

**AGENDA ITEM #X-C-10  
SEPTEMBER 24, 2024  
HIGHLAND COMMUNITY COLLEGE BOARD**

**REVISED JOB TITLE AND JOB DESCRIPTION  
HUMAN RESOURCES MANAGER, WORKFORCE DEVELOPMENT  
AND ANALYTICS**

**RECOMMENDATION OF THE PRESIDENT:** That the Board of Trustees approves the attached revised job description and job title for Human Resources Manager, Workforce Development and Analytics. This is a full-time, exempt professional position and is included in the FY25 budget.

**BACKGROUND:** The job title is being modified from HRIS Administrator/HR Generalist to Human Resources Manager, Workforce Development and Analytics. The incumbent in the Human Resources Specialist position recently transferred to a different internal role. As a result, the department has reassessed its needs, leading to a realignment of responsibilities and enhanced duties with this position. The Human Resources Manager, Workforce Development and Analytics will assume the responsibility of supervising payroll staff and functions. The job description and job title have been modified to reflect the expanded responsibilities and skills required for the position.

BOARD ACTION: \_\_\_\_\_

## Highland Community College Position Description

**CORE VALUES AND EMPLOYEE CHARACTERISTICS:** Highland Community College has adopted a set of Core Values and Employee Characteristics that it believes each employee must model in order for the College to provide a supportive and productive working and learning environment. These Core Values are Integrity, Compassion and Respect. The Employee Characteristics are Commitment, Interpersonal Skills, Lifelong Learner and Sound Judgment.

**TITLE:** Human Resources Manager, Workforce Development and Analytics~~HRIS Administrator/Human Resources Generalist\*~~

**GENERAL STATEMENT OF RESPONSIBILITIES:** To develop organization-wide human resources and workforce culture and development strategies and contribute related analyses and recommendations. Develops and implements human resource programs, processes and procedures. Coordinates workforce development and training initiatives. Administers the College's human resource information systems and supports HR-related projects. Provides human resource advice, analysis of human resource information and issues, and options for action. Supervises payroll staff and functions.

**PRINCIPAL DUTIES: (essential functions)**

- ~~Responsible for the implementation and maintenance of human resource information systems (HRIS). Conducts the necessary steps and testing with implementation and upgrades within the system and updates the various validation tables, benefit plans and paid leave plans as necessary.~~
- ~~Updates employee records, performs group data updates/imports, and periodically audits the integrity of the data.~~
- ~~Serves as the technical point of contact for HR staff to research and resolve issues, enact solutions and develop processes based on new policies or initiatives.~~
- ~~Conducts and develops training for users and resolves user issues as it relates to HRIS.~~
- ~~Assists the Director, Human Resources with programs, projects and policy development. Performs research, compiles data and provides analysis.~~
- ~~In response to external and internal requests, collects, aggregates, manipulates, and reports HR data. Responsible for state and federal reporting related to employment, compensation/benefits and healthcare reform.~~
- Coordinates the delivery of staff development programs; researches, assesses and identifies training needs, gathers and analyzes data, evaluates effectiveness, and maintains records.
- Oversees the staff development budget.
- Facilitates the communication and deployment of key HR training initiatives, including but not limited to compliance, search committee and supervisory training. Plans, develops and delivers or coordinates the delivery of training, tracks, assesses effectiveness, and completes reports. Develops and implements elements of the ONE Highland culture. Facilitates culture training and oversees Highland's leadership development program, ONE Highland LEADS.
- Administers employee feedback survey process.
- Participates in employee engagement work, including employee recognition and employee communications, such as Cougar Corner.

Adopted: 8/21/07

\*Human Resources Manager, Workforce Development and Analytics~~HRIS Administrator/HR Generalist~~



