

## AGENDA ITEM 11.

### SELECTION OF MARKETING AGENT FOR *COLLEGE ILLINOIS!*

**Submitted for:** Action

**Summary:** In March 2004, a Request for Proposals (RFP) for the Marketing Agent for *College Illinois!* was issued. In accordance with state procurement policy, it was publicly posted on the Illinois Procurement Bulletin Board. As a result, nine proposals were received by the due date of April 14, 2004.

An evaluation team with six members was selected from among *College Illinois!* and other ISAC staff. On April 28, the team met and narrowed the field to four finalist firms. All four were invited to make an oral presentation to the Evaluation Team on May 11 and 12 in ISAC's Deerfield office. Following the oral presentations, in a unanimous decision, the team members agreed that Celtic, Inc., the incumbent vendor, would be recommended to the Commission for approval at the June 11 meeting. Statute requires Commission approval of the marketing agent for the Prepaid Tuition Program.

**Action requested:** That the Commission approve the following resolution:

**“BE IT RESOLVED** that the Commission authorizes the Executive Director to negotiate and enter into a contractual agreement with Celtic, Inc. to serve as the central marketing agent for the *College Illinois!* program.”