

**COMBINED MEETING OF THE BUSINESS AFFAIRS AND
EXECUTIVE COMMITTEES OF THE BOARD OF TRUSTEES**

**Community College of Philadelphia
Tuesday, October 16, 2018 - 2:00 P.M.
Teleconference**

DIAL-IN NUMBER: 1-888-675-6779; PARTICIPANT PASSCODE: 2050590#

AGENDA - PUBLIC SESSION

Teleconference

Trustees: Ms. Suzanne Biemiller, Mr. Harold Epps, Ms. Chekemma Fulmore-Townsend, Mr. Steve Herzog, Honorable James Roebuck, Mr. Michael Soileau and Mr. Jeremiah J. White, Jr.

Administrative

Staff: Donald Generals, Ed.D., Mr. Jacob Eapen, Judith Gay, Ph.D., Mr. James P. Spiewak and Victoria Zellers, Esq.

AGENDA – PUBLIC SESSION

Tierney Proposal – Marketing and Communications Consulting Services (Action Item):

Discussion: Dr. Generals stated that with the existing vacancy of the VP of Marketing & Communications over the past several months, and the likelihood that the position will not be filled until a new search is conducted, there is a need to have a strategic review, recommendations, and ongoing support in the Marketing and Communications department. Mr. Eapen noted that in late September 2018, the College issued an RFP for marketing and communications consulting services to help the College maximize its strategic initiatives, marketing and communications efforts, public relations, and to increase enrollment and revenues. Thirteen firms were invited to participate in the RFP, four firms indicated an intent to bid and submitted questions, but the only response was received by Tierney & Partners, Inc. (dba Tierney Communications) hereinafter ("Tierney"). Tierney submitted a proposal that meets the needs of the College at a not to exceed cost of \$176,000. Dr. Generals explained that it is important to move forward with these efforts to positively affect Spring 2019 enrollments.

Dr. Generals explained that Mr. Timothy Spreitzer, Executive Vice President, of Tierney will be involved in supporting the efforts of the Tierney team. Dr. Generals further disclosed that although Mr. Spreitzer is a member of the Community College of Philadelphia Foundation Board, he is not a member of the College's Board of Trustees and that he did not have and will not have any involvement in the decision-making regarding the award of this contract.

Mr. Soileau and Ms. Fulmore-Townsend expressed their opinions that Mr. Spreitzer should not be the project lead for the Tierney Team. Ms. Biemiller expressed concern regarding Mr. Spreitzer's involvement in the project, the RFP timeline, and the need for the

Consulting services at this time.

In response to Board members' questions and concerns, Dr. Generals and Dr. Gay stated that the benefits of this engagement include creating a more strategic direction for the department's staff, offering creative initiatives, creating a more comprehensive social media strategy, assisting with efforts to make the College's website more productive, and offering public relations support related to various issues affecting the College. Dr. Generals noted that the Tierney team of four professionals will report to Dr. Gay and himself. The Marketing and Communications staff will continue to report to Dr. Gay and the Tierney team will not be providing direct supervision to staff. Ms. Zellers noted that the College followed the Foundation's conflict of interest policy by issuing a competitive RFP, disclosing Mr. Spreitzer's position on the Foundation Board and position with Tierney, and that Mr. Spreitzer was not and will not be involved in selecting, approving, or voting on the award of the contract. Dr. Generals also noted that, the services being conducted by Tierney are an interim short-term solution and will enable the College to review trends, best practices, opportunities, organizational structure, vendor relationships, and identify and help prioritize actions. Dr. Gay explained the need for high-level marketing expertise and strategic guidance. Mr. Eapen answered questions regarding the RFP process that took place as highlighted above.

To address the concerns raised, the staff recommended that the Business Affairs and Executive Committees of the Board of Trustees award the contract for Marketing and Consulting Services to Tierney & Partners, Inc. for an amount not to exceed \$176,000 and with the day-to-day Project Lead/Manager from Tierney to be a senior staff member from Tierney other than Mr. Spreitzer.

Action: On behalf of the Business Affairs Committee, Mr. Soileau moved and Mr. Epps seconded the motion that the Business Affairs Committee recommend that the award of the Marketing and Communications Consulting Services to Tierney & Partners, Inc. for an amount not to exceed \$176,000 with the qualification that Tierney appoint a senior staff member, other than Mr. Spreitzer, to be the day-to-day Project Lead/Manager for the contract. Mr. Herzog and Mr. White voted in favor of the motion and Ms. Biemiller opposed.

Action: On behalf of the Executive Committee, Jeremiah White moved the recommendation of the Business Affairs Committee and Chekemma Fulmore-Townsend seconded the motion that the Executive Committee of the Board of Trustees approve the awarding of the Marketing and Communications Consulting Services contract to Tierney & Partners, Inc. for an amount not to exceed \$176,000 with the qualification that Tierney appoint a senior staff member, other than Mr. Spreitzer, to be the day-to-day Project Lead/Manager for the Contract. The Honorable Mr. Roebuck voted in favor of the motion and Ms. Biemiller opposed.