- Facilitates the communication and deployment of key HR training initiatives, including but not limited to compliance, search committee and supervisory training. Plans, develops and delivers or coordinates the delivery of training, tracks, assesses effectiveness, and completes reports.
- Oversees performance feedback process, gathers and analyzes data, evaluates effectiveness and maintains records.
- Oversees online safety training for College employees by setting up accounts in online system based on position needs, sending out announcements, tracking completions and maintaining records.
- Counsels employees and supervisors on interpretation of Highland policies and processes, benefit and leave plans and employment laws.
- Supports the College's classification and compensation program by conducting market salary research, assisting with classification of positions, developing/revising job descriptions, updating and maintaining HR classification and compensation software, and processing any classification and compensation changes, calculating salaries for new hires/transfers and recommending changes to compensation processes and guidelines. Coordinates the Classification and Compensation Review Committee (CCRT.)
- Responsible for the implementation and maintenance of human resource information systems (HRIS). Conducts the necessary steps and testing with implementation and upgrades within the system and updates the various validation tables, benefit plans and paid leave plans as necessary.
- Updates employee records, performs group data updates/imports, and periodically audits the integrity of the data.
- Serves as the technical point of contact for HR staff to research and resolve issues, enact solutions and develop processes based on new policies or initiatives.
- Conducts and develops training for users and resolves user issues as it relates to HRIS.
- Assists the Director, Human Resources with programs, projects and policy development. Performs research, compiles data and provides analysis.
- In response to external and internal requests, collects, aggregates, manipulates, and reports HR data. Responsible for state and federal reporting related to employment, and compensation/benefits and healthcare reform.
- Administers FMLA and other employee medical leaves, employee evaluation process and unemployment claims. Develops and maintains the Human Resources web site/myHCCstaff and staff portal.
- Coordinates and conducts new employee onboarding and trainings and conducts exit interviews.
- Trains, supervises and evaluates the work performance of assigned staff. Recommends an employee for promotion, reassignment, discipline and termination.
- Supervises Ppayroll staff and functions. Supports HR/Payroll by acting as a backup to payroll processes, conflict resolutions and harassment interviews and recruitment-related tasks.
- Represents the College at various meetings on and off campus.
- Serves on committees and work groups, these may include Employee Recognition, Diversity, Supervisor, EEO/AA Representative, Professional Days, and Opening Days.
- Serves as a Title IX Investigator.
- Communicates effectively with staff and departments to support efficiency and the sharing of institutional knowledge.
- Handles highly confidential information on employees.
- Performs other duties as assigned.

Adopted: 8/21/07

**KNOWLEDGE AND SKILLS REQUIRED:**

Knowledge of English usage, grammar, spelling, punctuation and vocabulary.

Knowledge of College personnel policies and procedures, including benefits offered by the College.

Knowledge of Human Resource department functions.

Knowledge of facilitator and training skills.

Knowledge of principles of organizational development.

Knowledge of research and assessment tools and techniques.

Knowledge of applicable Federal and State regulations and statutes.

Knowledge of office equipment and computer operations and software applications.

Knowledge of Information Systems management.

[Knowledge of personnel management and supervisory principles and practices.](#)

Knowledge of report preparation and formatting.

Skill in maintaining confidential information.

Skill in operating and maintaining payroll and HR systems.

Skill in planning and coordinating complex projects.

Skill in effectively using organization, problem solving and planning skills, including the use of attention to detail, meeting deadlines and follow through.

[Skill in project management.](#)

Skill in using computer software in communicating, data gathering and reporting.

Skill in communicating effectively orally and in writing.

Skill in interpersonal and public speaking.

Skill in conducting research, analyzing information and data and presenting findings in a concise form.

Skill in utilizing data to make informed decisions.

Skill in establishing and maintaining effective relationships with a diverse population of co-workers and others.

**PHYSICAL REQUIREMENTS/ACTIVITIES:** The physical requirements of this position are sedentary in nature, exerting up to 10 lbs of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.

**MINIMUM QUALIFICATIONS:** Bachelor's degree required and two (2) years experience in project planning and coordination, Human Resources, or working with information systems OR an equivalent combination of education and experience that provide the required knowledge and skills.

**REQUIRED LICENSE/CERTIFICATION:** ~~Notary Public and~~ SHRM Certified Professional (SHRM-CP) or Professional in Human Resources (PHR) preferred.

**REPORTS TO:** Director, Human Resources

**APPOINTED BY:** Board of Trustees

**EMPLOYEE CATEGORY:** Professional

**FLSA CLASSIFICATION:** Exempt

**CLASS CODE:** 2210

Adopted: 8/21/07

\*[Human Resources Manager, Workforce Development and Analytics](#)HRIS Administrator/HR Generalist

**JOB SERIES/FAMILY:** General Administrative Series/Human Resources Group  
**LAST REVISED:** ~~08/15/19~~09/24/24 **\*[Pending Board Approval]**

Adopted: 8/21/07

\*Human Resources Manager, Workforce Development and Analytics~~HRIS Administrator/HR Generalist~~



**AGENDA ITEM #X-C-11  
SEPTEMBER 24, 2024  
HIGHLAND COMMUNITY COLLEGE BOARD**

**REVISED SALARY RANGE PLACEMENT AND COMPENSATION ADJUSTMENT  
HUMAN RESOURCES MANAGER, WORKFORCE DEVELOPMENT  
AND ANALYTICS**

**RECOMMENDATION OF THE PRESIDENT:** That the Board of Trustees approves the revised salary range placement for the Human Resources Manager, Workforce Development and Analytics with placement at range level 33 on the Highland Salary Range Table, along with a compensation adjustment in the amount of \$5,474 for the incumbent in the position, Christie Lewis, effective September 25, 2024.

