

**Sauk Valley Community College
July 22, 2024**

Action Item 5.8

Topic: Contract Approval – EffecTV

College Health Metric: Marketing – The College uses multiple contemporary marketing strategies to increase enrollment and retention of students and to promote the SVCC brand.

Presented By: Drs. David Hellmich and Lori Cortez

Presentation:

The Sauk Valley Community College Marketing Department will continue to conduct its yearly targeted digital marketing campaign on television and streaming devices. Through EffecTV, Sauk will amplify its brand within the geographical confines, educational attainment level, and age demographics of the service district. EffecTV is exempt from public bidding or other solicitations under the sole-provider exclusion with the local television market.

Recommendation:

The administration recommends the Board approve the contract with EffecTV for \$32,000.

Sauk Valley Community College		2024					
		JULY	AUG	SEPT	OCT	NOV	DEC
Streaming-Degree, less than High School, High School, some college	Imps.	40,131	40,131		36,842	52,631	52,631
	Dollars	\$1,525	\$1,525		\$1,400	\$2,000	\$2,000
TV Commercials	Imps.	10,865	12,434	12,583	12,474	17,030	17,003
	Dollars	\$1,309	\$1,309	\$1,309	\$1,309	\$1,714	\$1,715
NFL MNF & TNF	Games			3	6	5	8
	Dollars			\$198	\$296	\$280	\$378
NCAA	Spots			5	19	37	20
	Dollars			\$190	\$274	\$766	\$440
Chicago Cubs	Spots	21	23	7			
	Dollars	\$294	\$238	\$98			
NASCAR	Spots	3	4	8			
	Dollars	\$42	\$56	\$112			
March Madness	Spots						
	Dollars						
Networks Mon-Sun 5a-12m	Spots	591	694	587	585	564	622
	Dollars	\$1,309	\$1,309	\$1,309	\$1,309	\$1,714	\$1,714
Total Digital Impressions:		40,131	40,131	12,583	36,842	52,631	52,631
Total Spots/Games:		591	694	587	585	564	622
Total Investment:		\$3,170	\$3,128	\$1,907	\$3,279	\$4,760	\$4,533

2025						TOTAL
JAN	FEB	MAR	APR	MAY	JUNE	
0	0	0	40,131	40,131	41,819	344,447
\$0	\$0	\$0	\$1,525	\$1,525	\$1,589	\$13,089.00
3,500	0	0	9,456	11,924	13,690	120,959
\$500	\$0	\$0	\$1,308	\$1,308	\$1,308	\$13,089.00
3						25
\$198						\$1,350.00
						81
						\$1,670.00
			3	4		51
			\$40	\$50		\$720.00
			5	10	6	36
			\$120	\$240	\$130	\$700.00
		43				43
		\$1,382				\$1,382.00
611	0	0	563	590	643	6,050
\$500	\$0	\$0	\$1,308	\$1,308	\$1,309	\$13,089
0	0	0	40,131	40,131	41,819	344,447
611	0	0	563	590	643	6,050
\$698	\$0	\$1,382	\$2,993	\$3,123	\$3,027	\$32,000