

Sole Source Purchase  
Campus Awareness Marketing Campaign Services  
UMKC

In accordance with the Collected Rules and Regulations 80.010, University of Missouri-Kansas City (UMKC) requests approval for the sole source purchase of Campus Awareness Marketing Campaign Services, with Bernstein-Rein, Kansas City, Missouri, for a total of \$650,000 for a six-month period from February through June 2019.

This campaign initiative comes at the request of the Chancellor in an effort to dramatically raise awareness of UMKC and its outstanding offerings to the greater Kansas City market in a rapid and unmistakable fashion. Through the Chancellor's engagement with the community over the past six months, it has been realized UMKC is not top of mind for many Kansas City residents and students. Over 30 universities and colleges regularly advertise in the Kansas City market, making it more difficult to break through with our message. It is through this initiative, UMKC will be able to reposition itself with the Kansas City market, dramatically increasing awareness of UMKC's areas of excellence. Most importantly, it will have a direct impact on UMKC's recruitment efforts this spring and going into fall 2019.

The campaign will occur in two phases with phase one focusing on increasing awareness and phase two focusing on recruitment. Phase one will target audiences in the community at large, as well as influencers in the community, parents and students. Phase two will target prospective students in the Kansas City metro area. Media will include out-of-home (billboards, digital display ads, streetcar shelters, etc.), digital video and display banners, paid and organic social, guerilla marketing tactics and activation.

UMKC has a unique and long standing relationship between Bernstein-Rein, which will allow the campaign to be jumpstarted due to their knowledge and work history with UMKC. Bernstein-Rein is a full service advertising agency that has extensive knowledge of higher education and UMKC specifically, as well as the Kansas City market. As a full service agency, Bernstein-Rein provides services related to strategy, creative services, professional services, marketing and media buys. Their media recommendations recognize and leverage some of the unique channels Kansas City has to offer, providing UMKC with an opportunity to stand out among other universities' advertising in Kansas City. Most importantly, Bernstein-Rein is producing and buying the media at cost, with no mark-up, on behalf of UMKC, as well as managing the campaign at no cost to UMKC. Media buying and production, as well as ongoing media analysis and management, is typically marked up between 15-30%. Additionally, Bernstein-Rein will pass along to UMKC media discounts they receive for media purchased on behalf of UMKC, due to the large scale of media buying they regularly purchase on behalf of their clients. This combination of services is highly unique and rarely offered to clients such as UMKC.

The total \$650,000 expenditure will be paid from UMKC's Strategic Marketing and Communications operating account.

February 7, 2019

No. 10

Recommended Action - Sole Source – Campus Awareness Marketing Campaign Services, UMKC

It was recommended by Chancellor Agrawal, endorsed by President Choi, recommended by the Finance Committee, moved by Curator \_\_\_\_\_ and seconded by Curator \_\_\_\_\_, that the following action be approved:

that the University of Missouri-Kansas City be authorized to purchase Campus Awareness Marketing Campaign Services from Bernstein-Rein, Kansas City, Missouri, at a total cost of \$650,000 for a six-month period.

Funding is as follows:

Strategic Marketing and Communications Operating Fund                      KFJ96 725000

Roll call vote Finance Committee                      YES                      NO

Curator Brncic  
Curator Chatman  
Curator Layman  
Curator Steelman

The motion \_\_\_\_\_.

Roll call vote Full Board:                      YES                      NO

Curator Brncic  
Curator Chatman  
Curator Farmer  
Curator Graham  
Curator Layman  
Curator Phillips  
Curator Snowden  
Curator Steelman  
Curator Sundvold

The motion \_\_\_\_\_.

February 7, 2019