**BACKGROUND:** With the position responsibilities being changed from HRIS Administrator/HR Generalist to Human Resources Manager, Workforce Development and Analytics, salary data for comparable positions was gathered. The salary range placement is being modified from range level 31 to 33 to align with local and regional market data, along with consideration of internal equity. In addition, a salary adjustment of \$5,474 will be provided to reflect the change in range placement and the incumbent's years of internal service credit. A stipend in the amount of \$671 that the employee has been receiving for assuming additional responsibilities is included in this compensation adjustment.

BOARD ACTION: \_\_\_\_\_

**AGENDA ITEM #X-D-12  
SEPTEMBER 24, 2024  
HIGHLAND COMMUNITY COLLEGE BOARD**

**SECOND READING – REVISED POLICY 3.28  
PROHIBITION OF SEX DISCRIMINATION**

**RECOMMENDATION OF THE PRESIDENT:** That the Board of Trustees approves for second reading revised policy 3.28, Prohibition of Sex Discrimination, which is included in Chapter III, Student, of the policy manual.

**BACKGROUND:** The recommended wording complies with new Title IX regulations effective August 1, 2024, that were released in April 2024. Attorneys Robbins Schwartz worked with the Illinois community colleges to provide recommended policy changes that align with the new regulations. The policy applies to everyone in the College’s education programs and activities, including students, faculty and staff, applicants for admission or employment, and third parties.

No additions or revisions have been made since trustees approved the first reading at their September 12, 2024, quarterly retreat.

BOARD ACTION: \_\_\_\_\_

### 3.28 Prohibition of Sex Discrimination- Based Misconduct (Reaffirmed 10/18/2 Revised 2)

#### A. Policy Statement:

1. Highland Community College is committed to maintaining a safe and healthy educational and employment environment that is free from sex discrimination, which includes discrimination and harassment based on sex, sex stereotypes, sex characteristics, pregnancy and related conditions, sexual orientation, and gender identity and expression. The College also prohibits discrimination and harassment on the basis of sex, sex stereotypes, sex characteristics, pregnancy and related conditions, sexual orientation, and gender identity and expression under its Sexual Misconduct and Violence (3.27), Discrimination-Related Harassment (4.035), and Sexual Harassment (4.034) policies.  
~~1. discrimination, harassment and other misconduct on the basis of sex, which includes sexual orientation and gender-related identity. The College prohibits all forms of sex-based misconduct, including but not limited to sex discrimination, sexual harassment, sexual violence, domestic violence, dating violence, and stalking. The College also prohibits discrimination and harassment on the basis of sex, sexual orientation, gender-related identity and expression, pregnancy, and parental status under its Sexual and Other Harassment policy 4.034.~~
2. It is the policy of Highland Community College to comply with Title IX of the Education Amendments of 1972 ("Title IX"), the Violence Against Women Reauthorization Act ("VAWA"), Title VII of the Civil Rights Act of 1964 ("Title VII"), the Illinois Human Rights Act, the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act ("Clery Act"), the Preventing Sexual Violence in Higher Education Act, and all other applicable laws and local ordinances regarding unlawful sex-based discrimination, harassment or other misconduct.
- ~~1.3.~~ Individuals found to have engaged in prohibited sex-based misconduct will be subject to disciplinary action, up to and including termination and/or expulsion from the College.

#### B. Title IX Compliance:

1. As required under Title IX, the College does not discriminate on the basis of sex and prohibits sex discrimination in the education program or activity that it operates. The College's commitment not to discriminate and prohibition on discrimination ~~This requirement not to discriminate~~ extends to admission and employment.
2. The College has designated the VP/CSSO, Student Development and Support Services as the Title IX Coordinator(s), who is responsible for coordinating the College's efforts to comply with its responsibilities under Title IX. Inquiries about the application of Title IX and 34 C.F.R. Part 106 may be directed to the College's Title IX Coordinator(s), the Assistant Secretary for Civil Rights at the United States Department of Education, or both.

