

## MCTC Marketing Committee Report and Request for Action- 2/15/17

Background: Four marketing firms presented to a joint meeting of the Board and Marketing Committee on January 4 & 5. Mortar was selected as choice number one, Theory as choice number two. Per discussion at the January 25 Marketing Committee meeting, our ED asked both Mortar and Theory a set of follow up questions.

As a result of that second round of communication, Brent learned that Mortar had misunderstood our budget: our entire budget is 1.2 million, not 1.2 million for marketing alone. The answers to the second set of questions are in the Board packet. The Marketing Committee will meet on February 21 to review the above.

Requested Board action: Allow the Marketing Committee to choose between Mortar and Theory at the February 21 meeting, and to direct our ED to sign a contract for the remainder of this fiscal year 2016-17.

This action would allow the new firm to engage with the strategic planning firm, The Correggio Group. Otherwise, the Marketing Committee could recommend a firm to the Board at its March meeting.