

**Sauk Valley Community College  
September 26, 2022**

**Action Item 4.3**

**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:**           **Dr. David Hellmich and Dr. Lori Cortez**

**Presentation:**

The Sauk Valley Community College Marketing department will continue to conduct its yearly targeted digital marketing campaign on TV 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.

**Recommendation:**

The administration recommends the Board approve the contract with EffecTV for \$30,008.

# TARGETED CAMPAIGN RECOMMENDATION

## AUDIENCE TARGET:

Education Level – Less than High School, High School, Some College reaching Traditional & Non-Traditional Students

Sauk Valley Community College	2022						2023						TOTAL
	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	
Targeted OTT, VOD & Digital Video Impressions	32,595	26,095	0	34,833	32,500	32,500	0	0	0	28,905	38,548	38,548	264,524
	\$1,369	\$1,096		\$1,463	\$1,365	\$1,365				\$1,214	\$1,619	\$1,619	\$11,110.00
NFL Package		3	5	11	8	8	5	1					41
		\$170	\$119	\$465	\$232	\$227	\$235	\$25					\$1,473.00
High Value Added Programming													0
													\$0.00
Chicago Cubs	\$13	15	\$15	\$5									48
	\$325	\$405	\$375	\$125									\$1,230.00
Networks Mon-Sun 5a-4pm & 4pm-12m	948	718		758	788	786				942	695	812	6,447
	\$2,342	\$1,873		\$2,013	\$1,887	\$1,889				\$2,369	\$1,902	\$1,920	\$16,195
<b>Total Streaming Commercials:</b>	<b>32,595</b>	<b>26,095</b>	<b>0</b>	<b>34,833</b>	<b>32,500</b>	<b>32,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>28,905</b>	<b>38,548</b>	<b>38,548</b>	<b>264,524</b>
<b>Total Cable Commercials</b>	<b>961</b>	<b>736</b>	<b>20</b>	<b>774</b>	<b>796</b>	<b>794</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>942</b>	<b>695</b>	<b>812</b>	<b>6,536</b>
<b>Total Investment:</b>	<b>\$4,036</b>	<b>\$3,544</b>	<b>\$494</b>	<b>\$4,066</b>	<b>\$3,484</b>	<b>\$3,481</b>	<b>\$235</b>	<b>\$25</b>	<b>\$0</b>	<b>\$3,583</b>	<b>\$3,521</b>	<b>\$3,539</b>	<b>\$30,008</b>

96% Reach

12.8 Frequency