#### C. Retaliation Prohibited:



1. Any form of Retaliation, including intimidation, threats, coercion or discrimination against any person who, in good faith, reports or discloses alleged sex discrimination, files a complaint, or otherwise participates or declines to participate in an investigation into allegations of sex discrimination, is strictly prohibited.
1. ~~harassment and other adverse action taken or threatened against any complainant or person reporting sex discrimination, sexual harassment or other sex-based misconduct, or against any person cooperating in the investigation of allegations of sex-based misconduct (including testifying, assisting or participating in any manner in an investigation), is strictly prohibited.~~

D. Implementing Procedures:

1. The College will establish, maintain, and publish procedures implementing this policy, which set forth:
  - a. The application and scope and jurisdiction of the College's prohibition on sex-based misconduct discrimination;
  - b. Definitions of prohibited conduct and a definition of consent;
  - c. Responsibilities of and contact information for the College's Title IX Coordinator(s) and Department of Human Resources;
  - d. Options for assistance following an incident of sex-based discrimination, harassment or other misconduct;
  - e. Procedures for reporting and confidentially disclosing alleged sex discrimination-sex-based misconduct, including a mechanism for reporting and independent review of allegations against one elected official by another elected official;
  - f. The College's response to reports of alleged sex-based misconduct discrimination;
  - g. The College's grievance process for complaints alleging sex discrimination, including complaints alleging sex-based harassment Title IX sexual harassment and/or alleging sexual violence, domestic violence, dating violence, or stalking;
  - h. A mechanism for reporting and independent review of allegations against one elected official by another elected official;
  - h.i. Prevention and education programming provided to College students; and
  - i.i. Training and education provided to the Title IX Coordinator(s), campus law enforcement, campus security authorities, investigators, adjudicators, and anyone else involved in the receipt of reports of, responding to, investigating or adjudicating alleged incidents of sexual discrimination, harassment or other misconduct, or involved in the referral or provision of services to survivors all College employees.

**AGENDA ITEM #X-D-1  
SEPTEMBER 24, 2024  
HIGHLAND COMMUNITY COLLEGE**

**SERVICE AGREEMENT WITH INTERACT COMMUNICATIONS  
FOR GENERAL MARKETING MEDIA BUY/DIGITAL ADVERTISING**

**RECOMMENDATION OF THE PRESIDENT:** That the Board of Trustees approves the attached agreement between Highland Community College and Interact Communications for the execution of a year-round digital media advertising buy in the amount of \$139,480 for the period of October 2024 through September 2025, including Interact’s media management fee, collateral development using Highland imagery, and reporting services.

**BACKGROUND:** Over the last recruitment cycle, Highland Community College continued partnering with Interact Communications to grow the digital advertising presence of the College closer to industry benchmarks. Since expanding for a year-round presence across platforms in the last cycle, the College began introducing more ad sets tailored to specific audiences, including high school/dual credit prospects, parents of teens, and working adults. This current proposal extends those same practices into the 2024-2025 recruitment cycle, and includes \$104,880 for advertising and media management and \$34,600 for up to 43 pieces of collateral.

**BOARD ACTION:** \_\_\_\_\_

# Highland Community College

## 2024–2025 Strategic Marketing Services

September 5, 2024

Prepared By:

Grace Kendall, MFA

Senior Director of Communications

[grace.kendall@interactcom.com](mailto:grace.kendall@interactcom.com)



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# 2024–2025 Strategic Marketing Services

To the Highland Team,

We value Highland Community College and our long-standing partnership with you!

Interact Communications looks forward to the opportunity to not only continue our ongoing relationship by offering additional creative and strategic digital media services for the college, but to also expand upon our successes by updating your strategic integrated marketing plan and offering a new service to the college—a communication audit to analyze the effectiveness of messaging throughout each phase of the college's enrollment process. This proposal outlines the scope of work.

Thank you for your trust. It's a pleasure to partner with you!

Kindly,



Grace Kendall, MFA  
Senior Director of Communications/Senior Account Executive  
Interact Communications, Inc.  
[grace.kendall@intearct.com](mailto:grace.kendall@intearct.com)  
360-460-0779

## Our Approach

**A Higher-Ed Calling** — Our firm exclusively serves two-year colleges in North America. As a full-service marketing, communications, and strategic enrollment management agency, we specialize in bolstering the college brand while optimizing the student experience.

**From Small Beginnings to National Impact** — **Founded in 1996** by Dr. Pamela Cox-Otto, Ph.D., Interact began as a modest community college consulting firm. Over the years, our dedication to addressing the marketing needs of two-year institutions has propelled us into a national powerhouse, **servicing over 750 community and technical colleges across 48 states ... and counting!**

**Experts in the Two-Year College Realm** — **After 28 years**, Interact's commitment to community colleges remains unwavering. Our team comprises professionals with firsthand experience in the two-year college landscape. Many have worked directly with community colleges, studied at them, or served in various capacities within these institutions. This unique expertise enables us to offer full research services, a robust strategy and creative team, and innovative products tailored to the challenges faced by community colleges.

