

BOARD OF TRUSTEES OF THE NEBRASKA STATE COLLEGES
ITEMS FOR DISCUSSION AND ACTION\STUDENT AFFAIRS, MARKETING, AND
ENROLLMENT

ACTION: **Approve Clark Creative Group Contract for Wayne State College**

Board Policy 6401 requires that all contracts for services in an amount of \$300,000 and above be approved by the Board. In accordance with this policy, Wayne State is requesting approval to enter into a Contract for Services with Clark Creative Group for radio, television, and digital advertising placement and monitoring services in the amount of \$355,000.

This advertising will run from August 30, 2023 through December 17, 2023 and January 17, 2024 through May 13, 2024. Previously Clark Creative Group provided creative services and advertising placement for the Nebraska State Colleges in 2016-2017 and 2021-2022, and provided Wayne State with advertising placement and monitoring services from 2017-2018 through 2022-2023.

The System Office and Wayne State College recommend approval of the Clark Creative Group Contract for Wayne State College.

ATTACHMENTS:

- WSC_Clark_Creative_Contract 2023-24 (PDF)

Note: Contracts for Services are public records which are generally subject to statutory public disclosure and public website posting requirements.

CONTRACT FOR SERVICES

(Short Form)

Board of Trustees of the Nebraska State Colleges
Chadron State, Peru State, and Wayne State Colleges

This Contract is made by and between the Board of Trustees of the Nebraska State Colleges doing business as Wayne State College (the "College"), and Clark Creative Group, a marketing firm (the "Contractor").

The parties agree that the Contractor will perform the following work for the College as described herein in exchange for the financial consideration set forth below.

Note: The Contractor shall be an independent contractor and not a College employee for all purposes, including, but not limited to, the application of the Fair Labor Standards Act, minimum wage and overtime payments, the Federal Insurance Contribution Act, the Social Security Act, the Federal Unemployment Tax Act, the provisions of the Internal Revenue Code, any Nebraska revenue and taxation law, Nebraska workers' compensation law and Nebraska unemployment insurance law.

Contract Terms.

Description of Services

Contractor shall provide advertising placement and monitoring services for radio, television, and digital platforms. Advertising services are detailed in Exhibit A (attached to and made a part of this Contract). Exhibit A shows total advertising services planned for undergraduate and graduate program marketing on radio, television, and digital platforms for 2023-24.

Payment Amount

Total compensation not to exceed \$355,000.00 to be paid as detailed in the Payment Terms section.

Payment Terms

College will make monthly payments upon receipt of invoices based on actual advertisements placed. Along with each invoice, Contractor shall provide flight details for completed television and radio advertising, which includes but is not limited to station, date, time, duration, and total cost of ads aired during that invoice period; and Contractor shall provide number of impressions delivered during the designated invoice period across each digital platform.

Dates for Service Commencement and Completion

August 30, 2023 through May 13, 2024. During this contract duration there will be two flights: August 30 through December 17, 2023, and January 17 through May 13, 2024.

New Employee Work Eligibility Status. One box below must be selected and marked.

- ✓ Employee Work Eligibility Status. The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

- ☐ The Contractor is an individual, LLC or sole proprietorship. The Contractor must complete the "United States Citizenship Attestation Form," available on the Department of Administrative Services website at <https://das.nebraska.gov/materiel/docs/pdf/Individual%20or%20Sole%20Proprietor%20United%20State%20Attestation%20Form%20English%20and%20Spanish.pdf>. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide US Citizenship and Immigration Services (USCIS) documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program. *The attestation form and USCIS documents (if applicable) must be attached to the Contract.*

The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the Contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108.

Prompt Payment Act. In the event any amount due under this Contract remains unpaid for forty-five (45) days after the due date, the unpaid amount shall bear interest from the 31st day after the due date at the rate specified in the Prompt Payment Act, Neb. Rev. Stat. §§81-2401 to 81-2408.

Non-Discrimination. The Contractor agrees to comply fully with Title VI of the Civil Rights Act of 1964, as amended, the Nebraska Fair Employment Practice Act, Neb. Rev. Stat. §§48-1101 to 48-1125, as amended, and Board Policy 5000 in that there shall be no discrimination against any employee who is employed in the performance of this Contract, or against any applicant for such employment, because of age, color, national origin, race, religion, disability, sex, sexual orientation, or gender identity. This provision shall include, but not be limited to employment, promotion, demotion, transfer, recruitment, layoff, termination, rates of pay or other forms of compensation, and selection for training including apprenticeship. The Contractor further agrees to insert a similar provision in all subcontracts for services allowed under this Contract.

ADA & Drug-Free Workplace Requirements. All provisions of this Contract are subject to the Americans with Disabilities Act (ADA). Further, the Contractor certifies that the Contractor operates a drug-free workplace and, during the term of this Contract, will be in compliance with the provisions of the Drug-Free Workplace Act of 1988.

