

## NEW JERSEY INSTITUTE OF TECHNOLOGY

### AMENDMENT TO RESOLUTION 2024-35 TO APPROVE THE AWARD OF ONLINE VENDOR MARKETING, RECRUITMENT AND RETENTION SERVICES

**WHEREAS**, on November 27, 2023, NJIT awarded Collegis, LLC d/b/a Collegis Education (“Collegis Education”), the award to provide intensive digital marketing, recruitment, enrollment and student success services for 18-months (the “Award”) pursuant to Request for Proposal #23-23 (“RFP”), from January 1, 2024 (FY24) through June 30, 2025 (FY25);

**WHEREAS**, on April 4, 2024, by way of Resolution 2024-35, the Award extending the original 18-month term by two (2) years (3.5 years total), through June 30, 2027 (FY27), was determined to be beneficial by both parties;

**WHEREAS**, the administration utilized the RFP and the Master Service Agreement between the parties dated June 28, 2021 (“Agreement”) to provide competitive procurement and expedite the contractual purchasing process;

**WHEREAS**, funds of \$1,643,000 for FY24 expenditures were approved by the Board of Trustees pursuant to Board Resolution No. 2024-21 and were budgeted in the FY24 Annual Operating and Capital Budgets adopted by the Board of Trustees on July 20, 2023;


**WHEREAS**, funds of \$1,903,000 for FY25 expenditures were approved by the Board of Trustees pursuant to Board Resolution No. 2024-35, and were budgeted in the FY25 Annual Operating and Capital Budgets adopted by the Board of Trustees on July 25, 2024;

**WHEREAS**, online program marketing funds complementing partnership efforts were budgeted and exist in the FY25 Annual Operating and Capital Budgets adopted by the Board of Trustees on July 25, 2024;

**NOW THEREFORE, BE IT RESOLVED THAT** the Board of Trustees authorizes the administration to leverage existing budgeted funds to compensate Collegis for social media platform distribution and payment processing services rendered between February 15 – June 30, 2025 in an amount not to exceed \$1,400,000;

**NOW THEREFORE, BE IT RESOLVED THAT** the Board of Trustees authorizes the administration to leverage existing budgeted funds for the total FY25 spend with Collegis, for all services noted above, in an amount not to exceed \$4,200,000;

**THEREFORE BE IT FURTHER RESOLVED THAT** the Board of Trustees authorizes the appropriate administrative officials to execute documents necessary to memorialize these specific payments.



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Sandy A. Curko, Esq.  
General Counsel/Vice President of  
Legal Affairs and  
Secretary to the Board of Trustees  
New Jersey Institute of Technology