**Your Success Is Our Passion** — At Interact, we see your college as a community, not just a market segment. **Our mission is to position your college for enrollment success**, empowering students to seize new opportunities and redefine their futures. We prioritize tangible outcomes, especially in realizing strategic objectives, through comprehensive communication plans, triage assistance, coaching, team training, and more.

**Where Partnership Meets Innovation** — We are committed partners to community colleges, districts, systems, organizations, and individual team members. Our seasoned strategists deliver impactful outcomes. As your dedicated partner, we maximize your resources for the benefit of your community and students, constantly seeking innovative ways to leverage your strengths for mutual growth and success. Our insights are further enhanced by Interact's proprietary software, **Media Prefs**, which allows us to tailor our strategies to the specific media preferences of each college's prospective students.

**The Interact Difference** — What sets Interact apart is our unparalleled expertise in all aspects of community colleges. We have collaborated with leadership teams at numerous colleges and consortia, driving initiatives from recruitment and enrollment growth to strategic planning and fundraising. Our strength lies in solving problems and envisioning possibilities, anticipating trends, and creating solutions tailored to the unique needs of the colleges we serve and their diverse student populations.





# Scope of Work

## Media Buying and Management

Interact Communications takes great pride in our targeted and effective media buying services. The new media buy would build from the success of years of managing Highland’s digital advertising campaigns. From the 2022–2024 digital ad campaign review, we cultivated an impressive two-year performance.

REACH LOCAL Industry Benchmarks • PPC • Display • Facebook & Instagram • Snapchat • YouTube • Spotify • Pandora • TIKTOK

**interact** **2022 Compared To 2024 Performance**

HIGHLAND COMMUNITY COLLEGE

### SEM Campaign Dec 2022 Compared to April 2024

Average CPC was \$1.56 cents , **Current average is .26 cents**  
 Average CTR was 12%, **Current average is 52%**  
 Average Cost Per Contact was \$24, **Current average is \$10**

### Display Campaign Dec 2022 Compared to April 2024

Average CPM was \$10, **Current CPM is \$5**  
 Average CTR was .12%, **Current average is .20%**

### Facebook/Instagram Campaign Dec 2022 Compared to April 2024

Average CPM was \$16, **Current CPM is \$10**  
 Average CTR was 1.20%, **Current average is 1.41%**  
 Average CPC was \$1.35 cents , **Current average is .74 cents**

### TikTok Campaign Dec 2023 Compared to April 2024

Average CTR was 0.50%, **Current average is 1.41%**

**General Campaigns**

**Industry Benchmarks For Comparison**

**PPC Industry Averages**  
 Average CPC is \$4.18  
 Average CTR is 4%  
 Average Cost Per Contact is \$58

**Facebook/Instagram Industry Averages**  
 Average CPM is \$15-\$25 detailed audiences,  
 Average CTR is .70%

**YouTube Industry Averages**  
 Average completed video view rate 20-25%  
 Average cost per completed video view .15 cents

**Display Industry Averages**  
 Average CPM \$15-\$25

REACH LOCAL Industry Benchmarks • PPC • Display • Facebook & Instagram • Snapchat • YouTube • Spotify • Pandora • TIKTOK

**interact** **2022 Compared To 2024 Performance**

HIGHLAND COMMUNITY COLLEGE

**Overall Leads (Calls) Increased By 148% in SEM On The Same Budget**

**Overall Leads (Form Submits) Increased in SEM By 187% On The Same Budget**

**Overall Average Cost Per Lead Decreased By 58%!**



SEM campaign had a decrease in the cost per click by over 500%!  
 The Click Through Rate increased by 333%!  
 The Average Cost Per Contact decreased by 58%!

Display Campaign had a decrease in the CPM by 50%!  
 The Click Through Rate increased by 66%

Facebook/Instagram Campaign had a decrease in the CPM by 60%!  
 The Cost Per Click Decreased By 45%!

TikTok Campaign Click Through Rate Increased By 182%

# Scope of Work

## Media Buying and Management

Our proposal for the next digital media buy includes the following recommendations, as noted in the 2022-2024 Campaign Review.



