

**Agendum
Oakland University
Board of Trustees Formal Session
December 4, 2023**

**MEDIA CONSULTING, PLANNING, BUYING AND STEWARDSHIP APPROVAL
FOR TRADITIONAL AND DIGITAL PROJECT
A Recommendation**

- 1. Division and Department:** University Communications and Marketing Department (UCM).
- 2. Introduction:** In order to provide state of the art business media consulting, planning, purchasing and stewardship services for the University, representatives including the Vice President for Communications and Marketing, Director of Enrollment Marketing, Purchasing Director, Admissions Director, Vice President Enrollment Management and Graduate School Dean actively sought bids and considered 13 vendor proposals for this purpose. As a result of the extensive review and interview process, Brogan & Partners Convergence Marketing (Brogan) was the unanimous choice to be the selected agency.

Brogan has been an excellent partner with UCM, undergraduate admissions, graduate admissions as well as placing the buys for major advancement events and academic units over the past five years and the expectation is that this high level of service will continue over the next five-year agreement.

- 3. Previous Board Action:** Contract extension April 12, 2021 (through March 3, 2024).
- 4. Budget Implications:** Annual fees paid directly to Brogan are a retainer and creative fee of \$129,000, plus an agency fee ranging 6.5 to 8.5 percent of advertising spend. The retainer and creative fee will remain constant for all five years of the agreement. The agency fee range will remain constant but total expenditure will be based on the media purchased by Oakland University each year. The estimated agency fee for the remainder of FY23 is \$81,000. Estimated agency fees for the remaining fiscal year (FY) periods: FY25 \$288,000; FY26 \$291,000; FY27 \$294,000; FY28 \$300,000; FY29 \$306,000. Brogan pays all media vendor invoices directly to contracted vendors and invoices us. These are strictly pass-thru charges based upon approved marketing and advertising budgets which average \$3-4 million per year.
- 5. Educational Implications:** The work has been and will continue to be critical to the recruitment of graduate and undergraduate students as well as advertising major advancement events.
- 6. Personnel Implications:** None.
- 7. University Reviews/Approvals:** This recommendation was formulated by the Vice President for Communications and Marketing and reviewed by the Purchasing Department, Office of Legal Affairs, Vice President for Finance and Administration, and President.

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for Traditional and Digital Project
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8. Recommendation:

RESOLVED, that the Board of Trustees approves the five-year agreement with Brogan & Partners Convergence Marketing as the media consulting, planning, buying and stewardship vendor; and, be it further

RESOLVED, that the Board of Trustees authorizes the President, the Vice President for Finance and Administration, and their respective designees, to perform all acts and deeds and to execute and deliver all contracts, instruments and documents required by this resolution that are necessary, expedient and proper in connection with the work; and, be it further


RESOLVED, that said contracts, instruments and documents shall be reviewed by and be in a form acceptable to the Vice President for Legal Affairs and General Counsel prior to execution, and be in compliance with the law and with University policies and regulations and conform to the legal standards of the Vice President for Legal Affairs and General Counsel.

9. Attachment: None.

Submitted to the President
on 11/16/23, 2023 by

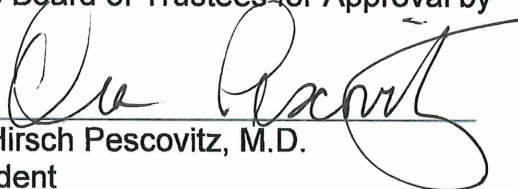


John O. Young
Vice President for Communications & Marketing



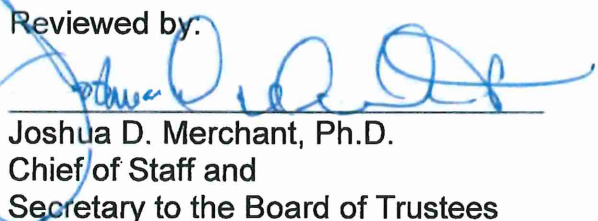
Stephen W. Mackey
Vice President for Finance and Administration
and Treasurer to the Board of Trustees

Recommended on 11/17, 2023
to the Board of Trustees for Approval by



Ora Hirsch Pescovitz, M.D.
President

Reviewed by:



Joshua D. Merchant, Ph.D.
Chief of Staff and
Secretary to the Board of Trustees