

AGENDA ITEM 8.Q.

RE: Approval of Agreement with Element451 for Admissions, Marketing, and Student Success Software Services

STAFF RECOMMENDATION: That the Board approve the agreement with Element451 for Admissions, Marketing, and Student Success software services and authorize the President or her designee to execute all necessary documents, subject to satisfactory completion of legal review.

BACKGROUND: Administration recommended the acquisition of the Element451 cloud-based customer relationship management platform to support the College's admissions, recruitment, marketing, student communications, and student success initiatives. The proposed solution includes Admissions & Marketing, Student Success, Dedicated Support, and integration with the College's Ellucian Banner student information system. The platform will provide an integrated approach to student engagement, beginning with recruitment and admissions and continuing through enrollment, retention, persistence, and completion. The Student Success component will support the College's institutional goals related to student outcomes and success.

The acquisition will be made through an existing contract under the TIPS Cooperative Purchasing Program, of which Laredo College is a member. The proposal and procurement documentation will identify the applicable TIPS contract number. Element451 previously confirmed that it is an awarded TIPS vendor.

The College also verified that Element451 is included on the Texas Department of Information Resources TX-RAMP list of certified cloud service providers. The proposed agreement was submitted for legal review prior to execution.

The agreement provides for an initial five-year term. Under the vendor's promotional pricing, the first-year subscription and service fees are waived if the agreement is executed by September 30, 2026. The proposal includes a one-time Ellucian Banner integration build fee of **\$14,750**. Beginning in Year 2, the listed annual cost is **\$159,572.25** for Admissions & Marketing, Student Success, Dedicated Support, and Banner integration maintenance services, subject to the final terms of the agreement.

BUDGETARY CONSIDERATIONS: Funding for the agreement has been allocated within the College's approved budget.

CONTACT PERSONS:

Dr. Minita Ramirez, College President

Dr. David Arreazola, Vice President of Compliance and Risk Management

Mrs. Jessica C. Trevino, Associate Vice President of Enrollment Management