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COUNTY OF ERIE

MARK C. POLONCARZ

COUNTY EXECUTIVE

June 10, 2014

Honorable Members
Erie County Legislature
92 Franklin Street, 4th Floor
Buffalo, New York 14202

**Re: Erie Community College Request to Enter into Contract with STAMATS
Higher Education Marketing
IMMEDIATE CONSIDERATION REQUESTED**

Dear Honorable Members:

Please find attached a memorandum and resolution from Erie Community College seeking your Honorable Body's authorization to enter into a contract with STAMATS Higher Education marketing for the purpose of developing a marketing and branding strategy for Erie Community College.

ECC's desire is to reposition the brand of the institution and to develop a strategic marketing plan. This is in direct response to a continuing decline in enrollment and an extremely competitive marketplace.

If your Honorable Body requires further information or has any questions, please contact Jack Quinn, President of Erie Community College at 851-1200. Thank you in advance for your attention to this matter, as well as your support of Erie Community College.

Sincerely yours,

Mark C. Poloncarz, Esq.
Erie County Executive

MCP/mc
Enclosure

MEMORANDUM

To: Honorable members of the Erie County Legislature
From: Jack Foley, Assistant to the President of Erie Community College
Re: Authorization to hire STAMATS Higher Education Marketing
Date: June 10, 2014

SUMMARY

It is requested that the Erie County Legislature authorize Erie Community College to hire STAMATS Higher Education Marketing for the purpose of developing a marketing and branding strategy to aid the college in its marketing endeavors.

Fiscal Implications

The proposed agreement with STAMATS is for \$110,100. STAMATS Higher Education Marketing will provide consultant services for research, planning and a comprehensive marketing study.

Reasons for Recommendation

STAMATS Higher Education Marketing is one of the top higher education marketing companies in the country. They were chosen by a committee of 8 reviewers made up of Erie Community College employees, a member of the board of trustees and a member of the Foundation Board who is also a professional marketing manager. They were the number one choice of every reviewer out of 7 local and national proposals that were received. They were selected based on their experience in higher education, the quality of work they have performed, their cost structure and outcomes. They were chosen also because higher education is their focus and also because they came highly recommended by all their references.

Background Information

A healthy and prospering community college is a critical component to a healthy and prosperous county. Erie Community College is in a highly competitive market. There are 21 institutions of higher learning in WNY. Every year our high schools are graduating fewer students. Enrollment has been declining the last 3 years at a rate of about 5% annually. Erie Community College has been the "college of choice" for regional high school students. It is critical that ECC remains in this position. The challenge is to attract more students, traditional as well as non-traditional. In order to be competitive, research and branding go hand in hand. STAMATS strength is in both research and marketing and planning. Campaign development will aid ECC to determine the right allocations of budget so key research questions can be answered and marketing initiatives can be pursued.

Consequences of Negative Action

Continued loss of market share and unchecked enrollment decline. Competitive advantages not implemented and realized.

Steps Following Approval

STAMATS will be brought on board and work will commence by the end of June and continue into the Fall semester. Results of their research will be forthcoming and implemented to target incoming students for the Fall semester.

**RESOLUTION SUBMITTED BY:
ERIE COMMUNITY COLLEGE**

Re: Erie Community College Request to
Enter into Contract with STAMATS Higher
Education Marketing

WHEREAS, enrollment at Erie Community College has declined in each of the last 6 semesters; and

WHEREAS, competition among the 21 Western New York institutions of higher learning is more intense than in the past; and

WHEREAS, the number of high school students graduating from local high schools is in decline; and

WHEREAS, data regarding the local marketplace is important in making sound marketing decisions and ECC needs to hire a consultant to conduct the marketing research; and

WHEREAS, this market research will provide the basis for all strategic marketing decisions, as well as assist in the composition of a comprehensive branding strategy; and

WHEREAS, market research, goals and budget considerations should be used to determine the best marketing mix to achieve the best possible results in reaching our identified market segments; and

WHEREAS, the marketing committee posted, locally and nationally, a request for proposals (RFP) and received seven (7) outstanding proposals which resulted in a competitive selection process; and

WHEREAS the hiring of a professional higher education-specific marketing firm is the first step in putting ECC in a better marketing position to help achieve our enrollment goals of not only stopping the decline in enrollment but increasing enrollment in the first full year of a new marketing strategy; and

WHEREAS, the marketing committee has recommended that the Board of Trustees of Erie Community College approve the hiring of STAMATS Higher Education Marketing for the purpose of providing consultant services for research, planning and a comprehensive marketing study to the college.

WHEREAS, the Board of Trustees of Erie Community College has approved the hiring of STAMATS Higher Education Marketing for the purpose of providing consultant services for research, planning and a comprehensive marketing study at a cost to the college not to exceed \$110,100,

NOW THEREFORE, BE IT

RESOLVED, that the Erie County Legislature hereby approves the hiring of STAMATS Higher Education Marketing for the purpose of providing consultant services for research, planning and a comprehensive marketing study for Erie Community College at a cost to the college not to exceed \$100,100 and be it further

RESOLVED, the President is authorized to enter into a contract with STAMATS for the above mentioned services, and be it further

RESOLVED, that a copy of this resolution be forwarded to the Erie County Executive, the President of Erie Community College, and The Chairman of the ECC Board of Trustees.

RESOLUTION

ERIE COMMUNITY COLLEGE BOARD OF TRUSTEES RE: APPROVAL TO CONTRACT WITH MARKETING CONSULTANT

WHEREAS, enrollment at Erie Community College has declined in each of the last 6 semesters; and

WHEREAS, competition among the 21 Western New York institutions of higher learning is more intense than in the past; and

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WHEREAS the hiring of a professional higher education-specific marketing firm is the first step in putting ECC in a better marketing position to help achieve our enrollment goals of not only stopping the decline in enrollment but increasing enrollment in the first full year of a new marketing strategy; and

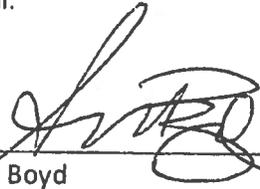
WHEREAS, the marketing committee has recommended that the Board of Trustees of Erie Community College approve the hiring of Stamats Higher Education Marketing for the purpose of providing consultant services for research, planning and a comprehensive marketing study to the college.

NOW THEREFORE, BE IT

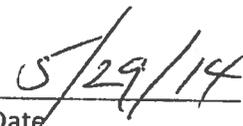
RESOLVED, that the Board of Trustees of Erie Community College hereby approves the hiring of Stamats Higher Education Marketing for the purpose of providing consultant services for research, planning and a comprehensive marketing study at a cost to the college not to exceed \$110,100, and be it further

RESOLVED, the President is authorized to enter into a contract with Stamats for the above mentioned services; and be it further

RESOLVED, this resolution and proposed award shall be sent to the Erie County Legislature for approval.



Stephen Boyd
Chair, ECC Board of Trustees



Date