulators and training programs, this purchase also includes Siemens Simatic Step 7 Professional software licenses for the simulator systems and an instructor.

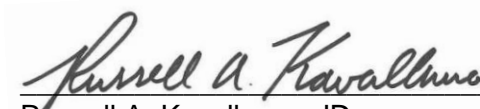
Siemens offers these systems through a designated training and education partner at discounts of 20% to 90%, available only to qualified schools. Electro-Matic Products, Inc. is the sole partner with Siemens in the state of Michigan. The College requests a sole source award.

The discounted, educational cost of the simulators, software and training programs totals \$111,330.00. The Technology Investment Fund provides 100% of the funding for this purchase.

**RECOMMENDATION:**

The College administration recommends a contract award totaling \$111,330.00 to Electro-Matic Products, Inc. for twelve (12) Siemens S7-1200 Simulator Systems and two (2) Siemens Software Trainer Packages requested by the Electrical Technology department, in accordance with Quotation #1677567 dated March 26, 2019.

  
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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:** Load-Trainer II Transformer Simulators

The faculty of the School of Business, Entrepreneurship, and Professional Development requests a contract for the purchase of eleven (11) Load-Trainer II Transformer Simulators for student use in the Electrical Technology, Trade Electrical and Michigan Advanced Technician Training (MAT2) programs. Most houses receive electricity from a single transformer; however, larger facilities use three-phase power which requires banking multiple transformers. Lineworkers must have specialized training to build and maintain transformer banks on the power grid. These simulators combine a physical wiring environment with computer simulation to help electrical utility workers learn and build skills in transformer banking. DTE Energy, one of the College's partners in the Power and Trades Pathways program, uses the Load-Trainer II Transformer Simulator in its in-house training courses.


Utility Solutions, Inc. is the designer and manufacturer of the Load-Trainer II Transformer Simulator. The College requests a sole source award.

The discounted cost for eleven Load Trainer II Simulators with hardcase totals \$58,773.00. The Technology Investment Fund provides 100% of the funding for this purchase.

**RECOMMENDATION:**

The College administration recommends a contract award totaling \$58,773.00 to Utility Solutions, Inc. for eleven (11) Load Trainer II Simulators with hardcase requested by the Electrical Technology department, in accordance with Quotation #113002 dated March 25, 2019.

  
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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 17, 2019, the Board approved a list of blanket purchase orders for the 2020 fiscal year. Any additions to that list with dollar amounts exceeding \$13,968 require Board approval, in accordance with Board Policy #2450 and Administrative Guideline #6320A. The College administration requests Board approval for the additional and revised blanket orders described below.

Vendor Name	Description	Department	Amount
Michigan Interpreting Services	Professional Services	Assisted Learning Services	\$60,000
Sentinel Technologies	Computer Network Support	IT System/Infrastructure	\$48,372


The Associate Dean of Counseling requests a Blanket Purchase Order with Michigan Interpreting Services to provide professional interpreting services to students. Assisted Learning Services (ALS), an office within the Counseling division, provides deaf or hard of hearing students with qualified and certified American Sign Language interpreters for the classroom, as part of its mission to provide accessible education to students with disabilities. ALS has used Michigan Interpreting Services since September 2011 and has been pleased with the services and personnel they provide. ALS currently authorizes payments to Michigan Interpreting Services using the College's check request process – a manually prepared 3-part form with attachments requiring signatures from the requestor, an associate dean/director, and two vice presidents. In fiscal year 2019, ALS processed 80 separate payments totaling \$55,092. The College administration recommends replacing the check requests with a blanket purchase order for these services to reduce the amount of paperwork, improve efficiency, lower administrative costs, and better track costs.

The Director of Network and IT Infrastructure requests a change to a Blanket Purchase Order that the Board approved on May 15, 2017. At that time, Sentinel Technologies was awarded a contract for a Security as a Service program that greatly expanded network and database security monitoring to cover nearly all College servers, network and endpoint security devices and end-user workstations. As threats to data and network security continue to evolve and standards for safeguarding customer information become more stringent (e.g., complying with provisions of the Gramm-Leach-Bliley Act), the College needs to undergo periodic risk assessments and risk assessment reviews to make sure its vital technology assets remain well protected and security risks are eliminated or mitigated to the greatest possible extent. After each assessment, the College needs to develop associated risk mitigation policies and procedures. As a longtime provider of network technology and services to the College, Sentinel Technologies has acquired in-depth knowledge of our network infrastructure and our network security implementation. The College administration recommends increasing the current blanket purchase order with Sentinel Technologies for the Security as a Service program by \$48,372 to include advisory services for risk assessment and for the development of related risk mitigation policies and procedures.