### Display

We currently are targeting people with a high school diploma, website remarketing, a lookalike audience off your website traffic and doing keyword search retargeting. We recommend adding in video to do OTT (connected TV) Streaming to increase engagement. In addition, you can target a CRM list of applied/not enrolled, stopout or prospect students. We would recommend a budget increase to support additional audiences.

### Facebook/Instagram

All audiences are performing well above average, so no changes recommended to the current audience set up. I recommend we test some new audiences next fiscal year and target online gamers-gaming audience, target low-income work industries, along with a CRM list of applied/not enrolled, stopout or prospect students. We would recommend a budget increase to support additional audiences.

### Search Engine Marketing

Campaign is doing great, no changes needed at this time for campaign set up and structure. The campaign budget is low, it's recommended to increase the monthly budget to capture more search volume. Currently the campaign ads on Google only show an estimated 18% of the time when a search is being done due to budget constraints.

### Snapchat

Snapchat is a great platform to reach high schoolers and parents of teens 16-18. The engagement in this platform is very high and it's an affordable CPM. We recommend adding this publisher in to the next fiscal year plan.

### YouTube & TikTok

Recommended to keep TikTok running year-round, as you have very high engagement in this publisher. If you have additional funds, YouTube is another platform that can target traditional as well as adult learners and is very affordable.





# Scope of Work

## Media Reporting and Analytics

Interact will provide Highland Community College with 24/7 access to an online dashboard, which will allow you to view activity leads from your digital marketing, including engagements, impressions, visits, demographics, video views, calls, form fills, emails, and priority page views. Your dashboard can also track phone calls and walk-ins made directly from digital advertisements. HCC will receive real-time notifications in the dashboard. Take a look at dashboard abilities here:

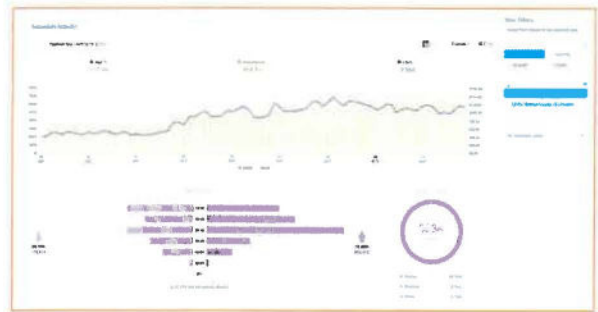
<https://news.interactcom.com/stories/interact-reachlocal-real-time-online-dashboard/>

Interact will also provide a monthly, written custom report and analysis with industry benchmarks for all digital as well as any traditional media placements that are made.

These reports provide ongoing return on investment (ROI) information that specifically demonstrates the effectiveness of every facet of your ad strategy, from traffic data to click-through rates, gross rating points, and online engagement (websites, broadcast, and social media).

In addition, your project lead, will also establish regular conference calls with HCC to review progress, walk you through the reports, and provide recommendations for adjustments in creative and media spend.

**Total Cost: Included with the media buy**



## Scope of Work

### Creative Services

Interact Communications will write and design the collateral needed to implement the digital media ad campaign with a creative refresh every three to four months.

Ad set	Recommended Collateral	Quantity	Cost
Carousel ads for Facebook/Instagram	Static carousel ad for all audiences	3 Ads	\$1,800
Static ads for Facebook/Instagram	<ul style="list-style-type: none"> <li>3 FB/IG static ad for high schoolers</li> <li>3 FB/IG static ad for parents of teens</li> <li>3 FB/IG static ad for adults</li> <li>3 FB/IG static ad for general/website remarketing/lookalike audience</li> </ul>	12 Ads	\$4,800
Static ads for Display/Geofence	3 ad static sets for Mobile/Desktop for all audiences	18 Ads	\$9,600
Static ads for Snapchat	<ul style="list-style-type: none"> <li>3 FB/IG static ad for all audiences</li> <li>3 FB/IG static ad for parents of teens</li> </ul>	6 Ads	\$2,400
Horizontal video ads	2 Facebook/Instagram and OTT streaming video ads for all audiences	2 Ads	\$8,000
Vertical video ads	2 TikTok and Snapchat video ads for all audiences	2 Ads	\$8,000
		<b>TOTAL</b>	<b>\$34,600</b>

### Publisher ads, audiences, and objectives

#### Facebook/Instagram

1 Static ad set of 5 total ads:

- 1 carousel ad that works with all audiences: 3-5 cards
- 1 static ad for high schoolers
- 1 static ad for parents of teens
- 1 static ad for adults
- 1 static ad for general/website remarketing/lookalike audience
- all ads with post copy and sized to 1080 x 1080 px

