



College Station Independent School District

Success...each life...each day...each hour

MEMORANDUM

To: Dr. Eddie Coulson, Superintendent

From: Glynn Walker, Deputy Superintendent

Date: March 22, 2011

Subject: Consider approval of RFP for advertising and placement

Agenda Item: J-2

Board Priority/
District Goal: Priority 3, Goal 4

Background

Request for Competitive Sealed Proposals (RFP #11-006) for "Advertising Management and Placement" was advertised and posted according to the state law and local policy. Only two companies responded with proposals regarding projected revenues for business advertising on the district's bus fleet, website and athletic facilities. There were no local businesses that responded to the RFP. References for each business were called to determine such items as quality of service, length of service, revenues earned and annual renewals.

Recommendation

It is recommended that the school board award this Request for Competitive Sealed Proposals to Steep Creek Media for advertising management and placement. This proposal involves a one year agreement with four additional one-year renewal options.

Handwritten signature of Glynn Walker in black ink.

GLYNN WALKER
Deputy Superintendent for
Human Resources and Business

1812 Welsh Avenue
College Station, TX 77840
979-764-5411 FAX 979-764-5472

Handwritten signature of Eddie Coulson in black ink, dated 3-11-2011.

EDDIE COULSON, Ed.D.
Superintendent of Schools