**RECOMMENDATION:**

The College administration recommends the approval of a new blanket purchase order to Michigan Interpreting Services in the amount of \$60,000 for sign language interpreting services and an increase in blanket purchase order #B0007451 to Sentinel Technologies in the amount of \$48,372 for advisory services that include IT security risk assessment and development of related IT policies.

  
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Vice President of Financial Services

  
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**CONTRACT AWARD**

**SUBJECT:** 2019-2020 Fiscal Year Marketing Media Buys

The Vice President of Student Affairs requests contracts for marketing media buys for the 2019-2020 fiscal year. The Marketing and Communications department designs a variety of media buy efforts to: sustain and expand on the HFC FutureDriven brand; maximize 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 clickthrough rates to the HFC website; assist efforts to increase enrollment; and further increase public awareness of the College.

The College plans to invest \$891,475 in major media buys and contracts that should result in more than 100 million impressions with advertising flights timed for the Fall 2019, Winter 2020, and Spring/Summer 2020 semesters, plus year-round efforts in specific areas. The Office of Marketing and Communications purchases radio, television, digital networks, streaming radio, print ads, direct email marketing efforts, search engine optimization opportunities, B-roll video, banner and digital display ads, outdoor media with geo-fencing 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, as well as those who influence their decision-making. This effort also includes continuation of our agency contract with Interact Communications, which aids 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 prior years.

The College's major media partners for 2019-2020 include:

- Digital First Media/AdTaxi
- Meltwater Media Distribution Service and Tracking
- Interact Communications
- Total Traffic Sponsored Weather Report on Radio
- Pandora Radio
- Arab American News
- Yemeni American News
- Bewick Publications (Times-Herald)
- Entercom radio and digital
- Comcast TV and digital
- Outfront Media (billboards and digital)
- Beasley Media Group (WRIF Radio)
- iHeart Radio

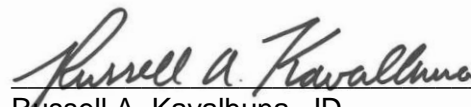
The following table lists the 2019-2020 Marketing Media Buy Recommendations for Henry Ford College for fall, winter and spring/summer that exceed the threshold for Board approval.

Marketing Media Vendor	Description of Media Buys	Amount
Digital First Media / AdTaxi	Banner display ads, video, 3 email blasts for enrollment periods, search engine marketing, contact list of those who clicked for retargeting efforts	\$51,650
Meltwater Media Distribution service, tracking, impact reporting	Media distribution, tracking, and reporting service across Michigan and the nation for all earned media mentions and exposure relating to HFC	\$9,500
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 and digital	Mobile audio spots with digital banners; mobile display ads with banners; video everywhere; three-week flights, ages 18-35.	\$143,750
Entercom Radio and digital	Digital; mobile; on-air spots on WWJ-AM950, WXYT-FM97.1, WZLH-FM98.7, WYCD-FM99.5; b-roll video; website takeover days; social media marketing; social conquest	\$216,550
Comcast TV	TV spots, banner ads, CSV +, Uverse, ATT, WOW, Comcast Zones	\$150,000
Outfront Outdoor Media and digital	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).	\$136,275
Beasley Media Group Radio and digital	Mobile app take over days, video banner, streaming sponsor, electronic newsletter sponsor on WRIF-FM101.1	\$48,750
iHeart Radio and digital	Radio, digital, mobile ads	\$60,000
	Total	\$891,475

**RECOMMENDATION:**

The College administration recommends contract awards to: Digital First Media/AdTaxi in the amount of \$51,650; Meltwater Media in the amount of \$9,500; Interact Communications in the amount of \$75,000; Pandora Radio in the amount of \$143,750; Entercom in the amount of \$216,550; Comcast in the amount of \$150,000; Outfront Media in the amount of \$136,275; Beasley Media Group in the amount of \$48,750; and iHeart Radio in the amount of \$60,000 for the purchase of marketing media buys in fiscal year 2019-2020. 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

## **STAFF RECOMMENDATIONS**

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

### Resignation (A-1)

Mietta Colson, appointed 7/18/17, Academic Advising, Student Success Coach, submitted 6/14/19, effective 6/28/19.

