

Purchasing Procedures for Marketing/Advertising

It is understood that the County College Contracts Law exempts contracts for advertising seeking student enrollment from the requirement for public advertising -- NJSA 18A:64-25.4 (20).

The Administration, through the Executive Director of College Advancement and Planning and the President, shall provide the Board of Trustees Committee on Finance and Budget with an outline of its planned expenditures for marketing initiatives for its consideration. This outline shall indicate the amounts of money planned to be spent during a specified period of time for the major categories of Radio/TV, Newspaper, Direct Mail, Outdoor and other. If the Administration expects any significant deviations from this outline, it shall so inform the Finance Committee.

Pursuant to NJSA 18A:64-25.4, any agreement for services exceeding the statutory exemption shall be by written contract, which shall be reviewed by the college attorney prior to submission to the Board for approval. Such general standard contracts may be approved in principle by the attorney which may preclude individual contract analysis.

Single purchases exceeding the statutory exemption and exempt from public advertising would require a stockholders disclosure agreement as is the practice with current bidding procedures.

18A:64-25.7 contracts not to be divided. No purchase, contract, or agreement which is single in character shall be subdivided. All the work, materials or supplies requisite for the completion of such project shall be included in one purchase, contract or agreement when practical; i.e., blanket purchase order processing.

Where practicable, any services in excess of the current quote threshold shall be contracted after having solicited quotations, and whenever possible, award of contract shall be to the lowest responsible quotation.

Where it is impractical to solicit quotations, or when an award is not made on the basis of lowest quotation, a written statement of explanation of the reasons therefor shall be placed on file with the purchase agreement. This is in accordance with NJSA 18A:64-25.19.

The College shall not enter into any contract for marketing/advertising which exceeds twenty-four months duration.