Technology Access. All contracts, that include provisions of technology products, systems, and services, including data, voice, and video technologies, as well as information dissemination methods, shall comply with the Nebraska Technology Access Standards adopted pursuant to Neb. Rev. Stat. §73-205. These Standards are available for viewing on the Web at <https://nitc.nebraska.gov/standards/index.html>, and are incorporated into this Contract as if fully set forth herein.

Confidentiality. Contractor acknowledges that performance under the terms of this Contract may involve receipt of user data from the College. Contractor will utilize user data from the College only in the furtherance of this Contract. Contractor will notify College within twenty-four (24) hours of becoming aware of any data breach of its systems which expose confidential College user data. Contractor will reimburse the College for any and all expenses incurred by the College as a result of a data breach of Contractor's systems.

If the user data consists of confidential student information protected by The Family Educational Rights and Privacy Act (FERPA) the Contractor agrees and acknowledges that Contractor is acting as an officer of the College for the purposes of this Contract as defined by Nebraska State College Board Policy 3650 (at the time of this writing available at: <https://www.nscs.edu/policy-manual/detail/39-3650-student%20records>) and will take necessary steps to safeguard the confidential student information.

The Contractor further acknowledges the obligation and agrees to comply with the General Data Protection Regulation (GDPR) privacy laws in regard to the collection, processing, storage, security, management, transfer and erasure of user data.

Designated College Representative. The designated College representative for purposes of monitoring and oversight of this Contract is:

<u>Jay Collier</u>	<u>402-375-7325</u>	<u>Jacolli1@wsc.edu</u>
Typed or Printed Name	Telephone	Email Address

Signatures:

CONTRACTOR	COLLEGE	SYSTEM OFFICE
<u>Signature</u>	<u>Signature</u>	<u>Signature</u>
<u>Melanie Clark</u>	<u>Marysz Rames</u>	<u>Paul Turman</u>
<u>Printed Name</u>	<u>Printed Name</u>	<u>Printed Name</u>
<u>President</u>	<u>President</u>	<u>Chancellor</u>
<u>Title</u>	<u>Title</u>	<u>Title</u>
<u>Date</u>	<u>Date</u>	<u>Date</u>

Exhibit A

Recruitment Flight Dates: 8/30/23-12/17/23; 1/17/24-5/13/24
*Placement may be flighted within overall flight dates

Demographics Parents/Community (general undergrad recruitment) Age 35-64
Teens/Traditional (general undergrad recruitment) Age 16-19
Transfer student recruitment Age 18-34
Graduate Program recruitment Age 25-34

Television Budget: \$120,000
Radio Budget: \$63,000
Digital Budget: \$135,000
Transfer Message Budget: \$15,000
Graduate Program Budget: \$22,000
Total Campaign Budget: \$355,000

College reserves the right to reallocate services between individual budgets within the total budgeted amount to adjust to the marketplace as needed by way of written notice to Contractor.

Television-general undergraduate recruitment

- Markets: Omaha-Council Bluffs, Lincoln-Hastings-Kearney, Sioux City, Sioux Falls DMA Markets
 - :30 or :15 Commercial
 - Target Age 35-64; Teens 16-19

TOTAL TELEVISION: \$120,000

Radio-general undergraduate recruitment

- Markets: Omaha-Council Bluffs, Lincoln-Hastings-Kearney, Sioux City, Sioux Falls
 - :30 Commercial
 - Target Age 35-64; Teens 16-19

TOTAL RADIO: \$63,000

Digital-general undergraduate recruitment

Digital Ads to Reach Prospective Students:

Demo Target: Age 16-19

Geography: Omaha, Sioux City, Sioux Falls, Lincoln, Des Moines DMA

- Programmatic Audio streaming services
- Hulu
- OTT/Streaming Amazon OTT
- Programmatic Display/Video

- Social Media: Facebook/Instagram

Digital Ads to Reach Parents/Influencers:

Demo Target: Age 35-54

Geography: Omaha, Sioux City, Sioux Falls, Lincoln, Des Moines DMA

- Programmatic Audio streaming services
- Hulu
- OTT/Streaming Amazon OTT
- Programmatic Display/Video
- Social Media: Facebook/Instagram

TOTAL DIGITAL: \$135,000

Transfer Recruitment

- Markets: Omaha, Sioux City (Includes Norfolk, Columbus, West Point, Grand Island)
 - Digital Display (Search Retargeting and Geofencing Tactics)
 - Target Age 18-34
- Programmatic display targeting potential transfer students utilizing geofencing and search retargeting to target users who have searched a particular set of keywords related to transferring and undergraduate degree programs.

TOTAL TRANSFER PROGRAM: \$15,000

Graduate Program Recruitment

- Markets: Omaha, Lincoln, Sioux City (Includes Norfolk, Columbus, West Point, Grand Island)
 - Digital Display (Search Retargeting Tactic)
 - Target Age 25-34
- Programmatic display targeting potential graduate program students utilizing search retargeting to target users who have searched a particular set of keywords related to graduate studies.
- Social Media: Facebook/Instagram

TOTAL GRADUATE PROGRAM: \$22,000