Mehdi Hadwan, appointed 4/16/18, Campus Safety, Campus Safety Associate, submitted 7/3/19, effective 7/27/19.

Andrew Riggio, appointed 8/1/14, Building Operator, Buildings and Ground, submitted 7/31/19, effective 08/13/19.

Tamanika Steward, appointed 8/1/04, English Faculty, School of Liberal Arts, submitted 8/7/19, effective 8/12/19.

Linda Torbet, appointed 3/14/17, Office of Human Resources, Assistant Director – Labor, submitted 7/15/19, effective 8/9/19.

### Leave of Absence (B-1)

Wafiyah Alaji, appointed 2/20/17, Senior Teller, Student Accounts, submitted 6/14/19, effective 7/17/19; REASON: Child Care Leave through 1/30/20.

Lindsey Hansen, appointed 10/26/15, Catalog Manger, Academic Affairs, submitted 5/3/19, effective 8/30/19; REASON: Child Care Leave through 12/31/19.

Valerie Kingins, appointed 12/12/95, Facilities Associate, Facility Services, effective 4/1/19; REASON: Extension of Involuntary Leave of Absence through 9/28/19.

James Knerr, appointed 1/31/11, Computer Systems Associate, Network and Infrastructure, submitted 6/15/19, effective 7/22/19; REASON: Health Care Leave through 10/31/19.

### Appointment (C-1)

James Anderson, Trade and Apprentice Education Instructor, School of Business, Entrepreneurship, and Workforce Development, \$68,845, LMA, Step 8, effective 8/20/19, 10 Months, AS degree from Radio Electronic and Television Schools of America with a major in electronic engineering technology, BS degree from Siena Heights University with a major in electronic engineering technology. Mr. Anderson was temporary, full-time during the 2018-2019 academic year.

Aaron Farabaugh, Enrollment Associate III, Enrollment Services, \$18.86 per hour, Step 3, effective 8/13/19, 12 months; Replaced Jodi Kenney who made a lateral move in the department.

Nicholas Kussy, Electronics Instructor, School of Business, Entrepreneurship, and Workforce Development, \$78,576, MA, Step 8, 10 Months; effective 8/20/19; BS from Eastern Michigan University with a major in mathematics, MS degree from Eastern Michigan University with a major in industrial technology. Mr. Kussy was temporary, full-time during the 2018-2019 academic year.



### Appointment (C-1) continued

Wilbert McAlister, Trades Instructor, School of Business, Entrepreneurship, and Workforce Development, \$60,133, LMA, Step 6, effective 8/20/19, 10 Months; AA degree from Wayne County Community College with a major in business. Mr. McAlister was temporary, full-time during the 2018-2019 academic year.

Hannah Moner, Lab Associate II, Nursing (Part-Time) \$16.23 per hour, Step 2, effective 8/19/19, 10 months.

Charles Wesserling, ELI Instructor, School of Liberal Arts, \$74,220, MA, Step 7, effective 8/20/19, 10 months; BA degree from Wayne State University with a major in psychology, Juris Doctor degree from Wayne State University as well as a certification in TEFL (Teaching English as a Foreign Language). Mr. Wesserling was temporary, full-time during the Winter 2016 semester.

Glenn Wisniewski, Trade and Apprentice Education Instructor, School of Business, Entrepreneurship, and Workforce Development, \$78,576, MA, Step 8, effective 8/21/19, 10 Months; BS from Siena Heights University with a major in electronics, MS from Central Michigan University with a major in administration. Mr. Wisniewski was temporary, full-time during the 2018-2019 academic year.

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

Sarah Castillo, ELI Instructor, School of Liberal Arts, effective 8/20/19; REASON: Reappointment to temporary, full-time faculty for the Fall 2019 semester.

Christine Johnson, Physical Therapy Instructor, School of Health and Human Services, effective 8/20/19; REASON: Reappointment to temporary, full-time faculty during the 2019-2020 academic year.