



**BOARD OF TRUSTEES
Business/Finance Committee Agenda Items**

ADDENDUM TO AGENDA

To: Board of Trustees
From: Office of the President
Date: April 21, 2011

The following additional Finance Committee item is recommended to the Ocean County College Board of Trustees for approval at its meeting on **April 25, 2011**:

1. Recommend approval of a contract award for marketing services to generate and manage new leads for online students at Ocean County College (**Exhibit A-20**)

EXHIBIT A-20

OCEAN COUNTY COLLEGE

RECOMMENDATION: Recommend that a contract be awarded to EDUCATION DYNAMICS, 5 Marine View Plaza, Hoboken, N.J. 07030 in the amount not to exceed: \$100,000.00 for "Marketing Agency to Generate and Manage New Leads for Online Students" at Ocean County College

Said contract to be in accordance with proposal specifications and requirements and the proposal of the recommended vendor received on April 21, 2011

NATURE OF PROPOSAL:

Marketing Agency to Generate and Manage New Leads for Online Students

ITEM # 1 All Inclusive Hourly Rate

SOURCE OF FUNDS:

DISTANCE LEARNING/FEES CONSULTANTS
F/Y 2011/2012

PROPOSAL SUMMARY

	Education Dynamics* 5 Marine View Plaza Hoboken, N.J. 07030
ITEM #1	\$100.00

*Recommended Vendor

The below vendors were also invited to submit a proposal:

QuinnStreet Corporate Headquarters
950 Tower Lane
6th Floor
Foster City, CA 94404

Datamark
2305 Presidents Drive
Salt Lake City, UT 84120

Becker Media
2633 Telegraph Avenue
Oakland, CA 94612

Platform
109 Anderson Street
Marietta, GA 30060

BOARD MEETING: April 25, 2011
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