

AGENDA ITEM 8.P.

RE: Approval of Watermark Planning and Self-Study Services Agreement

STAFF RECOMMENDATION: It is recommended that the Board of Trustees approve the Watermark Planning and Self-Study Services Agreement for a 60-month period beginning October 1, 2026, and ending September 30, 2031, at a total cost not to exceed **\$177,498.10**, as presented.

BACKGROUND: Watermark Insights, LLC has provided Laredo College with a proposal for campus-wide Planning and Self-Study services. The agreement includes Planning and Self-Study Advanced, an AI Add-On, a Bronze Service Package, and advanced implementation services. The subscription is based on 7,090 student full-time equivalents.

The services will support the College's institutional planning, assessment, self-study, and continuous improvement activities. The agreement provides for annual billing with net 30 payment terms. Watermark Quote Q-39437 expires September 30, 2026.

BUDGETARY CONSIDERATIONS: The total contractual cost is **\$177,498.10**, including a one-time implementation cost of **\$7,000.00**. Annual subscription costs are \$2,000.00 for Term 1; \$40,363.38 for Term 2; \$41,514.29 for Term 3; \$42,699.72 for Term 4; and \$43,920.71 for Term 5. The first-term financial obligation, including implementation, is **\$9,000.00**.

CONTACT PERSONS:

Dr. Minita Ramirez, President

Dr. David V. Arreazola, Vice President of Student Success and Compliance

Dr. Veronica G. Martinez, Associate Vice President of Planning & Institutional Effectiveness