

Wright State University
FY2021 Contracts and Expenditures
July 1, 2020 through August 31, 2020

\$500,000 and Above (Full Board Approval Required)	
Contract Information	Description of Services
<p>Vendor: Elsevier Committed Contract Period: 7/1/2020 – 6/30/2025 Approval Amount: \$507,702.31 Current Annual Amount: \$97,559.26 Contract Options: N/A Last Bid Date: N/A WSU Point of Contact: Sue Polanka, M.L.S, University Librarian</p>	<p>ClinicalKey is a medical resource from Elsevier that provides medical students with full-text reference books, point-of-care monographs, drug information, videos, practice guidelines, customized patient education handouts, clinical calculators and more. This resource is considered essential for the Boonshoft School of Medicine. If we do the 5 year contract, the annual increase is only 2%. This is a savings of \$41,846 over 5 years.</p>
<p>Vendor: The Ohlmann Group, Inc. Committed Contract Period: 10/1/2020 - 9/30/2022 Approval Amount: \$3,000,000.00 Current Annual Amount: \$725,000.00 Contract Options: (2) - 2 year option Last Bid Date: 2019 WSU Point of Contact: Rob Durkle, M.Ed, Chief Recruitment and Admissions Officer</p>	<p>Media buying services including but not limited to the following: broadcast, outdoor, out-of-home, search engine marketing, display, social media, over the top TV, digital radio, and other media advertising services. Typically, these services are targeting recruitment and retention of students. Some of this spend is from budgets outside of marketing (colleges, grants, research, etc.) but that spend is managed through this marketing contract. With the decrease of in person events due to the pandemic we will be focusing large parts of our marketing budget to advertising of prospective students. Based on current trends, name buys, outcomes, and effectiveness we will prioritize budget between our two vendors over time.</p>
<p>Vendor: Ring Ltd. Committed Contract Period: 10/1/2020 - 9/30/2022 Approval Amount: \$2,000,000.00 Current Annual Amount: \$495,000.00 Contract Options: (2) - 2 year option Last Bid Date: 2019 WSU Point of Contact: Rob Durkle, M.Ed, Chief Recruitment and Admissions Officer</p>	<p>Media buying services including but not limited to the following: search engine marketing, display, video pre-roll, and other media advertising services. These services are targeting recruitment and retention of students. Some of this spend is from budgets outside of marketing (colleges, grants, research, etc.) but that spend is managed through this marketing contract. With the decrease of in person events due to the pandemic we will be focusing large parts of our marketing budget to digital advertising of prospective students. Based on current trends, name buys, outcomes, and effectiveness we will prioritize budget between our two vendors over time.</p>