

EXECUTIVE SUMMARY

RFP Renewal and Additional Spending Authority RFP 14-036N – Adult Workforce Education Advertising Agency Services

This RFP provides comprehensive marketing services (creative development, media buys across multiple platforms, social media and search engine marketing and optimization, and data tracking) for Broward's Workforce Education schools –three (3) Broward technical colleges, two community schools, and three adult centers. The services are vital to allow Broward's Workforce Education (WFE) programs to increase public awareness in a market filled with many competing, often for-profit, adult and career education providers. Each year of this contract, the Workforce Education Marketing Committee establishes a budget for the year, reviews the expenditures on a monthly basis, and approves all expenses for WKE marketing efforts purchased under this RFP. The Committee also receives monthly reports tracking Return On Investment (ROI), and adjusts planned expenses or media buys for the next month, based on that data.

On August 6, 2013, The School Board approved the award of RFP 14-036N – Adult Workforce Education Advertising Agency Services, to Omni Advertising, Inc. The original contract was set at a maximum value of \$4,200,000 over three years, with a projected maximum expense of \$1,400,000 each year, with an option to extend for two additional one-year periods. On January 20, 2016, we increased the contract value to \$4,284,301 due to additional spending on the contract. The entire amount of the contract is funded via Workforce Education, in compliance with statutory obligation to use such funding for support of WKE programs, with no grant or K-12 dollars used to support these efforts.

In March 2016, the Workforce Education Marketing Committee voted unanimously to recommend a one-year extension of this award, citing the following reasons: quality creative product; comprehensive services and expertise; vendor accessibility, communication, and responsiveness; comprehensive ROI analytics; competitive pricing and industry purchasing power; and familiarity with the unique needs and programs of workforce education.

Although ROI metrics vary monthly, on the whole these metrics have improved over the course of the award period, while total cost has remained consistent (\$1,400,000 annually). Television, radio, billboard, email, mailers, web-based, and social media-based advertising are all purchased, reviewed, and adjusted monthly. During the award period, Omni recommended, and the Workforce Advertising Committee approved, the introduction of innovative streaming radio and more aggressive web-based (search engine marketing) promotion, both of which have generated impressive results. Omni Advertising, Inc., has also provided multiple redesigns of the Technical Colleges' and Community Schools' websites, including recent website launches designed to significantly improve the sites' search engine optimization.