



LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM

**Changing Lives,
Creating Futures**

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TO: Dr. Monty Sullivan
LCTCS President


THROUGH: Joseph F. Marin 
Chief Administration Officer

FROM: Joel Watkins 
Director of Budget and Planning

DATE: October 3, 2022

RE: Consulting Services Contract between South Louisiana Community College and Simpson Scarborough, LLC

APPROVED

 10.12.22
LCTCS BOARD OF SUPERVISORS

FOR BOARD ACTION

Recommendation: Staff recommends that the Board approve a consulting services contract between South Louisiana Community College and Simpson Scarborough, LLC, effective September 1, 2022 through August 31, 2023. This contract was awarded through a Request for Proposal process and is subject to the approval of the Office of State Procurement.

Background: South Louisiana Community College seeks to enter into a consulting services contract with Simpson Scarborough, LLC for brand development services to increase college recognition, improve student and staff recruitment, and maximize fundraising opportunities using research and diagnostics, and a multimedia identity system and marketing strategy that allows for growth and ongoing brand development.

The objectives of the contract include the assessment of current Brand Assets, quantitative and qualitative research including the development, measurement and tracking of key performance indicators, the development of a family of Brand Marks, and the development of Brand Messages and Brand Strategy. The research results and the Brand Assets developed from the project are expected to become part of a Brand Platform which the contractor will analyze and refine.

The contract is for a multistep imitative with three phases. The first two phases are the primary deliverables and total \$338,500. The third phase is optional and must be approved by the college. This optional phase will have an hourly rate that is used only on as needed basis with a clearly laid out plan of action that includes specific time allocations and is only expected to be minimally utilized.

Fiscal Impact: The contract is for a maximum fee of \$673,500.

History of Prior Actions: N/A

Benefits to the System: The contract will provide South Louisiana Community College with vital information to manage its brand and improve student and staff recruitment.



October 12, 2022

Approved for Recommendation to the Board
Dr. Monty Sullivan, President

Date

Signature: 

Email: jwatkins@lctcs.edu

Signature: 
Joseph J. Marin (Oct 4, 2022 15:30 CDT)

Email: jmarin@lctcs.edu











J.7.SLCC Simpson Contract

Final Audit Report

2022-10-04

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"J.7.SLCC Simpson Contract" History

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