1 static ad set for November to February

1 static ad set for March to June

1 static ad set for July to September-October

2 video ads that work with all audiences: 15-30 seconds each, post copy, evergreen; recommend running one video then swapping about midway through the campaign

# Scope of Work

## Creative Services

### Publisher ads, audiences, and objectives, continued

#### Display/Geofence/OTT Streaming

*1 ad static set of 6 total ads*

- mobile/desktop
- for all audiences
- sized to 300x250, 728x90, 468x60, 300x50 and 160x600, 300x600 px

1 set for November to February

1 set for March to June

1 set for July to September–October

*2 video ads* for OTT streaming for all audiences: 15–30 seconds each, evergreen; recommend running one video then swapping about midway through the campaign

#### Snapchat

*1 Static ad set of 2 total ads:*

- 1 static ad for all audiences
- 1 static ad for parents of teens
- sized to 1080 x 1920 px

1 set for November to February

1 set for March to June

1 set for July to September–October

*2 video ads* for all audiences: 9–10 seconds each, evergreen; recommend running one video then swapping about midway through the campaign

#### TikTok

*2 video ads* for all audiences: 9–10 seconds each, evergreen; recommend running one video then swapping about midway through the campaign



## Cost Summary

This cost summary outlines cost of each deliverable. For details on what is included in each deliverable, reference the scope of work in the preceding pages.

Deliverable	Costing Notes	Total Cost
<b>Digital Media Services</b>		
<b>Media Buying &amp; Management</b>	October 2024–September 2025	
<b>Year-round paid advertising</b>	Hard media costs and 15% media management fee	\$104,880
<b>Media Reporting &amp; Analytics</b>	Monthly reporting, online dashboard, campaign effectiveness analysis and performance recommendations	included
<b>Creative Services</b>		
<b>Collateral Development</b>	Up to 43 pieces of collateral to implement digital media buy	\$34,600
<b>Project Services</b>		
<b>Project Management</b>		included
<b>Total</b>		<b>\$139,480</b>

## Terms

Appointment of Agency. Upon contract signature, client will appoint Agency as Client's agency of record in connection with the events, products, and/or services of Client described in Scope of Work document.

Scope of Services. Agency will provide Client with the services provided in the Scope of Work which is incorporated into this Agreement. Should Client request Agency to perform additional services beyond the scope of those identified in the Scope of Work, Agency and Client will negotiate in good faith with respect to the terms, conditions, and compensation for such additional services. Any agreement for such additional services will be set forth in writing executed by both parties and considered an Addendum to this Agreement.

Intellectual Property Ownership.

Subject to the limitations set forth in Section 3(b) of this Agreement, all campaigns, trademarks, service marks, slogans, artwork, written materials, drawings, photographs, graphic materials, film, music, transcriptions, computer programs, or other materials that are subject to copyright, trademark, patent, or similar protection (collectively, the "Work Product") produced by Agency shall be the property of the Client provided: (1) such Work Product is accepted by the Client within two (2) months of being proposed by Agency; and (2) Client has paid all fees and costs associated with creating, or, where applicable, producing such Work Product. Work Product that does not meet the two foregoing conditions shall remain the Agency's property. Subject to and upon fulfillment of the foregoing conditions, all title and interest to Work Product shall vest in Client as "works made for hire" within the meaning of the United States copyright laws. To the extent that the title to any such Work shall not be considered a work made for hire pursuant to law, Agency transfers and assigns its rights in such Work to Client upon the fulfillment of conditions 1 and 2 set forth in this Section 3(a).

It is understood that Agency may, on occasion, license materials from third parties for inclusion in Work Product. In such circumstances, ownership of such licensed materials remains with the third-party licensor at the conclusion of the term of such third-party license. In those instances, Client agrees that it remains bound by the terms of such third-party licenses. Agency will keep client informed of any such limitations.

Agency shall be permitted to display all completed Work Product, after such Work Product is accepted and implemented by Client, in Agency's work portfolio in print, digital, and online formats for Agency's promotional purposes, including the submission of any completed and published Work Product in any relevant award competitions. Client grants to Agency a limited license to display the completed, accepted, and implemented Work Product for such purpose.



## Terms

Compensation and Billing Procedure. Agency will be compensated, and Client will be billed a flat fee of 50% upon contract signing and 50% upon completion of each deliverable, on a monthly basis. The entirety of the buy (hard costs and management fees) will be invoiced 100% at contract signing. Payment terms are prepayment of any media prior to placement.

