

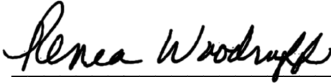
ACTION ITEM FOR BOARD OF REGENTS MEETING
LEE COLLEGE DISTRICT

Meeting Date: September 22, 2026

AGENDA ITEM: Consideration of Contract with Outreach Strategists, LLC, for Rebranding Consulting Services

The Administration recommends that the Board authorize the President or his designee to negotiate final terms and approve an agreement with Outreach Strategists, LLC, in the amount of \$137,860.

Proposal is within Budgetary Allocations



Renea Woodruff, Controller

Detail

Outreach Strategists, LLC, will provide consulting services to support the development of a comprehensive rebranding strategy for Lee College. The firm will guide the College through the research, brand development, and implementation planning necessary to strengthen and align the College's identity and messaging. These services will be purchased under the 1 Governmental Procurement Alliance (1GPA) cooperative purchasing program, pursuant to Contract No. 26-03DV-08, Strategic Enrollment, Recruitment, and Marketing Consulting Services.

Resource Personnel

Leslie Gallagher, Chief of Staff and Vice President, Strategic Initiatives and External Affairs
Brian Waddle, Chief Marketing Officer and Executive Director, Brand Engagement

Fiscal Implications

Costs are budgeted

Exhibits

Scope of Work
Proposal
Professional Services Agreement
1GPA Contract Acceptance

Proposal in compliance with Board Policy



Jacob Atkin, President



**Leslie Gallagher, Chief of Staff and Vice President,
Strategic Initiatives and External Affairs**

Approved: _____ No: _____

Date: _____