Client Approvals and Authority. Client shall provide timely approvals of Agency work and timely responses to Agency inquiries related to all aspects of the Work. Client shall designate in writing the individual or individuals with whom the Agency will communicate regarding all aspects of the Work or this Agreement. In the event of a delay by Client in granting any necessary authority or approval to Agency, which delay causes an increase in fees or costs associated with the Work, or a delay in the completion date of the Work, Client shall be solely responsible for such increased costs and delayed completion dates, and agrees to pay the associated increased fees and costs to Agency. Agency requires, and Client agrees to pay, a work re-start fee in the event Client has delayed approvals, information, or communication for a period in excess of 30 days. Client will also assume responsibility for any increased fees or costs or delayed work completion by third parties arising out of any delayed grant of necessary authority or approvals.

### Commitments to Third Parties.

- Client appoints Agency as its agent for all purchases of media, production costs, engagement of talent, or other services and materials required to fulfill the Agreement or produce the Work Product. Client shall promptly notify Agency of its desire to cancel any such authorization, whereupon on receipt of written notice of such cancellation, Agency will take all appropriate steps to effect such cancellation, provided that Client will hold Agency harmless with respect to any costs incurred by Agency as a result, including the securing of a written release of Agency by the third party vendor and/or payment in full of all charges incurred by Agency.
- For all media, production services, talent engagement, or other services or materials purchased by Agency on Client's behalf, Client agrees that Agency shall be held liable for payments only to the extent proceeds have cleared from Client to Agency for such third party purchase or expense; otherwise, Client agrees to be solely liable to the media or other relevant third party ("Sequential Liability"). Agency will use its best efforts to obtain agreement by media and other relevant third parties to Sequential Liability.

Amendments. Any amendments to this Agreement must be in writing and signed by Agency and Client.



# Signature

*Any other services that Highland Community College requires outside of the stated parameters of this contract will be furnished at our best client pricing. Any changes to the contract will be noted and will require signed authorization in the form of a change order. All media placement will be paid 100% before placement of media.*

*This agreement contains the entire agreement and understanding between the parties with respect to the subject matter herein.*

Agreed to on behalf of:  
**Highland Community College**

Agreed to on behalf of:  
**Interact Communications**

\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
Kirsten Annen, Director of Operations

\_\_\_\_\_  
Signature

\_\_\_\_\_  
*Kirsten Annen*

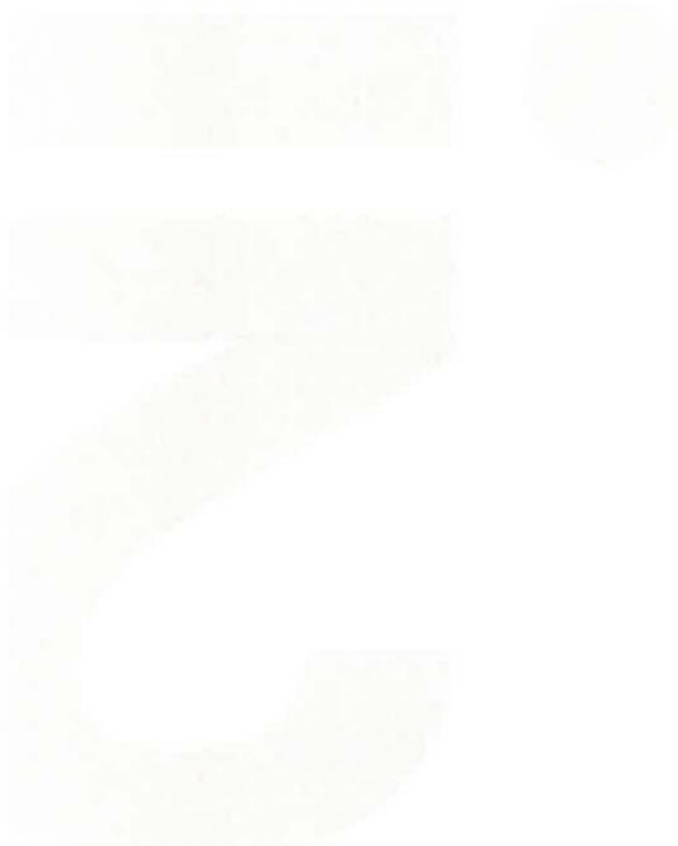
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Date

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9/5/24



# Thank you!

We appreciate the opportunity to continue our successful and long-standing partnership with you.



Grace Kendall

360.460.0779

[grace.kendall@interactcom.com](mailto:grace.kendall@interactcom.com)





# interact

2-YEAR COLLEGE EXPERTS



[interactcom.com](http://interactcom.com)

